



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
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36113 EXP 2/66

Convention produces hint of moderation in D.C. p35
LBJ's diplomatic choice for FCC: James Wadsworth. p36
AMST finds members making waves in CATV waters. p82
Heavy traffic, interest in color sparks TFE '65. p52

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HOW DO YOU COUNT ????????

IT'S JUST GOOD BUSINESS TO COUNT ON THE STATION THAT IS INVOLVED WITH, AND IN, THE COMMUNITY IT SERVES.

WCCO TELEVISION is that station in the Twin City market. It is the only Twin City station, for example, to AWARD AN ANNUAL FOUR-YEAR SCHOLARSHIP; conduct the WCCO-VIKING FAN CLUB; the WCCO-GUTHRIE MATINEE PARTY; sponsor the annual MINNESOTA SYMPOSIUM at the University of Minnesota; and program a regularly-scheduled PUBLIC AFFAIRS TV SHOW. In addition the station is deeply involved with the ST. PAUL WINTER CARNIVAL, the MINNEAPOLIS AQUATENNIAL and the MINNESOTA STATE FAIR—just to name a few.

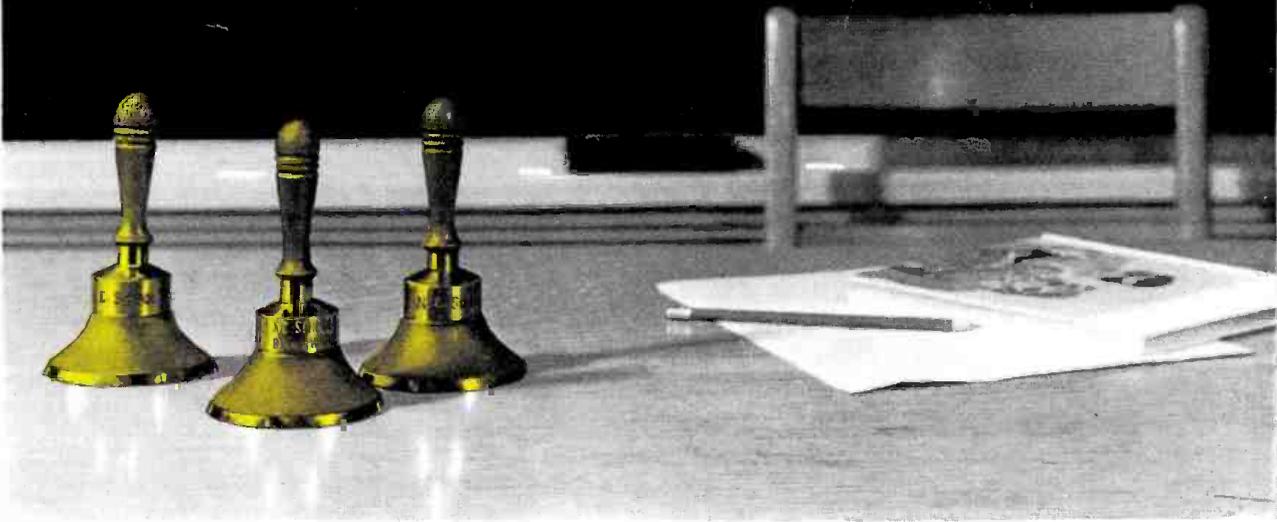
COUNT ON WCCO TELEVISION to put *your* story across . . . the station which is already vitally involved in, and accepted by, the Twin City Area of Minneapolis-St. Paul



Represented nationally by: Peters, Griffin, Woodward, Inc.

L M N O P Q R

WFMY-TV
WINS
SCHOOL BELL AWARD
FOR
UNPRECEDENTED
THIRD TIME



The North Carolina Education Association has again presented its annual School Bell Award to WFMY-TV, the only three-time television station winner. The 1965 Award, for "distinguished service in the interpretation of education," was made in recognition of WFMY-TV's comprehensive cover-

age of issues and activities in the field of education and, in particular, for the station's exceptional efforts in combating the school "drop-out" problem.

WFMY-TV . . . first choice for serving the public and selling your product in 51 counties in North Carolina and Virginia.

WFMY-TV 

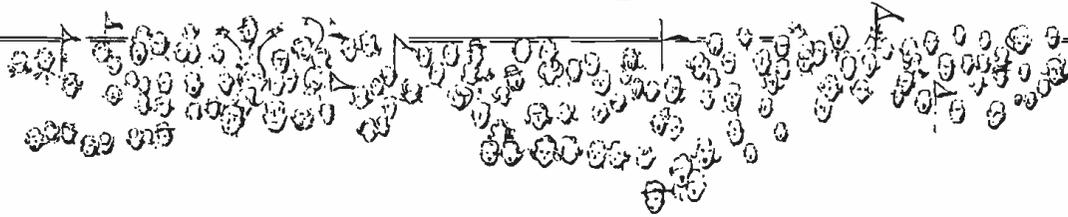
GREENSBORO / HIGH POINT / WINSTON-SALEM, N. C.



Represented nationally by Harrington, Righter and Parsons, Inc.

WHAT'S THE LATEST SCORE

in our brand-new ball game in St. Louis?



THE TOP 10 SCORE

KTVI leads with 5 shows

Station B follows with 3

Station C next with 2

THE TOP 20 SCORE

KTVI leads again with 10 shows

Stations B & C play to a

tie with 5 each

*How about you? Been putting your money on
the winner in St. Louis?*

**THE
EXCITING
NEW**

KTVI
Channel **2**

*Source: ARB, Jan./Feb. 1965
based on total homes

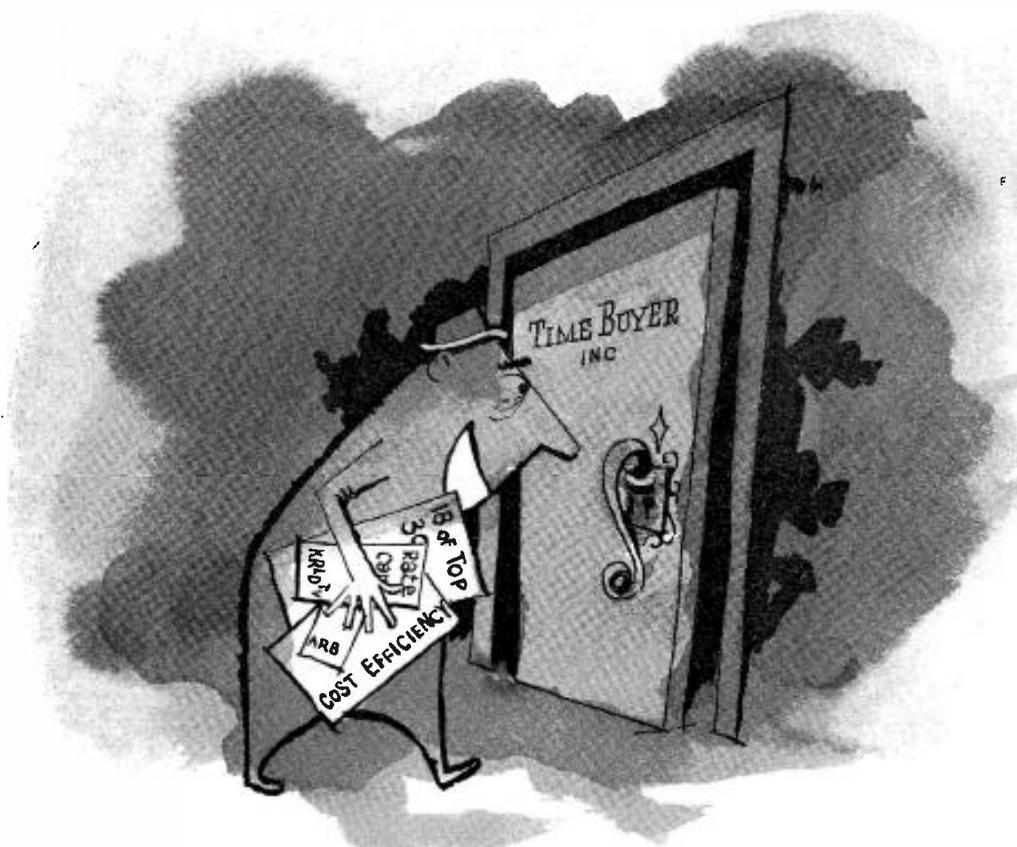
ST. LOUIS **abc** **HR**

WHEN YOU CONSIDER PRIME TIME SPOTS...

your first requirement is top homes delivered at the
most efficient cost.

IN THE DALLAS-FORT WORTH MARKET...

18 of the top 30 prime time shows are on Channel 4.*



CONSIDER KRLD-TV

with a new, cost efficiency rate card which makes every spot on
Channel 4 a top-rated buy ■ Ask your ADVERTISING TIME SALES
representative for complete details.

*ARB
Jan/Feb '65

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts.

Among broadcasters who know him, there was much relief when James J. Wadsworth was nominated last Thursday to be FCC commissioner. They'd feared President Johnson might pick an educator with utopian views. But Mr. Wadsworth is regarded by friends as realist. As one network executive who's known him for 20 years put it: If new appointee had been on commission when it voted March 19 on proposal to reduce network program control, he would have voted against it.

Senior U. S. Senator from Mr. Wadsworth's native New York state, Republican Jacob Javits, was supporting another candidate for FCC vacancy, Dean Kenneth Bartlett of Syracuse University, but Senator Javits knows and likes Mr. Wadsworth and will make no objection to his appointment. Early last week Senator Javits was told by White House that finalists in FCC race were Dean Bartlett, Richard B. Hull of Ohio State University and Mr. Wadsworth, whose name was put into FCC consideration only recently.

New guessing game

With speculation ended as to whom President Johnson would name to FCC vacancy, new guessing game has emerged in regard to chairmanship now held by E. William Henry. In some quarters it was thought that President, who has prerogative of naming chairman from among qualified members, might move after James J. Wadsworth's nomination is confirmed by Senate (Commerce Committee has scheduled hearing for April 13). Although Ambassador Wadsworth is Republican, this wouldn't necessarily preclude his designation as chairman.

There had been speculation earlier that President Johnson might designate Commissioner Lee Loevinger, former assistant attorney general for antitrust and close friend of Vice President Hubert H. Humphrey, to chairmanship. It's expected President shortly will renominate Commissioner Robert T. Bartley for third seven-year term on FCC. His present term expires June 30.

Friendly fight

Despite disagreement among some members of Association of Maximum Service Telecasters on position it has taken on full regulation of community antenna services, there's no talk

CLOSED CIRCUIT®

of their resignation. Group owners at odds with AMST policy (see page 82) have stated they regard AMST as performing excellent service in all other areas. Only resignation reported is that of General Electric Co.'s WRGB (TV) Schenectady, and half-dozen new members were said to have been lined up during NAB convention last week.

Philadelphia sale

Agreement was reached last week for sale of WJMJ and WJMJ-FM (construction permit) Philadelphia to Rust Craft for in neighborhood of \$650,000 (subject to customary FCC approval). Sellers are Patrick J. Stanton, president and general manager, and associates. WJMJ, which began operation in 1948, is on 1540 kc with 50 kw daytime. WJMJ-FM is assigned to 104.5 mc with 20,000 w. Broker is Richard Crisler Co., Cincinnati. Rust Craft, multiple owner, has headquarters in Steubenville, Ohio.

Waiting for the call

Walter Rogers (D-Tex.) thinks FCC "is going too far" with proposals to limit network program ownership (see page 60). Commission, he feels, "is getting into an area better left to the Justice Department." At most, "the commission should present recommendations to Congress" if it sees need to regulate "monopoly" situation.

Mr. Rogers, chairman of Communications Subcommittee of House Commerce Committee, says hearings on proposed rules are not planned now, but will be held "if a demand develops." Congressmen can become very demanding when regulatory agencies get frisky. Senator Vance Hartke (D-Ind.) has already recorded his opposition to commission proposal (see page 62).

Quiz era ends

Abandonment of FCC panel quiz as feature of NAB conventions won't mean that regulatory agency people will not participate in future convention programs. Panels have been tradition for past 10 years, but concern expressed over members of quasi-judicial body subjecting themselves to pot-shooting from floor resulted in conclusion that this year's panel (see page 58) would be last. Thought is being given to appearances of new commissioners at future conventions or possibly of setting up second-echelon

panel of department heads involved in broadcasting who would not be inhibited in answers because they are not responsible for FCC policy.

Search for an angel

National Association of FM Broadcasters, which is planning to put paid staff back in New York office and seek new president for association, is looking to build up working fund of \$500,000. Source would probably be sponsor who would buy time on all member stations with monies being returned to NAFMB to pay for staff. Magnavox bankrolled similar campaign two years ago and reportedly is interested in doing so again. Results of previous effort were said to have been highly successful for Magnavox.

Date for CATV

April 14 was set by FCC last Friday as date on which it will take action on overall community antenna policy. Expectation is that it will assert general regulatory authority and probably not limit itself to jurisdiction over microwaves. By same token, it isn't expected commission would go for regulation of CATV services as common carriers, thus preempting field to exclusion of state regulatory bodies.

CATV in New York

New York City's position on application of eight companies to operate CATV systems there should come into clearer focus within next two weeks. Within that time, it's reported, city's franchise bureau will have presented board of estimate with report and recommendations on franchise petitions. According to one city representative, first franchise grant decision might be made in late April or early May. Last public hearing on CATV applications was held by board of estimate Jan. 14 (BROADCASTING, Jan. 18).

Pocket demography

Peters, Griffin, Woodward is planning to announce on April 5 copy-righted Radio Programing Efficiency Index pocketpiece intended as aid to radio advertisers and agency buyers. Slide-rule device was developed by PGW with Data Inc. Nearly year elapsed before final pocketpiece evolved from concept phase through various designs and modifications.

BASEBALL



CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

In Cleveland, WJW-TV is BASEBALL, telecasting 46 Cleveland Indians games—plus golf, plus National League football, plus tops in sports news. This is the sports programming that gets the action with the money-spending faction in Cleveland. With no fringe stations taking a bite out of the viewers, Cleveland is the "one-buy" market. WJW-TV is the one to buy.

LOS ANGELES KCBS	PHILADELPHIA PHILADELPHIA	DETROIT DETROIT	MIAMI MIAMI	TOLEDO TOLEDO	CLEVELAND CLEVELAND	CLEVELAND CLEVELAND	NEW YORK NEW YORK	DETROIT DETROIT	MILWAUKEE MILWAUKEE	ATLANTA ATLANTA	TOLEDO TOLEDO	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Humphrey says government should not dominate or dictate but only regulate communications industry; Henry claims there is little change since 'vast wasteland.' President appoints Wadsworth as new commissioner. See . . .

AN EASING OF CONTROLS . . . 35

James J. Wadsworth named as successor to Ford on FCC. Johnson silent to last minute to avoid leak. New commissioner considered top drawer by associates and 'moderate-to-liberal Republican' by himself. See . . .

DIPLOMAT IS JOHNSON'S CHOICE . . . 36

AMST members split over association's hard line for CATV regulation; Triangle's Clipp calls board action 'precipitous and ill-founded.' Newhouse, Cox and Broadcasting Co. of the South join in dissenting. See . . .

BREAKS IN ANTI-CATV FRONT . . . 82

Broadcasters at NAB convention bought more than ever before. Attendance was up at exhibits and record equipment sales were made. Cameras, video tape and film chains were big with buyers. See . . .

GEAR SALES BOOM . . . 96

Ben Strouse blasts FCC's 50% duplication rule for FM's; not because of effect on him but because it comes 'dangerously close' to censorship. Others say FM is becoming mass medium. Support of FCC is also heard. See . . .

FM ARRIVES . . . 88

Paramount's International Telemeter in Toronto moves to Montreal; will be hooked into CATV (largest in North America) there. Pay-TV outfit has been technical success, financial disaster in Toronto. See . . .

TORONTO PAY TV ENDS . . . 100

Humphrey's 'not to dominate or dictate, but to regulate' doctrine welcome sound to broadcasters. He says broadcasters are 'more than businessmen' and that added responsibility to citizenry is result. See . . .

REGULATION, NOT DOMINATION . . . 76

NAB's Anello says entire complexion of broadcasting may be changed in 20 years as result of CATV. Real answer is that 'there is no answer' for telecasters in secondary markets. NAB report due shortly. See . . .

CATV: BIG TOPIC . . . 83

FCC's panel discussion at convention draws blood on both sides; 4 to 2 split vote on program control shown in depth. Henry, Cox say FCC has right to say how frequencies used; Loevinger: 'none of our business.' See . . .

SPLIT ON PROGRAM CONTROL . . . 58

Film buyers make TFE '65 best ever. Color sought in everything from cartoons to feature films. ABC Films' 'Shivaree' described as 'hit of show' but other programs receive wide notice. Traffic up at all intersections. See . . .

WORK'S AHEAD . . . 52

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday. 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

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

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

Ohio Goes **A-GO-GO**

WITH GROUP ONE RADIO

IN AKRON

WAKR

25 YEARS OF DOMINANCE

**RATED NO. 1
IN THE
NATION***

Year After Year Rated No.1 in Akron

1ST IN PULSE IN HOOPER		
	Pulse, Akron Metro Jan. 1965	Hooper Index, Akron Feb.-March 1965
7 AM- NOON	44	59.4
NOON- 6 PM	32	42.7

*Number 1 in the Top 50 Metro Areas
Rated by C. E. Hooper Jan.-Feb. 1965
Indexes, Monday thru Friday 7 A.M. - 6 P.M.

Represented Nationally by:



DAREN F. MCGAVREN COMPANY

NEW YORK • CHICAGO • DETROIT • ST. LOUIS •
ATLANTA • LOS ANGELES • SAN FRANCISCO • BOSTON

IN DAYTON

WONE

AFTER ONLY 35 DAYS OF THE WAKR SOUND

**IMMEDIATE
LISTENER
ACCEPTANCE**

Hooper Radio Audience Index,

Dayton, O.			
	Before WAKR Ownership NOV.-DEC. 1964	After WAKR Ownership FEB.-MARCH 1965	PERCENT INCREASE
7 AM- NOON	9.0	13.6	51%
NOON- 6 PM	7.1	20.4	187%

Audience measurement data are estimates only, subject to defects and limitations of source material and methods.

Represented Nationally by:



MCGAVREN-GUILD CO., INC.

NEW YORK • CHICAGO • DETROIT • ST. LOUIS •
ATLANTA • LOS ANGELES • SAN FRANCISCO • BOSTON



WAKR

AM • FM • TV

WONE

AM • FM

Trip to Cape Kennedy alters FCC meetings

Members of FCC are scheduled to witness launching of Early Bird, synchronous communications satellite, at Cape Kennedy, on April 6.

Group has been invited by National Aeronautics & Space Administration, which will provide launch vehicle. Commissioners are scheduled to leave Washington April 5, return April 7.

Three staffers have also been invited by NASA. They are Bernard Strassburg, chief, Common Carrier Bureau, Asher Ende, head of Office of Satellite Communications, and Fred Heister, engineer in Common Carrier Bureau.

If successfully launched, Early Bird will be first commercial communications satellite. It will be operated by Communications Satellite Corp., and will provide telephone, telegraph and television circuits between Europe and the U. S.

If commission's plans hold, scheduled administrative conference with representatives of multiple station owners, now set for April 8, will have to be changed. Commission is moving back regular meeting set for Wednesday, April 7, to April 8.

Administrative conference will deal with commission proposal to amend 1% rule as it applies to mutual funds and other investment houses owning interests in publicly held multiple owners.

N.Y. newspaper strike talks

Contract talks were scheduled to continue over weekend in effort to avert strike of New York newspapers set for Wednesday (March 31) by New York Typographical Union No. 6. Union has rejected publishers' offer of \$10.50 weekly increase spread over two years. New York printers' strike in 1962 lasted 114 days through following March 31 and resulted in shut-down of major dailies and expanded news coverage by local TV-radio stations (BROADCASTING, April 8, 1963).

Metromedia registers 126,950 share sale

Metromedia Inc. last Friday (March 26) registered for public sale 126,950 shares of common stock with Security & Exchange Commission.

Seven stock owners plan to sell 116,-

500 shares of outstanding stock while Guardian Life Insurance plans sale of 10,450 shares it will acquire through satisfaction of warrants held. Price will be current market figure, not to exceed \$43 per share. Metromedia closed Friday at 39½.

Massachusetts Mutual Life plans to sell 37,500 shares; Mutual Life Insurance plans to sell 15,000 shares; Mel Stuart (former Wolper stockholder) plans to sell 4,000 shares, and Axehoughton investment firms are offering 60,000 shares while retaining 266,000.

N.Y. group puts spots on Louisiana station

New York merchant group, Downtown West Businessman's Association, said Friday (March 26) it placed 100 spots on WBOX Bogalusa, La., which has been boycotted by local advertisers because of reported involvement of WBOX owner Ralph Blumburg in local racial problems (BROADCASTING, March 22).

Commercials consist of readings of preamble of Constitution five times daily for 20 days, starting March 25. New York merchant group said messages would continue "as long as necessary."

Lawrence slated for CBS-TV

New one-hour, musical-variety taped show, starring Steve Lawrence, is being announced today (March 29) for next fall on CBS-TV Mondays, 10-11 p.m. Series, which will be produced by George Schallter, will originate in New York, according to Michael H. Dann, vice president, programs, at CBS-TV.

Dutch settle ad problem

Commercials will be permitted on Dutch television, new government of Netherlands announced Friday (March 26). Whether their use will follow U. S. format, or involve restrictions as to grouping and time of day, as in other European countries, was not stated.

Government of Premier Vic Marijnjen fell Feb. 26 because of inability to agree on allowing advertising over nation's two TV channels (BROADCASTING, March 1).

Conn. PUC, House will meet on CATV

Connecticut Public Utilities Commission on Friday (March 26) said it plans on April 26 to reopen hearings in Hartford on community antenna television applicants in that state. PUC asked score of applicants for detailed estimates of all costs, statements on stockholders' financial conditions and estimated length of time to construct proposed CATV systems.

Also sought by PUC are such data as "verified copies of all agreements pertaining to the furnishing of funds" as well as estimates of revenues and expenses by applicant companies for past 10-year period. PUC said "public need" is its prime consideration on CATV. Observers note that on April 7 hearings will be held in state legislature on proposal to define CATV as public utility, which if speedily brought to floor and passed, conceivably could take effect as PUC resumes its hearing.

Public hearing will be held April 7 in Hartford on house bill that would make more formal and permanent authority of Connecticut Public Utilities Commission to regulate community antenna television.

Measure, house bill, 3860, was filed Feb. 23 in Connecticut General Assembly (BROADCASTING, March 8) by Republican Representative Harry L. Filer. Hearings on bill were announced last week by Republican Representative Ralph L. Brown, house chairman of Joint Public Utilities Committee.

Effect of proposed legislation would be to amend general statutes to make CATV public utility along with power companies and other utilities regulated by state's PUC.

PUC is currently operating under 1963 legislation that empowered it to hold hearings on and grant applications for CATV franchises but did not spell out commission's CATV authority beyond those areas.

Films for theaters, TV

Group of feature films is scheduled to go into production shortly in England by Harmony Films Ltd., London, and Embassy Pictures, New York, for release theatrically and within two years to television. Robert Maxwell, Harmony president, told news conference in New York that Harmony is considering pilot

WEEK'S HEADLINERS

James J. Wadsworth, former U. S. ambassador to United Nations, appointed by President Johnson (subject to advice and consent of Senate) as seventh commissioner on FCC, filling vacancy caused by Frederick W. Ford's resignation to become president of National Community Television Association (BROADCASTING, Jan. 4).



Mr. Hesse

William R. Hesse, president, Benton & Bowles, New York, elected chief executive officer of agency, effective April 15. He succeeds **Robert E. Lusk** in that position. Mr. Lusk continues as B&B board chairman. Mr. Hesse

joined B&B in 1956 as VP account supervisor. Mr. Lusk has been with B&B since 1933. He was elected executive VP of agency in 1950 and has been chief executive officer since 1956.

Alvin E. Unger, VP in charge of sales at TV Personalities, New York, returns to Independent Television Corp., same city, as VP for syndication, post he previously held before joining TVP. **Cy Kaplan**, VP and general sales manager at ITC, promoted to VP in charge

of special projects. **Irving Klein**, VP for creative services, named VP and executive assistant to ITC's president, **Abe Mandell**.



Mr. Briscoe



Mr. Pugh



Mr. Holmes

Ben H. Holmes, VP in charge of radio division of Edward Petry & Co., station representation firm, elected executive VP of company. Under President **Martin Nierman** he will have operating responsibilities in both

television and radio, and will also continue to supervise radio division. **Bob Koppinger**, VP of Metro Radio Sales, will join Petry radio April 5 as eastern sales manager, post currently vacant, and **Bill Steese**, Petry VP in charge of radio promotion and research, will assist Mr. Holmes in administering radio division affairs. Mr. Holmes was national sales manager for Griffin group of stations before joining Petry as TV salesman in 1956. He formerly worked with number of stations and, after four years in Naval Air Force during World War II, rose from special events director to manager of KOMA Oklahoma City, then member of Griffin group. He is stockholder of Petry firm and member of its board and executive committee.



Mr. Mumford



Mr. Orr

Ralph O. Briscoe, controller of CBS Inc. since February 1963, appointed VP-finance for company. He succeeds **Edmund W. Pugh Jr.**, who joins Lever Bros. Co., New York, as administrative VP and director. **Milton C. Mumford**, chairman and chief executive officer of

For other personnel changes of the week see FATES & FORTUNES

production in England on TV program series aimed for U. S. and worldwide audiences. Also announced is formation of Raybert Productions to produce TV film series for Screen Gems and feature films for Columbia Pictures was announced Friday (March 26).

Principals in Raybert are **Berton Schneider** and **Robert Rafelson**, who have resigned from Screen Gems as vice president-treasurer and as executive producer, respectively, to form new company.

Fox hits peak earnings

Twentieth Century-Fox more than tripled its revenues from film series made especially for television, from \$3,815,000 in 1963 to \$13,077,000 in 1964, while theatrical and TV film rentals of feature motion pictures rose by \$4,144,000—to \$97,196,000, it reported Friday.

Total 1964 revenues for major movie-TV producing firm reached \$114,954,000 from \$102,941,000 in 1963, while net earnings for 52 weeks ended Dec.

26, 1964, reached dramatic \$11,487,000 (\$4.17 per share) compared to \$9,115,000 (\$3.31) in 1963.

Only two years ago company reported \$39 million loss.

Mrs. Peterson urges more protection

Expanded federal programs of consumer education and information are to be recommended today (March 29) by **Esther Peterson**, special assistant to President for consumer affairs. But no mention is being made of advertising.

Report, based on four regional conferences last year, cites need to fill information gaps on credit, grading, packaging and labeling, and in performance.

Report concludes that consumers want and clearly need more adequate information about products and services to permit "rational consumer choices." Also criticized is government's failure to communicate with consumers about interrelationships of services between governmental agencies.

Color, CATV are factors Erickson tells students

Advertisers must begin to take into consideration influence of color and of community antenna systems in selecting programs and stations to be used in their TV campaigns.

Rodney Erickson, senior vice president and marketing director of American Research Bureau, suggested these considerations in talk to University of Virginia Graduate School of Business.

He also said television is becoming more segmented medium, and available research should be utilized to reach advertiser's target audience.

His talk stressed changing factors that must be evaluated in pursuing efficient advertising buys on TV.

Applies for Anchorage TV

Willis R. Harpel, president of K HAR Anchorage, Alaska, has applied to FCC for license to construct television station on channel 13 in that city.

In a 15 station market,
why does WBAL get more
than 1 out of every 4
Baltimore radio dollars?*



Results!

After all, more people
listen to WBAL than
to any other
Baltimore radio station.**

good sound radio



Maryland's only 50,000 watt station/NBC affiliate/Nationally

represented by Daren F. McGavren Co. Inc./or call 301-467-3000

*BASED ON LATEST AVAILABLE FCC REPORTS **HOLLANDER REPORT, 1964; NCS NO. 3

AMERICA COMES HOME TO GOLDWYN



PHOTO BY [unreadable]

It happened overnight. "The Goldwyn Touch" came to television — and viewers in New York, Philadelphia, Chicago, St. Louis, and Los Angeles began coming home to Goldwyn. CBS-owned stations in these five cities, showing their first Goldwyn film — "The Secret Life of Walter Mitty," with Danny Kaye — found they averaged better than 50 percent share of audience! Proving to television what motion pictures always knew: that Goldwyn fare is family fare. Great stories. Great stars. Great entertainment for the whole family.

These are the Goldwyn greats. Pictures that made "The Goldwyn Touch" meaningful. Now, the Goldwyn Library of 50 films is available for your station's use.

For details, write or call: Samuel Goldwyn Productions — 2 West 45th Street, New York, New York 10036 (YUkon 6-5372); Samuel Goldwyn Studios — Hollywood, Calif. 90046 (Hollywood 9-6161)



THE BEST YEARS OF OUR LIVES
Myrna Loy, Fredric March, Hoagy Carmichael



UP IN ARMS
Danny Kaye



DEAD END
Joel McCrea, Humphrey Bogart



THE HURRICANE
Dorothy Lamour, Jon Hays



THE WESTERNER
Gary Cooper



THE MASQUERADER
Ronald Colman



THE PRINCESS AND THE PIRATE
Bob Hope, Virginia Mayo



THE BISHOP'S WIFE
Cary Grant, Loretta Young



THE LITTLE FOXES
ette Davis, Herbert Marshall



THE DARK ANGEL
Fredric March, Merle Oberon



BARBARY COAST
Edward G. Robinson, Miriam Hopkins



THE PRIDE OF THE YANKEES
Gary Cooper, Teresa Wright



THE GOLDWYN FOLLIES



STELLA DALLAS
Barbara Stanwyck, Anne Shirley



OUR VERY OWN
Farley Granger, Ann Blyth



THE SECRET LIFE OF WALTER MITTY
Danny Kaye



A SONG IS BORN
Danny Kaye



RAFFLES
David Niven, Olivia de Havilland



THE KID FROM SPAIN
Eddie Cantor



WUTHERING HEIGHTS
Laurence Olivier, Merle Oberon

THINKING CATV? THEN THINK AMECO!

In the spring of 1965, more and more thoughts are turning to CATV... And when one thinks of CATV... one automatically thinks of the *recognized leader*, Ameco. ★ CATV can make pleasant thinking once you have entered the field. So why not stir up the gray matter and start thinking along this line? ★ If an Ameco representative can answer any of the questions all this thinking creates... just drop us a line, or give us a collect call.



ameco

P. O. BOX 11326
2949 WEST OSBORN RD
PHOENIX, ARIZONA
TELEPHONE (AC 602) 252-6041



DATEBOOK

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

★ Indicates first or revised listing.

MARCH

March 29 — Alfred I. duPont Radio and Television Awards dinner featuring Sir Charles Moses, retiring head of Australian Broadcasting Corp. Mayflower hotel, Washington.

March 29-30—Spring convention of Pacific Northwest CATV Association. Panels on pole line agreements, ETV, translators. Equipment exhibits. Wayne McNulty, general manager, KXLY-TV Spokane, Wash., speaks March 29. Closed business session with Robert D. L'Heureux, general counsel, National Community Television Association, March 30. Davenport hotel, Spokane. Contact H. W. McClure, secretary-treasurer, Box M, Toledo, Ore., phone 336-2057.

March 29-31 — Canadian Association of Broadcasters annual convention. Bayshore Inn, Vancouver, B. C.

March 29-April 1—Association of Electronic Manufacturers Inc. first national convention. Hilton hotel, New York.

March 30—American Society of Composers, Authors and Publishers (ASCAP) semi-annual East Coast membership meeting at 2:30 p.m. in Starlight Ballroom of Waldorf-Astoria hotel, New York.

March 30-April 2—Hearings by House government information subcommittee on "freedom of information" bill. Washington.

★ March 31—Frederick W. Ford, president of National Community Television Association, and Morton Leslie, acting chairman, Television Accessory Manufacturers Institute, debate community antenna television on question "Resolved: CATV Is an Opponent, Not an Opportunity" at meeting of the National Electronics Distributors Association. New York Hilton hotel.

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

APRIL

April 1—"My Favorite Moment in Television," a forum presented by the New York Chapter of The National Academy of Television Arts and Sciences. Filmed excerpts of Television Academy members' favorite moments will be introduced and screened by participants including Warren Bush, Lillian Gish, Lucy Jarvis, Eddy Manson, James Nelson, George Schaefer, Saul Turell and Shelley Winters. Judson Hall, 165 West 57 Street, at 8:00 p.m.

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

April 2 — The Publicists Guild, awards luncheon, Beverly Hills hotel, Beverly Hills, Calif.

April 4-7 — Association of National Advertisers 18th annual West Coast meeting, Santa Barbara Biltmore hotel, Santa Barbara, Calif. Panel discussions and speeches including presentation on fee system recently entered into by BBDO with several of its clients, by BBDO President Thomas Dillon; presentation of new media evaluation studies by E. W. Seay, manager, corporate marketing communications, Westinghouse Electric Corp.

April 7—Luncheon of International Radio & Television Society. Gall Smith, director

of advertising and market research for General Motors Corp., scheduled to speak. New York.

April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Scottsdale, Ariz.

April 8 — Cox Broadcasting Corp. first annual stockholders meeting. Cox Broadcasting offices, White Columns, Atlanta.

April 8-9 — Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

April 8-9—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under sponsorship of International Radio & Television Foundation of International Radio & Television Society. John C. McArdle, vice president and general manager WNEW-TV New York, is chairman. Hotel Roosevelt, New York.

★ April 9—Deadline for media excellence awards, Chicago Federated Advertising Club.

April 9 — Hollywood area Emmy awards luncheon, Sheraton-West.

April 9-10 — Intercollegiate Broadcasting System's 26th annual national convention on campus of New York University at University Heights.

April 9-10—Spring meeting of West Virginia Broadcasters Association. Press Club, Charleston.

April 10—Georgia Associated Press Broadcasters meeting. Atlanta Press Club, Atlanta.

April 10—West Virginia Associated Press Broadcasters meeting, Charleston.

April 10—Financial seminar on community antenna television (participants to be announced) in conjunction with National Community Television Association board of directors meeting. Mountain Shadows, Scottsdale, Ariz.

April 11-12—Annual spring convention of Texas Association of Broadcasters. Speakers include, Howard H. Ball, director, National Association of Broadcasters Code Authority. Shamrock Hilton, Houston.

April 12-13—Legal seminar, conducted by National Community Television Association General Counsel Robert D. L'Heureux. Registration (\$35) begins 6 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Scottsdale, Ariz.

April 12-15—National Educational Television Network's spring meeting of station managers, Sheraton Plaza and WGBH(TV) Boston.

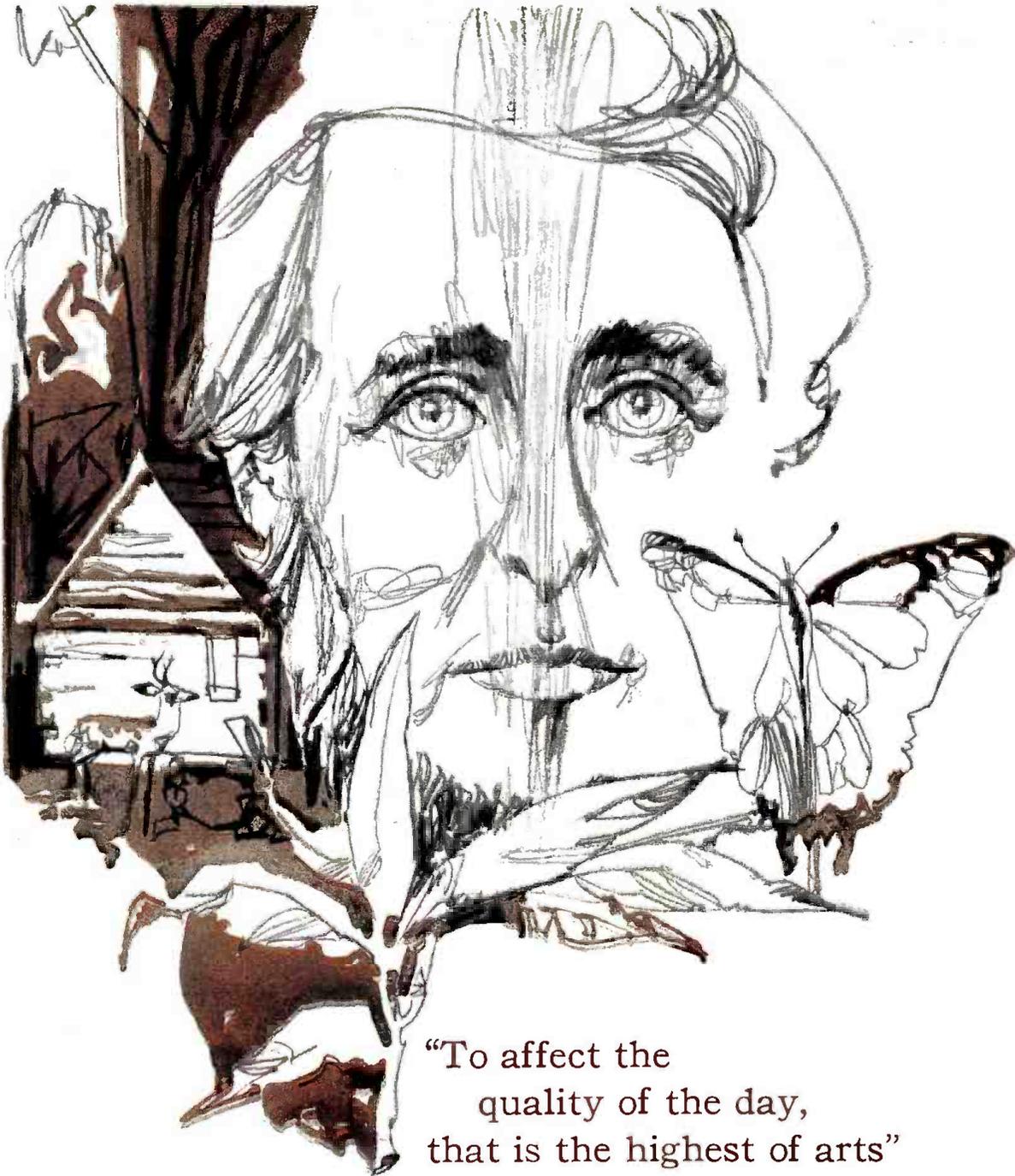
April 13-15—Institute of Electrical and Electronics Engineers Region Six Annual Conference. Las Vegas Convention Center, Las Vegas.

April 14-25 — MIFED, International Film, TV film and Documentary market, annual

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters spring radio program clinics:

- May 17-18—Atlanta.
- May 20-21—New York.
- May 24-25—New Orleans.
- June 7-8—Denver.
- June 10-11—Los Angeles.



“To affect the
quality of the day,
that is the highest of arts”

In his beloved *Walden*, Henry David Thoreau wrote: “I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor. It is something to be able to paint a particular picture, or to carve a statue, and so to make a few objects beautiful; but it is far more glorious to carve and paint the very atmos-

phere and medium through which we look, which morally we can do. To affect the quality of the day, that is the highest of arts.”

Quality radio and television do not just mirror what exists—they are active forces striving for the common welfare. WGN’s stations try to affect the quality of the day... as any dedicated citizen would.

WGN
IS
CHICAGO

the most respected call letters in broadcasting

You come into billions in the Golden Triangle



The WSJS Television Market
No. 1 in North Carolina

WSJS
TELEVISION 
WINSTON-SALEM
GREENSBORO
HIGH POINT

Represented by Peters, Griffin, Woodward

The most critical listener we have —

is US...

We listen a lot to hear ourselves as others hear us. We invite listener comments... we compare theirs with ours... and do you know we sound better... to more people (including advertisers) all the time!



WONDERFUL ISLE OF DREAMS

610 KC • 5000 WATTS

MIAMI, FLORIDA

National Representative

GEORGE P. HOLLINGSBERRY

COX BROADCASTING CORPORATION



WSB AM-FM-TV, Atlanta

WHIO AM-FM-TV, Dayton

WSOC AM-FM-TV, Charlotte

WIOD AM-FM, Miami

KTVU, San Francisco-Oakland

WIBC TV, Pittsburgh

spring meeting in Milan, Italy. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.

April 15—New deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 15.

April 15—Southern California Broadcasters Association luncheon. Compton Advertising, Los Angeles, guest agency. 12 noon. Michaels Restaurant, Hollywood.

■April 19—Annual meeting and luncheon of the Associated Press. Michigan Governor George Romney will be the speaker at the annual AP luncheon at the Waldorf-Astoria, New York.

April 21 — Annual meeting of stockholders of General Telephone and Electronics Corp. Sheraton-Boston hotel, Boston.

April 21—Luncheon of International Radio & Television Society. Senator John O. Pastore (D-R. I.) will speak. Waldorf Astoria, New York.

April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile Radio Services. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts. 10 a.m., Los Angeles County Hall of Administration, 500 West Temple Street.

April 22-24—1965 annual meeting of American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

■April 23—15th annual radio-television conference sponsored by the Radio-Television Guild of San Francisco State College. Pierre Salinger, featured speaker. For information, contact Steve Tolin, promotions and publicity director, SFSC, 1600 Holloway Avenue, San Francisco, 94132.

April 23—Alabama Associated Press Broadcasters meeting. Montgomery.

April 24—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar, Boston University, Boston.

April 26—Louisiana Association of Broadcasters meeting. Lafayette.

April 26—New deadline for reply comments on the FCC's inquiry and proposed rulemaking to amend TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 25.

April 26—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 23, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of further request for extension, this time by Insurance Securities Inc., San Francisco.

April 26-28 — Communications Research Seminar sponsored jointly by Temple University of Philadelphia and Department of Health, Education and Welfare. Temple University, Philadelphia.

April 28-30—National Press Photographer's Association fifth annual television newsworld workshop. University of Oklahoma, Norman.

April 27—Business and Professional Women's Club meeting. Speaker: Krin C. Holzhauser, southwestern area VP, American Women in Radio and Television. Oklahoma City.

April 27-30 — Audio Engineering Society

convention. Hollywood Roosevelt hotel, Hollywood.

April 27-30—Alpha Epsilon Rho National Convention. University of Houston will be the host. Hotel America, Houston.

April 28-May 7—House Judiciary Copyright Subcommittee begins hearing on HR 4347, copyright law revision bill, with Abraham L. Kaminstein, registrar of copyrights, first witness.

April 28-30—International Advertising Association's 17th annual World Congress, Paris.

April 29—International Radio & Television Society's radio commercials workshop, 9 a.m.-2 p.m., Jade Room of Waldorf-Astoria hotel, New York.

April 29-May 8—Fifth international contest for the Golden Rose of Montreux Awards for TV entertainment programs, Montreux, Switzerland, organized by the town of Montreux in cooperation with the Swiss Broadcasting Corp. and under the patronage of the European Broadcasting Union. Entry deadline for TV organizations is April 1.

April 29-30—Pennsylvania Associated Press Broadcasters annual meeting, Allenberry, a resort in Boiling Springs, near Harrisburg.

April 29-30—Spring meeting of Oregon Association of Broadcasters. Speakers include Douglas A. Anello, general counsel. National Association of Broadcasters. Village Green, motor hotel, Cottage Grove.

April 30 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

April 30-May 1—Spring meeting of Kansas Association of Radio Broadcasters. Featured speakers are Vincent Wasilewski, president, National Association of Broadcasters, Ben Waple, secretary of the FCC, Daren McGavren of McGavren-Guild, New York, and Kansas Governor William Avery. Baker hotel. Hutchinson.

■April 30-May 1—Spring meeting of Mississippi Broadcasters Association. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Buena Vista hotel, Biloxi.

MAY

May 1—California Associated Press Radio-TV Association annual meeting. Riviera hotel, Palm Springs.

May 2-3—American Women in Radio and Television board of directors meeting, New York Hilton hotel, New York.

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.

■May 3-5—Association of Canadian Advertisers will have its 50th annual meeting at the Royal York hotel, Toronto.

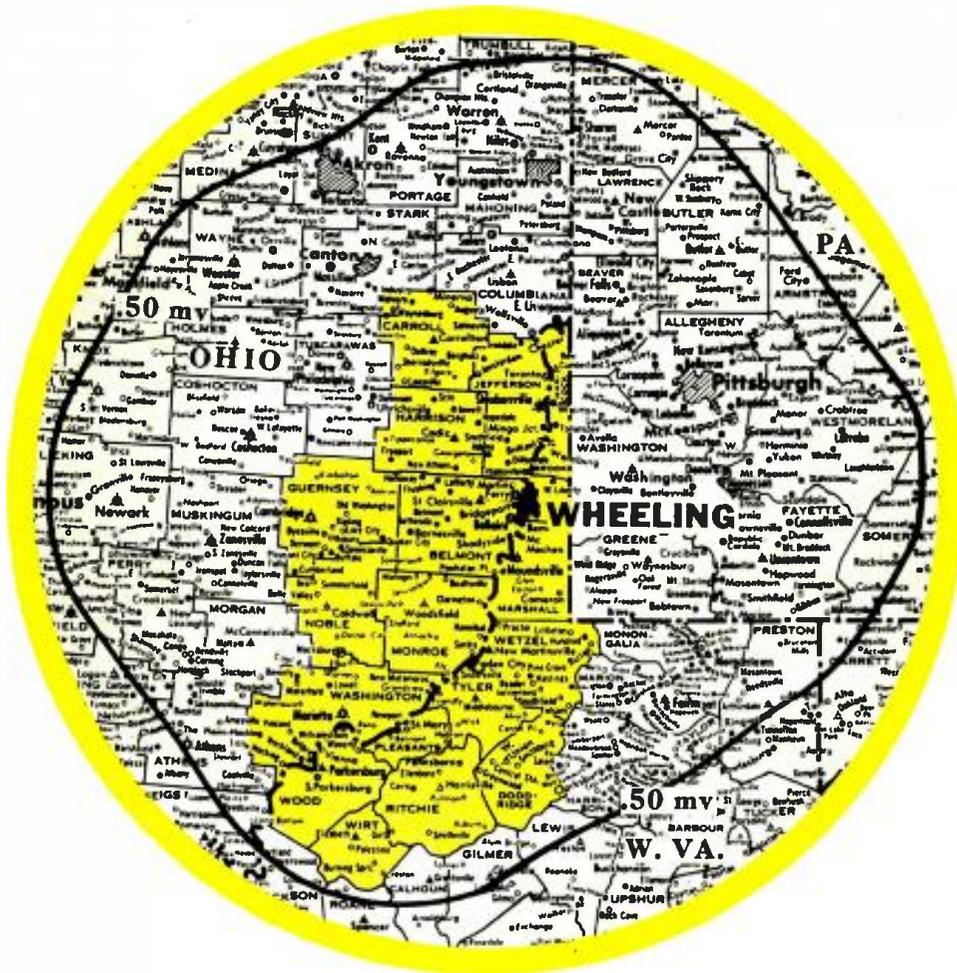
■May 3-5—Spring meeting of Kentucky Broadcasters Association. Featured speakers include FCC Commissioner Lee Loevinger and Vincent Wasilewski, president, National Association of Broadcasters. Brown hotel, Louisville.

May 4—American Women in Radio and Television Educational Foundation's board of trustees meeting. New York Hilton hotel, New York.

May 4—Annual stockholders meeting of RCA, Chicago Opera House, 20 North Wacker Drive, and linked to New York via closed-circuit, two-way color TV hookup at Peacock Studio in Rockefeller Center, 10:30

■Indicates first or revised listing.

Don't Overlook WWVA's Rich GOLDEN CIRCLE MARKET



WWVA's rich 67-county Golden Circle Market boasts a population of over 6½ million people with a whopping total income of over \$13½ billion . . . yes, BILLION! Food sales amount to over \$2 billion annually, with retail sales totaling more than \$8 billion. WWVA's 19-county Golden Valley alone is the nation's 44th market with a population of 667,000.

You're sure your advertising dollars deliver coverage and audience when you put them to work in WWVA's 67-county .50mv contour area. This is one of the nation's richest markets (WWVA Radio is the only 50,000 watt network station in the Pittsburgh-Wheeling Tri-State Area). Get your share of Golden Circle Market dollars on WWVA!

Above statistics from FEBRUARY '65 SRDS



50,000 WATTS

• WHEELING, WEST VIRGINIA

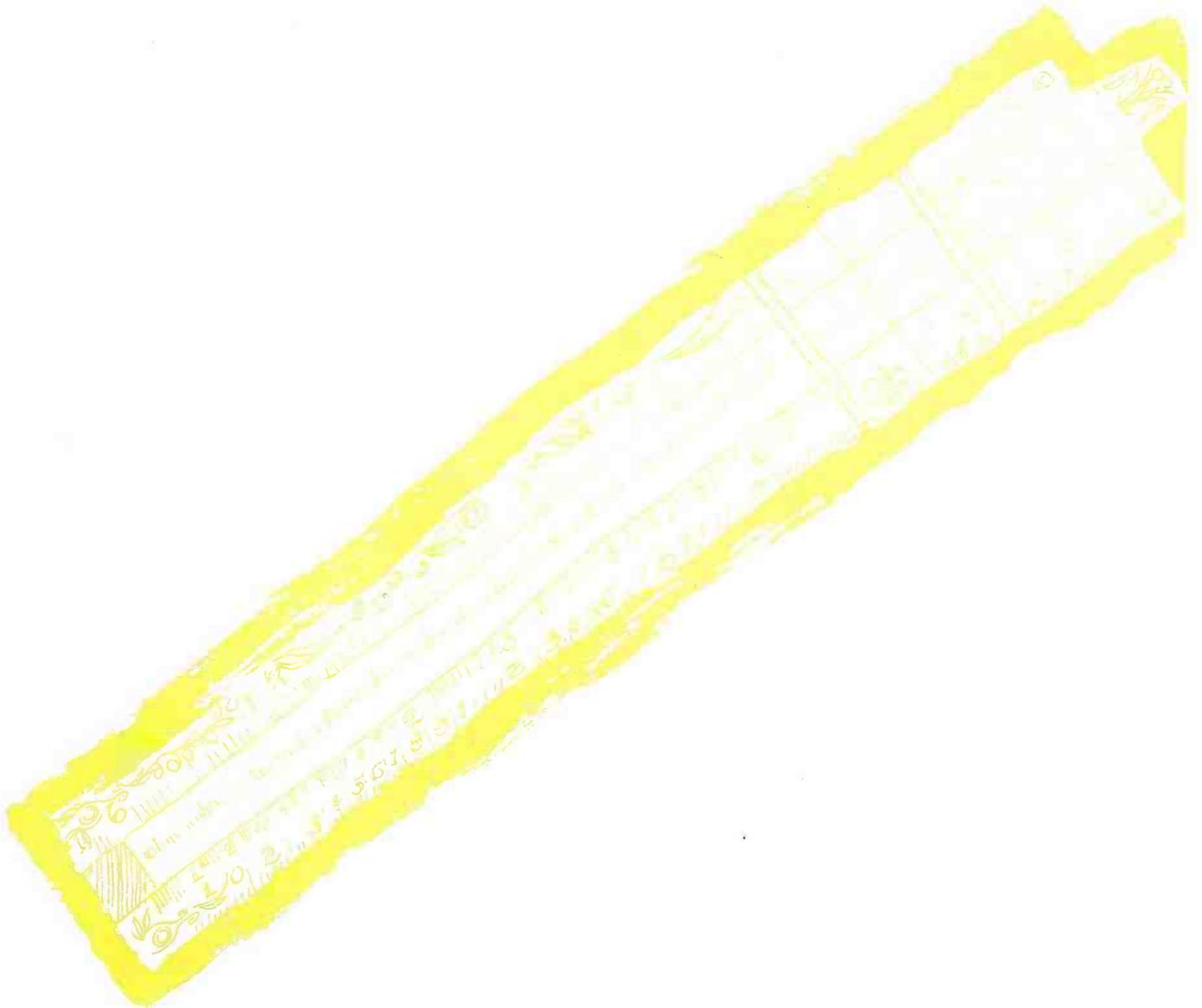
• DIAL 1170

Represented Nationally by Blair Radio



How do you judge a station?

Probably by using some time-saving aids to assist your own good judgment. Because stations must be individually judged on their own merits, and it takes experienced media personnel to determine the subtle, but important differences. And market activity — buying activity — can make all the difference. The kind found in cities like Evansville, Fargo-Grand Forks, Pembina-Winnipeg, Louisville, Santa Rosa, and Sacramento. Judge for yourself . . .



To read between these lines?

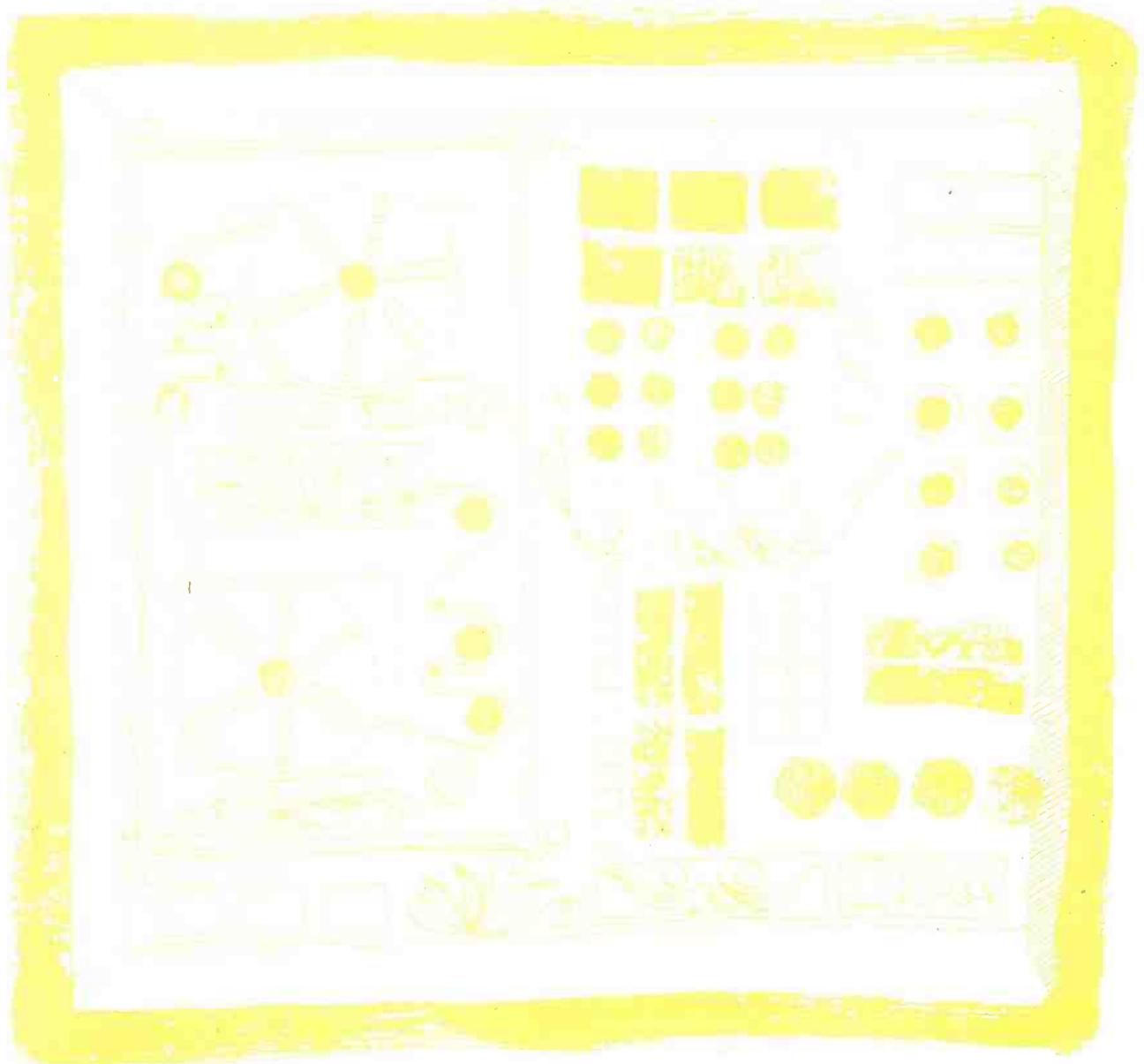
Reading between lines takes a deep understanding of the facts. It can add a new dimension to the picture—and it does in Evansville, Indiana.

Because in Evansville the \$6,528 effective buying income per household is more effective when buying an eight-room home than in New York or San Francisco. And in Evansville one television station, **WTVW-TV**, effectively reaches 50% of the 1½ billion dollar market daily. That's why so many products sold in Evansville are sold on **WTVW-TV**. Why don't you make **WTVW-TV** the new dimension in your media picture? "If it's seen on 7, it sells."



POLARIS BROADCASTING / WTVW-TV

TELEVISION: WTVW, EVANSVILLE, IND. • KTHI, FARGO-GRAND FORKS, N.D. • KCND-TV, PEMBINA, N.D.
RADIO: WKYW, LOUISVILLE, KY. • KPLS, SANTA ROSA, CALIF. • KXOA AM-FM, SACRAMENTO, CALIF.



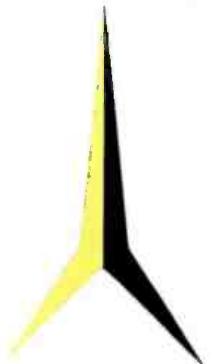
From data to data?

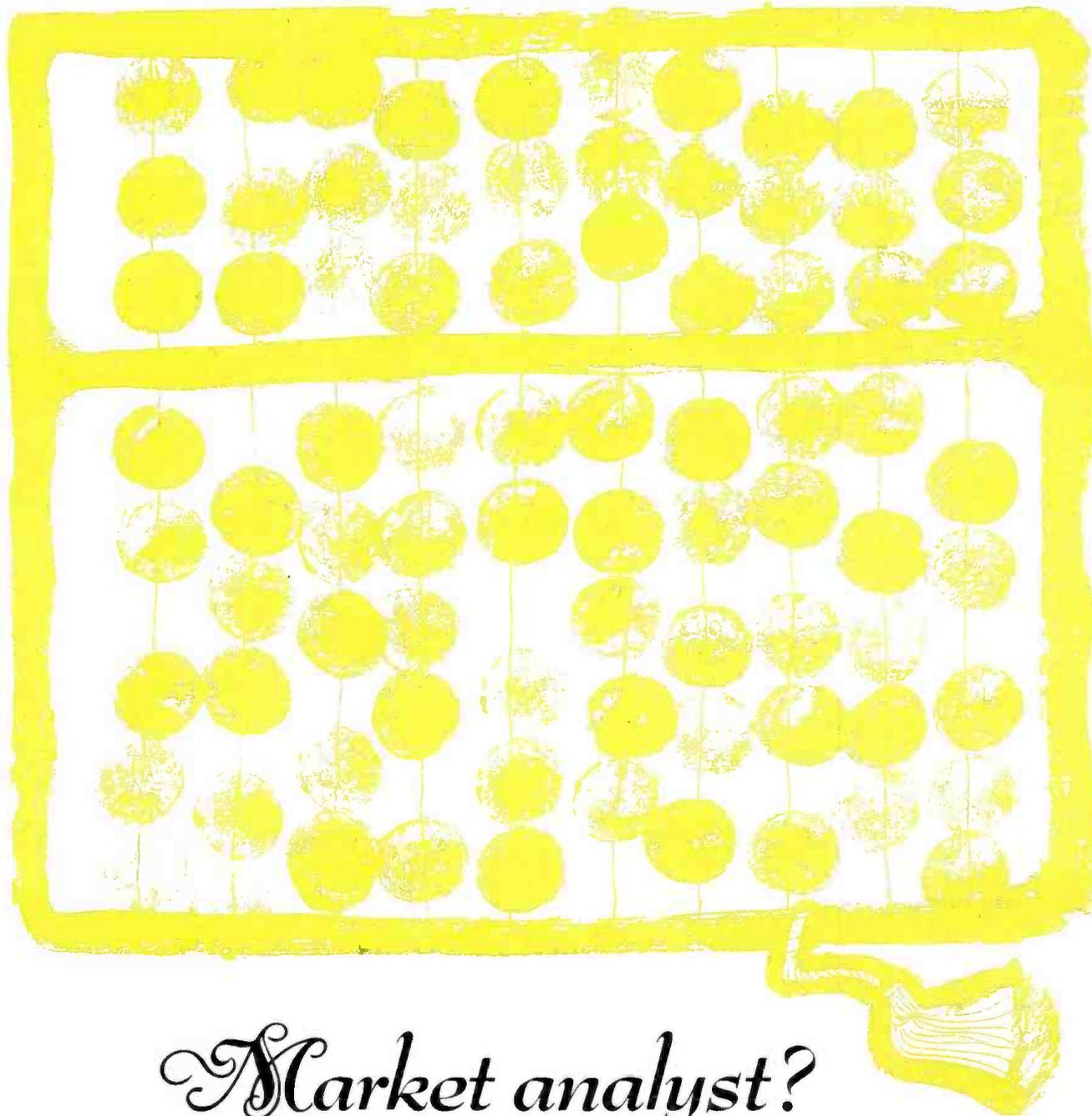
Computers can bury you in data—about anything. Your favorite test market or even a new area you'd like to open up. But chances are they can't judge how much farther a dollar goes in North Dakota than on Long Island. We know these and other things—from personal experience in cities like Fargo-Grand Forks, North Dakota, the "Tall Tower Country."

Fargo's **KTHI-TV** has the world's tallest TV tower (2,063'). This giant broadcasts to 37 counties in North Dakota and Minnesota...an area over 40,000 square miles. The new tower has increased our share of prime time audience by 21% and net weekly circulation from 42,500 to 106,000 as estimated by ARB. Put your sales message on **KTHI-TV** and reach these active consumers.

POLARIS BROADCASTING / KTHI-TV

TELEVISION: WTVW, EVANSVILLE, IND. • KTHI, FARGO-GRAND FORKS, N.D. • KCND-TV, PEMBINA, N.D.
RADIO: WKYW, LOUISVILLE, KY. • KPLS, SANTA ROSA, CALIF. • KXOA AM-FM, SACRAMENTO, CALIF.





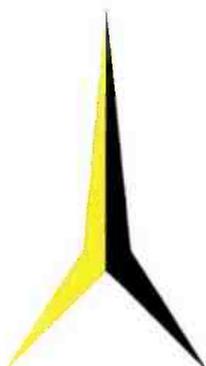
Market analyst?

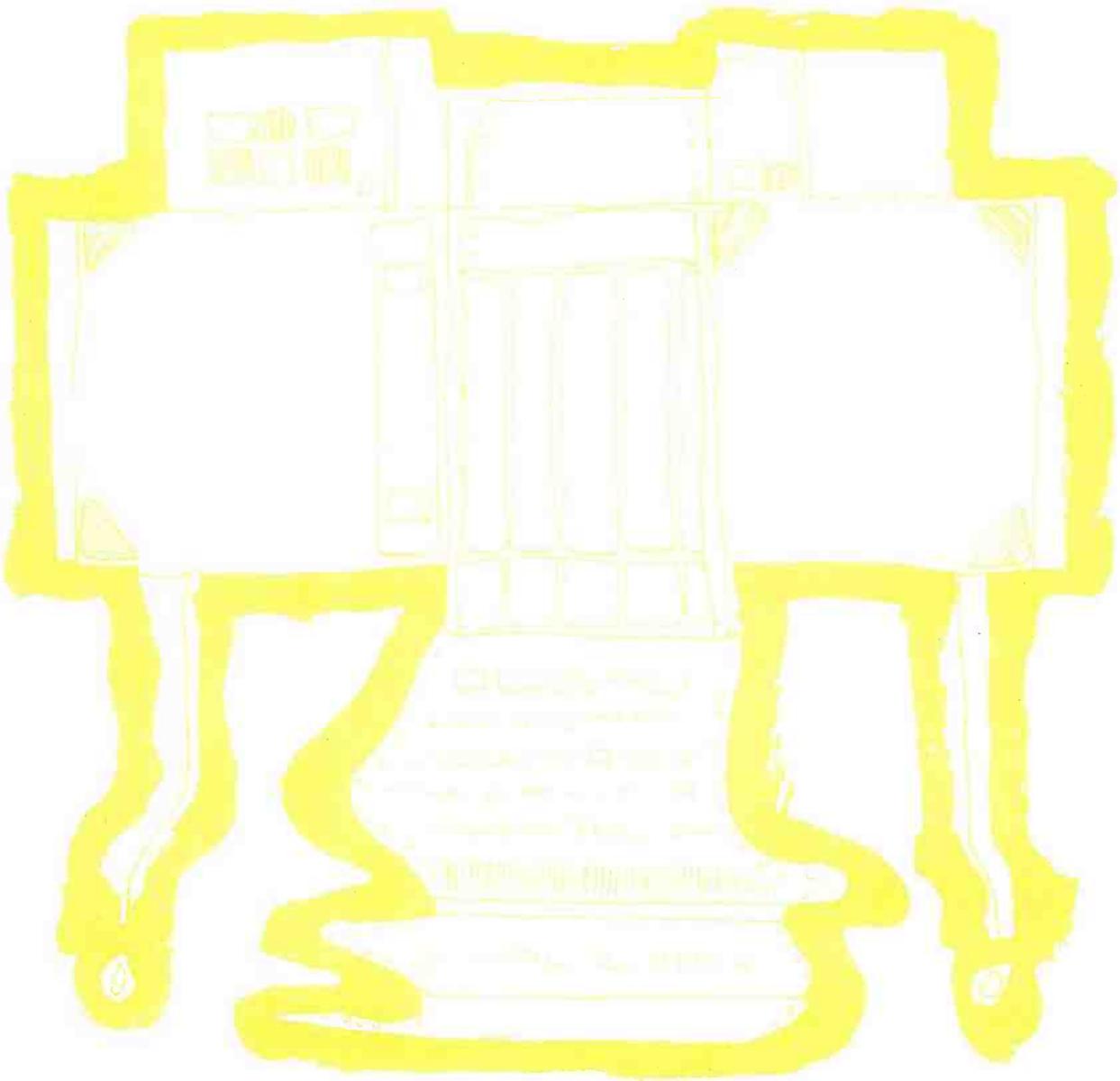
This "analyst" works well with figures but needs help in applying them to a given station — human help. Because only through the understanding of markets like Pembina, North Dakota, and Winnipeg, Canada, can the facts be properly applied.

For example, the effective buying income per household in the Winnipeg area goes a lot farther in buying food, entertainment and a home than in New York or Cleveland or Los Angeles. And Winnipeg, with Canada's 4th largest retail sales, proves it. From the heart of the legendary Red River Valley, **KCND-TV** reaches some 167,000 TV homes and treats advertisers now to a 30% increase in 6:30 to 11:00 PM audience (latest Nielsen estimate). Cover this big buying market on Pembina's **KCND-TV**, the station that provides viewers ABC's top entertainment plus NBC's "Today" and "Tonight" shows.

POLARIS BROADCASTING / KCND-TV

TELEVISION: WTVW, EVANSVILLE, IND. • KTHI, FARGO-GRAND FORKS, N.D. • KCND-TV, PEMBINA, N.D.
RADIO: WKYW, LOUISVILLE, KY. • KPLS, SANTA ROSA, CALIF. • KXOA AM-FM, SACRAMENTO, CALIF.





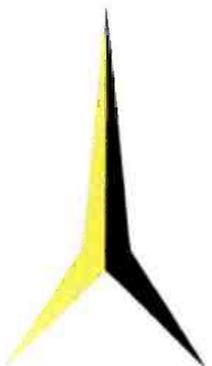
Media informer?

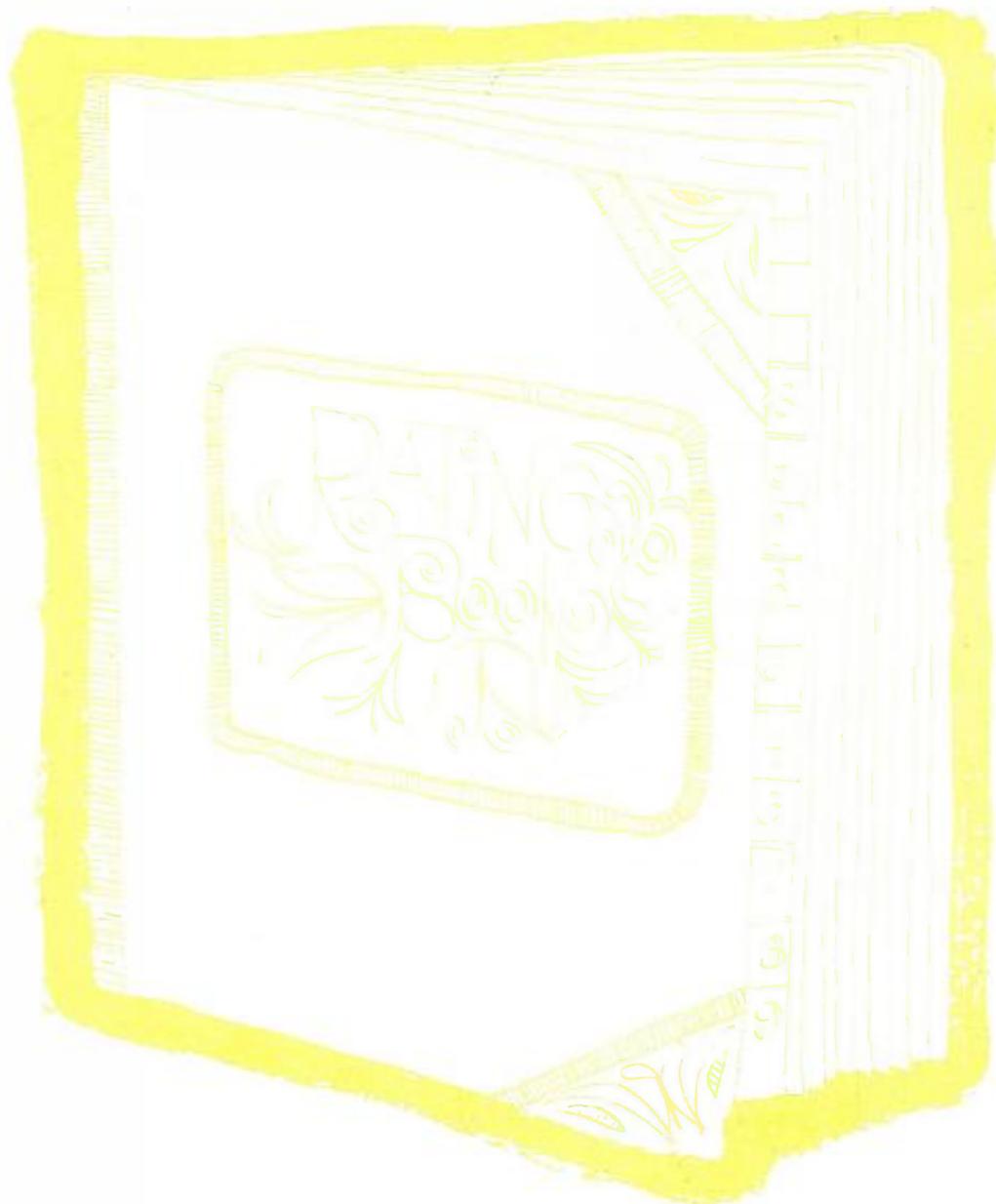
This "informer" can generate some interesting facts — numerically, but it can't give you the whole market picture. Because a market is more than numbers, it's people. And in Louisville, Kentucky, you reach a vital group of people on **WKYW**.

People who like good things and have the money-power to get them. Because **WKYW** is "Louisville's only beautiful music station" it has attracted this selective group of listeners . . . a group that makes a major contribution to more than \$1 billion yearly retail sales. **WKYW's** News Department has increased its scope by doubling its coverage — with in-depth reports now on the half hour. And Metropolitan Skywatch (from Louisville's only broadcast helicopter) is now in its 2nd year of public service. Put your message on **WKYW** — and sell the people who buy.

POLARIS BROADCASTING / WKYW

TELEVISION: WTUV, EVANSVILLE, IND. • KTHI, FARGO-GRAND FORKS, N.D. • KCND-TV, PEMBINA, N.D.
RADIO: WKYW, LOUISVILLE, KY. • KPLS, SANTA ROSA, CALIF. • KXOA AM-FM, SACRAMENTO, CALIF.





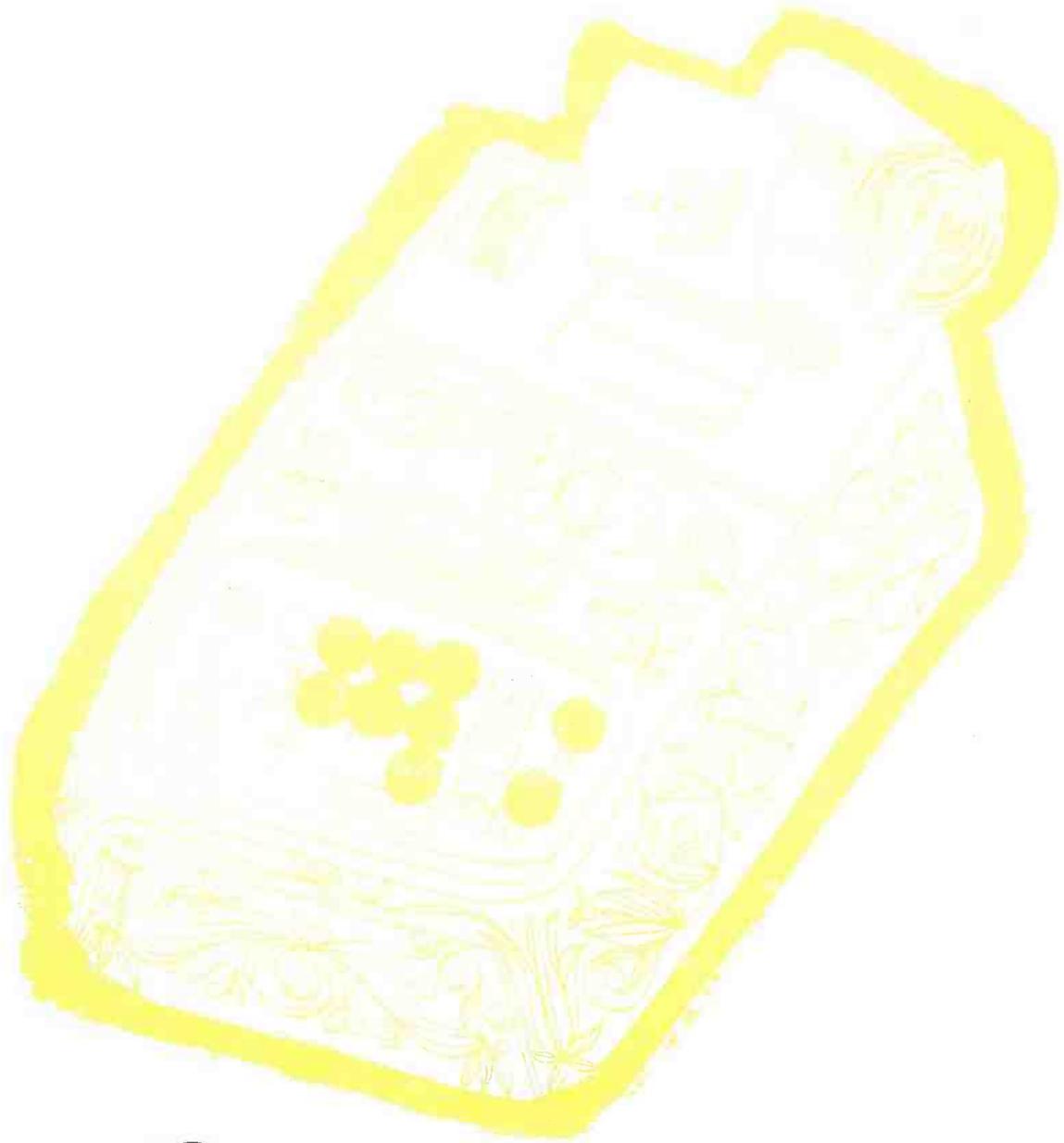
Numbers Game?

Ratings deal in numbers—how many people listen to a particular station or program. But media planning deals with people, the definite target market you're hoping to reach. And people make more of a story for **KPLS** in Santa Rosa, California, than our Number One ratings tell (Hooper estimate September, 1964).

In Santa Rosa the \$7,302 effective buying income per household goes a long way. **KPLS** radio is the way to reach Santa Rosa's largest radio audience . . . an audience that lives and plays in the rich Redwood Empire. By featuring "more music, more often," it has become the market's best selling station. Let us do the same for you.

POLARIS BROADCASTING / KPLS

TELEVISION: WTVW, EVANSVILLE, IND. • KTHI, FARGO-GRAND FORKS, N.D. • KCND-TV, PEMBINA, N.D.
RADIO: WKYW, LOUISVILLE, KY. • KPLS, SANTA ROSA, CALIF. • KXOA AM-FM, SACRAMENTO, CALIF.



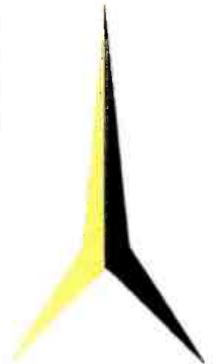
Special reporter?

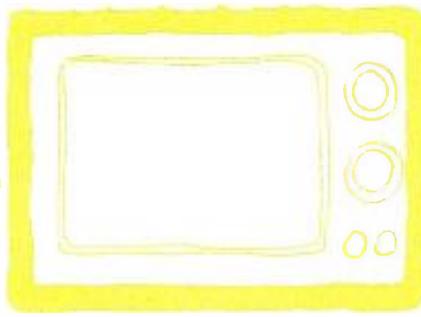
This "special reporter" can total up the facts — but someone else has to put these facts into a story. And here are some up-to-date facts about **KXOA** in Sacramento, California.

We've doubled our sales and our ratings (Pulse estimate, October, 1964) at **KXOA** in California's fourth largest market. In this State Capital, **KXOA** broadcasts exclusive, prime time newscasts live, from the State Legislature Building to an audience that owns more automobiles per capita than almost any other city in the world. The retail sales are over \$1 billion annually. Let **KXOA** warm your sales manager's heart by helping you reach this prosperous market.

POLARIS BROADCASTING / KXOA

TELEVISION: WTVW, EVANSVILLE, IND. • KTHI, FARGO-GRAND FORKS, N.D. • KCND-TV, PEMBINA, N.D.
RADIO: WKYW, LOUISVILLE, KY. • KPLS, SANTA ROSA, CALIF. • KXOA AM-FM, SACRAMENTO, CALIF.





WTVW-TV

- Evansville, Indiana
- Channel 7
- Consumer Spendable Income: \$6,528
- TV Homes: 368,500
- Represented by Blair Television
- General Manager: E. Berry Smith

KTHI-TV

- Fargo-Grand Forks, North Dakota
- Channel 11
- Consumer Spendable Income: Fargo \$7,605; Grand Forks \$8,507
- TV Homes: 181,800
- Represented by Blair Television: (Effective June 1, 1965, National Television Sales) also Harry Hyett (Minneapolis only)
- General Manager: Hugh K. Boice, Jr.

KCND-TV

- Pembina, North Dakota
- Channel 12
- Consumer Spendable Income: \$6,088
- TV Homes: 167,000
- Represented by Vic Piano Associates, Inc. (Effective June 1, 1965, National Television Sales) (in U.S.A.) and Radio-TV Representatives, Ltd. (in Canada)
- General Manager: Richard Vincent



WKYW

- Louisville, Kentucky
- 900 kc
- Consumer Spendable Income: \$7,495
- Radio Homes: 208,100
- Represented by Select Station Representatives
- General Manager: Robert Gardner

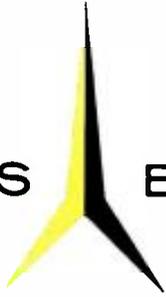
KPLS

- Santa Rosa, California
- 1150 kc
- Consumer Spendable Income: \$7,302
- Radio Homes: 49,700
- Represented by Venard, Torbet & McConnell, Inc.
- General Manager: Robert Ordonez

KXOA

- Sacramento, California
- 1470 kc
- Consumer Spendable Income: \$8,004
- Radio Homes: 198,570
- Represented by Blair Radio
- General Manager: John Bayliss

Figures above are estimates from SRDS, A. C. Nielsen or ARB as of January 1, 1965

POLARIS  **BROADCASTING**

EXECUTIVE OFFICES, 645 N. MICHIGAN AVE., CHICAGO, ILLINOIS 60611
JOSEPH STAMLER, EXECUTIVE VICE-PRESIDENT

National Community Television Association, speaks to Virginia Independent Telephone Association meeting in Richmond, Va.

May 20—Annual meeting of Writers Guild of America, West, and election of officers of the guild and its screen and radio-TV branches. 8 p.m. Beverly Hilton, Beverly Hills, Calif.

May 20-22 — Spring meeting of Alabama Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Midtown Holiday, Montgomery.

May 24—TV awards dinner and broadcast on WBKB(TV) Chicago of Chicago chapter, National Academy of Television Arts and Sciences. Martinique Restaurant-Drury Lane Theater.

May 20-22 — Annual convention of South Dakota Broadcasters Association. Winner.

May 22-23—Illinois News Broadcasters Association's 10th anniversary spring convention and news clinic. Topics include coverage of trials and ethics in news and election coverage. Ramada Inn, Champaign-Urbana.

May 25—Seventeenth annual Alfred P. Sloan Radio-TV Awards for Highway Safety banquet. Waldorf-Astoria, New York.

May 25-27 — Annual convention, Armed Forces Communications & Electronics Association. Guest speakers: Dr. Thomas P. Cheatham Jr., Department of Defense; Brigadier General David Sarnoff, RCA; Lieutenant General Alfred D. Starbird, WSA, Defense Communications Agency. Sheraton-Park hotel, Washington.

May 26—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was March 23; new deadline for comments in this inquiry is April 26.

May 26-28—Fifth National Conference on the Peaceful Uses of Space. Sponsored by the National Aeronautics & Space Administration. Speakers will include following NASA officials: Dr. Hugh L. Dryden, deputy administrator; Dr. George E. Mueller, associate administrator, Office of Manned Space Flight; Dr. Homer E. Newell, associate administrator, Office of Space Science & Applications; Dr. Raymond L. Bisplinghoff, associate administrator, Office of Advanced Research & Technology. St. Louis.

JUNE

June 2-4—Institute for Education by Radio-Television. Columbus, Ohio.

June 5-6—Associated Press Louisiana-Mississippi Broadcasters annual meeting. New Orleans.

June 7-9—Western Association of Broadcasters annual meeting at Banff Springs hotel, Banff, Alberta.

June 8-9 — Spring meeting of Indiana Broadcasters Association. Indiana University, Bloomington.

June 8-10—Summer meeting of South Carolina Broadcasters Association. Adventure Inn, Hilton Head Island.

June 10-12—Colorado Broadcasters Association meeting. Palmer House motel, Colorado Springs.

June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasiewski, president, National Association of Broadcasters and Frederick W. Ford, president, National Community Television Association. Holiday Inn, Callaway Gardens.

June 13-18—Management conference of National Advertising Agency Network. Whiteace Inn, Lake Placid, N. Y.

Indicates first or revised listing.

BROADCASTING, March 29, 1965

BROADCASTING PUBLICATIONS INC.
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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Broadcasting

is *THE* Businessweekly of Television and Radio.

1735 DeSales Street, N.W.
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Radio, one of the good things about America, excites

WABC excites New York

New York's biggest election drew an astounding 15 million hand signed votes! What was it for? WABC's "Principal of the Year" Awards as determined by listener votes. The two victorious and astonished principals and college dean can attest to WABC's exciting drawing power.

WXYZ excites Detroit

A WXYZ editorial criticizing the stubborn and delaying opposition of suburban communities to a proposed major Detroit freeway set off fiery reactions. Although the heated controversy continued, WXYZ's editorial did get the opposing parties together toward resolving their differences over the freeway's route. Not one to skirt hot issues, WXYZ gets involved because it knows this is how to excite Detroiters.

KQV excites Pittsburgh

In three days a record-breaking 36,500 persons jammed Pittsburgh's Civic Arena to attend the nation's first Career Exposition. Conceived by KQV to acquaint the community with career and job training opportunities, 112 exhibitors participated including colleges, universities, industrial firms, trade and professional associations and government agencies. KQV knows what it takes to excite Pittsburgh.

WLS excites Chicago

The Chicago Post Office estimates it delivered more than 90,000 pieces of mail a week in one of the city's most exciting audience games in years. What generated this kind of response? WLS, the station that believes fun is one of the important ingredients in radio listening. Exciting? The overwhelming response of housewives, commuters, and students to the station's audience participation sweepstakes proved Chicago listeners thought so.

KGO excites San Francisco

What could a radio station in San Francisco do for an endangered CORE worker in Bogalusa, Louisiana? That is what the youth's mother asked KGO News when she learned her son was trapped inside a restaurant by racial terrorists. KGO bulletined the boy's plight and within minutes phone calls from San Francisco listeners poured into FBI offices in New Orleans. Help was sent before any serious trouble occurred. Unusual excitement? Yes. But KGO knows nothing happens until somebody gets excited.

KABC excites Los Angeles

Over 700 taxpayers wrote angry letters on a tax plan. What aroused them? A series of KABC editorials endorsing the County Tax Assessor's proposal for a 2% property tax limit. As a result of these editorials and taxpayer reaction the Board of Supervisors moved to back the proposal in principle. When KABC sees the best interests of the community are at stake, it gets excited. And that excitement gets across to its listeners.

ABC Radio Stations
six of the best
things about Radio

MONDAY MEMO

by JOHN PAIGE, vice president, Waterman-Bic Corp., Seymour, Conn.

Five years isn't too long for a campaign when it results in success

The Waterman-Bic Corp., Seymour, Conn., was a late-comer to the low-priced branded ball-point field. But in five short years, with a "big thank you" to television, it has moved into the number one position in its field in America.

It was no easy task. We had to create, broaden and sustain consumer acceptance, recognition and demand for our product years after the competition was established. With television in a key role, we had to develop and execute a marketing and merchandising plan with the care that goes into a large-scale military campaign.

It was in 1960 when Bic devised such a plan, a five-year plan, that called for the division of the country into five regional areas. Bic was to enter one region each year and each region was to be heavily saturated with TV spots.

We decided on TV after using this medium to test-market the product in Connecticut, home of Waterman-Bic.

TV Coverage Area ■ We furthermore decided to make our distribution conform to TV coverage areas rather than geographic ones. Our sales force was assigned to the total area reached by the station's signal, regardless of state boundaries.

With this agreed upon, we embarked on Phase One. It was spring of 1961 when Bic made its entry into the Northeast. Today, Bic has 48% of over-the-counter ball pen sales in that region.

Heartened by this initial effort and response, we then moved into Phase Two, the introduction of Bic into the Southeast in the fall of 1962. Today, our share of the market in that region is 38%.

Happily on schedule, Bic then went to the Midwest in the spring of 1963 to complete Phase Three. Here, our share of the market is 33%.

Phase Four witnessed the introduction of the pen in the Southwest and plains states in the spring of 1964 where our share of the market is currently 22%.

And finally, in the fall of 1964, we completed our campaign with national distribution when Bic made its debut in California and 12 other western states. Supported down the line by TV advertising, namely the well-known ice and fire and drilling-through-wallboard "torture tests," Bic today claims 75% to 90% distribution in each U. S. market it has entered—in department stores, variety chains, stationery stores, tobacco shops and drug chains.

Last year, just before we entered

Phase Five, ABC-TV provided coverage in 80% of the country, blocking out the 13 states in which Bic had not yet been introduced. This year, for the first time in the company's history, a total of 331 stations will share in Bic's coast-to-coast sales and advertising program. Our 60-second commercials will be aired over six popular ABC-TV network shows compared with two last year. They are: *Father Knows Best*, *The Donna Reed Show*, *The New American Bandstand*, *Trailmaster*, *The Young Marrieds* and *Day in Court*.

Because we are interested in reaching everyone who writes, with the emphasis on those groups who write the most, high school and college students, our network schedule reaches a broad audience and is favored toward women. Our spot buys, on the other hand, are geared more toward men and students.

Heavy on TV ■ Why do we rely so heavily on TV as compared to print media? Because we feel that the use of spot and network TV, combined with our merchandising and point-of-sale materials, works extremely well in reaching different groups to give us complete coverage. Spot TV can lend support to individual markets where advertising pressure does not conform to levels of sales achievement.

What success we've enjoyed since we embarked on our series of phases is largely because of TV combined with four other equally important ingredients: quality of the product, packaging or point-of-purchase sale image, promotion and sales communication.

I believe that penetrating market coverage is far more efficient than broad surface distribution. This has been proved. Advertising, whether TV or otherwise, can only bring people to the product; and the product must be good

and live up to all that has been said about it in order to sell and keep on selling.

During the months ahead, in addition to the TV "torture tests," we have added a new sequence to our programming to introduce the new F-25 Fine Point. To demonstrate the sub-microscopic size of the tungsten carbide ball (writing tip) of this pen, we use it to actually play a 33½ r.p.m. recording. The sequence serves to demonstrate how thinner, slimmer, trimmer writing can be achieved by a small ball (BROADCASTING, March 15).

We believe that over the years we have created a firm and substantial image for Bic via TV. With continued effort we feel that the image will stick because of the product's retail price and method of visual presentation. The fact that we now sell between two and three million ball-points a week, ranging from 19 to 49 cents and from medium to fine point—with an anticipated 50% sales increase in 1965—is the result of our early marketing strategy.

In short, our five-year plan has made Bic click.

It has familiarized millions of consumers with a product which, five years ago, was virtually unknown.

And speaking of images, Aja Zanova, who has become identified with Bic via her ice and fire "torture tests" on TV, is now recognized by people on the street not only as a champion woman figure skater, but as "the Bic girl."

This is the kind of image we like. It proves that we chose the correct course. It shows that consistent and "right" TV advertising can pay big dividends in terms of consumer recognition, choice and purchases of a ballpoint pen that appeared on the American scene long after others had arrived.



As vice president in charge of sales of the Waterman-Bic Corp., Seymour, Conn., John L. Paige guides the marketing as well as the sales strategy of America's No. 1 ballpoint pen manufacturer. At 36, Mr. Paige has almost 18 years of sales and promotional experience behind him. He was sales manager of the Ideal Manufacturing Co., Beacon Falls, Conn., before he joined Waterman-Bic in New York in 1960 as district sales manager. He was elevated to his present post in the fall of 1964.

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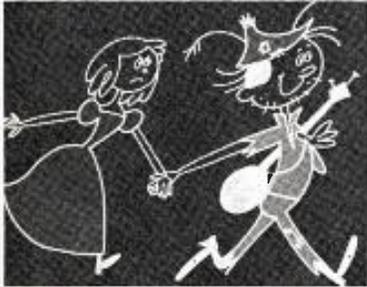
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(SECOND YEAR)

In its first year, "The Saint," was an immediate audience-winning success, sold in 87 markets. Now, to maintain and build this tremendous viewer popularity, here is the second year production of brand-new, first-run, one-hour episodes, more appealing, more dramatic, more exciting than ever. Starring again is Roger Moore.

THE LENA HORNE SHOW



One-hour musical special presents a comparable Lena Horne in a melange of moods, from sultry blues to swing jazz, singing her greatest hits as she can sing them. Special guest, J. Mason. Already sold to Metromedia, Capital Cities Stations, C. Scl. Brewing Co. for fifteen markets: San Francisco, Seattle, Chicago and better than 60 markets to date.

also available.... INTERNATIONAL CIRCUS

Three one-hour spectacles of breathtaking entertainment featuring the world-famous Moscow State Circus and Blackpool Tower Circus.

Programming with variety before available to stations

Color • Black/White • Specials • Features • Series both half-hours and hours • and a color variety of children's programming with 156 complete segments averaging six minutes each quality television entertainment for every type of audience, to fit every station need.



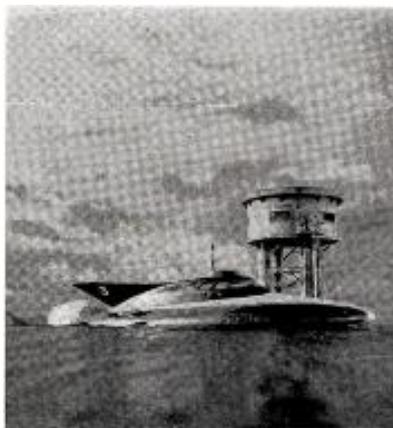
The Exploitable 12

COLOR

Brand-new, first-run action-adventure feature films—most in Technicolor and Panam scope. Selected from hundreds of features produced by the most creative moviemakers in Europe. All are top quality productions successfully released theatrically throughout the world in the past two years. Superbly produced in New York City by Titra, the world's leading specialist in dubbing feature films.

STINGRAY

COLOR



Magnificent color! Fantastic production and effects! Original music! Filmed in Supermarination! 39 half-hours starring the super submarine of the future in undersea adventures that are excitingly different programming for every television viewer. From the producers of "Supercar"—a proven success in 140 markets—and "Fireball XL5"—now in its second year on the NBC-TV network.



Gideon's Way

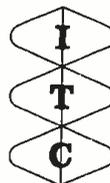
Television's only brand-new, first-run, one-hour action series available for the new season. 26 episodes of detective adventure at its most exciting, filled with intrigue and suspense. Presenting one of fiction's most popular crime fighters, Commander George Gideon, hero of a dozen best selling novels and feature films, as he matches his wits against the lawless of a great metropolis.

TRIGUE 10

3 Stevens and Carlos Thompson star in 10 full-length action-adventure feature films for late night air as prime viewing hours.

8 FOR ACTION

Swashbuckling sea stories and exciting Indian adventures in eight full-length feature films jam-packed with action and thrills.



INDEPENDENT TELEVISION CORPORATION

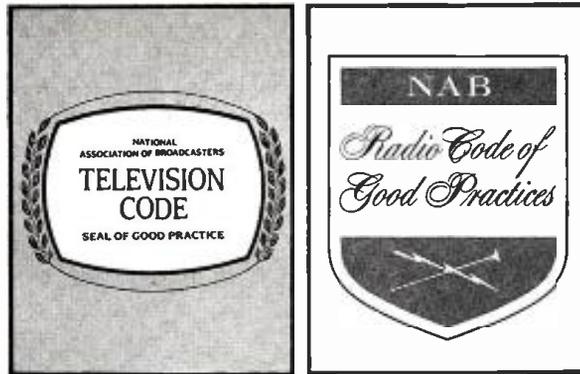
555 Madison Ave., N. Y. 22, N. Y. PL 5-2100

17 Gt. Cumberland Place, London W1, Ambassador 8040

100 University Ave., Toronto 1, Ontario, EMpire 2-1166

Mexico City, Paris, Rome, Buenos Aires, Sydney, and

offices in principal cities in 45 countries around the world.



These Codes require more than lip service.

It is one thing to fashion a code of conduct; it is often quite another matter to live by that code.

The National Association of Broadcasters, however, has established such a code for radio and television stations, and responsible broadcasters throughout the nation are faithfully abiding by it.

The role of the broadcaster

Broadcasters have a dual obligation: to meet the public's need and desire for information, education and entertainment; and to provide business and industry with a means to market products and services. It is an awesome responsibility. The Radio and Television Codes were created by the National Association of Broadcasters as an aid to meeting this responsibility.

When a station subscribes to these Codes, it pledges itself to maintain the standards of performance set forth. The station acknowledges established enforcement practices (such as regular monitoring) and an administrative body (the Code Authority) to effect it.

As a result of this voluntary acceptance of Code standards, broadcasting has achieved an unusual degree of self-regulation.

The spirit and the letter

Basically, the Codes assure listeners and viewers of continuing adherence to good taste and reliability in the presentation of programming and advertising. They encourage diversity of programming. Their advertising standards seek to assure commercials of acceptable taste and claims, and to regulate the content and amount of commercial time over a given period. They establish specific rules and guidelines to follow.

And through self-regulation, all this is accomplished within the framework of the American system of free competitive broadcasting.

What do broadcasting Codes mean to you, the listener and viewer?

The Codes provide the framework within which member stations are to work. They are standards that were created with the interests of the listener and viewer in mind.

As a check on compliance with these standards, the NAB Code Authority monitors at the annual rate of nearly 100,000 hours of television programming and advertising; and another 67,000 hours of radio. This check assures the public, as well as the stations, that an earnest effort is made to maintain and advance the kind of service you've come to expect from broadcasting.

A request of the listener and viewer

Of course, even codes as carefully devised as these are not perfect. In the vast radio and television audiences, not everyone will react in the same manner to a program or a commercial. But everyone's reaction should be heard. Intelligent criticism relating to programming and advertising standards is an important consideration in every station's operation. Therefore, *your* opinions are sought.

When you feel strongly about a program or commercial, let the broadcaster know how you feel and why. Whether your reaction is positive or negative, it will be respectfully weighed with others the broadcaster receives. By speaking up, you participate in what we might call the dialogue of broadcasting and have a responsible voice in creating the programming philosophy of your radio and television stations.

And, in this manner, broadcasting can increase its contribution to every taste, every individual. Meanwhile, the Codes are there, constantly being reviewed, modified, expanded — subject to change — but at all times applied by responsible broadcasters.

This message, which appears in newspapers and national news magazines, was prepared by GROUP W (the five television and six radio stations of the Westinghouse Broadcasting Company) as a public service to create a better awareness of the standards and objectives established by the NAB Radio and Television Codes.

In sight: an easing of controls

A conciliatory speech by Humphrey, an appointment of a moderate to the FCC by Johnson are taken as signs the hard line may be softening at last

The character of broadcast regulation in the Johnson administration appeared to have been clarified—and probably tempered—by two major developments last week.

Both developments were seen as potentially moderating influences on the stern FCC regulatory line invoked during the Kennedy administration and pursued by Chairman E. William Henry, particularly in TV and radio programming.

▪ James J. Wadsworth, described by friends as “a Republican moderate” with “no desire to reform the world,” was designated by President Johnson to fill the vacancy on the FCC (see page 36).

▪ Vice President Hubert H. Humphrey, in the most sympathetic speech a National Association of Broadcasters convention has heard from a high government official in at least four years, assured broadcasters that government’s role is to regulate, not “dominate” or “dictate,” and pledged his own and President Johnson’s devotion to the principles of free speech (see page 76).

The appointment of Mr. Wadsworth as the seventh FCC commissioner, announced after the 4,175 NAB conventioners had left for home, seemed to tip the balance in what had struck convention delegates as a tug of war between Vice President Humphrey and Chairman Henry—with broadcasters’ futures caught in the middle.

Twenty-four hours after Mr. Humphrey’s address Chairman Henry took the NAB rostrum to report that he had found little change in TV programming since the 1961 “vast wasteland” days of his predecessor chairman, Newton Minow, and to reaffirm his view that the commission should “make room in television for as many diverse ideas as possible” (see page 80).

Even before that—less than three hours after Vice President Humphrey had finished speaking—the FCC released details of its controversial pro-

posal, adopted on a 4 to 2 vote, to impose strict limits on network control over TV programming (BROADCASTING, Jan. 25 et seq; also see stories pages 58, 60, 62).

Different Concept ▪ Mr. Henry found occasional opportunities to placate and even encourage broadcasters. But in tone and substance his address conflicted basically with Mr. Humphrey’s, and broadcasters reading them for signs of the future course of regulation tended to conclude that the answer would have to wait until President

Johnson made known his long-awaited choice of a seventh FCC commissioner—dubbed “Mr. Vacancy” in a skit performed by the Society of Television Pioneers and increasingly referred to by that name throughout the convention.

When “Mr. Vacancy” was identified by the White House as Mr. Wadsworth on the day after the convention adjourned, the first reaction was that the conciliatory approach taken by Vice President Humphrey had been underscored.

Acquaintances of Mr. Wadsworth saw nothing in his background or personality to place him invariably at either extreme on broadcast regulation. But with the commission already divided on many issues, and with even the numerical dominance of the Democrats split on fundamental issues of program regulation, the first consensus was that Mr. Wadsworth’s presence on the commission, although probably not apt to change the basic trend of regulation, might easily soften its course.

Programming Debate ▪ The extent of the division within the commission was pointed up not only by the 4 to 2 split on the network program control plan but also—and more dramatically—by a lively debate over programming during the FCC panel session at the convention.

Commissioner Lee Loevinger, who has already made plain his view that the FCC violates the Constitution every time it asks an applicant for its plans for religious programs, protested the commission’s interest in local live programming, insisting that “a lot of local live ought to be dead.”

Chairman Henry and Commissioner Kenneth Cox contended that broadcasters have a responsibility to meet the needs of their communities—“even though,” Mr. Henry said, “the public may want some other kind of program-

Mr. Vacancy is . . .



. . . Mr. Wadsworth

The seventh seat on the FCC is filled at last. Page 36

Continued on page 38



The new FCC appointee, former U. S. ambassador to the UN, as he talked with BROADCASTING reporter last Thursday after his nomination. He's



native of New York but has lived in Washington 20 years.

A diplomat is Johnson's choice

WADSWORTH, NAMED TO FCC, IS 'MODERATE TO LIBERAL REPUBLICAN'

With the world moving into the space-age of communications, President Lyndon Johnson has picked a diplomat-author of international reputation to fill the vacancy on the FCC.

The appointee is James J. Wadsworth, former U. S. ambassador to the United Nations, former U. S. representative at various international conferences on disarmament and on the nuclear test ban treaty, and author of books and articles dealing with disarmament and international affairs.

President Johnson called newsmen into his office Thursday afternoon to make the announcement personally—and thus set at rest months of speculation and rumor as to who would fill the vacancy created when Frederick W. Ford resigned Dec. 31 to become president of the National Community Television Association.

Mr. Wadsworth, like Mr. Ford, is a Republican. Democrats already occupy four seats on the commission—the maximum allowed one party by law. However, he has a Democratic connection—his sister is married to Senator Stuart Symington (D-Mo.).

Busy Seven Days ■ The President, who had been slow in making appointments to government agencies, has now made eight in the space of a week. Mr. Wadsworth goes before the Senate Commerce Committee for a hearing on his confirmation on April 13.

Mr. Wadsworth, who is 59 and whose nickname is Jerry, is a big man—six feet five and 265 pounds—who played football and basketball for Yale as a 190-pounder. He is regarded by those who know him as friendly, easy to deal with, fluent and efficient in negotiations.

He is also said to be "a pragmatist." Said a former colleague: "He generally tries to work out solutions to problems satisfactory to all concerned—he's not a fanatic."

These qualifications would appear to equip him ideally for his new assignment. The commission frequently splits 4-2 and occasionally 3-3 on controversial issues.

He will be the swing man in the dispute over the extent to which the commission should police commercialization. Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee favor checking into licensees' commercial practices at license-renewal time. Commissioners Lee Loevinger, Rosel H. Hyde and Robert T. Bartley regard this as petty and have managed to block any meaningful policing of commercialization.

Key on Program Issues ■ Mr. Wadsworth's position will also be a key one in cases involving programing. Chairman Henry and Commissioner Cox have urged broadcasters to search out and meet local needs and to increase the amount of local live programing,

for instance, while Commissioners Loevinger and Hyde have vigorously opposed any intrusion into programing matters.

In addition, Mr. Wadsworth joins the commission when it is in the midst of extremely complex and controversial issues.

The commission last week released its notice of proposed rulemaking to limit the amount of prime-time programing networks might own (see story page 60).

In the months ahead, it will issue proposed rulemakings providing for regulation of community antenna television and for revisions of the multiple-ownership rules.

Mr. Wadsworth, who describes himself as "a moderate-to-liberal Republican," shut off all questions concerning his views on communications regulation with the comment that he has "much to learn" about them first. He said he would withhold all statements on government regulation until after the Senate acts on his nomination.

One observation he permitted himself is that, "like most people," he watches television "and every once in a while" he wonders "why they have to have so many commercials." But he quickly added that he had no "preconceived notions about trying to make it better."

Negotiator ■ But his major interest



appears to be in the international aspects of communications. He said one reason he accepted the appointment was because he felt his experience in international negotiations would be helpful to the commission. "With satellites providing for global communications there will have to be agreements between various jurisdictions," he said. "It occurred to me this might be an important part of the work." However, he stressed that no one had spoken to him about such a role on the commission.

But Mr. Wadsworth said the major reason he took the job was, simply, "because the President asked me."

The President's announcement was made as members of the National Association of Broadcasters were homeward bound from their convention in Washington and came as a distinct surprise. Mr. Wadsworth's name was not among the many that had figured in the endless speculation concerning Mr. Ford's successor.

Adding to the surprise was the impressiveness of Mr. Wadsworth's background as a figure on the world stage. Persons in Washington who know him regard the appointment as top drawer.

The President was presumed to be taking particular care in selecting a member of the FCC because of his family's substantial broadcast holdings in Texas. The connection between the White House and the industry that the commission regulates makes all presidential dealings with the FCC matters of extreme delicacy.

No Leaks This Time ■ The President managed to keep his choice secret until the announcement by moving swiftly. The job was offered and accepted only hours before the announcement was made. The former ambassador, who makes his home in Washington, said the offer came through John W. Macy

Jr., chairman of the Civil Service Commission, who heads the President's talent hunt for federal administrators.

Mr. Wadsworth said he knew his name was on the list of various presidential associates who help in the talent search, but he said he had no specific offer before Mr. Macy's telephone call.

Mr. Wadsworth does not know any of the commissioners. But Chairman Henry telephoned his congratulations after hearing of the announcement.

Mr. Wadsworth, who has had a long

It keeps growing

The 1965 edition of the National Association of Broadcasters annual convention lived up to its advance billing and proved that it was indeed a record breaker.

With delegates spread out in more than a dozen Washington hotels and motels, the convention drew 4,144 registrants, 318 more than the previous high of 3,826 in 1964 (BROADCASTING, April 13, 1964), 604 above the 1963 figure of 3,540 and 1,143 more than the 1961 Washington convention total of 3,101.

These figures do not include several thousand representatives of equipment manufacturers, film exhibitors and other firms.

Next year the convention will be held March 27-30 in Chicago, with the Conrad Hilton as the single headquarters hotel.

career of public service, is the son of the late James W. Wadsworth, who was a Republican senator from New York from 1914 to 1926 and who later served as a member of the House of Representatives, from 1932 to 1950.

The new FCC nominee achieved national prominence during the Eisenhower administration, when he served in the UN. He was deputy to Ambassador Henry Cabot Lodge, from 1953 to 1960. Then, when Ambassador Lodge resigned to run for Vice President on the Republican ticket with Richard Nixon, Mr. Wadsworth was named chief delegate.

Author ■ His service in the UN provided the material for a book, *The Glass House*, which will be published later this year. An earlier book, *The Price of Peace*, grew out of his participation in international disarmament conferences. He was U. S. representative on disarmament from 1958 to 1961, and was head of the U. S. delegation to the nuclear test ban talks in Geneva. During 1956 and 1957 he was chief of the U. S. delegation in the negotiations which established the International Atomic Energy Agency.

Mr. Wadsworth has twice been recognized for his efforts to foster international cooperation — the Eleanor Roosevelt Peace Award, in 1963, and the Contribution to Peace Award of the United World Federalists, in 1964.

Mr. Wadsworth, who devotes most of his time to lecturing and writing, is the president and one of the founders of the International Club, in Washington, which was formed last year after a number of existing clubs refused to admit African diplomats and other nonwhites as members.

Mr. Wadsworth was born June 12, 1905, in Groveland, N. Y., a small community in western New York state. He graduated from Yale in 1927 and served as a member of the New York State legislature from 1931 to 1941.

In Capital Since '45 ■ He went to Washington in 1945 to serve on the War Assets Administration and later worked for the Air Transport Association as director of governmental affairs. He was special assistant to Paul Hoffman, administrator of the Economic Cooperation Administration, from 1948 to 1950; immediately preceding his UN service, he was in the civil defense organization, first as acting director of the Civil Defense Office, then as deputy administrator of the Federal Civil Defense Administration.

Mr. Wadsworth brings at least one unique quality to the commission—a talent for guitar playing that is rated as considerable by his friends. He is married to the former Harty Griggs Tilton. They have one daughter, Mrs. Trowbridge Strong, of Philadelphia, and five grandchildren.

ing." Commissioner Loevinger renewed his contention that programing questions are none of the commission's business (see page 58).

What role Mr. Wadsworth will take in cases already pending—assuming he passes the hurdle of Senate confirmation—will depend largely on his own inclinations, if precedent is followed. Generally new members of regulatory agencies feel free to vote in adjudicatory cases—if they wish to do so—if they have heard oral argument, and often participate in quasi-legislative decisions, if they have read the transcript and associated papers.

The philosophical tug of war evident between Mr. Henry and Mr. Humphrey—and between Commissioner Loevinger and Commissioners Henry and Cox—was not the only intramural conflict in last week's convention.

The broadcasters themselves showed, once again, the divisions already evident on such root questions as community antenna television and pay TV.

No Agreement ■ No broad consensus was expected to develop on either issue, and none emerged. Instead, both CATV and pay TV were alternately praised and damned in one major convention session (see page 82) and in numberless hospitality suites, corridors and public watering places.

At a session devoted to the future of television, Jules Barnathan, vice president and general manager of the ABC Television network, called the new systems for transmitting TV spectres threatening free television as it exists today. He was pointedly criticised by W. Theodore Pierson, a communications attorney and Frederick W. Ford, president of the National Community Television Association, who see pay television and CATV services as supplementers of free television and charged Mr. Barnathan is like a man trying to sweep back the sea.

There was widespread speculation that the FCC would soon move at least tentatively to assert commission juris-

dition over CATV—another thorny problem awaiting Mr. Wadsworth as well as his incumbent colleagues.

The inside guesswork was equally widespread, however, that Congress would initiate some sort of legislative action to take command of the CATV issue, even if no clearcut CATV legislation is enacted in this congressional session.

Much the same prospect was held out for pay TV. Zenith Radio Corp. initiated what promises to be a drawn-out FCC battle two weeks ago by petitioning for rulemaking to authorize pay TV on a nationwide basis (BROADCASTING, March 15). In the end, however, it is Congress and not the FCC that may have the decisive say.

News of a new pay-TV development, the closing of Paramount Pictures' five-year-old experiment with subscription television in Toronto (see page 100), came too late to enliven the dispute at last week's NAB sessions.

Even among the membership of the Association of Maximum Service Telecasters, which went on record during the convention as endorsing the efforts of its directors and officers in behalf of stiff CATV regulation, all was not pure harmony. Roger W. Clipp of Triangle Publications accused the AMST board—of which he is a member—of "precipitous and ill-founded" action against the interests of AMST members who are CATV operators (see page 82).

The convention produced only a smattering of discussion of another provocative FCC issue—proposals for a far-reaching reexamination of multiple-ownership rules and, in the meantime, the policy of requiring hearings on any station transfer in which the owner of a station in one of the top 50 markets proposes to acquire a station in another top-50 market.

Program Form ■ Similarly there was little talk of the FCC's highly controversial program reporting-form proposals. The proposed new radio form has been cleared by the commission and is now awaiting Budget Bureau approval. But the TV form, encompassing much stiffer requirements, is far from finished, has already drawn the threat of a court test and may serve as the battleground on which the issue of FCC program jurisdiction is fought out. It's sure to be there waiting when the new commissioner arrives.

Along with their differences on major issues, the NAB conventioners got their first official look at Vincent T. Wasilewski as their new president, and from him they received a call for unity—and a pledge of total commitment—in the battle for "the basic ideological and economic freedoms which the American system of broadcasting needs in order to exist" (see page 77).



No doubt about it: the light's fantastic

The motto of the Society of Television Pioneers is "we ain't got no noble purpose," and it was scrupulously observed last week when the organization rose briefly from the torpor in which it had reposed since the NAB convention of 1964.

Each year during the NAB convention the television pioneers assemble for breakfast and little else. Between conventions nothing happens. Following custom, the organization last Tuesday morning fed on scrambled eggs, bacon, sausage and grits (which some southern members insist on even though they can afford better), and watched an entertainment that is pictured above.

To the inexpert but enthusiastic

beat of a three-piece band four pioneers danced what was slanderously described as the watusi, swim and mashed potato. They were (l-r) Sol Taishoff, of Broadcasting Publications Inc.; Carl Haverlin, retired president of Broadcast Music Inc.; W. D. (Dub) Rogers who sold out his television holdings but lingers on as president of the Society of Television Pioneers, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. Peering from behind the performers were Clair McCollough, Steinman Stations, and John Fetzer, of the Fetzer Stations.

None needed to feel self-conscious in his Beatle wig. Everybody else in the room was also wearing one.

GET YOUR PITTSBURGHERS HERE!

Leave the selling to us—as Greyhound does. They buy WIIC exclusively here in the nation's eighth largest market. There's just no better spot TV buy around. For some great availabilities and impressive figures, check WIIC's General Sales Manager Roger Rice or your Blair-TV man.

GREYHOUND



WIIC-TV PITTSBURGH

Cox Broadcasting Corporation stations: WIIC, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

BROADCASTING, March 29, 1965

Less-stringent tobacco rules?

Hearing statements raise hope that ad restrictions will not be imposed

Broadcasters and advertising men can relax, but the tobacco companies had better get ready to put a health warning on their cigarette packages. That's how the betting was running last week as the Senate Commerce Committee opened round two of the congressional tobacco hearings.

Surgeon General Luther L. Terry, of the U. S. Public Health Service, called for warning statements on packages and in advertising, and suggested that labeling requirements might be left up to the Food and Drug Administration and advertising regulations to the Federal Trade Commission. His statement was interpreted as a sign of the administration's position, and gave further impetus to the feeling that some antismoking legislation, probably calling for a warning on the package only, will be passed before the summer is out.

(If Congress takes no action, FTC rules regulating advertising and labeling will go into effect July 1.)

An impressive parade of medical men appeared in support of the tobacco industry position that evidence linking

cigarette smoking and disease is inconclusive. This time, however, the anti-smoking forces—stung when many of the same doctors testified before the House Commerce Committee last summer (BROADCASTING, June 29, 1964)—were better prepared.

Dr. Harold S. Diehl, vice chairman of the National Interagency Council on Smoking and Health, told the senators that "the physician spokesmen for the tobacco industry represent a very small segment of medical and scientific opinion." He pointed to a survey indicating that 94.8% of America's physicians believe cigarette smoking "is a health hazard," and submitted 22 pages of antismoking resolutions by medical associations, foreign and domestic.

Even more blunt was Dr. Thomas Carlile, chairman of the American Cancer Society's committee on tobacco and cancer: "the technique has been to use with great public relations effectiveness a handful of physicians who are not convinced by the evidence. . . ."

The Choice — Of the two of the bills before the committee, S559—identified primarily with Chairman Warren G. Magnuson (D-Wash.)—would require a warning on cigarette packages, a statement of tar and nicotine content, and provide that "no other warning requirement be imposed on cigarette labeling or packaging by any federal, state, or local authority." It is given a good chance for passage, although some changes may be made.

The other bill, S547, introduced by Senator Maurine B. Neuberger (D-Ore.), calls for all the labeling requirements of the Magnuson bill plus elimi-

nation of "cigarette advertising that tends to make cigarette smoking attractive to children," and in "each cigarette advertisement" the warning "Caution—habitual cigarette smoking is injurious to health." Although supported by testimony from the major health organizations, it is opposed vehemently by the tobacco industry, broadcasters and advertising groups, who feel such a measure would be an abridgment of freedom of speech.

Although the tobacco industry has termed antismoking actions unjust, it now seems ready to consider some a little less unjust than others. Speaking for the manufacturers, Bowman Gray, chairman of R. J. Reynolds, hinted that the industry might unhappily sit still for a warning on the package if (a) the warning is not required in advertising, and (b) congressional action is designed to pre-empt the field, prohibiting additional regulation by states and localities, a position very close to the provisions of Senator Magnuson's bill.

Senate hearings will continue this week, with the National Association of Broadcasters scheduled to testify March 30.

On April 6, the House Commerce Committee opens hearings on the same subject.

Business briefly . . .

P. Lorillard Co., through Lennen & Newell, both New York, has renewed its participating sponsorship in CBS Radio's *Dimension* and *CBS Radio Network News* for the fifth consecutive year. The renewal is for 26 weeks.

Schick Safety Razor Co., through Compton Advertising, both Los Angeles, and **Chemical Compounds Division of Studebaker Corp.** (STP motor oil additive), South Bend, Ind., through W. B. Doner, Detroit, have each signed for one-quarter of Mutual's radio broadcast of the Clay-Liston heavyweight championship fight on May 25.

ABC-TV reports *The F.B.I.*, a new program for next fall (Sundays 8-9 p.m.), which is being produced with cooperation of the government agency, is fully sold. **Aluminum Co. of America**, has bought co-sponsorship of show through Fuller & Smith & Ross, both Pittsburgh, **Ford Division of Ford Motor Co.**, Dearborn, Mich., through J. Walter Thompson, New York, is other sponsor.

American Airlines, through Doyle Dane Bernbach, both New York, will sponsor *Let's Go to the Fair*, CBS-TV special on re-opening of New York World's

BAR estimates for 18 markets

Estimates of the dollar volume of nonnetwork television business on the air in 18 U. S. markets during the week ended March 12 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the following list, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all

national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended March 12:

Birmingham, Ala. (2)—\$130,468
 Buffalo, N. Y. (3)—\$289,738
 Charleston-Huntington, W. Va. (3)—\$119,021
 Chicago (4)—\$1,355,740
 Dallas (4)—\$307,627
 Fort Wayne, Ind. (3)—\$70,923
 Green Bay, Wis. (3)—\$61,285
 Kansas City, Mo. (3)—\$282,997
 Louisville, Ky. (3)—\$138,922
 Miami (3)—\$259,268
 Norfolk, Va. (3)—\$122,482
 Omaha (3)—\$126,806
 Philadelphia (3)—\$832,051
 Portland-Mt. Washington, Me. (3)—\$63,570
 Salt Lake City (3)—\$105,064
 Spokane, Wash. (3)—\$77,798
 Tampa-St. Petersburg, Fla. (3)—\$197,045
 Toledo, Ohio (2)—\$119,979

A NEW HALF-HOUR LOCAL TV SPECIAL

Seven Arts presents The Beatles!

Perfect timing!

Here they come again for a triumphant return tour of the United States and Canada beginning in New York at Shea Stadium on **August 15!**

And here they are... **available for the first time for local programming** in "BIG NIGHT OUT" Seven Arts' new half-hour TV Special

The Beatles are Back!

It's a swinging show... a natural to sell and to program prior to the Beatles summer tour when the Beatlemania promotion and publicity bandwagon will really be moving.

Yeah! Yeah! Yeah!



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive,
Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



Fair, on Wednesday, April 21 (7:30-8:30 p.m. EST).

Pacific Hawaiian Products Co., Fullerton, Calif., through Atherton-Privett Inc., Los Angeles, is introducing its new Low Calorie Hawaiian Punch with spring and summer participations on NBC-TV's *Mr. Novak*, *The Virginian*, *Daniel Boone*, *Flipper* and possibly other programs on that network starting in April. Commercials will be live action in contrast to the animated TV spots used for Hawaiian Punch.

The Scholl Manufacturing Co., Chicago, a major print advertiser will continue its comparatively limited but "successful" TV campaign with a flight of spots on six NBC-TV and ABC-TV daytime programs. The Scholl Co., which had been heavily involved in print-only advertising for several years, started with network TV for the first time three years ago with an extensive supplemental campaign. The new TV campaign runs April-June. A spokesman of West, Weir & Bartel, Scholl's agency in New York, noted campaign would be followed by another in the fall.

American Oil Co., Chicago, through D'Arcy advertising there, starts heavy radio spot campaign on major stations in Los Angeles area and plans soon to expand to San Diego and San Francisco. Also under consideration is campaign in Pacific Northwest. American is relatively new to West Coast.

The Quaker State Oil Corp., Oil City, Pa., through Kenyon & Eckhardt, New York, and **U. S. Time Corp.** (Timex watches), through Warwick & Legler, both New York, will co-sponsor *Lorne Greene's American West*, an NBC-TV color special scheduled for May 3 (9-10 p.m. EST).

Allied Van Lines Inc., Broadview, Ill., through Young & Rubicam, Chicago, has signed to co-sponsor National Basketball Association games on ABC-TV.

Agency appointments . . .

- **White King Inc.** (toilet soaps and cleansers), names Carson/Roberts, as its agency. Both are in Los Angeles. John Frawley will handle the account, which had been handled by Campbell-Ewald Co., Los Angeles. C-E dropped White King because of a product conflict.

- **Yardley of London**, New York, has appointed Johnstone Inc., that city, as its agency, effective July 1. Yardley and Gardner Advertising, New York, recently agreed to sever their relationship, effective June 30, because of "differences in marketing concepts" (BROAD-



Petry founders live it up

One of the gayest affairs in Washington during last week's NAB-connected activities was the Wednesday night black-tie banquet honoring founders of Edward Petry & Co., pioneer station reps, which was given by associated stations. Among the 250 attending were present active executives of the Petry organization and former staff executives. Edward E. Voynow (l) retired president, and Edward Petry (r), co-founder and former chairman, are shown here with Jack Harris (c), KPRC-AM-TV Houston. Messrs. Petry and Voynow retired last year and turned over the business to executive employees. They continue as consultants to the firm.

CASTING, March 15). The account is estimated to bill \$2 million of which about \$1.2 million is in broadcast.

- **Pillsbury Co.**, Minneapolis, moves refrigerated foods account from Campbell-Mithun there to Leo Burnett Co., Chicago. Campbell-Mithun acquires new products from Pillsbury, however. Burnett has been handling other Pillsbury products.

- **Northland Foods Inc.** division of Chun King Corp., Duluth, Minn., names Edward H. Weiss & Co., Chicago, to handle its national account on fee basis. Former agency was MacManus. John & Adams, Minneapolis. Parent firm earlier moved its Chun King line to Chicago office of J. Walter Thompson Co.

- **Kal Kan Foods**, Los Angeles (pet foods), names Lennen & Newell, that city, as its agency. Ted Huston, manager of the L&N office, will handle the account, assisted by Joe Lieb and Jens Pedersen. Anderson-McConnell, Los Angeles, had been the Kal Kan agency.

Reps see need for more in-depth data

The radio station representative ought to be armed with more market data, should more clearly define major markets and consider more "pre-sell," according to a group of timebuyers participating in the second seminar of a series being held by McGavren-Guild, New York.

McGavren-Guild released a summary of the second session last week. The first seminar was held more than a month earlier (BROADCASTING, Feb. 8), and a third is set for April.

In its summary, the rep firm said the buyers felt space salesmen were better equipped generally with in-depth information on markets and also suggested a breakdown of the top 50 or 100 markets with such information as defined metropolitan areas, traffic peak and income figures.

Other factors mentioned: not only is there too much reference to a station's music format category but the buyer wants to know what takes place between records; visits with station men are "productive" only if they come prepared to offer new and "valuable" material (on their stations or markets); most buyers will look at all surveys even if they are told by the agency to use a specific service.

Buyers taking part in the seminar were Doug Humm and Maureen Murray of C. W. Hoyt; Marion Jones and John Ormiston of Lennen & Newell; Bill Spence of Foote, Cone & Belding; Lynn Diamond of Young & Rubicam; Jonne Murphy and Barbara Kellner of BBDO, and Wayne Silversack and Bob Anderson of Sullivan, Stauffer, Colwell & Bayles.

KCMO-AM-FM-TV to split their representation

Meredith Broadcasting Co.'s KCMO-AM-FM-TV Kansas City, Mo. are planning to take on new and separate station representatives. KCMO-AM-FM will be represented by CBS Radio Spot Sales and KCMO-TV will be handled by H-R Television. The stations are now handled by The Katz Agency.

The switch follows reports that Katz will take over representation of Taft Broadcasting Co.'s WDAF-AM-FM-TV, also in Kansas City. The WDAF stations are now represented by Edward Petry & Co.

E. K. (Joe) Hartenbower, general manager of the KCMO stations, said he was separating the radio and television representation because "that's the way they should be sold."

Bunch M



the
Meredith
bunch



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

ARMS's quest for accuracy

Multiple methods in radio rating project explained

The nuts and bolts of the All-Radio Methodology Study (ARMS) were explained by Howard Mandel, NAB vice president for research at a Tuesday morning session of the Radio Assembly of the NAB convention.

The project has as its aim a contribution to "the existing body of measurement knowledge" for all facets of radio: big and small markets, AM and FM, and in-home and out-of-home listening.

ARMS will compare and evaluate the various methods of measuring audiences by times of day and stations. And it is designed to allow study of variations in the estimates gotten by various techniques. The project also will assist in developing procedures to provide measurements in terms of reliability, validity and cost.

Mr. Mandel said no single research method is "likely to give us every kind of information our customers would like, at a degree of precision satisfactory to even the purest of technicians and at a cost even the most modest operation could afford."

The ARMS project will evaluate different approaches to the measurement problem, comparing the results of various test methods with standards of validators. No single technique will be "a clear winner," Mr. Mandel stated. "We may find a certain approach performs

best in providing certain measures, while another approach is superior in certain other aspects."

In the ARMS study a number of rating procedures will be carried out, for the first time in the same city, during the same period and under the same auspices.

Safeguards - Special procedures will be used to guard against problems which could affect the project's accuracy: Probability samples will be used, validators have been extensively pre-tested; all telephone interviewing will be conducted from a supervised central headquarters and interviewers will be under full-time supervision.

Five diary techniques and three recall techniques will be studied simultaneously. Mr. Mandel explained: "They vary as to method of placement, whether radio-only or multiple media, whether diaries are written up and delivered daily or weekly, and whether collection is by mail or in person." Some of the methods resemble current commercial techniques, some others have never been conducted commercially. But, Mr. Mandel added: "None of these techniques is an exact duplicate of an existing service."

The ARMS study will be conducted by Audits & Surveys. Dr. Morris Gottlieb, A&S vice president, told a meeting of the ARMS steering committee on Tuesday afternoon that field work has started in Philadelphia and is to be completed by mid-April. The committee also was told by George B. Storer, Jr., chairman, that the project is being conducted with the counsel of the Advertising Research Foundation. This, he said, "is the first methodology study in broadcast history to be conducted under industry sponsorship" and with ARF's counsel.

The project was described by Alcuin W. Lehman, ARF president as "a most worthwhile undertaking."

The challenge to spot radio

RAB's Bunker says research, positive selling needed; David: 'We're flying blind'

This is the time for radio to develop research and sell positively if it is looking for new budgets or a return of national spot business to the medium. Speaking as a future agency vice president and as current president of the Radio Advertising Bureau, Edmund C. Bunker repeatedly stressed those themes in the annual RAB presentation at the National Association of Broadcasters' convention in Washington last week.

Also taking part in the presentation were Miles David, RAB administrative vice president, and Robert H. Alter, RAB vice president and director of national sales. Mr. David said there is an intense interest in radio's willingness to invest money and time in research; spoke optimistically about the NAB-RAB methodology research study, and attacked the Television Information Office survey of where people get their news (see page 104).

Mr. Alter showed a new RAB presentation on "myth and fact" and described several test campaigns which showed radio can still produce for national clients.

Mr. Bunker's speech was billed as the "parting words of a radio salesman" and, in his last major address as RAB president, he pointed out that "research is truly an industrywide radio problem. Either we will do it properly and give agencies and advertisers what they



In attendance at a meeting of the All-Radio Methodology Study's steering committee last Tuesday were (clockwise from front center): George Storer Jr., Storer Broadcasting Co., steering committee chairman; Ward Dorrell, ARMS; Ralph Glazer, Westinghouse Broadcasting Co.; Ben Strouse, WWDC Washington; Al Watson, NAB; William

Shaw, KSFO San Francisco; Harper Carraine, CBS Radio; Mel Goldberg, Blair Radio; Ben Sanders, KICD Spencer, Iowa; Sherril Taylor, NAB; Ed Bunker, Radio Advertising Bureau; Miles David, RAB; Art Sulzburgh, ABC; Howard Mandel, NAB; Al Lehman, Advertising Research Foundation, and Morris Gottlieb, Audits & Surveys Inc.

want, or 10 years from now there will be no national radio as we know it."

He claimed that all business "of size is trending toward corporate management and corporate thinking" and this is the age of "tell it to me in numbers."

Polish the Image ■ Radio, Mr. Bunker said, has an "image" problem and admitted that after three years with RAB "I don't know what it is, but it's there." He said the agency people are also aware that this problem exists but don't know what it is.

The future broadcast vice president of Foote, Cone & Belding (BROADCASTING, Feb. 22), cautioned the "first radio broadcaster who comes to me and knocks his competitor" will be tossed out the window. He charged radio must sell positively and it can't fight today's system, which is the need for research in the "day of the computer."

The RAB president said if the industry is to do more "than let nature take its course, we must repair the damage of the 1950's," when research slipped and rate cards grew more complex.

Mr. Bunker said the All-Radio Methodology Study is in the field now and work on that part of the project is due to be completed by mid-April.

The research study was also praised by Mr. David, who called it a "good program for the industry." He said he hoped the study would produce at least one and perhaps several ways to provide audience figures and cumulative data that radio needs. Without cumulative figures, he claimed, "we are flying blind." Radio is judged as a modest price-per-spot medium, not one that produces mass audiences, he said.

He explained a new project "on the drawing board" which would consist of an advisory panel representing 25 agencies and advertisers to act as a "sounding board" on new research projects and presentations to sponsors.

A Dart at TIO's Study ■ What radio doesn't need, Mr. David charged, is a study like TIO's that showed TV is the dominant news medium and makes radio "subservient to TV although counter to all other indications." He said "nothing we have seen" indicates the news dominance of TV as presented by TIO.

In his part of the program, Mr. Alter showed results of a study based on 86,490 consumer interviews to determine radio's ability to sell and the ability of radio to be selective. The interviews were part of a \$3.5-million test radio marketing plan undertaken by about 20 national and regional advertisers.

He said the survey was designed not to measure households, but measures the people who buy the products. The results showed a heavy response during the early part of the day, with 10 a.m. showing up particularly strong.

BROADCASTING, March 29, 1965

The ad thinking in a 'Gold Rush'

TVB urges advertisers to readjust their ideas in today's boom times

"What consumers and stockholders will buy tomorrow depends on what they think about the advertising you (or your competition) put into their minds today."

Norman E. Cash, president of the Television Bureau of Advertising, offered this challenge last Monday (March 22) at the television assembly of the National Association of Broadcasters convention in Washington.

Showing TVB's new presentation, "Gold Rush," Mr. Cash established a background for his remarks by explaining how advertising helped turn the discovery of gold at Sutter's Mill more than 100 years ago into a fabulous economic boom. "Advertising, for example, recruited gold diggers from the East. And advertising recruited investors who provided machinery to mine and refine the gold," he said.

TVB's slide presentation examined the change taking place in today's economy, underscoring that only those who know and take advantage of the changes will be able "to avoid the risks of the gold rush of the 1960's and 1970's."

Mr. Cash cited several considerations including the fact that now more than one-half the population is under 25 years of age; at the other end of the scale more people are reaching retirement age with differing buying power and habits.

The growth of automation and computer-run inventories was described by the TVB president who noted that it is now possible to fill a marketing department's wish for a wider range of models and styles until the point is reached where often a company's greatest competition can be itself.

Mr. Cash said each new advance breeds new products and new industries and the competition gets faster; new brands become household words overnight.

New Perspectives Needed ■ "All-time highs in sales and profits are no longer real news," he declared. "The standards are higher. The costs are higher. The taxes are higher. Today, we have to re-evaluate all our measures of progress in the light of our highs in opportunity."

But, Mr. Cash warned, even though sales are astronomical, so is competition and the squeeze on profit margins.

Today's faster advertising speeds up

product development and gives the consumer more for his money, he said, also pointing out that Wall Street's evaluation of the many young companies that matured in a hurry stems from advertising's ability to make brands of these "young giants" nationally famous quickly.

Mr. Cash emphasized that "the confidence consumers have in advertised products is psychological and emotional. Advertisers' future success will be in direct proportion to the number of consumers and investors who not only perceive but who believe in what is advertised."

Presiding at the television assembly was Robert W. Ferguson, WTRF-TV Wheeling, W. Va., member of the 1965 convention committee and the NAB TV board of directors.

CBS Radio sales far ahead of 1964

CBS Radio last week said that business written during the first quarter of 1965 has already reached 70% of the total volume attained in the previous calendar year.

The network listed five new advertisers and another 13 who had returned after absences of a year or more.

George J. Arkedis, CBS Radio vice president for sales, said a spurt over the last two weeks placed the second, third and fourth quarters of 1965 "substantially ahead of the pace in corresponding quarters of the preceding year."

He called the business surge an "indication that the renewed confidence in network radio we began feeling in 1962 is still rising."

Recently signed advertisers on the network include American Tobacco (Tareyton) through BBDO; Sinclair Refining Co., Geyer, Morey, Ballard; Shulton Inc. (Old Spice), Wesley Advertising, and Pepsi-Cola, through BBDO.

Six CBS Radio shows are virtually sold out through 1965. They are *Morning Report* with Allan Jackson, *Walter Cronkite Reporting*, *Lowell Thomas and the News*, *Jack Drees on Sports*, *It's Sports Time with Phil Rizzuto* and *Allan Jackson and Robert Trout* weekend news.

Advertisers new to the network are R. C. Bigelow, Carling Co., Great American Insurance Companies, Holiday Inns of America and Eureka-Williams Corp.

Rep. appointments . . .

■ KRZY Albuquerque, N. M.: McGavren-Guild Co., New York.

■ WPAD Paducah, Ky.: Hal Holman Co., Chicago.



\$2 million Pepsi campaign planned

The Pepsi-Cola Co., New York, will start its second nationwide "Shopper Spree" contest on April 19. It will run for six weeks, supported by a \$2 million campaign in TV, radio, newspapers and magazines.

Though a breakdown of its expenditures could not be provided, Pepsi-Cola, in conjunction with its bottlers, will use more than 20,000 TV commercials, both on a network and spot

basis, and more than 40,000 spot radio announcements. The national advertising agency for Pepsi-Cola is BBDO, New York.

Persons who enter the contest and whose entries are chosen will have the opportunity to go on a "shopping spree" in their local supermarket, as shown in the TV commercial (above). They also are eligible for a long list of prizes.

Hills moves \$3 million TV account to FC&B

After a relationship of more than 40 years, Hills Bros. Coffee announced last week it has dropped N. W. Ayer, San Francisco, in favor of Foote, Cone & Belding, that city, effective May 3.

Hills Bros., whose billings are said to be "in excess of \$4 million" spent an estimated \$3.5 million in broadcast advertising during 1964, \$3 million of which was allocated to spot TV.

With the addition of Hills Bros., the San Francisco office of Foote, Cone & Belding has picked up more than \$6.5 million in new business since the beginning of 1965. Gallo Winery was acquired in January and Sea 'n Ski Company in February.

K. L. Rice Jr., advertising manager at Hills Bros., said the company "has great respect for the many and varied abilities" of N. W. Ayer, but "in view

of our present marketing conditions it is in the best interests of our company to take this action in regard to our agency association."

Hills Bros. Coffee, which is located in San Francisco, has regional distribution.

KSL, announcer, agency sued for \$2.4 million

A \$2.4 million class action damage suit has been filed by a Salt Lake City man for himself and over 1,000 others against KSL Inc., licensee of KSL Salt Lake City, an announcer for that station, and an advertising agency in that city.

The suit, filed about a month ago, is by Don L. Harris. He claims that KSL permitted the Guarantee Trust Deed Co. to advertise over the station and that he and others bought guaranteed trust certificates which have diminished in value. The suit was filed in

federal district court in Salt Lake City and charges that KSL is responsible for the losses under provisions of the Securities & Exchange Act and regulations of the Securities & Exchange Commission.

KSL Inc. has filed a motion to dismiss the suit or to strike it on the ground advertising media do not fall under SEC regulations.

3M may sign for 6 more Wolper documentaries

The 3M Co., St. Paul, is in the closing stages of negotiations for sponsorship of another group of six one-hour Wolper-produced specials on subjects of contemporary interest.

David L. Wolper, president of Wolper Productions, revealed in New York last week that 3M has indicated it will be ready to sign shortly for another cycle of documentaries for 1966.

The third of the 1965 3M specials, titled *The General*, will recount the events in the life of General Douglas MacArthur and will be carried on ABC-TV on April 4.

Mr. Wolper said the 1965 3M specials will resume on ABC-TV in the fall with *Teenage Revolution* scheduled for October, *The Feminine Mystique* in November and *This Is Man* in December. The agency for 3M is BBDO, New York.

Esty gets \$1 million Noxzema account

The Noxzema Chemical Co., Baltimore, last week moved two of its products, shave cream and complexion lotion, from Dancer-Fitzgerald-Sample to the William Esty Co., New York. Esty will also pick up "undisclosed new products."

The D-F-S account was understood to bill well over \$1 million, most of it in broadcast. Sullivan, Stauffer, Colwell & Bayles, continues as the Noxzema agency for skin cream and Cover Girl products.

Resignation of the account by D-F-S was said to result from "increasing product conflicts in the new-product area."

Tigers sign TV sponsors

Pabst Brewing Co., D.W.G. Cigar Co., Hygrade Food Products and FAYGO Beverage Co. were reported to have been signed as participating sponsors in the new television package offered by the American League's Detroit Ti-

This is the season that
set television on its ear.
ABC became the most watched
network in the business.
Had four of the top ten shows.
Six of the top twenty.
Fourteen of the top forty.
Six of the top ten new shows,
including the season's
biggest new hit.
An across the board average
of 10,410,000 homes per minute.
**How in the world
do you improve on that?**

Like this.

To make television's strongest schedule even stronger next year, ABC is adding new faces, new formats and new ideas.

The FBI Story. Efrem Zimbalist, Jr., stars in authentic, never-before-told cases from the files of the Federal Bureau of Investigation, under the direction of J. Edgar Hoover.

A Man Called Shenandoah. Robert Horton portrays a man without a memory searching for his past—not certain what its discovery might mean to his future.

F Troop. For the first time on television the Indians might win when an accidental "hero" of the Civil War takes command of the screwball garrison at Fort Courage.

Gidget. The whacky story of a 15 (and a half) year-old girl who has "this adolescence business" made. Bright new find, Sally Field, stars with Don Porter.

The Big Valley. The turbulent saga of a family dynasty in 19th century California struggling to keep its heritage intact.

Okay, Crackerby! A wildly wonderful saga of the "New Rich" vs. the "Old Rich," with Burl Ives as the richest of the New.

The Long, Hot Summer. The story of the Varner family, the town it "owns" and the upstart who dares defy shrewd, ruthless patriarch Will Varner. Starring Edmond O'Brien.

The Legend of Jesse James. The story of two young men whose exploits became part of the folklore of the Old West. Chris Jones stars as Jesse James, Allen Case as Frank James.

Honey West. Anne Francis is sure to arrest attention as a private eye who's also a private eyeful.

Tammy. Laughs explode everywhere as a backwoods ingenue punctures pomposity with a razor-sharp mind and a corn-pone drawl.

Next year's ABC schedule will have even more of the broadly appealing entertainment values that changed the nation's viewing habits this year. That's what makes a television network click.

ABC Television Network 

Source: NTI Oct. '64-Feb. '65. All time periods with regularly scheduled commercial programs Mon.-Sun.

7:30-11:00 p.m. Report data subject to qualifications available on request.





gers. A seven-station regional TV network will air 40 games with WJBK-TV Detroit as key outlet.

Pabst placed through Kenyon & Eckhardt, Chicago, while the other three sponsors placed through W. B. Doner & Co., Detroit. The Tiger radio schedule this season is on a network of 21 stations with WJR Detroit as key outlet. Sponsors, announced earlier (BROADCASTING, March 1), include Stroh Brewery Co. through Zimmer, Keller & Calvert, Detroit; General Cigar through Young & Rubicam, New York, and Sun Oil Co. through William Esty Co., New York.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercials, production manager, agency with its account executive and production manager. Approximate cost is shown when a figure is provided by producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

The Warner Brothers Co., Bridgeport, Conn. (bras and girdles); two 60's for radio, musical. Charles Barclay, production manager. Agency: Doyle Dane Bernbach, New York. James Gavin, account executive. Jack Hubler, agency producer.

Mid America Videotape Productions, a Division of WGN Inc., 2501 West Bradley Place, Chicago. "Chicago Daily News" (Pope John's Journal); one 60 for TV, on tape. Dale Juhlin, director. Agency: Earle Ludgin Advertising, Chicago. George Lekas, agency producer.

Pepper Sound Studios Inc., 51 South Florence Street, Memphis 38104.

Real-Kill Products, Kansas City, Mo. (Insecticides); five 60's for radio, jingle. Ernie Bernhardt, production manager. Placed direct. Approximate cost, \$9,600.00.

The Burger Brewing Co., Cincinnati (beer);

Public buys fairy tales

The Schwerin Research Corp. reported last week that television commercials with exaggerated benefits (cakes that levitate, floor-cleaning tornados, invisible men with visible hair) are by and large effective.

The March *SRC Bulletin* calls the current burst of such commercials a "renaissance," since they also were prevalent about a decade ago. Schwerin says "the exaggerated reward" goes beyond the immediate benefit (the headache is cured, the cake is edible). Examples: his headache cured, the salesman makes the sale and buys his wife a mink coat; the housewife's cake is so moist and light, she is elected president of the bridge club.

one 60 for radio, jingle. Hub Atwood, production manager. Agency: Midland Advertising, Cincinnati. Dick Broshar, account executive.

Sunrise Bakery, New Orleans (baked goods); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Snazelle Productions Inc., 155 Fell Street, San Francisco.

Chrysler Motors Corp., Detroit (Chrysler leasing); two 60's for radio. E. E. Gregg Snazelle, production manager. Agency: Richard N. Meltzer Inc., San Francisco. John Mercer, agency producer.

Chrysler Corp., Detroit (Simca cars); five 60's, one 30 for radio. Greg Snazelle, production manager. Agency: Richard N. Meltzer Advertising, San Francisco. John Mercer, agency producer.

Videotape Productions Inc., 101 West 67th Street, New York.

American Sugar Co., New York (Domino sugar); one 60, one 20 for TV on tape. Roger Hinkley, production manager. Agency: Ted Bates, New York. Jack Davis, agency producer. Approximate cost: \$8,500.

Ford Motor Co., Dearborn, Mich. (Ford cars); one 60 for TV, live on tape. Hal Stone, produc-

tion manager. Agency: J. Walter Thompson, New York. G. Botkin, account executive. Approximate cost: \$12,000.

Melville Shoe Corp., New York (Thom McAn Stores); three 60's for TV on tape. Richard Demale, staff producer. Agency: Doyle Dane Bernbach, New York. Lee Tredinari, agency producer.

Procter & Gamble, Cincinnati (Downy); one 60 for TV on tape. Hal Tulchin, staff producer. Agency: Grey Advertising, New York. Cathy Pitts, agency producer.

Mel Blanc Associates Inc., Hollywood & Vine, Hollywood 28.

Allied Food Stores, Detroit (Wrigley supermarkets); four 60's for TV, live on tape. Noel Blanc, production manager. Agency: Simons Michelson Co., Detroit. Mort Zieve, account executive and agency producer. Approximate cost: \$20,000.

Grey says 'color boom' includes advertising

The burgeoning of color television will have its effect on every channel in the "marketing stream," according to the April issue of *Grey Matter*, which is being circulated this week.

The monthly newsletter of Grey Advertising devoted its March issue to the growth of color TV (BROADCASTING, March 15). In its latest edition, it stresses that it will be "necessary to integrate color commercials with all the other facets of marketing, from product and packaging to store design and point of sale."

The "color boom" will provide competition among media, the newsletter asserts. It cites technological advances in color in newspapers and magazines as factors that will open new opportunities for advertisers.

Also in advertising . . .

Another attempt - Hicks & Greist Inc. New York, planned to be moved to new quarters at 850 Third Avenue by today (March 29). The company was scheduled to change its location over two weeks ago but a strike by drivers of commercial moving vans delayed the trip from 555 Fifth Avenue.

What's new? - BBDO is issuing a monthly *BBDO New Products Report*, a summary of new consumer and industrial products reported in various stages of development. It runs approximately 40 pages and is available on a subscription basis from the Marketing Department, BBDO, 383 Madison Avenue, New York.

New home - Post-Keyes-Gardner, with headquarters in Chicago, moves its New York office at the end of the month to 277 Park Avenue; phone 826-1825. PKG has been exploring merger possibilities among New York agencies but nothing is definite yet.

Search narrows for Bunker successor

Close to a dozen names have been submitted to the Radio Advertising Bureau committee named to nominate a successor to Edmund C. Bunker as RAB president, Harold Krelstein, of the Plough stations, chairman of the RAB board and of the selection committee, said.

He expressed confidence that the committee would have the list trimmed down to one nominee by the time of the next RAB board meeting, scheduled May 11.

The selection committee met with the RAB board during the NAB convention to give the board members a chance to suggest possibilities. Afterward Mr. Krelstein said "10 or 12" names had been advanced. He declined to identify them.

Mr. Bunker has resigned, effective June 1, to become vice president and national director of broadcast for Foote, Cone & Belding, New York (CLOSED CIRCUIT, Feb. 15, BROADCASTING, Feb. 22).



This here Stereo FM is just plumb ethereal!

[F you city slickers in New York and Chicago think that Dior creations, and Rolls-Royce cabriolets, and boeuf a la Bourguignonne is all us Red River Valley farmers *think* about — git braced! We love good *music*, too!

So, on February 14, our wonderful new WDAY-M hit the air — *stereo* FM — of a quality unsurpassed anywhere in the U.S.A. And that isn't one

bit too good for us prosperous hayseeds, either!

Frankly, we don't expect to get rich on this latest of WDAY's *firsts*. We are simply maintaining our 43-year reputation for giving the fabulous Red River Valley the finest of *everything available* in the broadcasting industry, just as we did with Radio in 1922, and with Television in 1953. We just thought you'd like to know!

WDAY-FM

Stereo

FARGO, N. D.

New film product? Depends on money

DISTRIBUTORS SAY SUPPLY WILL FIT DEMAND; NEW CATV WARNING

A suggestion that film distributors "firm up their rights" in the area of community television "or face the possibility of sizeable financial losses" was made by Leonard J. Patricelli, WTIC-TV Hartford, Conn., at the Wednesday (March 24) television assembly of the National Association of Broadcasters.

From the distributors' side, Pierre Weis of United Artists, told broadcast-

ers that syndicators are ready and able to make top shows again "if and when you get prime time again." And Joseph Kotler of Warner Bros. told the session that based on backlog the syndicated product will be scarcer for a while but "not that scarce," and he predicted that there will be a 20% increase in the product for television within the next few years because theaters are regain-

ing business and Hollywood is producing more feature films.

Mr. Patricelli referred to CATV as an "electronic Cosa Nostra" that puts first-run pictures into a market and as a result depresses the price in that market when the local station is offered the package.

He said there was a need for the distributors to set up standards and practices of "operation, laboratory procedures, film inspection, grading and shipping." He criticized practices dating "back to iconoscope" in these days of the four-vidicon color chain. He added that distributors should seek the professional help of the laboratories in getting good color prints of feature films; and in making sure the reduction from 35 mm to 16 mm is carried out in a proper manner.

Mr. Patricelli also questioned the validity of advance newspaper comments on feature films appearing on TV. He said these print services "rate films that vitally affect all of us" and said if "Nielsen, Pulse, Hooper and ARB are subject to close scrutiny, then this type of newspaper service deserves our attention and scrutiny."

Unfulfilled Promises ■ Mr. Weis hit at the stations who ask for more programming to put into prime time with the promise that they'll clear the tim-



Taking part in Wednesday morning TV panel on "Film and Your Future" were (l-r): Leonard J. Patricelli, vice president and general manager, WTIC-TV Hartford, Conn.; Joseph Kot-

ler, vice president, Warner Bros. Television, and Pierre Weis, vice president and general manager of the syndication division of United Artists Television Inc.

Important work's ahead for film folks

EXHIBITORS PRAISE HEAVY TRAFFIC THAT OPENS DOOR FOR SALES

Program syndicators left Washington last Wednesday to start the work their exhibits at the National Association of Broadcasters convention mapped out for them.

For convention exhibits are not the time or place to sign contracts or make sales. Most of the activity is the laying of groundwork for the future and renewing old contacts. So the success of an effort like the third annual Television Film Exhibit (TFE '65), is not measured in the number of dollars changing hands, but in the number of film buyers making the rounds.

In terms of traffic through the film exhibitors spaces, TFE '65 was almost unanimously praised as being the most successful yet held.

The much-heralded but long-awaited

breakthrough in color TV, in the opinion of program syndicators, will not be a sudden shower of color programs on TV stations. They all acknowledge that there is increased interest on the part of station buyers in color programs. But, most note, there was an increased interest last year, too. The color breakthrough, in their opinion, is not a sudden leap through an invisible shield of glass, rather it is a gradual transition.

As an example, one syndicator cited his experiences with cartoon series. Most cartoons are originally produced in color. They are available in both black-and-white and color prints, however, in most instances there is an extra charge for the color print. The color upsurge in this particular series.

has come not through new sales, but mostly at renewal time.

One problem another syndicator was beginning to encounter was the need for more color prints. Some of the smaller markets requesting a series in color, however, do not provide enough revenue to cover the cost of the extra color prints their purchases require.

Activity ■ Traffic at the convention was "exceptionally heavy" at AB Films, according to Ray Fox, vice president and sales manager. "A hell of a lot of interest was shown by advertisers and stations in *Shivaree*" a new AB Films' 30-minute series, which Mr. Fox describes as "a tastefully done" rock 'n' roll show that will not drive away the adult viewer.

Shivaree was described by representa-

if they get the product. He indicated that promises don't pay the rent and told the broadcasters "if you're willing to spend money, we'll provide anything for you. If time is available we'll come up with shows. If time isn't available, we don't want to play with those dice."

During the question and answer session, Mr. Weis told Mike Shapiro, WFAA-TV Dallas, panel moderator, that he didn't expect the FCC's proposed ruling on network program limitations to go through, "but if it does we'll just produce more, since, we produce much of it now."

Mr. Weis predicted that there will be a dearth of adventure and western shows available for stations to strip in the next few years. It takes three years of network run to create enough episodes for stripping, he pointed out, adding that it will be 1969 before any of these types of series will be around, if the new ones coming out this season hold up in the ratings. However, he said, there will be plenty of "situation stuff" around for stripping.

Network Feature Problem ■ He said the networks using feature films in prime time has also hurt distributors, since it means that there are many fewer hour and half-hour shows to put into syndication. Mr. Kotler said he expects the networks to begin utilizing practices originated by local stations. It won't be too long, he believes, before a single sponsor will back a feature film on the network. He added that the prospect of more feature films for television looks good, particularly those from for-

eign markets.

Foreign-made films, he noted, now fit better into U. S. television because their quality is improving and new dubbing techniques have been developed.

The increasing move toward color television, Mr. Kotler said, will actually increase the available product since those color features that had been run previously in black-and-white, will be new all over again when shown in color.

He attacked those who downgrade reruns as showing a lack of creativity. A rerun, he said, is "creativity" that has been proven by earlier good ratings.

Improper Slotting ■ Mr. Kotler was also critical of stations who, he said, have enough good features but are not scheduling them properly. Although, he said, all features are not worthy of top-time slots, the good features should be treated "with the respect they deserve and should be scheduled properly."

Another presentation at the morning TV session was made by Dr. Robert M. White, chief of the U. S. Weather Bureau, who suggested that broadcasters make use of their technological advancements in added visual presentations of the weather. Radar, he said, is very effective when superimposed over maps to show areas of precipitation.

He told the TV broadcasters that although there is need for accuracy and speed in reporting the weather, there is a greater need for the information given to be "pertinent and factual."

ives of several rival companies as being he "hit" show of the film exhibitors at the convention.

Mr. Fox noted more requests for color prints of ABC Films' cartoon series.

James C. Stern, general sales manager of Allied Artists Television Corp. also cited an increased interest in color. He added that this is the "first year I've actually done a substantial bit of business in my suite." This, he thought, was due mainly to a big demand for feature films at a time when the supply is rapidly diminishing.

At American International Television Inc., Stanley Dudelson, vice president in charge of distribution, said he had "no complaints" and that traffic through his exhibit had been "excellent." Interest in color was "about the same" as last year, though he had noted increased color interest in color prints of cartoons, such as AI-TV's *inbad Jr.*

Sam Cook Digges, administrative

vice president, CBS Films, said traffic at the exhibit was "about the same as last year." He reported "tremendous interest" in color by station managers and his own field staff. He said CBS Films decided at its sales meeting shortly before the NAB convention to place into distribution a second-year cycle of the color series, *America!*

More Color ■ Richard Dinsmore, vice president and general manager of Desilu Sales Inc., declared there was a greatly increased interest in color. Much of Desilu's product, such as *The Greatest Show on Earth* and *Journey of a Lifetime*, is available in color. On Tuesday afternoon the Desilu suite had run out of color brochures, where in previous years "we've had to lug half the stuff back home with us."

Dick Woollen, Desilu director of sales and programs, thought TFE had been "very effective" and was helping the "overall film image." With all the companies involved operating under the same ground rules "it is a welcome

place." Traffic was described as good, with "logical discussion" taking place between seller and buyer. Few, if any, sales are made at a convention, Desilu spokesmen said. Rather groundwork is laid which "makes the first call after NAB a lot easier." Mr. Woollen found "much deeper interest and more honest curiosity" about available programing this year.

E. Jonny Graff, vice president for television, Embassy Pictures Corp., reported that "there was a lot of movement in and out of our suite, just as there was last year." Color programs with entertainment values are "in great demand" by stations, he said.

Len Firestone, vice president and general manager of Four Star Distribution Corp., who was chairman of the executive committee of TFE, thought the exhibit had been "a tremendous success" and "far surpassed the drawing power of previous years." There had been "more serious talks." Traffic, he said, had been "surprisingly good with few lulls during convention meetings."

Color interest, Mr. Firestone thought, is continuing to grow. It's not a sudden interest, he added, but a gradual increase. As color set prices come down, the color business has to continue to "grow and grow and grow."

Newcomer ■ Sandy Frank, president of Sandy Frank Program Sales Inc. was perhaps the most enthusiastic of all the film exhibitors at TFE. His first year as a syndicator found Mr. Frank describing TFE as an "excellent affair, particularly to a new company. It's the greatest opportunity for me as a distributor to get my product to the stations' attention," he said.

Mr. Frank claimed to have closed several sales for his *Buckaroo* film series, which is directed to children and features a cowboy and trained ranch animals.

At Hollywood Television Service, David Bloom, general manager, reported a "considerable increase" in color interest. Buyers, he added, are now interested more in the quality of the color. In earlier years, "color was acceptable." Now, he stated, "it has to be acceptable color quality."

Mr. Bloom was "surprised at the number of foreign buyers" at the convention, especially from Latin America.

The traffic through his suite, he said, was composed of "discriminating buyers" seeking to replenish their inventory of feature films. He thought progress had been made in "establishing the convention as a market place. More people are coming prepared to buy." He claimed he had done more business on Tuesday afternoon than he did in all of last year's convention.

King Features Syndicate, which syndicates *Popeye*, *Beetle Bailey*, *Barney*

Google and Snuffy Smith cartoons, all available in color, has found a gradual increase in color interest according to Gene Plotnik, director of creative services. There has been no sudden increase, he added. Traffic he said had been "okay." The convention "is not a good place to sign contracts," Mr. Plotnik claimed, its purpose is "hospitality and friendship."

Restore Relationships ■ Lou Friedland, vice president and director of syndication for MCA-TV Ltd., said the convention had been a "bit more active" than in past years. An exhibit's main function, he felt, is "to restore our relationships with our customers."

The reception given a recently released package of Universal feature

steady flow." This was despite the fact that MGM-TV, not a TFE member, was remotely located. He was satisfied with traffic through the MGM-TV suite as those who came did so with a definite purpose: to see the company's computer-based presentation on *National Velvet*. The "Schedule Simulator" has as its purpose the insurance of finding the proper time slot for the program so it will draw the best rating and best audience composition. Mr. Perlis also found an increased interest in color, especially in motion picture features.

Unhappy ■ A note of discontent was sounded at National Telefilm Associates Inc. NTA's main exhibit was rather remote from the central TFE area. A spokesman described the company's

out. He thought the main problem was "poor hotel accommodations." His suite, however, had experienced "rush" business.

Robert Seidelman, vice president in charge of syndication of Screen Gems Inc., called TFE "real great" with heavy traffic. Stations, he said, are finally putting their money into color, whose impact he called "tremendous."

Donald Klauber, vice president and national sales manager of Seven Arts Associated Corp., said interest in color was "considerable", especially for the company's just-released "Films of the 50's—Volume 10." The preponderance of color features in the 41-film package made it of "prime interest" to the buyers, he said.

And more stations, Mr. Klauber added, "are asking for color prints of earlier pictures" because a rerun of a feature in color when it was first shown in black and white makes it the same as a first run, if it is properly scheduled, which to Mr. Klauber and most syndicators means in prime time, and properly promoted.

He was "very happy" with the TFE's traffic. "It's just about what everybody wanted to see."

Hank Davis, general sales manager of Storer Program Sales, said traffic in his suite had been excellent. He had noted an increased interest in color programs, although Storer has no programs available in color. A planned series may be produced in color, he added, because of the advancing level of color. The people who came to Storer's suite, Mr. Davis said, came to see specific properties.

Move Helps ■ On Tuesday afternoon Television Affiliates Corp. managed to move its suite from the fourth floor of the Shoreham hotel to the TFE area on the first floor. Peter Affe, TAC general manager, said that as a result he had experienced more traffic in an hour on Tuesday afternoon than he had in a day at the old location. TAC distributes programs produced by its 77 member stations. He finds the convention a place and time to see people "you can't see all year long." It also provides "a cross-exchange of ideas between exhibitors and station film buyers" but he found it much harder in Washington because of the layout of the hotels. TAC now has about a dozen programs available in color. Mr. Affe expects this number to increase as it local stations produce more documentaries in color.

Richard Carlton, vice president of Trans-Lux Television Corp., though attendance at the TFE was "as good as in the past." Sales on T-L's *It's a Wonderful World* are up because the program, which is a travel show, is available in color. Mr. Carlton said

TFE 'great'; weighs plans for '66

The 1965 edition of the Television Film Exhibit was the greatest ever, according to Len Firestone, chairman of the executive committee of TFE.

At a Wednesday meeting of member companies it was decided to seek a meeting with the National Association of Broadcasters to talk about plans for 1966, after which TFE members would decide if they should keep the exhibit as an official part of the NAB agenda. Film syndicators were back as NAB associate members this year after dropping out several years ago.

Mr. Firestone, vice president and general manager of Four Star Distribution Corp., said the executive committee of TFE would operate in the coming year under co-chairmen Ira Gottlieb, executive vice president of Wolper Television Sales Inc., and Don Klauber, vice president and national sales manager of Seven Arts Associated Corp.



Mr. Firestone

films has been "tremendous." But the package, Mr. Friedland said, was sold by telephone to 90% of its potential markets before MCA came to the convention. He attributed this activity to the dwindling supply of quality feature films. Mr. Friedland also noted the surge in color interest.

John A. Ettliger, president of Medallion Television Enterprises Inc., thought TFE, with its central location had attracted increased traffic this year. A centralized area, he found, was most important with the layout of Washington hotels. He also cited the growing interest from buyers in color programs.

At MGM-TV, Arthur Perlis, press chief, reported there had been a "pretty

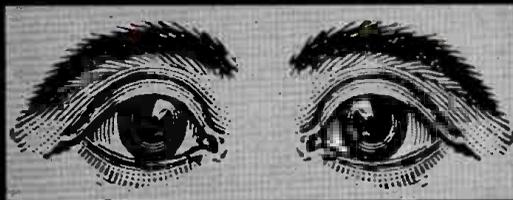
traffic as "horrible." The people who had come by, he said, were definitely showing a "bigger interest" in color, which he said had been growing in the past year.

Jacques Liebhenguth, vice president—sales, NBC Films, said traffic at the company hospitality suite was "highly satisfactory." He said NBC Films did not have an exhibit "per se," but the suite served as a meeting place for executives on the buying and selling side of TV films. He said stations of all sizes expressed "a great deal of interest in color."

Howard B. Koerner, vice president of Official Films was critical of TFE, which he thought had been poorly laid

TWO EYES ON NBC FILMS

(NOT 1)



For big ratings, happy sponsors,
and profits—call...

Also distributed by NBC Films—87th Precinct, The Richard Boone Show, Outlaws,
Danger Is My Business, The Deputy and more than twenty other entertaining series.

NBC
FILMS

30 ROCKEFELLER PLAZA
CIRCLE 7-8300



An unseasonal Washington snow made impossible MGM-TV's Sunday morning golf competition but those who reported at the Washingtonian Country Club found ways to while away the time. Here (l to r) are Joe

Curl, CBS-TV Sales; Ed Montanus, MGM-TV syndicated sales director; Lee Currilin, Benton & Bowles; John B. Burns, MGM-TV vice president in charge of television sales and Don Harris, Philip Morris.

there had been increased sales of color programming in the past six months. Also, he found that cartoons originally sold in black and white are generally renewed in color. The cost of color prints for smaller markets, he added, often exceeds the revenue from those markets.

Mr. Carlton said he had "never signed a firm contract" at a convention. That, he said, would come in the next few weeks as a result of groundwork laid at the convention.

Better Flow - Traffic through Triangle Program Sales' 17th century English Pub was better than expected. The suite, located on a remote hotel corridor drew a higher attendance than last year: 2,150 signed the register this year compared with last year's 1,980. Color interest was high at Triangle, with buyers picking film series over tape when given a choice.

The item most asked about, however, was Triangle's 16-hour-a-day Audio Program Service designed for FM stations.

Alan Silverbach, vice president in charge of syndicated sales for 20th Century-Fox Television Inc., found a "tremendous amount of color interest" from station film men. "I have big hopes for color," he added. He thought there had been a "little more" traffic this year. Very little real business is done at a convention, he added. "What you actually do is set up a lot of appointments for auditions of specific programs." The company's *The Big Bands* was drawing much color interest.

M. J. (Bud) Rifkin, executive vice

president of sales for United Artists Television Inc., said TFE '65 had been "the biggest year we've had." There has been a bigger interest in color. Buyers he said are "curious and interested in it" but price is a factor. He thinks the real color breakthrough in syndication is about a year away. One UA-TV series, *Ripcord* has been sold in color in over 20 markets, he said.

UA-TV has about 10 series available in color, and United Artists Associated has several feature-film packages with color films and color cartoons.

Mr. Rifkin thought it was too early to comment on whether the syndicators and TFE should be happy to be back in the NAB. It depends, he said, "on how NAB treats us."

Color bookings have "tripled in the past year" according to Joseph Kotler, vice president of Warner Bros. Television Division. Increased color programming by the networks, he thought, has been mainly responsible for the color boom. If properly handled, Mr. Kotler believes color programs can now mean a big plus in a station's ratings.

Warner Bros. was "very pleased with the traffic" through its suite and was "very pleased" to be back as an associate member of NAB.

Al Sussman, general manager of program sales for WBC Program Sales, said he had not found much interest in color. The majority of WBC programs, however, are black-and-white video tapes. WBC, which was located off the beaten track in relation to TFE, of which it is not a member, said his

traffic had been good. Due to the "unwieldy size of this hotel" he thought the convention was not as "exciting" as he had anticipated. But, he added, the people who came to WBC's suite "had searched us out. They came for a specific purpose." Exhibitors, he said, "never do big business at a convention," But, he added, "Surprisingly, we did enough this year to at least pay for the cost of the trip."

Wolper Television Sales Inc., produces documentaries most of which use newsreel film footage. It, therefore has to make all its program in black-and-white and will probably continue to have no color programs available. A special program, produced for Xerox Corp., and being placed on a national spot basis has been accepted by stations in over 100 markets. In Los Angeles, the show, *Let My People Go* will be seen simultaneously on three stations. In New York, it will also be on three stations but in varying time periods.

Ira Gottlieb, executive vice president, said stations from all market sizes were showing interest in Wolper's product. He was satisfied with the traffic TFE had brought to his door.

Film sales . . .

Best of Groucho (NBC Films): KCTO(TV) Denver

Hennesey (NBC Films): WREX-TV Rockford, Ill.

Laramie (NBC Films): KWT(TV) Oklahoma City and KVOO-TV Tulsa, Okla.

Outlaws: (NBC Films): KVOO-TV Tulsa, Okla.

Cavalcade of the 60's (Allied Artist: TV): KMBC-TV Kansas City, Mo. WXYZ-TV Detroit; KR0D-TV El Paso Tex.; KOSA-TV Odessa-Midland, Tex. WEAU-TV Eau Claire, Wis. and WLTV (TV) Bowling Green, Ky.

Bomba the Jungle Boy (Allied Artists TV): WSPD-TV Toledo, Ohio WSVB-TV Harrisonburg, Va.; and KZT (TV) Corpus Christi, Tex.;

Bowery Boys (Allied Artists): KR0D TV El Paso and KZTV(TV) Corpus Christi, both Texas.

Bob Hope Features (Allied Artist TV): WXYZ Detroit; KR0D-TV El Paso and KOSA-TV Odessa-Midland, Texas.

Action (Allied Artists): WPHL-TV Philadelphia.

Hollywood a Go Go (Four Star) WISH-TV Indianapolis; KGO-TV San Francisco; KGM-B-TV Honolulu; KXT (TV) Sacramento, Calif.; CKLW-TV Windsor-Detroit, Ont. and WTCN-TV Minneapolis. Now in 14 markets.

The split on program control

An inside look at a divided FCC: In open give-and-take, Loevinger says program quality is none of FCC's business; Henry, Cox say it is

Several hundred broadcasters were given a rough idea last week of what goes on behind the closed doors of an FCC meeting when a question of local live programming is under discussion.

Chairman E. William Henry and Commissioner Kenneth A. Cox express concern about a licensee's responsibility to meet the peculiar needs of his community, while Commissioner Lee Loevinger, with growing passion, states his view that such programming questions are none of the commission's business.

An unplanned re-enactment of such a commission debate occurred in the closing hours of the National Association of Broadcasters convention, during the annual FCC panel discussion. Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the NAB was moderator.

The debate was the high point of a discussion that ranged over a broad spectrum of regulatory questions—and that may have been the last of its kind at an NAB convention. Commissioner Loevinger at one point said the commission agreed to participate last week only as "tribute" to the association's new president, Vincent Wasilewski, whom "we know, like and respect."

He questioned the wisdom of the commission's participating in such panels. Other commissioners later agreed that it probably was their last. The continuance of the tradition has been in doubt since Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, suggested that regulatory agency members refrain from that kind of activity (BROADCASTING, Feb. 8).

Question from Floor ■ The debate over local-live programming was touched off by a question from the floor concerning Chairman Henry's comment in his luncheon speech Tuesday that television stations had devoted "only 13%" of their broadcast day to local live programming (see page 80). Should it be more? he was asked.

Chairman Henry said broadcasters in the U. S. historically have been responsible for serving local needs. "My preference is unimportant," he said. "But I feel broadcasters have the responsibility for serving those interests, even though the public may not want some other

kind of programming."

That thinking, said Commissioner Loevinger, "is muddy and contradictory."

"He's saying you've got to serve the needs of the community whether the public wants it or not . . . As far as I'm concerned, a lot of local live ought to be dead. There is no inherent virtue in local live programming," Mr. Loevinger went on.

He said he would rather listen to network commentators than to local newsmen. "This is not what we should be concerned about," he said. "We're not the moral proctor of the public or the den mother of the audience," he added, quoting from the concurring statement he wrote in the case in which the commission approved the sale of a radio station to a group headed by the Rev. Dr. Carl McIntire (BROAD-

CASTING, March 22).

He also veered off into a discussion of what he feels is the commission's concern with quality in programming. He noted that the four Xerox-sponsored TV specials on the United Nations have had the benefit of an open-handed financing, top talent, time for production and network exposure. Yet the first two shows to be produced "have been panned," he said.

Considering that experience, he said, "can Joe Blow from Dubuque, Iowa, be expected to do any better?" But he also said that "to holler all we get is chaff is just naive. Excellence will be there. In years to come my friends will pick out a half-dozen programs [from 1965] and say, 'wasn't that great.'"

Irrelevant ■ Chairman Henry, saying he is "used to" Commissioner Loevinger's barbs, fired one of his own. Commissioner Loevinger's argument, he said, is a "mish-mash of erudite irrelevancies." Since the commission is responsible for allocating frequencies, he said, it must consider how they are used. But he also said: "I don't think anyone here would want to impose his views of what's good on broadcasters."

Commissioner Cox said that Commissioner Loevinger "either doesn't care what you do or has given up hope you can do any good."

"It's not important whether your stuff is better than the network's but whether you do the job you were put there to do to help solve the problems of your community." An Eric Severeid can't help an individual community he said.

He agreed that a great majority of a community's viewers might not be interested in a program dealing with a local problem. But the community also "includes leaders trying to improve conditions, and if you want to help in the solution of local problems, you ought to do this by providing programming you can't get anywhere else," he said.

Commissioner Cox, like Chairman Henry, also warned that broadcasters might have to defend their use of television frequencies against the demands of nonbroadcast users of the spectrum for more frequency space.

Commissioner Cox, who is chairman



Smiles are in order

Network's new president, John A. Schneider (r), made his official bow to CBS-TV affiliates at a reception and dinner given by the network March 21 in Washington at the outset of the NAB convention. Mr. Schneider, shown here with Walter J. Brown, WSPA-TV Spartanburg, S. C., met later with CBS-TV Affiliates Association board of directors to discuss color plans and hear lawyer's report on FCC's network program control proposals.

of a government industry committee seeking ways mobile land users can make more efficient use of the spectrum space assigned to them, predicted the nonbroadcasters would one day take their case for additional space to Congress. "These aren't just taxicab drivers—they're big corporations," he said. He suggested broadcasters with schedules supplied almost entirely by outside sources would have a hard time justifying their use of frequencies.

Commissioner Bartley capped the discussion with this observation: "If you want to be a rating-chasing medium, that's one thing. If you want to be a communications medium, that's something else. It's up to you."

Current Events ■ In other matters,

on the former last week; work on CATV matters is continuing.) Chairman Henry has said the proposed multiple-ownership rules, when they are issued, would supersede the freeze as interim policy.

■ Effects of pay television. Commissioner Loevinger, giving his own view, which he described as preliminary, said that if pay television is successful it will be on an over-the-air basis. But he said that despite the "terrible alarms" voiced about pay television wooing away free television's audience, he thinks pay TV is "overrated as a threat."

He didn't mention the termination of the wired pay-television experiment in Toronto (see story page 100). But he said that the California Subscription

communities.

■ Longer licenses. Three commissioners voiced some support for lengthening the license period. Commissioner Robert E. Lee said he favors an unlimited license period. He would substitute an in-depth spot-check of a small number of licensees selected at random for the present system of periodic review of performance. His proposal would require an amendment to the Communications Act, which limits broadcast licensees to three years. Bills to lengthen the license period have been introduced in Congress, and Commissioner Lee said he expects hearings on them.

Commissioner Hyde indicated he favored a five-year license for broad-



The FCC's annual panel discussion provided a lively finale last week. The commissioners are (l-r) Lee Loevinger,

Kenneth A. Cox, Robert E. Lee, Robert T. Bartley, Rosel H. Hyde and Chairman E. William Henry.

the commissioners turned aside questions about two major issues before the commission—community antenna television regulation and the proposal to limit network ownership of prime-time programing—on the ground they were under consideration.

The questions also touched on these points:

■ The freeze on sales of VHF stations in the top 50 markets to anyone already owning a VHF in any of those markets. Commissioner Robert T. Bartley, noting that the policy is an interim one pending issuance of a proposed rulemaking to revise multiple ownership rules, said the commission would have to "face up to a decision on that matter in the next few weeks."

Chairman Henry said the deadline he had set for the commission on issuing the rulemaking probably would not be met. He had told Senator John O. Pastore (D-R.I.) on Feb. 25 the commission would act within 60 days (BROADCASTING, March 1). But Chairman Henry said multiple ownership had third priority at the commission, behind network programing and CATV. (The commission issued proposed rules

Television Inc. wired system would have failed in the market place. The successful effort to have it outlawed by the voters only made a martyr of it, he said.

He also said he had information that the likelihood is fading that wired systems planned for Atlanta, Dallas, Houston and Miami would go into operation. However, Robert McKinsey, of Atlanta Telemeter Inc., who was in the audience, said his company has not abandoned its plans.

In New York, officials of International Telemeter Corp, which owns the franchise, said that all four systems were proceeding with their plans.

■ On AM-FM duplication. Commissioner Bartley said the rule limiting FM duplication of affiliated AM's in markets over 100,000 population has the effect of requiring AM-FM owners to build competition for themselves. Commissioner Bartley, who opposed the rule, agreed with a questioner's suggestion that the commission is heading toward splitting AM-FM combinations. He also agreed that the commission would eventually adopt new rules applying the nonduplication principle to smaller

casters—the same length of time for licenses in many nonbroadcast services. Commissioner Bartley, who said the purpose of limiting a license is to permit the commission flexibility in allocating the spectrum said he would "go along" with any license period if it provides for that flexibility.

■ UHF growth. Commissioner Lee said, "UHF's in major markets are reaching the break-even point faster than they thought they would." He also said he anticipates a UHF network, perhaps created by multiple owners.

In response to another question, he said that if he knew how it could be done, he would require the three networks to affiliate with the new UHF's. But he added that networks are more cooperative now than they have been in making programing available to UHF's that their regular affiliates don't accept.

■ Loud commercials. Commissioner Loevinger said the commission, in attempting to lay down rules on the subject, is stymied by lack of a definition of loudness. "Until the engineers tell us what it is," he said, "it's hard for us to be against it."

FCC publishes proposed rule

States networks have 'undue concentration' of program control

The FCC formally asserted last week that the three television networks exercise an "undue concentration of control" over programing and initiated a proposed rule aimed at breaking that control.

The commission published its proposed rule Monday (March 22). But the essence of the proposal has been known for months (BROADCASTING, Jan. 25), and is already the subject of a full-blown controversy.

It would limit networks to equity holdings in no more than 50% of non-news programing between 6 p.m. and 11 p.m., or a weekly total of 14 hours or two hours each night.

It would also prohibit networks from engaging in domestic syndication and bar them from the foreign distribution of independently produced programs. They would be prohibited from participating in profit-sharing or distribution rights in such programs as well.

The notice stressed that the proposed rule would not lessen the networks' responsibility to choose, schedule and supervise the programs they carry. It also said the rule would not affect the licensees' ultimate responsibility for what their stations carried.

Vote is 4-2 ■ The commission issued the notice by a vote of 4-2. Chairman E. William Henry, and Commissioners Robert T. Bartley and Kenneth Cox, with Lee Loevinger concurred, and Commissioners Rosel H. Hyde and Robert E. Lee dissented.

Commissioner Hyde issued a statement declaring "inadequate study has been made as to the desirability of proposing to adopt a change in basic policy which restrict the creative efforts of networks and tend to make them mere exhibitors." He said more study should be given to the question of where and how program responsibility would be exercised under the proposals.

Comments are due June 21 and replies on July 21.

The commission, in its notice, said the rule appeared necessary to "promote diversity of sources of network programs and thus to broaden the base from which such programs may be selected."

It said the part of the rule limiting network ownership in prime-time pro-

graming would provide opportunity for competition among independent producers dealing directly with sponsors for access to prime time.

The commission would bar the networks from domestic syndication and from the foreign sales of independently produced programs, it said, to weaken their bargaining power over independent producers.

Bargaining Lever ■ The commission said networks use their bargaining power as the only three nationwide outlets to extract proprietary rights in shows offered for network exhibition by independent producers.

Furthermore, the commission said, the networks gaining such interests, face a conflict of interest, "since they choose programs for distribution to their affiliates from groups of programs in most of which they have acquired or have been offered financial interest."

The commission produced statistics indicating, it said, the inability of independent producers to compete in the network television program market except on the networks' terms:

In November 1964, 93.1% of all network programs between 6 p.m. and 11 p.m. were network owned or controlled, while 6.9% were not under ownership or proprietary control. In 1956-57, a third to one-half of network programs were not under the financial control of network corporations.

"The proposed rule," the commission said, "is directed toward a strengthening of independent program production. It should increase the opportunity of independent producers for access to the networks."

New Sources ■ The commission also expressed the hope that the rule would lead to the development of new program sources which could feed program-starved UHF stations. And additional UHF stations, the commission went on, "might in turn provide a basis for a fourth network."

The commission disputed contentions that networks require the type of con-

trol they have acquired "to assure their continued viable operation as advertising media" and to minimize economic risks they take in producing programs.

Networks would still be able to exercise control over the programs they carry, the commission said, adding: "Furthermore, their risk will be diminished to the extent" financing of production is taken over by "other sources of risk money."

Although proposing to exempt news programs from the 50% limit because they are intimately associated with a network's "journalistic function," the commission said there is a question as to whether public affairs documentaries should also be exempted. It asked for comments on this.

And reaction is fast in coming

Affiliates are against, rep firms are split, most film firms favor

The FCC's proposals for far-reaching limitations on network control of programs, put on the table for the first time (see story this page), drew sharply divided reactions from National Association of Broadcasters convention-eers last week.

Stations opposed the plan, station representation firms appeared divided and film companies were overwhelmingly in favor.

The NAB membership adopted a resolution declaring the plan "would arbitrarily interfere with licensee responsibility for programing and would adversely affect the amount, balance and diversity of television network programing furnished to stations and the public." It urged the NAB "to actively oppose" enactment of the plan.

Similar opposition was advanced by the ABC-TV Affiliates Association and the CBS-TV Affiliates Board. NBC-TV affiliates had already gone on record against the proposal (BROADCASTING March 22).

In a vote described as unanimous ABC-TV affiliates empowered their association's board "to take whatever action is necessary" to make their position clear to the FCC.

The CBS-TV affiliates board held that "an initial study" showed the FCC plan "would severely impair television broadcasting's capacity to operate in the public interest." It held that "prompt and effective action" is needed "to pre-

Still up for grabs

A virtual tie continued among the TV networks in the latest national ratings according to the A. C. Nielsen report (NTI) for the two weeks ending March 7. CBS-TV had a slight edge with a 20.8 to NBC-TV's 20.7 and ABC-TV's 19.9 for the 7:30-11 p.m. periods.

In the previous two-week report, NBC-TV led with 20.5, CBS-TV had 19.7 and ABC-TV had 19.3.

tect what the nation has come to regard as an essential ingredient of its daily life," and said the board should "take such action as may be necessary to resist these proposals, including but not limited to a careful study by its legal counsel . . . for the purpose of opposing them."

The Station Representatives Association, headed by Lloyd Griffin of Peters, Griffin, Woodward, said that "we will probably submit comments" to the FCC. Meanwhile he characterized the proposals only as "of great interest" to SRA.

Reps Split ■ Individually, station reps appeared divided—not two ways but three.

Some endorsed the plan heartily, maintaining that it would create more competition among program suppliers, minimize the ability of networks to schedule "bad shows" merely because they own a financial interest in them, and slow what reps called a "creeping-ivy" tendency of networks to extend their authority wherever they can.

Other reps appeared essentially neutral, arguing that the plan would have no significant advantages or disadvantages. Others felt the proposal would do more harm than good and ought to be defeated.

Most of the reps questioned indicated they had not had a chance to study the proposals in detail and would want to examine them closely before commenting formally.

Syndicators Mostly Favor ■ Independent film producers and syndicators, at the NAB convention for the third Television Film Exhibit, had varying attitudes toward the proposal.

The majority, especially those not now represented in the networks' planned schedules, had mostly praise. Those heavily involved in network production had opinions varying from "a great idea" to "I don't care who the customers are as long as I sell shows." No significant volume of opposition was evident.

Those in favor of the proposal had comments like:

■ "It will mean 50 potential customers instead of three."

■ "I endorse the plan. I'm going to engage myself in implementing the spirit and purpose behind it."

■ "Psychologically the plan will give stations more freedom to pre-empt network programs. This can't do anything but help the syndicator."

■ "I'm in favor of anything that will give a program producer a chance to broaden his market. There's a lot of off-network stuff now in syndication that shouldn't be there. When the networks are taken out of film sales, a lot of the off-network shows will be removed giving the others a better chance. Removing three companies,



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Hartke lines up against FCC program proposal

Senator Vance Hartke (D-Ind.) had some words last week for the FCC's proposal to limit network ownership of prime-time programming: It is, he said, "vastly removed from reality . . . somewhat naive and completely fails to demonstrate an understanding of public interest."

The commission reasoned that since the networks in 1964 had a proprietary interest in 93.1% of 6 p.m. to 11 p.m. programming and the syndication market "as a truly alternate source" of programs "has virtually disappeared," some action is necessary to get independent producers back into the picture and increase program diversity. To accomplish this, it proposes to limit the networks to equity holdings in no more than 50% of all nonnews programming between 6 p.m. and 11 p.m., or to two hours of nonnews programming in the same period, whichever is greater (BROADCASTING, March 22).

Senator Hartke, suspicious of the need for such action, submitted a list of 14 questions to the commission and received reply March 19 (BROADCASTING, March 22).

He was not happy with the answers.

"Far from a monopoly," the senator observed, "network television today is competitive in the fullest

meaning of the free-enterprise system." The networks are "engaged in fierce competition for viewers and advertising dollars.

"The cost of developing programs," he continued, "has simply reached the point where sponsors are unable or unwilling to bear" it, "and if unwillingness to risk all on one or two expensive programs is a great factor, then there is no assurance as to who will pay the costs of development of better programs if networks do not."

What Would Happen ■ The effect of the proposed rule, he said, would:

1) "Stifle competition rather than increase it; 2) provide less balance in programming; 3) probably result in less news, public service shows and documentaries (or, perhaps, none at all); 4) probably result in fewer new programs; 5) severely curtail a primary source of financing of quality fare on TV; 6) create chaos in the economics of network and program financing; 7) make time brokers of producers, advertisers and agencies; 8) put a premium on 'advertisers' interest' rather than 'public interest'; and 9) probably reduce the total hours of network programs in the evening."

"There are today 10 programs among the three networks which are furnished by advertisers," he added. "It is interesting to note that they

are brought to the air by the giants of advertisers. It is also interesting to note that they are produced by seven companies who furnish most of the programs owned in part by the networks."

He said that to expect sponsors, advertising agencies and producers to pay development costs for half of the time for every evening on every network, "is wholly unrealistic. To expect that this will automatically result in better programming is sheer fantasy."

The senator warned that if the networks could not recover most of their development costs through off-network distribution of commercial entertainment programs, which the commission is also thinking of forbidding, then the quality of news and public affairs presentations might suffer as a result. "If a network is to be cut back on its profit-making activities," he asked, "will it not, of necessity, cut back on news, public-affairs programs, documentaries, artistic shows and other money losing programs?"

"It is my belief," he concluded, "that our programs would, if anything, become stereotyped and that we would face the danger of losing good programs sustained today by economically profitable network companies."

though it may be bad to remove three companies from business by government edict, can't do anything but help the rest of us."

■ "It will mean a free-and-open market with more than three buyers."

■ "If the plan proves effective, there will be many who will produce new programs for syndication. It'll be the greatest thing for syndicators."

■ "It will certainly open an opportunity for program suppliers to produce shows for the networks. Of course, the networks will still have basic approval of what's shown."

The Middle View ■ A middle-of-the-road attitude was shown by one producer who has several programs scheduled for showing by the networks for next season.

"I'm a supplier," this spokesman said. "I'll supply my product to whoever is buying. This issue is not a fight as far as I'm concerned. I am ready, willing and able to supply any buyer."

Most of the network suppliers had "no comment."

Lost story may be worth \$3.4 million in damages

Newsman are used to being pushed around in pursuit of their trade, but not by other newsmen. When they are pushed, they may resent the action, particularly if the shover succeeds in taking the story away from the shoveler. One such alleged shove has produced not merely resentment but a law suit for \$3.4 million damages, filed in Los Angeles Superior Court by George Putnam, newsman of KTTV(TV) Los Angeles, against Bill Brown, newsman for KNBC (TV) Los Angeles, and NBC, licensee of KNBC.

Mr. Putnam asserts that on March 4, when he went to the Los Angeles International Airport to interview Sheriff James Clark of Dallas County, Ala., Mr. Brown shoved him aside and wrenched his microphone from its power source. He then departed with Sheriff Clark for an appearance on *News Conference*, Saturday evening program on

KNBC, which was the apparent reason for Sheriff Clark's visit to Los Angeles.

In addition to sustaining personal injuries, Mr. Putnam's complaint states that he was "unethically and unlawful deprived of his professional right to interview a newsworthy figure."

Law fraternity told to end Canon 35

A broadcast newsman said last week that judges and lawyers will eventually agree that Canon 35, which prohibits the broadcasting of courtroom proceedings, and similar regulations must be discarded if the full benefits of the Constitution are to be achieved.

Edward F. Ryan, general manager of WTOP News Washington, told a Phi Delta Phi professional law fraternity gathering in Washington that the lawyers themselves are going to solve the Canon 35 question with the American Bar Association.



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Copcats, sterile programing hit

Goldenson accepts NAB's Distinguished Service Award; says spirit of daring and innovation is sorely needed

Leonard H. Goldenson, winner of the National Association of Broadcasters Distinguished Service award for 1965, has called on broadcasters to be more creative in their programing. "The need to create, the willingness to make mistakes while we make discoveries, these are the great challenges" facing radio and TV.

Mr. Goldenson, president of American Broadcasting-Paramount Theaters Inc., said broadcasters "are not innovating enough . . . are not daring enough." Unless "we dare to innovate" the situation will get worse, he said.

He cited as signs that broadcasting is not realizing its "full creative potential": "Our undeniable and continuing tendency to copy each others successes," reruns on TV, and TV's "dependence on motion pictures."

Stating that he was a broadcaster speaking to other broadcasters, Mr. Goldenson asserted: "We must face up to the creative challenge and try to meet it ourselves. Solutions to our creative problems . . . must come from us—not from sponsors or agencies, not from motion pictures, not from outside public or government pressures and certainly not from the latest FCC proposal [the proposed rule on network program control, see page 60]—but from us. The creative responsibility is ours alone."

Need to Stick Necks Out ■ Mr. Goldenson said he agreed with the 1960 Pilkington report on British television when it said: "Broadcasting must be willing to make mistakes; for if it does not, it will make no discoveries." We in television, he added must learn "how to stick our creative necks out, how to dare."

The AB-PT president outlined what he called ABC's "extra-curricular policy" to develop creativity in management and programing. It includes an academic development program; the setting aside of a prime-time hour in 1966 "for a new program of some sort—a creative program, a program innovation—which in and of itself will represent a departure from existing patterns . . . The empty hour is sitting there, posing its challenge."

Mr. Goldenson also gave this rundown of things happening at his network:

ABC will not rely so heavily on motion pictures for its network schedule and is encouraging its owned stations to develop local programs that will be suitable for network use and for syndication. The network has also scheduled

two and a half hours of drama and music programing in the summer months that will be new program segments and not reruns. The series affected will run uninterrupted from the current season, through the summer and into the fall schedule with new program segments each week.

In its academic development program, ABC has set up fellowships at the Annenberg School of Communications and at the Wharton School of Finance and Commerce of the University of Pennsylvania; is helping to finance the general program of the American Academy of Dramatic Arts, and is discussing the establishment of a new course in writing talent development at the School of Drama of Yale University.

Some Hits, Some Misses ■ Mr. Gold-



Vice President Hubert H. Humphrey (l) congratulates Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, winner of NAB's 1965 Distinguished Service Award. At the conclusion of his speech, the Vice President called Mr. Goldenson, "an outstanding broadcaster and an outstanding industrial leader." Mr. Humphrey said "I was just barely getting along until I got a contract with Leonard [as commentator on ABC's Democratic convention coverage]. And it just seemed once I got that contract a whole new world opened up for me."

enson said he had no doubt that some parts of the creative effort will "lead to real innovation, while other parts will not . . . But at least we'll be trying, as I think the whole industry must try, to foster and nourish creativity and innovation, to find the new talents we all need."

Mr. Goldenson was honored as one "who has exercised a great influence in the continuing development of broadcasting through his leadership of the American Broadcasting Co., making it a vital force in our free system of broadcasting . . ."

The hard job of labeling music

Radio broadcasters turned their attention to music and the weather at a Tuesday morning (March 23) radio assembly of the National Association of Broadcasters' convention in Washington.

They heard a speech by the chief of the U. S. Weather Bureau and a panel from the Record Industry Association of America discuss "Recording Artists: Big Box Office for Radio."

Henry Brief, RIAA president, moderated the panel: Morton Gould, RCA Victor, classical and semi-classical artist; Stan Kenton, Capitol Records, composer and jazz musician, and Leroy Van Dyke, Mercury Records, country-and-western singer and composer.

One of the subjects the panel discussed was the effect of categorizing a musical artist as a jazz musician, a classical musician, etc. All three participants acknowledged that this practice does, in fact, limit an artist's career and his audience. This is especially true, they agreed, when it comes to radio exposure for a recording because of most radio stations' practice of limiting their programing to a given type of music.

But the categories are not separate today by a sharp line of demarcation. Today, C&W artists record songs which become popular and are played on top 40 stations, and popular artists who record country-music tunes find their records turning up on the C&W stations.

Artists must pinpoint some kind of identity, Mr. Kenton stated, just as radio stations seek an identity through specialization. Exposure is sometimes limited, Mr. Gould believed, through the reputation of the record label itself. He cited the RCA Victor Red Seal label, for which he records, as limiting his exposure due to its different approach to distribution and promotion from that of RCA's popular label. Mr. Van Dyke contended that an artist's firm

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successful record is the one that establishes his identity.

The Weather ■ Dr. Robert M. White, chief of the U. S. Weather Bureau, told the radio broadcasters their role in disseminating weather information "is today more significant than that of any other medium of mass communication." Radio, he said, is available everywhere through battery-powered portables. It has the added virtue of being up-to-the-minute. This is particularly important, Dr. White emphasized, in times of weather disasters, when storm warnings change from hour-to-hour.

Dr. White said Weather Bureau bulletins are drafted with special care. He asked broadcasters to use them verbatim, as "when a weather bulletin is summarized, the specific message it was designed to convey may be lost."

He spoke of the possibility of future forecasts in which probability odds will be included.

More color on CBS horizon

At affiliates meet CBS talks of heavier color in '66-67; absorption of loop costs

The CBS-TV network expects to add about two hours of color programming to its already announced color schedule for next fall, network officials told members of the CBS-TV Affiliates Association board of directors last week.

Just which additional programs will be converted to color remains to be determined. The affiliates were told that, aside from technical difficulties to be

considered in some cases, pressures from many program stars wishing to be presented in color create problems that must be handled with diplomacy.

Network officials reportedly assured the affiliates board members that CBS-TV would absorb the costs of the local color loops needed to deliver color programs in color.

Affiliates said CBS-TV authorities assured them that a much heavier color schedule would be presented in 1966-67, but declined to say that by 1966-67 CBS-TV's color volume would be competitive with NBC-TV's. NBC has estimated that 96% of its prime-time schedule next fall will be in color.

John A. Schneider, new president of CBS-TV, indicated two weeks ago, in announcing the network's formal entry into regular-series colorcasting, that some additional programming might be converted to color by this fall (BROADCASTING, March 15). Shows announced at that time as set for color were the *Red Skelton Show* (Tuesday, 8:30-9:30 p.m. EST), the *Danny Kaye Show* (Wednesday, 10-11 p.m.) and most of the films in the new CBS-TV movie series (Thursday, 9-11 p.m.).

The meeting of affiliates leaders and CBS officials also heard a report by Ernest W. Jennes, of the Washington law firm of Covington & Burling, on FCC's proposal to restrict network control of TV programming. At a subsequent meeting, with no network representatives present, the committee adopted a resolution to "resist" the FCC plan (see page 60).

Carl E. Lee, WKZO-TV Kalamazoo-Grand Rapids, Mich., chairman of the affiliates board, headed the station group at the joint meeting, held in Washington during the National Association of Broadcasters convention. The network delegation was headed by Frank Stanton, president of CBS Inc., Mr. Schneider, William B. Lodge, network vice president in charge of affiliate relations and engineering, and Michael Dann, programming vice president.

Will competition trim color edge?

Once all three networks are competitively scheduling color in night-time programming the color edge in audiences can be expected to be diluted for any individual network.

In essence, this is the point of a CBS analysis on the effect of color on network audiences. The analysis was made of an American Research Bureau color survey that documented an advantage in color programming (BROADCASTING, March 1, et seq.).

That report indicated NBC-TV programs carried in color on the full network achieve 80% more viewing in color homes than in those with black-and-white sets.

The CBS analysis, while not challenging the ARB report, noted however, that the ARB study was conducted at a time when "for practical purposes only one network was broadcasting programs in color. We do not know what the effects on viewing will be when all three networks broadcast in color."

Moreover, it was said, "each network cannot expect to obtain the advantage that accrued to the one network in this study."

CBS-TV has announced plans to colorcast two of its prime-time hour shows and most of its feature films as well as specials next fall (BROADCASTING, March 15). ABC-TV also plans to continue to move firmly into further colorcasting.

CBS's analysis notes a "substantial novelty effect influencing the viewing of color programs." It contends that

homes which have had a color set for a longer period of time tend to show less viewing of color programs than homes which have recently acquired their color receivers.

Admitted, however, was that the latter set owners will view programs in color more than black-and-white owners will view those same shows.

NBC researchers originally had estimated an edge that color alone will give both the TV network and its advertisers based on preliminary findings in the study underwritten by all three TV networks and conducted by ARB. The study had compared the viewing habits of 4,600 color-set homes with those of 4,600 homes equipped only with black-and-white sets.

At the time of NBC's claim, competitive sources had held the study indicated that owners do more color-program viewing in the first months after getting a color set (CBS's analysis placed it at 20 months) and then do less and less (BROADCASTING, March 1). NBC had countered that while this was so, the reverse also had been found in many instances.

CBS sources last week also said there appeared no doubt that some carryover existed in color program viewing—that is that viewers accustomed to watching color on a specific network may continue that habit. Thus, there is an obvious lag period for a network which has only begun to color program parts of its schedule.

Program notes . . .

Coming back ■ Selected rebroadcasts of *Twilight Zone* will replace *For the People* on CBS-TV beginning Sunday, May 16 (9-10 p.m. EST), and continuing until the start of the fall season. The program will then be made available for national syndication through CBS Films.

In Color ■ NBC-TV's weekday game show, *The Match Game*, will be telecast in color beginning April 5. According to NBC, the colorcast will increase the network's weekday color schedule to 20 hours per week, or two-thirds its daytime presentations.

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Does radio want ASCAP data?

All-industry group may be ready to ask for same type of information court has approved for TV stations

A possibility that the All-Industry Radio Station Music License Committee will ask the court to require the American Society of Composers, Authors and Publishers to turn over intimate financial and music-use data was reported last week.

There was no official confirmation of the report, which circulated following a meeting of the all-industry radio group in Washington during the National Association of Broadcasters convention. The possibility seemed to gain validity as a potential tactic, however, since the U. S. Southern District Court in New York a few days before had granted substantial portions of a similar bid by the radio station committee's TV counterpart, the All-Industry Television Station Music License Committee (BROADCASTING, March 22).

In the TV case, Judge Sylvester J. Ryan held that certain data on ASCAP's income from television music

licenses and on the use and relative values of different kinds of music are needed in determining "reasonable" rates for the use of ASCAP music by TV stations.

He held that the question to be decided was the commercial worth of music used on TV programs, but limited the data to be furnished by ASCAP to that for the years 1959 to date—not 1949 to date, as the committee had requested. He also refused to require ASCAP to furnish similar material on media other than television.

The all-industry radio committee, like its TV counterpart, is seeking a court determination of "reasonable" rates for station use of ASCAP music and its case, like the TV case, is being heard by Judge Ryan.

The all-industry radio committee meeting, held Tuesday (March 23), was officially described only as having discussed matters dealing with station

relationships with the three leading music-licensing organizations, ASCAP, Broadcast Music Inc. and SESAC.

Those attending were Robert T. Mason, WMRN Marion, Ohio, chairman of the committee; Robert Enoch, WXLW Indianapolis; Elliott Sanger, WQXR New York; Herbert Evans, WRFD Worthington-Columbus, Ohio; Robert Arnold, Time-Life Broadcast; George W. Armstrong, Storz Broadcasting, and Emanuel Dannett of the New York law firm of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

TV confident in music fight

Convention delegates get briefing on court battle with ASCAP

The All-Industry Television Station Music License Committee reviewed developments in its rate-making lawsuit against the American Society of Composers, Authors and Publishers last week and then voted unanimously to pursue it "to the end, full steam ahead."

Charles Tower of Corinthian Broadcasting, committee chairman, told the NAB convention television assembly Wednesday morning that the committee considered its prospects stronger now than at any time since it started the litigation more than four years ago.

Mr. Tower also reported that the committee treasury, made up of fees paid by the approximately 365 TV stations represented by the committee, currently appears adequate to carry it through.

The committee meeting, held Tuesday afternoon, reviewed the group's unsuccessful efforts to get a new form of ASCAP license that would free stations from the need to pay ASCAP for music used in future syndicated films or motion pictures; traced the opening of the current suit asking the court to determine what a "reasonable" ASCAP music rate would be, and stressed the court's recent ruling, in response to a committee motion, that ASCAP must turn over data on its television revenues, the use of its music on TV and data dealing with the relative values of different kinds of music (BROADCASTING, March 22).

One Win, One Loss — The court denied the committee's request for material from the ASCAP files dealing with other media but granted its bid

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ON THE RUN is luscious Virna Lisi in a great feature motion picture "The Spy I Love." Virna adds beauty to the suspense filled story of international intrigue. An atomic device is captured and death rides a sports car from Paris to Monte Carlo in "The Spy I Love", one of eleven films offered for television for the first time in "The Super-Spy Action Group." Four Star Distribution Corp.

for a wide range of TV-related information, for each year from 1959 to date, that the court held to be relevant in determining the commercial worth of ASCAP music used in TV programming.

There was speculation that the suit might reach the trial stage by the latter part of this year or early in 1966.

Although the committee voted without reservation to push its lawsuit "to the end," there was no indication that a "reasonable" settlement offer from ASCAP would not be considered, if one should be made.

The all-industry group also heard a report on the Montana music-licensing situation, where passage of a bill to bring music-licensing organizations under Montana control had led ASCAP and Broadcast Music Inc. to prepare to withdraw their licenses from Montana broadcasters if the bill became law (BROADCASTING, Feb. 15, et seq.). The governor subsequently vetoed the bill (BROADCASTING, March 22).

Mr. Tower indicated that a subcommittee would be named to study the relationship between the committee's music-licensing interest and current efforts to revise the federal copyright law.

The meeting, open to station con-

tributors to the committee, attracted about 30 broadcasters in addition to 10 committee members.

The members were Chairman Tower; Hamilton Shea, WSVB-TV Harrisonburg, Va., former chairman and now vice chairman; D. L. (Tony) Provost, Hearst stations; Payson Hall, Meredith stations; John McCoy, Storer stations; Elisha Goldfarb, RKO General stations; Robert Dreyer, Metromedia stations; Robert Smith, WCVB-TV Bristol, Va.; Andrew Murtha, Time-Life stations; Dave Baltimore, WBRE-TV Wilkes-Barre, Pa., and Don Schapiro, Dave Simon and Whit Knapp of the New York law firm of Root, Barrett, Cohen, Knapp & Smith, counsel to the committee.

Montana in arms on NAB music stand

The possibility loomed last week that Montana members of the National Association of Broadcasters might stage a mass walkout from the association. A decision, reportedly, is to be made at the May 6-8 meeting of the Montana Broadcasters Association in Missoula.

Montana broadcasters contended last

week that the NAB had let them down in their recent attempt to get state regulation of music licensing. The bill, which would have permitted the state to fix rates, was vetoed by Governor Tim Babcock March 19 (BROADCASTING, March 22).

Among the broadcasters who had been fighting to get the music licensing bill, there was a feeling that a telegram from Douglas A. Anello, NAB general counsel, was the crux of the problem. In a wire to William A. Merrick, KBMN Bozeman, vice president of the Montana Broadcasters Association, Mr. Anello had said the "NAB has serious doubts whether it is in the best interests of broadcasters of a state to regulate music licensing fees."

This wire, which was produced by an attorney for Broadcast Music Inc. when the governor called in the broadcasters and music licensing firm representatives for a discussion of the bill, was interpreted by the broadcasters as a lack of NAB support.

In a letter to Mr. Anello, Mr. Merrick said that by sending a copy of the telegram to BMI, "we had to face our own national association across the table . . . I believe this brought home clearly to all broadcasters in Montana that the NAB doesn't really support broadcasters on the things that support broad-

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Mr. Anello said last week that the "NAB has always been opposed to rate fixing in the field of broadcasting by any governmental agency. That principle applies to many things of which music licensing is only one." He said such a bill "could be the first wedge for further encroachment."

Another comment came from I. A. Elliot, vice president and general manager of KATL Miles City, Mont. In a

letter to Mr. Anello, he said he is speaking as a former member of the NAB copyright committee "which last met in 1958," and he is familiar with "the reasoning the NAB staff put forth at that time why NAB should not deal directly with ASCAP, BMI and SESAC. . . ." But, Mr. Elliot said, no mention was made at that time that NAB would assist the "ASCAP-BMI combine" in their "battles with broadcasters."

CBS-TV leads Gemini Arbitrons

Three networks preempt \$1 million for coverage; moon shots on for half hour by ABC-TV, NBC-TV with cut-ins by CBS-TV

Television combined technical achievement and sustained news coverage last week to bring viewers into instant contact with the nation's most advanced space achievements to date.

On Tuesday the three TV networks were preempting over \$1 million worth of regular broadcast time to carry continuous coverage of the Gemini flight of astronauts Virgil Grissom and John Young.

The following morning viewers were treated to the first instantaneous pictures transmitted from distant space as TV cameras in the Ranger IX vehicle sent shots of the moon's surface back to earth.

Coverage of the Gemini flight marked a resurgence in news audience for CBS-TV which had a lead in national viewing between the hours of 7 a.m. and 4:30 p.m. according to Arbitron figures.

It was the first time in several years that available comparative national rating data had put CBS-TV in first place for an extended-coverage news event.

The last comparable news event for which comparative network data was made available was the November 3 election, in which NBC-TV far outdistanced its rivals in the competition for audience. National audience surveys are not taken for sustaining programs unless specifically ordered by networks or advertisers. CBS-TV had a rating advantage in the New York market for coverage of the Winston Churchill funeral from London but national figures were not published.

Ratings ■ For Gemini coverage last week CBS-TV had a reported average Arbitron rating of 14.1, NBC-TV had a 12.7 and ABC-TV a 4.4 The respective shares were 40 for CBS, 36 for NBC and 12 for ABC.

From 7 a.m. when each of the three TV networks began coverage, to noon it was an apparent dead heat between NBC and CBS, each having 11.8 rat-

ings and shares of 35. From noon to 4:30 CBS reportedly had a lead in each half hour period, its strongest advantage coming in the 3:30 to 4 p.m. block when it had a 19.5 rating compared to 14.3 for NBC and 4.2 for ABC.

The first live camera views of the moon's surface ever to be seen on television was transmitted simultaneously by the networks for approximately 20 seconds beginning at 8:53 a.m. EST.

Six RCA television cameras aboard the U. S. Ranger IX rocket sent back 5,814 recognizable pictures in the short period between the time the cameras began recording the moon's surface and the rocket's moment of impact near the lunar crater Alphonsus.

The lunar coverage Wednesday was carried as part of special half-hour news programs by NBC-TV and ABC-TV, while CBS-TV interrupted its regularly scheduled *Captain Kangaroo* morning programs to show the unprecedented pictures and to provide additional commentary.

Networks and Gemini ■ ABC-TV preempted five hours of network time with a gross value of approximately \$200,000 and stayed with its Gemini coverage until 5:20 p.m., longest of any of the networks. Twelve advertisers bought 24 one-minute participations during the network's coverage. They were Colgate Palmolive (Ted Bates), S. C. Johnson (Needham Louis & Brorby), Bristol Myers (Young & Rubicam), Whitehall (Ted Bates), P. Lorrillard (Grey), Metrecal (Ogilvy, Benson & Mather), Grove Laboratories (Doherty, Clifford, Steers and Shenfield), Lehn & Fink (Geyer, Morey, Ballard), Cotton Council (Fuller & Smith & Ross), Borden (Young & Rubicam), Quaker Oats (J. Walter Thompson), and General Mills (Dancer-Fitzgerald-Sample).

CBS-TV preempted eight network hours during its 7 a.m.-4:30 p.m. coverage; the time having a gross value es-

timated at \$500,000. The entire live coverage was sponsored by Savings & Loan Foundation through McCann-Erickson.

On NBC-TV, Gulf, through Young & Rubicam, carried the space news from 9 a.m. to 5 p.m. The network preempted eight regular hours with a gross time value estimated at \$415,000.

All three TV networks broadcast half-hour reports of the Gemini trip on Tuesday night.

For ABC-TV the day-long Gemini reportage was anchored by Jules Bergman, the network's news science editor, at Cape Kennedy. For CBS-TV it was Walter Cronkite anchoring coverage from the cape and NBC-TV's anchor men were Frank McGee in New York and Merrill Mueller and Roy Neal at Cape Kennedy.

All four radio networks offered comprehensive coverage of the day's proceedings. Mutual provided downrange audio feeds for all networks.

Networks cover moon shots as they arrive

Millions of Americans saw live, close up pictures of the moon almost as soon as they were received on earth from Ranger IX before the TV-equipped spacecraft crash into the Alphonsus crater on the lunar surface last Wednesday (March 24).

For 10 minutes, home viewers virtually rode in the motorman's seat of the Ranger. Pictures began coming through when Ranger was about 1,300 miles above the moon, and continued for 20 minutes right up to the moment before impact. Camera crews from all three TV networks covered the 6,000 pictures as they arrived at the Jet Propulsion Laboratory at Pasadena, Calif., from the Goldstone tracking station in the Mojave Desert, 150 miles away.

The live coverage of the pictures was also a first; in previous moon TV shots, the pictures were shown on TV about two hours after they were received at JPL.

Ranger IX is the last of the series which was scheduled to take pictures of the moon. The next series of moon shots will be the Surveyor series which has as its objective a soft-landing of instruments on the moon's surface and sampling of that surface with findings to be telemetered back to earth. Both the Ranger and Surveyor series are preliminary to the Apollo project which aims to put men on the moon.

As in previous Ranger shots, Ranger IX had six TV cameras—three wide and three narrow angle. Video equipment was built for the National Aeronautics & Space Administration by RCA.



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Jacobs warns against TV program delusion

TV Stations Inc. president says limitations won't be dissolved by CATV, pay-TV promises

He who controls programming rules the TV roost, and an unfortunate fact of life is that creative programming is highly limited. That was the message presented by Herb Jacobs, president of TV Stations Inc., at the organization's 10th annual membership breakfast last Monday (March 22) during the National Association of Broadcasters convention.

He said the real issue over community antenna television is not bringing in distant signals or 15-day or simultaneous duplication. It is the "availability and control of programming."

By the same token, Mr. Jacobs noted, the problem is not with CATV, which "as an auxiliary delivery service was in the interest, convenience and necessity of the people." The point of dispute, he maintained, revolved around "the more ambitious CATV entrepreneurs" who want to "exploit and inflate CATV's basic usefulness—to include program originations both locally and by national interconnected wired networks."

There are no guidelines to "contain such ambition," he said, and unless the problem is properly labeled, Congress "might mistakenly legislate CATV, which is in the people's interest."

Capitalizing on Desire ■ "CATV's best sales tool," he said, "is public desire for multiple choice of available programs. But I take issue with wired broadcasting advocates," Mr. Jacobs charged, "who promise their systems will give the people something they are not now getting. Because I contend the supply of programming is so limited that no matter how many channels they promise to open up on their wired systems it will not increase the amount of program choice."

In addition to "appropriating" programs from stations that get the shows from the three networks, Mr. Jacobs said the only other source open to the wired operators are the independent stations in 17 markets.

He said a one-week sampling of the programming on New York's three independent stations showed that 73% of the prime-time hours were filled with "reruns of former network programs and repeats of feature films—one of these features accounted for 16 hours . . . because it was repeated eight times

in the same week." The remaining programming was made up mostly of sports featuring local teams; wrestling, a dog show, teen-age dance and music shows, syndicated shows—"which means they weren't good enough to make it on network," local community and religious programs and one "show of merit, *Repertory Theater*, and even it was a foreign import."

He cited these figures as illustrative of



Mr. Jacobs

the programming problem and asked the wired-system operators where they will "get all the exciting new programming to fill your claims of a bright new world of 15 channels of television—or more?"

Solution Still Eludes ■ Mr. Jacobs noted that "for 35 years I have lived in a world of program shortage" and that if someone turns up a "guy with fresh new quality product I'll make him wealthy overnight because we [TV Station Inc. members] will have another \$200 million to spend on programming in the next five years. And you can be sure the networks will beat me to him, because they spend over \$600 million a year . . ."

He asked if there was truly a plethora of programming why the three networks would be scheduling eight hours of feature movies in prime time next season

or why "summer reruns have become a boring legend."

Mr. Jacobs charged that the advertiser and program producer are principals missing from the "compromise table . . . they don't have to recognize any compromise you reach—and they won't." He said the networks would still be ahead of the game, but the small station would be the loser when an advertiser learns "that he can get ample coverage in a one or two-station market without paying for it, or at a reduced rate." When this happens, he predicted the sponsor won't order the market and the amount of program protection won't enter into the picture because "if the market is not ordered for a *Bonanza* at 9 on Sunday night, it will be perfectly legal for the wired system to bring it in from the nearest big city."

Thus, Mr. Jacobs added in a broad swipe at the FCC's Seiden Report (BROADCASTING, March 8), the broadcaster would try and compete with the network hit and would have to "buy and pay for an inferior show." And in this state, the broadcasters would be hard-pressed to retain "their life's blood—the national spot dollar—despite what any doctor's report says, especially a PhD's. Because as you broadcasters know, it's impossible to survive on network revenue alone."

The Big Misconception ■ Mr. Jacobs called free television "the most important source of programming in the world today . . . and no 'open sesame' promise by pay TV will ever force the human brain to satisfy the desire for greater attractions. It's also hard to conceive that people can be so easily misled, to believe that pay TV will uncover so much untapped talent to make it outdo what is already theirs for nothing."

The networks, he said, "are doing a fine job. If their detractors, and harassers believe the results are mediocre, I have news for them and anyone else—that's all there is, there ain't no more."

Programming will not improve if the people "are made to pay for it," Mr. Jacobs said, and the "interest of the free broadcaster and the interest of the American public are inseparable."

GOP matches Dem phone service

The Republican Party last week announced establishment of a telephone news service for broadcasters "to provide statements by GOP leaders which you can record and play back later on your newscasts."

The service is jointly sponsored by the Republican National Committee and the Republican Congressional Commit-

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tee. It is scheduled to begin March 31.

Stations dialing 212-544-7272 will be able to record "comments of two or three party officials each day—each about one-minute in length." Material is to be changed Monday through Friday, with special weekend commentary available on Saturday and Sunday.

Two weeks ago, the GOP released *Washington Report*, a weekly series of five-minute programs being sent to state and local Republican groups for placement at their discretion (BROADCASTING, March 22).

The Democrats have had a similar service for nearly a year (BROADCASTING, May 24, 1964, et seq).

24-hour operation is ABC Radio goal

Robert R. Pauley, president of ABC Radio, told his network's affiliates at their March 21 meeting during the NAB convention in Washington that he hoped ABC Radio could begin 24-hours-a-day operation this fall, perhaps by September.

He said the plan was dependent on finding advertiser support, and reported

later that he had found good evidence of advertiser interest. He told the affiliates that "at least one network should be up all night," in case of national emergency.

ABC Radio currently opens its day with a 15-minute news feed at 7:55 a.m. EST and closes it with a final quarter-hour news report at 10:55-11:10 p.m.

Mr. Pauley said that some affiliates had asked why station compensation had not been raised. His answer was that in hewing to its network rate structure in sales to advertisers, ABC Radio perhaps was selling somewhat "less inventory," but that its maintenance of its advertising rate structure was benefiting affiliates by keeping rates up and enabling them to get better prices on national spot and local sales than would be the case otherwise.

More than 600 representatives of ABC Radio affiliates were on hand for the meeting, which also included an attack by Mr. Pauley on rate-cutting by some "radio leaders," a report that ABC Radio's 1964 billings gained 16% as against a 3% increase for radio networks as a group, a musical revue by ABC Radio actors, executives and commentators in honor of the affiliates, a reception and a buffet luncheon.

More comments made in Estes TV case

The state bar of Texas told the U. S. Supreme Court last week that an accused person is not deprived of any constitutional right because portions of his trial are carried live on television.

Filing as a friend of the court, the Texas group (joined by Colorado Attorney General Duke W. Dunbar on behalf of the Colorado supreme court) took issue with the contentions of the American Bar Association and the American Civil Liberties Union that convicted swindler Billie Sol Estes failed to receive a fair trial because part of his trial in a state court in 1962 was televised live.

The Texas bar brief, signed by Davis Grant, general counsel, and L. Money Adams Jr., assistant counsel, asks that the state conviction be affirmed. Both the ABA and ACLU erred in maintaining that the trial was televised, the brief states.

The live telecasts of the trial came only on the defense motion to prohibit telecasting, on the opening and closing arguments of the state and the verdict by the jury, the Texas group says.

The U. S. Supreme Court has agreed to review Estes' conviction in state court, but only on the issue whether he was deprived of his right to a fair trial because of the TV coverage (BROADCASTING, Dec. 14, 1964 et seq).

Newswire contract violated antitrust

Does a broadcaster have to take all the basic services of a newswire service? When he sells his station and the new owner doesn't care to pick up his newswire contract, is he stuck for the remainder of it?

The answer may be that he doesn't, in the first instance, and he isn't, in the second. A federal appeals court decision seems to point to those answers. It may become a significant factor in the FCC's current inquiry into newswire rates and practices (BROADCASTING, Dec. 7, 1964, et seq.).

The decision, handed down Jan. 18 by the U. S. Circuit Court of Appeals for the Sixth Circuit (Cincinnati) holds that the contract between The Associated Press and the *Cincinnati Times-Star* (now merged with the *Cincinnati Post*) cannot be enforced because some of its provisions constitute an illegal tie-in of products.

The *Times-Star* was sold in 1958 to the *Cincinnati Post*, owned by Scripps-Howard. The *Post* told the AP it had no need for any AP services except the "Ohio Big City" wire. AP told the *Post* that the various services were inseparable. It did arrange, however, for the *Post* to buy its Kentucky state wire alone.

AP sued the *Times-Star* owners for \$158,700, the amount it claimed was due for the remaining two years of its contract with the *Times-Star*, even though the newspaper had ceased publication. The AP's position was upheld by a federal district judge.

The appeals court held, in a 2 to 1 decision, that the AP's argument that its services were inseparable is wrong. It had sold its Kentucky service to the *Post* separately; therefore its protestation that it could not sell its Ohio state wire to the *Post* was obviously a case of forcing a customer to buy all its wires in order to get the single service it wanted.

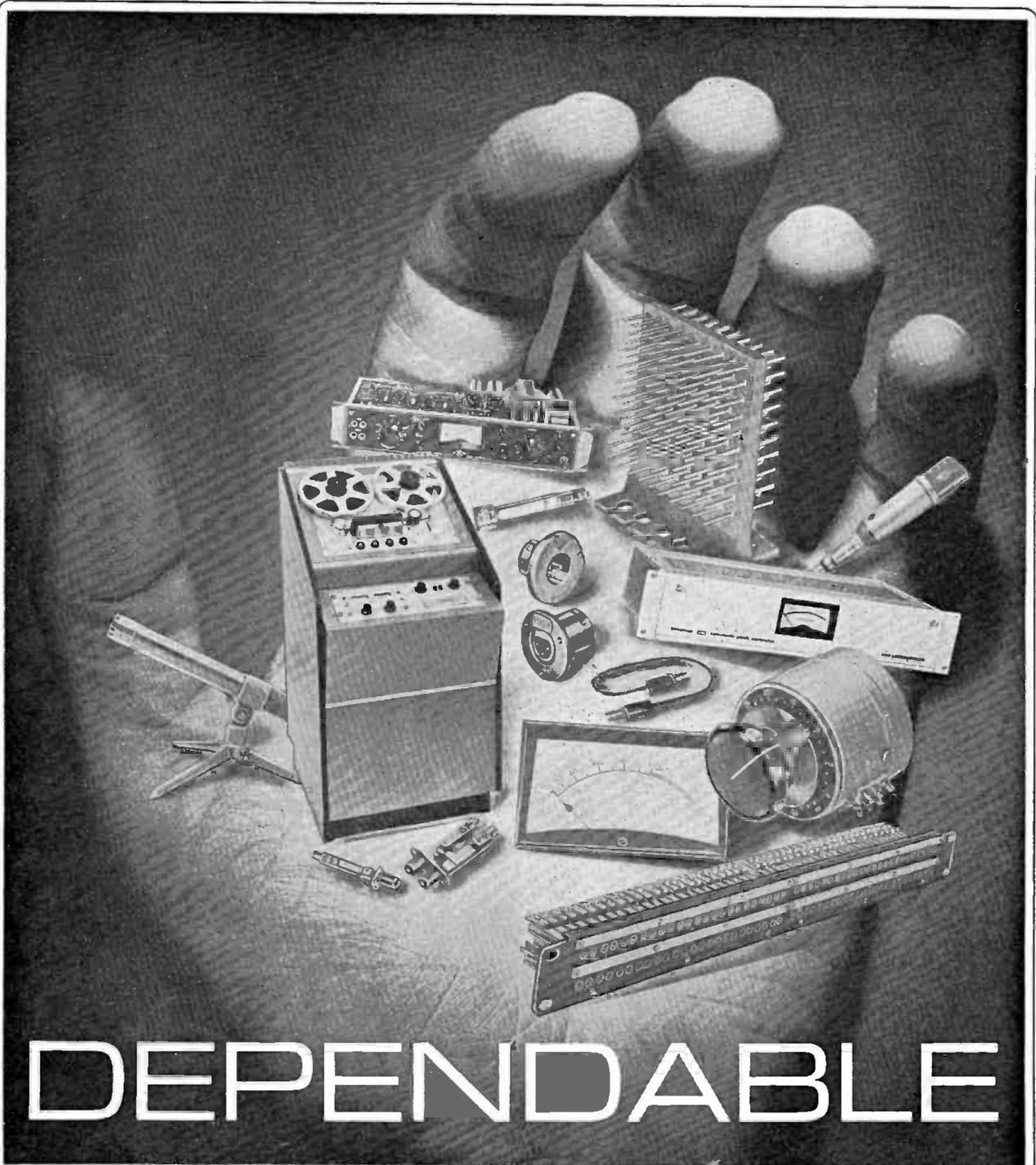
Since this constitutes a violation of the Sherman Act, Circuit Judges Harry Phillips and George C. Edwards Jr. said the contract itself is unenforceable. The dissenting judge, Clifford O'Sullivan, said that he considered the AP plan reasonable and not an antitrust violation. He would, he said, uphold the contract.

The appeals court unanimously upheld a lower court decision dismissing a countersuit against the AP by the *Times-Star* seeking treble-damages on the ground that the AP's contract was an antitrust violation. Both courts agreed that the damages alleged were speculative.

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It's regulation, not domination

That's government role as Humphrey sees it; he tells NAB that as journalists they are responsible for informed public, the basis of American system

The role of the government and its relations with regulated industries was described by Vice President Hubert H. Humphrey as "to regulate that which must be regulated; but not to dominate, not to dictate beyond what is an agreed upon area of appropriate government action."

The Vice President spoke at the opening session of the NAB convention, a few hours before the FCC formally issued its proposed rule for regulation of network programming (see page 60).

This role for government, the Vice President said, is particularly important when regulating broadcasting "for we're dealing with the first amendment, we're dealing with that sensitive area of free speech. And I can assure you that this President and his Vice President are both devoted to the principle, and not only the principle but the practice of free speech, and believe that it is basic to the relationship between the government and the people and the government and the news media.

Fair Umpire - "The role of the government with respect to all regulated industries, and I repeat, *all* regulated industries, should be that of a fair and friendly umpire. The task is to make sure that the rules of the game are fairly drawn and followed in good faith. . .

"But the task of the public official is to regulate . . . not to dominate. Government doesn't own you, government is not your master. Government is here to help you and serve you."

There is "ample meeting ground for government and industry to work together" on broadcasting's problems, the Vice President stated. "I think it can be said, and that it ought to be said again and again that the American broadcasting industry, privately owned, working within standards established by public policy, is without question the greatest single achievement in communication that anybody or any area of the world has ever known." The industry, he continued, represents "an incredible array of talent for entertainment . . . for information and for education." But broadcasting's purpose "is not merely entertainment. Even though

I'm no social snob, I like television and I like radio. And I even like to tell people I do when they ask me 'Do you look at those TV shows?'. And I say, 'yes, whenever I have the time'."

Impact - Broadcasters, Mr. Humphrey, stated, "have had a very singular impact on American society . . . You've revolutionized the habits of recreation. And you've transformed and, in fact, revolutionized American journalism. You've broken the barriers of time and space in news gathering, in news interpretation, in news discussion.

"What tremendous power you have in



The Vice President

your hands. And people who have power must know how to discipline its use."

The American system depends upon an informed public, Mr. Humphrey stated after quoting from a Roper survey which showed that television has become the primary news source of the American public (BROADCASTING, March 22).

"The great power and popularity of broadcasting requires that those in control recognize that they are not merely businessmen. It's wonderful to be a businessman and to be moved by the profit motive. . . . But I think that those of you in broadcasting are more than just good businessmen. You're professionals. And therefore, you must be bound by professional ethics, professional responsibility and professional honor to serve the public interest as journalists."

This task is one which broadcasters themselves must perform, the Vice President added. "Government can not do this for you. And government shouldn't if it could."

Mr. Humphrey stated that the President has "made it clear" that he wants government to trust industry. He said he thought there's a new relationship between government and business. "There's a new sense of confidence. Suspicion is being replaced with trust. And doubt is being replaced with confidence. And domination has given away to cooperation. . . . We know that the great bulk, the great force, the great strength of America is in its enterprise and a free enterprise."

Vice President Humphrey added that the President wants industry to trust the government, too, however. "He does not believe in government by scare or threat."

The Future - Broadcasters were told to look ahead by the Vice President: "If I have ever talked to a group that ought to be futuristic, that ought to be interested in the next century, it's this one." Citing estimates that there will be 375 million Americans by the year 2000, Mr. Humphrey said this fact alone "should excite and challenge us." He said his father never considered every

new baby born a problem. "We were selling baby oil. . . . And there was never a baby born in our community that didn't get a free box of baby talcum and baby oil and baby soap from Humphrey's Drug Store. And today they're our customers."

Turning to advertising, Mr. Humphrey said "advertising has helped raise America's consumers' sights to higher standards of living. I believe in advertising. Goodness me. How do you get elected without a little of it."

Radio and TV, he said "have surely performed their part in stimulating the American market for goods and services and brought those goods of the marketplace into every home and every factory and every office. You've helped America prosper and you've been part of this forward thrust."

But in the next 15 years, Mr. Humphrey said, "we must actually be able to create every year, through our economy, not by government, better than a million-and-a-half new jobs every year." The Vice President said: "We're going to have to call on the broadcasting industry to help keep this economy moving" just to provide employment for new and displaced workers. "You can't provide those jobs through public works or through any make-believe programs. You're going to have to provide those new jobs every year through an expanding, growing economy."

The Economy ■ The Vice President said good businessmen were constantly asking him if he thought the economy can really continue to expand. "Well why not?" he asked. "Especially when you have to. One thing you have to keep in mind . . . is what would happen if we didn't do it. Just remember the degree of public and private indebtedness in this country. Just remember what would happen if we quit making our payments. Charles DeGaulle and his raid on Fort Knox would look like a social worker compared to our problems."

Mr. Humphrey asked broadcasters to provide a forum for Americans to "ventilate" more of their public grievances through discussion of "constructive alternatives." He added: "A strong people and a strong nation can afford to open up its Pandora's box of troubles and look at it and try to do something about it."

"Lift your voices for tolerance and understanding. Lift your voices for freedom and help heal the wounds that today are running with blood and infection. You can help knowledge triumph over ignorance, reason over emotion. And you have this responsibility because in your hands is the molding of public opinion."

President Johnson had been invited to address the convention, but he declined.

The 'shackles' to be resisted

Wasilewski says major efforts must be used to save basic freedoms

Vincent T. Wasilewski, making his first NAB convention address as president, told broadcasters last week that his policy would be to fight all restrictions on broadcasting's freedoms but at the same time to seek an end to name-calling and needless heat.

"Occasionally we will have to fight border skirmishes over absurdly small matters," the 42-year-old attorney and former NAB executive vice president, declared. "But we must reserve our major efforts for the really important issues which threaten the basic ideological and economic freedoms which the American system of broadcasting needs in order to exist. It is here that the real battles must be fought."

lems in which the FCC has a legitimate interest.

"We should not engage in vituperative attacks. Little is accomplished by an unremitting, undeviating scream of outrage at the FCC and the government. In fact, from a pragmatic point of view, we are aware that such protests lose their effectiveness if prolonged to the point of permanence."

The new president said he was "hopeful that in the future there may be more agreement than there has been in the past." He thought this possible "because the liberal and the conservative of our day should reach the same conclusion with regard to regulation of broadcasting," differing perhaps on "orientation" but not on "the fundamental principle."

"The conclusion reached by both," he said, "should be the same: Permit no restrictions on any freedom except those necessary to preserve freedom itself."

Although he spoke mostly of the need to fight restrictions on broadcasting's freedoms, Mr. Wasilewski recognized "that swampy thicket called community antenna television" as a difficult and confusing problem.



NAB's Wasilewski

Mr. Wasilewski, interrupted six times by applause as he addressed the convention's management conference luncheon on Monday, named limitations on radio-TV access to legislative and court proceedings, the equal-time law on political broadcasts and government intrusion in programming among the "shackles" to be resisted and removed.

Sensible Approach Stressed ■ "At the same time," he added, "let me state that we must be reasonable men. We should be willing to sit down in friendliness and negotiate solutions to prob-

NAB's objective on this issue is to "assure that the role of CATV is confined to the extension—not the replacement—of free broadcasting," he asserted. While broadcasters may differ over methods, he said, they should not—and basically do not—disagree with that goal.

"Some would say that we at NAB should never become involved in the field, because there is diversity of opinion within broadcasting," he continued. "If that were the criterion, the NAB would never become involved in any

major issue.

"On an issue such as this—which could have far-reaching consequences not only for television but also for radio broadcasters—we would be delinquent in our responsibility as your representatives if we did not at least *try* to find a solution.

"While everyone in the industry is not entirely in agreement on every point, we are gradually developing an industry position which we believe will serve the best interests of the public."

Right to Access ■ The first round of applause came when the new NAB president told his audience that the actions of courts and legislative bodies "are the rightful concern of the entire American public, and broadcasters should have the right to use the most modern technical capabilities of the media in reporting them."

He was cheered again when he reviewed broadcasting's accomplishments in covering events of national importance and declared: "We have earned that right [of equal access] on the basis of solid performance."

Limitations on broadcasting's journalistic rights, Mr. Wasilewski said, originate in "a lack of trust in broadcasting—a fear that the powerful broadcasting media would be unfair or would act ir-

responsibly in the absence of rules."

But in such "highpoints of achievement" as the Kennedy-Nixon debates and the coverage of President Kennedy's assassination, the civil rights movement, space launchings and the 1964 elections, he noted, radio and TV operated without government restrictions—"and in their absence, broadcasters did a superb job.

"Let those who distrust the broadcaster's fairness or sense of responsibility take note of the correlation between broadcasting's finest achievements and the lack of restrictions imposed."

Reliance on Radio-TV ■ Mr. Wasilewski noted that "broadcasting today is the dominant source of news for the American people," and added: "If there are doubts about the job being done by broadcasting in the field of news and public affairs, they are not held by the American people.

". . . Those who would place strictures on broadcasting coverage of the news—its handling of public affairs, politics and controversial issues—should be aware that they are tampering with the American people's number one source of information.

"Those who framed the Constitution undoubtedly knew that the free press in America would not always be fair and responsible—yet they granted it unfettered charter because they were convinced that to be free it must be totally free."

Mr. Wasilewski was applauded again when he said that "public interest" should "not be merely whatever four members of the FCC, at any given moment, say it is."

There was another round of hand-clapping when he added:

"The imposition of *this* rule or *that* regulation, relying for justification on a casual reference to the public interest and the attitude that the broadcaster can lay his license on the line and fight it in court if he really believes it wrong, is not, in my judgment, responsible government."

Loevinger Quoted ■ Government's proper role, he said, could hardly be refined more concisely than in Commissioner Lee Loevinger's statement that "the function of law is to proscribe bad conduct rather than to prescribe good conduct."

More applause followed when he insisted that broadcasters are in the best position to determine what the public wants to see and hear on TV and radio:

"Ownership is diversified among thousands of businesses and literally millions of Americans. There is just no question that broadcasters represent a much broader base, are much closer to the people they serve, are much better equipped to determine—and respond to—the wishes of the people than are the

employees—no matter how able—of any government agency. . . ."

His next passage brought another burst from the audience:

"The job of the FCC is to act as a referee, to see that the game is played according to the rules. It has no business trying to play the game itself."

Nobody "fears that a tyrannical government will seize the American broadcasting system," Mr. Wasilewski said. "Nothing could be further from the background or the intentions of the public-spirited men who serve and have served on the FCC.

"But," he continued, "oppression does not always appear in the form of a man in uniform. More often it comes clothed as a friend of freedom. . . . The lesson to be learned is that freedom is never secure. It is always under pressure wherever it exists. . . . In the months and years ahead we will have to maintain constant vigilance against [its] erosion."

Mr. Wasilewski, elevated to the NAB presidency last January (BROADCASTING, Feb. 1), was introduced by NAB Chairman Willard Schroeder, WOOD-AM-TV Grand Rapids, as the unanimous choice of the board, nominated and elected after a "lengthy and thorough" search, and about whose selection "not a single complaint" has been received. Mr. Wasilewski succeeded LeRoy Collins (BROADCASTING, June 29, 1964).

Invite Counsel ■ At the outset of his speech Mr. Wasilewski acknowledged that, although elected president, "I am well aware that real leadership cannot be bestowed—it can only be earned." He told the broadcasters that "I must rely upon—and I need—your advice and counsel if I am to serve as a catalyst for the formation of opinion which will lead to action on your behalf."

He said broadcasting has come "a very long way in a very short time"; that "in acceptance by our audience, respect in government and affluence in business operations we have climbed upward each year"; that "the quality and variety of our service to the public has developed steadily"; that the radio and TV codes are stronger and that "broadcaster support for the NAB, particularly at the grassroots level, has made it a healthy organization capable of effectively carrying out its duties."

"For my part," he said, "you may be sure that I will do my very best to live up to the high standards established by my predecessors and the high goals set by this industry itself. I pledge to you my unlimited effort and total commitment to the job of serving a great industry whose influence—in the sobering words of the Reverend Billy Graham at our convention last year—is greater even than that of the church on the lives of the American people."

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Henry's tripartite plan for TV

Chairman notes improvement, but very few, sets FCC goals of more aid to ETV, increasing commercial competition, minimizing of 'abuses'

FCC Chairman E. William Henry has pledged the commission to what he foresees as a long, grueling task of opening television to as many diverse ideas as possible. The aim, he indicated, is to create a climate that will permit greenery to bloom where he feels his predecessor's "wasteland" still exists.

The chairman said the campaign consists of three major efforts, each of them already begun:

- To promote the development of noncommercial educational broadcasting outlets and sources.

- To stimulate competition in commercial television. In this connection he referred briefly to the commission's proposed rule to limit network control over programming sources, as well as to an impending rulemaking effort to tighten up multiple ownership rules.

- To regulate broadcasters fairly and firmly to "minimize abuses" and to "maximize standards of responsible practice."

Chairman Henry laid out the program in a luncheon speech Tuesday (March 23) before the National Association of Broadcasters convention in Washington. The address was significant in that it represented an effort to bring into a coherent, whole program many of the views on regulation he has expressed before.

He recalled that former Chairman Newton N. Minow, at the last NAB convention in Washington, in 1961, had described broadcasting as a "vast wasteland"—a phrase that stuck, Chairman Henry said, because of "the truth that lay at its center."

Then, steering clear of judgments as to whether programming was "good or bad," Chairman Henry reviewed the various categories of programming and found television had changed little in four years. The review revealed a "mixed bag, with some changes for the better—some for the worse."

Improvement in News ■ He noted that hard news programs had increased considerably, public affairs less so, that network public service efforts had declined. Overall, he found entertainment changed "very little," although he observed "some signs of growing maturity" mixed with the "stream of amusement and relaxation." Broadcasters' commer-

cial practices, he said, remain "the No. 1 source of viewer displeasure." Locally produced programming constitutes "only 13% of the broadcast day," most of it news, weather and sports, he said. "The rest of the time" stations "throw the network switch, or open a syndicated film package as they would a can of beans."

Chairman Henry indicated that the commission could neither abide complacency about this situation or take dramatic action to remedy it. To those who would express indifference to the lack of change, he said: "This great and vital industry is not yet ready to sink into corpulent and complacent middle age, slapping peevishly at critics as if they were so many annoying flies. The 'wasteland' charge clings . . . because it met a deep response in substantial segments of the American public as well as in your own industry."

To those who agreed with Mr. Minow's assessment and wonder why



Chairman Henry

there has been no change, he said: "Wastelands are not easily reclaimed. . . . The basic problems of this industry do not stem from the willful actions of those few broadcasters intent on ignoring the public interest in the pursuit of their own. They are more closely related to the system itself—which is in

many respects a prisoner of its own virtues."

Chairman Henry said the commission is responsible for the basic use to which the spectrum space it allocates is put. And while it was not created to be autocratic in dealing with broadcasters, he said, the commission does have the job of fostering "conditions which allow the forces of creativity in American broadcasting, and in American life, the freest access to the airwaves, the best chance for full expression." He said all of his colleagues agree on those points.

Working Consensus ■ In carrying out its function, the chairman said, the commission has "developed a working program that has the support of a working consensus. The consensus shifts from issue to issue," he said, but the aim of the program "is not to force anyone to watch any program or program type, but to make room in television for as many diverse ideas as possible."

In outlining the program of education, competition and regulation, he noted that he has often spoken of the need for aiding noncommercial television. He told his audience of commercial broadcasters that their stake in ETV is their "stake in television itself."

The commercial medium, he said, is limited in the amount of cultural programming it can do. "The medium needs a place where it can stretch and grow," he said, adding, "Today's contrast between the penury of educational television and the affluence of commercial television is a reflection upon the medium and the country as a whole. . . ."

If commercial television is to do more, he said, it must be competitive, with more outlets and individuals engaged in it to serve a wider array of human as well as advertising needs. This is the commission's motive, he said, in promoting UHF television. "In this area," he added, "our working consensus has stuck to its guns, and as a result UHF is on the road toward being a truly competitive service."

The commission is also concerned with increased competition, he said, when it seeks "to place control over the production of programs in additional hands—and when [it tries] to halt the trend toward more television stations falling into fewer hands." He said the

same reason lay behind the commission's actions to abolish option time and other practices that "keep network affiliates from exercising a free judgment between network and nonnetwork programming."

But competition didn't prevent abuses in the past, such as rigged quiz and payola, he said. Therefore, he added, the commission must continue to enforce its rules vigorously. He said broadcasters should not forget that they must keep their promises to the commission, that they can lose their licenses if they rig a contest or lie to the commission.

He said the effects of the program would not be felt immediately. "They are gritty, demanding tasks requiring continuous effort, he said, adding, "such effort, I assure you, will be made."

But in the meantime, he called on his audience of broadcasters to use their "unique ability" to promote the cultural life of the country. He conceded that "most people prefer baseball to ballet," but he noted recent cultural TV programs had drawn substantial audiences—15 million had seen NBC's *The Louvre*, 15 million ABC's *Leonardo da Vinci* and 16 million CBS's *Young Peoples Concert* conducted by Leonard Bernstein.

Such audiences may be "small fry in Nielsen's large skillet," he said, "but the ratings yardstick does not measure their importance in the life of a broad based cultural community."

Contented or resigned?

Audience at regulation panel adds little of significance to talk

Judging from the reaction of several hundred broadcasters attending one of the panel discussions at the National Association of Broadcasters convention in Washington last week, the FCC's licensees are a contented—or resigned—lot.

The panel subject was "Where does government regulation stop?" and comments from the floor, in the ornate Regency Ballroom of the Shoreham hotel, were invited. But although the topics covered such controversial items as Section 315, the FCC's just-issued proposal to limit network control over programming, community antenna television, the freeze on major-market VHF-station sales and broadcaster access to courts and legislative proceedings, the

broadcasters in the audience had not a single and substantial comment or question for the panel.

Three out of the four panelists agreed that government regulation of broadcasting should be limited to such matters as technical standards and frequency allocations. Control over content, they said should be barred.

Taking this view were C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., New York; Richard D. Smiley, president of KXXL Bozeman, Mont., and Ernest W. Jennes, a Washington communications attorney. Mr. Jennes, who represents the Association for Maximum Service Telecasters, specifically included regulation of CATV in the responsibility that he felt the commission had for administering allocations regulations. AMST has called for FCC regulation of all CATV's, (see page 82).

Porter Dissents ■ The panelist who took a broader view of the FCC's regulatory function was Paul Porter, another communications attorney, who was chairman of the FCC from 1944 to 1946. He had no definite idea of where government regulation should stop—"it should stop at the right place," he said—but he suggested that broadcasters not regard the FCC "as your natural enemy."

"We have a good system," he added. "The FCC looks at you. Congress and the courts look at the FCC, and you look at Congress."

At one point, noting the lack of response from the audience, Mr. Porter said the broadcasters "don't seem to be for limiting regulation." He said broadcasters were more outspoken in his day at the FCC.

Mark Evans, vice president of Metro-media Inc., was moderator for the panel, and John F. Dille Jr., of the Communicana Group, 1965 convention co-chairman, presided.

Mr. Petersmeyer, in leading off the discussion, said the commission has a proper function in dealing with the allocation of frequencies and the selection of applicants for them, but that its duties should stop there.

Questions involving overcommercialization, fairness and equal time in political discussions, balanced programming—these should be left to the pressures of the market place, he said. He added that he doubted whether programming would differ greatly from what it is now if it were left solely to the pressures of competition.

Mr. Porter, however, said that, "come what may," there would always be a government agency setting standards of responsibility for broadcasters. This function cannot be "abdicated to the market place," he said.

The question of competition came up in another connection, in a colloquy be-

tween Mr. Porter and Mr. Jennes over CATV. Noting that Mr. Jennes had called for FCC regulation of CATV in its competition with local TV, Mr. Porter observed that the broadcasting license "is not a sacred, protected franchise."

Mr. Jennes said the question wasn't whether there should be competition but what kind. He said CATV's don't pay for the programs they relay into a local area. Furthermore, he said, he advocates CATV regulation not in order to help broadcasters but to maintain the present system of television, which is free and geared to local needs.

A Look Back ■ Mr. Porter described the commission's proposed rule limiting network control over programming as an apparent manifestation of the "cyclical theory of regulation." He recalled that several years ago the networks were criticized for not having sufficient control over the programs they carried.

He said the rule—designed to break the networks' hold over programming sources—would probably be tested in the courts if adopted in anything like its present form. The proposal would limit networks to ownership of 50% of their prime-time programs (see page 60).

Mr. Porter, in another area of discussion, struck a jarring note for broadcasters when he said the camera and microphone should be barred from the court room. Radio and television are "so much more powerful than the print media," he said, "that some injustice can be done" to persons on trial. "The purpose of a trial is not for public exhibition," he said.

He didn't say whether he thought broadcasters should be given free access to the floors and committee hearings of Congress with microphone and camera. But he said they would probably lose rating points if they were given such access and used it.

Mr. Smiley, however, who is a member of the Montana state legislature, roused the audience to a burst of applause when he declared that electronic coverage of legislatures would be of great help in educating the public.

Wrong Approach ■ Mr. Petersmeyer, whose group owns five TV stations, suggested that the commission's interim policy of virtually barring the sale of VHF stations in the top 50 markets to anyone already owning a VHF in those markets misses the mark. He noted that the commission is concerned about the question of undue concentration of control. But the issue is not the number of stations a company owns, he said, but the number of stations that are competing in a given market.

Mr. Jennes said that competition among broadcasters is enhanced by "a substantial mix of multiplex owners." He said there is "plenty of room for single-station and multiple owners."



The board of directors, officers, staff and legal counsel of the Association of Maximum Service Telecasters include: seated (l-r): John S. Hayes, Post-Newsweek Stations, Washington; Roger W. Clipp, Triangle Stations, Philadelphia; Harold Essex, WSJS-TV Winston-Salem, N. C.; Jack Harris, KPRC-TV Houston; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., and Lester W. Lindow, AMST, Washington. Middle row: (l-r): Abe Herman, WBAP-TV Fort Worth-Dallas; Edgar Czarra, Covington & Burling, Washington; A. Louis Read, WDSU-TV New Orleans; Tony Provost, Hearst Broadcasting, New York; Carter M. Parham, WDEF-TV Chattanooga; C. Howard Lane, KOIN-TV Portland, Ore.; James M. Moroney Jr., WFAA-TV Dallas-

Forth Worth, and Graydon Powers Jr., AMST, Washington. Back row (l-r): John H. DeWitt Jr., WSM-TV Nashville; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Orrin W. Towner, WHAS-TV Louisville, Ky.; Joseph Epperson, Scripps-Howard Broadcasting, Cleveland; Howard Head, A. D. Ring & Associates, Washington; Arch L. Madsen, KSL-TV Salt Lake City; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Ernest S. Jennes, Covington & Burling, Washington, and C. Wrede Petersmeyer, Corinthian Stations, New York. Absent when picture was taken: Harold Grams, KSD-TV St. Louis; Harold Hough, WBAP-TV Fort Worth-Dallas; Ward L. Quaal, WGN-TV Chicago, and Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati.

Some breaks in the anti-CATV front

AMST membership votes to support hard line, but then dissent and second thoughts crop up

Contention within the Association of Maximum Service Telecasters over policy on community antenna television broke out into the open at the National Association of Broadcasters convention in Washington, last week.

The first solid evidence was a public statement by Triangle Publications Inc. criticizing the association's CATV policy. But opposition representing other substantial interests among the association's 161 stations is expected to be expressed within the next few weeks.

Some 250 representatives of AMST stations, meeting during the convention, adopted without dissent a resolution endorsing the actions of their officers and directors during the past year—specifically including efforts to seek stiff CATV regulation.

But Roger W. Clipp, on behalf of Triangle, later issued a statement he

had read to the board in private, criticizing its action as "precipitous and ill-founded." Mr. Clipp, a member of the board, said its action also runs counter to the interests of AMST members engaged in CATV.

Later in the week it was learned that AMST members representing a number of other stations planned to file separate statements with the FCC opposing the association's CATV position. The dissidents were said to include Triangle, Newhouse Broadcasting, Cox Broadcasting, and Broadcasting Co. of the South, all group-station owners, in addition to Triangle. All four are operators of CATV systems.

The AMST board, at a meeting in New Orleans last month, approved a statement urging the FCC to regulate all CATV's and to adopt rules that would contain CATV as a fill-in service

(BROADCASTING, Feb. 8). A petition for rulemaking backing up the statement was filed with the commission three weeks ago (BROADCASTING, March 15).

The membership vote on the resolution came after AMST President Jack Harris, general manager of KPRC-TV Houston, Tex., and Ernest W. Jennes, AMST general counsel, warned that what they called "CATV unlimited" is a threat to free television.

CATV Will Hurt ■ Mr. Harris said that anyone claiming CATV, in its present rate of development, "is not going to hurt local television broadcasting is either kidding himself or kidding me." He added that the association filed its petition on CATV with the commission only after it appeared that the NAB and the National Community Television Association were not going to reach "any quick and easy compromise" in their effort to draft proposed CATV legislation both groups could support.

Mr. Jennes cited reports that CATV operators are planning to import programming from 12 to 20 distant stations into their communities and said that "almost all cities—large and small—will be wired for CATV."

Commenting on the action of members Lester W. Lindow, executive director of AMST, said: "Obviously, individual members of AMST have every right to express their own opinions when they differ from the views of the

great majority of our members on a particular subject. What is significant is not that individual members of AMST may have different views on some aspects of CATV—this would certainly be expected in a controversial field which is developing rapidly. The significant thing is that so few hold any differing views.

"Among the 21 leading telecasters on the AMST Board," Mr. Lindow continued, "20 support the association's policy of seeking reasonable FCC regulation to assure the orderly development of CATV in the public interest—and to preserve the long-standing national goal looking toward development of more and more local television stations. At our annual membership meeting on Sunday, March 21, with a record membership in attendance, this policy was discussed at considerable length. It was endorsed without expressed dissent."

Mr. Clipp, in his statement, said "vital parts" of the AMST petition "are premised upon a rejection and repudiation of the basic principle of free play in the market place which has made our industry great and which has enabled us to give the people many and varied services."

Not Helping Members ■ "Nor has the action taken by our association served the interests of its own members" he said. "Many of us are engaged in the operation of CATV systems as well as television broadcast stations." He indicated that Triangle may file a petition with the commission opposing AMST's. He said members have the "right" to go on record in opposition to the group.

Mr. Clipp was the only member of the AMST board present at the New Orleans meeting who did not endorse the association's policy statement at that time. He abstained. He had urged without success that the statement be submitted to the AMST membership before a vote by the board. Triangle, which owns six television stations, has become increasingly active in CATV. It operates a system in Binghamton, N. Y., and is seeking CATV franchises in nine southeast Pennsylvania communities, as well as in Philadelphia.

Mr. Jennes, in stressing what he saw as CATV's threat to free television, criticized several facets of the CATV study done for the FCC by Dr. Martin H. Seiden, an economic consultant (BROADCASTING, March 8). He criticized the methodology Dr. Seiden used in concluding that CATV's have not yet had a substantial impact on small market television stations. (However, Mr. Jennes noted that Dr. Seiden had held that the impact would be disastrous once advertisers became aware of the extent of cable company's penetration.)

Mr. Jennes also disputed Dr. Seiden's assertion that CATV poses no threat to

television in major markets where the public is served by three stations. Dr. Seiden feels that CATV was developed to serve the public's desire for service from each of the three networks. In his view, programming is the large-market independent's major problem.

Records Speak ■ Mr. Jennes said that "entrepreneurs with rather good track records are prepared to put their money on the line—and a very large amount of money too—that they can make CATV go in markets which already have three or more commercial television services."

He also said that "CATV unlimited" would weaken independent stations' ability to pay substantial sums for exclusive rights to high quality programs in their own markets. He noted that CATV's can pick up the same programs from distant stations and relay them into the local station's market.

He questioned the value of Dr. Seiden's chief recommendation—the use of translators by stations in one- and two-station markets to enlarge their service areas to a size capable of supporting three stations. Mr. Jennes said adoption of the recommendation requires "a gamble" that Dr. Seiden is right in assuming that CATV's threat is to television in areas that do not receive the programming of the three networks.

Mr. Lindow reviewed a variety of other issues confronting the association. He warned that antenna farm proposals under consideration by the FCC and Federal Aviation Agency threaten adequate UHF development, handicap educational television and "as a practical matter," give the FAA "enormous power" over the location and height of television towers.

Elections ■ In other matters, the AMST membership reelected Mr. Harris president. The board of directors, its executive committee and technical committee were also reelected.

The association also announced it has retained Newmyer Associates Inc., of Washington, D. C., as public relations counsel.

R.I. CATV action questioned

Superior court of Rhode Island will hear argument April 13 in a suit by the Outlet Co. (WJAR-AM-TV Providence, R. I.) against Bristol, R. I., town council. Town council was preparing to issue a community antenna franchise to Vision Cable of Rhode Island (managed by George L. Sisson Jr.) without taking action on similar application by Outlet Co. Outlet Co. secured temporary injunction last month, on the ground that the Bristol council cannot grant one application without considering others. Also applying for the Bristol franchise is WPRO-AM-FM-TV Providence.

Big topic for small markets

Anello calls CATV problems perplexing, discusses nonduplication

Community antenna television took command of the secondary markets television session Sunday (March 21), at the outset of the National Association of Broadcasters convention in Washington.

Four panelists explored ways to improve national sales, suggested techniques for using manpower more efficiently, stressed the importance of local production facilities and reviewed some of the major equipment and other needs of secondary-markets TV stations.

But every question in the extended question-and-answer period afterward centered on CATV.

The fifth panelist, Douglas A. Anello, NAB general counsel, had called CATV "the most serious, confusing and perplexing problem facing broadcasters today." The "only real answer," he said, may be that "there is no real answer."

He predicted that "the complete complexion" of broadcasting may be changed in the next 10 to 20 years as a result of CATV.

FCC Report Expected Shortly ■ Mr. Anello predicted that within two or three weeks the FCC would make public a series of documents dealing with various parts of the CATV issue, claiming jurisdiction over all CATV but inviting industry comment.

He thought FCC would delay final action, however, to give Congress a chance to pass CATV legislation—a chance that he rated as zero for this year, because of the shortage of time and the complexity of the issue.

He reviewed NAB's position favoring a system of priorities and said that while the feeling was by no means unanimous there was widespread agreement that local stations should be protected against duplication of its programming on CATV for 15 days before and after local-station showing.

Mr. Anello told the group that "leapfrogging"—the importation of distant signals by CATV—should be limited to cases where the CATV operator could show the commission that leapfrogging would serve the public interest. But he doubted that the FCC would take any immediate action on this question or on the origination of programs by

CATV, on the ground that the commission was "still studying" these issues.

Absolutely no Origination — CATV origination of its own programing, he maintained, should be banned so completely that not even tape-delay transmissions would be allowed. "If the CATV people want to go into pay TV, more power to them," he said. "But let them do it with their own programs, not with broadcasters."

He noted that the question of CATV operators' right to pick up copyrighted program and music material without permission is pending in court. But he said it was his own view—and that he thought the courts would hold—that CATV does "perform for profit" and should pay copyright fees just as broadcasters do.

CATV, he maintained, "should not continue to live off somebody else's property."

The likelihood of FCC action to bar common ownership of CATV and stations in the same community was also foreseen, although Mr. Anello said he thought FCC ought to encourage this sort of station-CATV operation, which would make CATV subsidiary to broadcasting.

He said that "for some strange reason" FCC for years denied broad-

Back for a day

Surprise guest at last Wednesday's management conference luncheon of the NAB convention was the man who had presided over the four preceding conventions, LeRoy Collins. Seated at the head table, he drew a round of applause when introduced with the other dignitaries. Governor Collins was NAB president from January 1961 until he resigned last August to become federal conciliator on civil rights.

casters the means of competing with CATV by limiting translator operations, but noted that the commission recently had moved to authorize limited translator use of unoccupied channels. This, he said, is not apt to help stations in the East, where the supply of unoccupied channels is practically nonexistent, but should help in the West.

Mr. Anello cautioned that CATV can pose a serious problem for radio as well as for TV: "One TV channel," he noted, "can bring in an awful lot of radio."

Ratings Confusion — Audience ques-

tioning, which brought out some of these views, also dealt at some length with CATV's complicating influence on ratings research.

Some broadcasters suggested that CATV operators, for their own reasons, sometimes inflate or deflate the figures on how many subscribers they have, and proposed that the operators be required to submit sworn figures to the FCC at least once a year.

This, they reasoned, would give audience researchers better information on which to construct samples having a proper balance between broadcast homes and CATV homes.

One broadcaster also proposed that NAB undertake a campaign to acquaint local governments with the threat that CATV imposes to broadcasters, so they will be aware of the dangers when passing on CATV applications. Mr. Anello said NAB would be glad to make its information available to NAB members for use with local governments, but that working directly with local authorities would be too big a job for the NAB itself to undertake.

In the opening panel presentations Ray V. Eppel, KORN-TV Mitchell, S. D., reviewed his station's expansion of local production facilities and said that while the investment "probably has not increased the billings so that it could all be paid for in a short length of time," he was convinced that "what we have done on the air has improved the image" of the station "and in the long run it will prove to be a wise investment."

Willie Harris Jr., KGBT-TV Harlingen, Tex., stressed the values of market and audience research, teamwork between the station and its national sales representative, and follow-up calls on the local distributors, brokers and retail representatives of national accounts in building national spot sales.

"National sales can be a growing source of revenue in secondary markets—if we work at it," he asserted.

James W. Higgins, WCNY-TV Carthage-Watertown, N. Y., who said his station had doubled its operating hours and its business while adding only three employees since 1955 (53 employees in AM and TV then, 56 now), stressed efficient and imaginative use of manpower to get the job done and also to reduce overtime.

He said that "a stenographer or copywriter or traffic manager who is worth \$85 a week usually is more valuable than two girls each earning \$50 a week"; that they should have modern office machines and be given "every bit of responsibility they can handle." His station, he said, "requires a full-dress review of any suggestion to add a person to the staff."

Charles H. Kinsley Jr., KHSL-TV

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SECRET AGENT 3S3 keeps a step ahead of his pursuers in the feature motion picture, "SPECIAL AGENT 3S3—PASSPORT TO HELL" now offered for first run showing on television. The fast-paced action, filled with intrigue, beautiful women, sports cars and luxury yachts is set in Rome, Beirut, Vienna and Berlin. The movie is just one of eleven post '62 films presented in "The Super-Spy Action Group." Four Star Distribution Corp.

Chico, Calif., reviewed some of the "needs" of secondary-market stations. Among them: an 8mm 60-frame projector, a light-weight portable camera that works at low light levels, a better supply of qualified maintenance technicians, and more advanced machine traffic bookkeeping equipment.

"Equipment," he said, "seems to be designed with major markets in mind and major-market prices to go with it."

Radio's resurgence documented by Howell

"There has been a genuine rebirth in the grass-roots radio operation" in the past year, according to Rex Howell, chairman of the National Association of Broadcasters' Radio Board. Addressing a Tuesday morning session of the Radio Management Conference of the NAB convention in Washington, Mr. Howell cited several areas in which he believed progress had been made.

Among them: 365 new radio station members added to NAB's dues paying list; close work by the association's radio department with its legal and government affairs department "to find new ways to work with the government and to help provide information which will help our lawmakers understand why freedom of radio . . . will help our creative minds build a more professional and better service for the public."

Mr. Howell reported that NAB is in the midst of an "accelerated interest" in the activities of state broadcaster associations. "The addition of the state association liaison department has provided another step in the direction of getting closer to the grass roots of the radio industry," he added.

Mr. Howell announced several surveys planned for the coming year. The financial and wage surveys of radio stations will be broken down into various types of stations, "to provide more meaningful information." A study of the personnel turnover in radio is now being tabulated, and a "comprehensive file of arbitration cases" will be compiled.

Louisiana broadcasters come to aid of WBOX

The Louisiana Association of Broadcasters last week began to rally to the support of a broadcaster who is reported as being forced off the air because of his prointegrationist views.

Ralph Blumberg, owner of WBOX Bogalusa, La., said he lost 95% of his sponsors as the result of intimidating phone calls to the advertisers by a "minority group" who opposed his views. The owner had attended a meet-

ing on "Integration and Little Rock" and is reported as having made statements about the racial situation both on the air and off.

Roger S. Davison, vice president of the LAB, said at the NAB convention that they were opposed to "any attempt to silence through coercion and intimidation, any radio or TV station in the legitimate expression of its views." He added: "We are not concerned about the question of integration versus segregation. We are concerned about law and order and more importantly the right of free speech."

John L. Vath, LAB president, said last Monday the WBOX transmitter building was fired on six times by unknown persons using a high-power rifle. The engineer was on duty in the building at the time. On Tuesday the engineer resigned.

Mr. Davison told NAB that they are not seeking a formal resolution or funds from NAB, but rather wanted it to know that the LAB members chose to work out the problem from within Louisiana. He added that enough LAB members have indicated support to the station to keep it on the air and invited others to give their support.

Mr. Vath stated that LAB intends to aid the station with funds and personnel as long as it is necessary to keep it on the air. The funds will come from LAB members with out-of-state support to be put in a special fund, the LAB president added. Mr. Blumberg is not a member of the organization.

The Bogalusa broadcaster has urged Louisiana Governor John J. McKeithen to come to that city and investigate the situation.

Metromedia acquires Washington magazine

Metromedia Inc., New York, last week moved into the publishing field for the first time with the purchase of Diplomat Publishing Co., Washington, for 6,000 shares of Metromedia common stock, or approximately \$244,000.

The acquired company publishes *Diplomat* magazine (circulation, 50,000) described as a "prestige publication reflecting the social life in the diplomatic capitals of the world."

Metromedia, a multi-station owner, will operate the company under the name Diplomat Publications Inc. as a wholly owned subsidiary.

Roy St. Lewis, president of Diplomat Publishing, will continue as publisher of the magazine.

The purchase of *Diplomat* was completed Wednesday (March 24). On that day Metromedia stock closed at 40% giving the 6,000 share transaction a market value of \$243,750.

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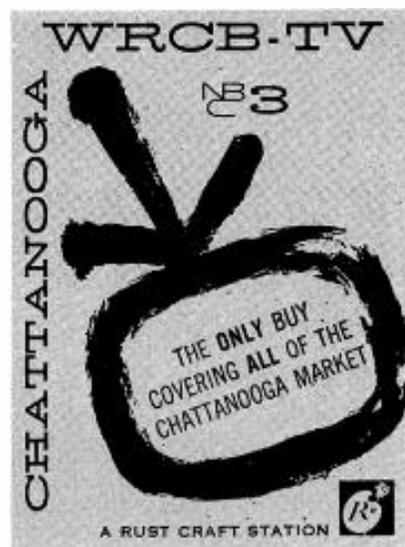
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The play pens on the Potomac

The social schedule at the National Association of Broadcasters' convention last week was at least as taxing as the business agenda. The formal entertainments included a reception and buffet for affiliates, government figures and friends given by ABC-TV the night of March 20; a reception, dinner and show for affiliates, government figures and friends given by CBS-TV the night of March 21; a reception for the whole convention, government figures and friends given by the NAB the evening of March 23; a dinner, followed by

Jack Benny, George Burns, Roberta Peters and speeches, for the convention, government figures and friends, given by the Broadcast Pioneers the night of March 23, and smaller cocktail parties, buffets and dinners for special groups too numerous to mention.

For delegates whose stamina survived the organized events, the opportunities to achieve exhaustion by impromptu means were ample. Hospitality suites welcomed delegates in hotels all over Washington with attractions that included those pictured on these pages.

FM horizon is pictured aglow

NAFMB sets out to double membership; billings expected to rise in '65

Mixed in with cheery comments from the FCC, an admittedly "hazy" view of FM from Madison Avenue, and differences of opinion over the best way to sell FM, the National Association of FM Broadcasters was told at its sixth annual convention that there is a move underway to double the membership and find ways to raise funds so that the New York office can be reopened with a paid staff (CLOSED CIRCUIT, March 22).

Meeting in Washington, March 19-21, the NAFMB learned that FM's future couldn't be brighter. And even with the variety of intra-industry opinions, this seemed to be the consensus.

Abe J. Voron, WQAL(FM) Philadel-

phia, who was re-elected NAFMB board chairman (see page 108), told the 200 delegates that "there is a general improvement in FM radio industry income with all influencing factors strongly positive in the years ahead."

This same view was expressed at a panel session on national business by two station representatives.

An Encouraging Word ■ Addressing the association's Saturday luncheon, Commissioner Robert E. Lee said it was the NAFMB's comments which gave the FCC the "support it needed to take the bold step that was long overdue—that of requiring limited divorce-ment of AM and FM programing." He charged that 100% duplication of commonly owned AM's and FM's in the same market permitted a "massive frequency waste" that the commission could not allow to continue. A similar view was expressed at a Sunday FM session of the NAB by Commissioner Kenneth A. Cox (see page 88).

Commissioner Lee said there were "some forebodings" that the separation move would "further depress the quality of AM broadcasting, while quality programs would be continued on 'non-profit FM'."

The commissioner told his NAFMB

audience the FCC is "keenly aware" of FM's promises for "dependable, good listening and that we are eager to entertain suggestions and petitions for rulemaking which could bring further improvements."

Mr. Lee reported that 350 stations now use multiplex stereo with "more to come." There are now 75 stations using circular polarization, he noted, and there were none just a year and a half ago.

Bureaucratic Brilliance ■ Commissioner Lee held out a hope to the broadcasters that they might once again find FM tuners being put on television sets. He recalled this had been the practice until the "government got the bright idea of taxing twice for such receivers—once because it was TV and again because it was radio." However, he looked at the promised removal of the 10% excise tax on TV sets as the possible key to returning the FM tuners to television. The competitive factors of the TV industry, he said, will probably bring this about.

William Beste, vice president and associate media director of BBDO, New York, opened a Saturday session on "Where's the national business" with



With this type of doorkeeper, Trans-Lux didn't need swinging doors.



FCC Commissioners Hyde and Bartley sampled Desilu's hors d'oeuvres.



Eating on the run produced no indigestion at United Artists' oasis.



At Four Star the watusi, the frug, the Freddy, the swim were in.

results of an informal survey he had taken among media people at his agency. This survey, he told the NAFMB, indicated that the agency image of FM is, "at best, somewhat hazy." He suggested that FM might have better luck if it was sold as part of radio than as a separate medium.

Picking the "right way" to sell FM actually became the theme of that session as a group of station reps expressed several different theories on the successful approach.

A Puzzlement ■ Mr. Beste said his informal study among media personnel showed that some are buying FM to reach the upper socio-economic group, but that they were "at a loss" to say just what FM is. He noted that sales pressure from the medium was "minimal," that it has increased in the past few years, but it was still not as heavy as other media.

When FM is separated from AM, Mr. Beste said, most advertising people are "hard pressed" to note any difference except technical. Agency people, he claimed, feel some AM's have the same type sound as most FM's.

Another poke at the most common method of selling FM was taken by

Frank Waldecker, vice president, LaBrie Associates, New York. He said FM broadcasters would find their "future money" not on the "distant horizon, but right here." Mr. Waldecker urged the NAFMB members to forget spot business and use tailor-made FM programs on special networks and receive rate-card prices. He cited the success LaBrie has had in setting up a program sponsored by Trans World Airlines on 18 FM stations, and added that he was preparing a program that would start this fall on at least 25.

However, he was very critical of a slipshod approach to the business of broadcasting, which he indicated was too widespread. He urged the broadcasters members to take FM seriously and make sure their staffs understood that it is a business not a game.

To Each His Own ■ Among the reps, there were general expressions that business was improving, but there was no clear-cut agreement on the best way to sell more FM.

Jack Masla of Jack Masla Co. said the FM broadcasters have to consolidate, eliminate bickering and dissension, and present a solid picture of the audio medium before Oct. 15, when

the 50% duplication ruling goes into effect. Since "the FM-only road has to lead to doom," he urged that the NAFMB members "throw the word 'FM' away and talk quality radio."

The need for numbers and a desire to gain a place in the regular Pulse reports was expressed by Herb Groskin, president of Herbert E. Groskin Inc. He reported that as of March 19, billing of his FM stations had already reached 76% of last year's total.

Roger Coleman, president of Roger Coleman Inc., said that 1965 sales were running one-third ahead of 1964 in his shop. He predicted that as FM continues to grow, it will split down the middle. There are FM's that want to be sold as AM's, he said, and there are FM's that will continue the type of restricted commercial policy of six spots per hour. But these latter stations, with an image developed over years, will be able to raise their rates and the advertisers will be glad to pay it, he said.

James Schulke, president of Quality Media Inc., whose last appearance before the NAFMB in 1964 was as its president, said the major effort for stations and reps has to be toward "the

big consumer advertisers, for until they are in FM, we won't break through."

Will Dougherty of FM Group Sales said agencies had been slow in buying FM because the medium hasn't been able to produce the numbers. He said selling FM is not so much where the money is, as how to get the money.

Other events on the two-and-a-half day NAFMB program included:

▪ A talk by Les Giblin, president of Les Giblin Associates, who urged FM salesmen to adopt another title. He suggested they be known as "specialists, consultants, advisers or experts." He told the NAFMB not to use the word "sell" and to replace it with "help."

▪ A report by Harold Kassens, assistant chief, FCC broadcast facilities division, on an experimental test of satellite stereo transmission from a Mohave Desert relay station to Relay II on Feb. 2.

▪ A report on tests of FM modulation monitors conducted by an NAB engineering subcommittee with the FCC at WRAL-FM Raleigh, N. C. Virgil Duncan of WRAL-FM said the test showed variations in six monitors tested as compared to results seen in an FCC mobile unit.

▪ A report by Hank Slavick, WMC-FM Memphis, on the legal battle KMLA (FM) and Musicast Inc., both Los Angeles, are engaged in against 15 manufacturers, distributors, installers and users of "illegal" multiplex receiving equipment. He said the unauthorized pickup of subcarrier background music has become common practice and the "FCC and Justice Department have contributed to this piracy by doing nothing about it."

▪ Reports by CHUM-FM Toronto, WPIX-FM New York and Mid-States Broadcasters, East Lansing, Mich., on their approaches in making station pitches.

Allen Slaight, general manager of CHUM-FM noted that when his station went on the air with a classical music format in September 1963 it was sold out Monday-Friday, 7 a.m.-11 p.m. for 52 weeks. He said the station had no track record to sell by and figured the best approach would be an emotional one; "it could be logical, but it had to be emotional." After a year, he said there were no ratings to speak of, but better than 50% of the sponsors renewed.

Lynn Christian, general manager of WPIX-FM, said his pitch was to explain why the *New York Daily News*, parent of the station, got into FM; what the station philosophy is, and learn what the agency's accounts and problems are before facing the account executive.

Phillip Munson, vice president and general manager of WAMM(FM) Flint, Mich., said he had used a slide presen-

tation that "created excitement, but few orders." He said he found it was more successful to have the information in a brochure and speak to prospective clients individually, not to several people from a firm at one time.

▪ A new approach to station promotion by Paul Reiser, art director, Triangle Stations, Philadelphia. He said prime requisites for using any form of graphic arts are: good taste, organized thought, inventiveness and basic art knowledge, which he translated as "basic common sense."

FM: it has arrived

That's the view of those attending NAB's FM Day

FM, which for years has been described annually as coming into its own, shrugged off that mantle March 21, as panelists on the FM Day program at the National Association of Broadcasters convention happily acknowledged that FM is here now. However, there was concern expressed over the FCC's new rule on AM-FM duplication, the manner in which the medium should proceed to improve its status and the opinions of rating services on FM.

The lone voice in complete support of the duplication rule belonged to Commissioner Kenneth A. Cox, discussing whether separate FM program-

ing service. His words were a virtual echo of sentiments expressed two days earlier by Commissioner Robert E. Lee to the National Association of FM Broadcasters (see page 86).

The duplication rule, Commissioner Cox said, would benefit the public as well as the broadcasters since it will give the public more types of programming in markets of more than 100,000 population where commonly owned AM-FM stations will be restricted to 50% duplication.

Mr. Strouse called the rule a "mistake" and said he didn't see how the NAFMB could have endorsed it since it could be "the death knell of some stations." He said he felt the FCC "loves" FM stations, but "sometimes the love of a government agency can be the kiss of death."

He charged that the ruling comes "dangerously close to being censorship," adding that although his stations duplicate less than 50%, he "objects to the government telling me how to run my station."

Citing the Washington area, where four FM stations would be affected by the new rule, Mr. Strouse said he was "dubious" that there will be enough new business to support these additional program sources plus the existing stations. As a result, he felt, "somebody's going to get maimed or killed," and the indications are that the FM-only stations "will take it on the chin."

Mr. Keller felt the separation of programming was a good thing and said that FM is "no magic combination of letters, it is up to the stations to program and produce results."

Mass, Class or Mass-Class? ▪ In a discussion of whether FM is a mass, class or mass-class medium, the general feeling was that it is all three. Everett Dil-



Mandel



Bentson



Strouse



Dillard



Roslow

ing is beneficial to the public. His chief critic was Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB's FM Committee. The third panel member was Oliver J. Keller WTAX-AM-FM Springfield, Ill.

Commissioner Cox said the AM-FM duplication was "a luxury we can't afford" since the frequencies are too scarce to be used for the same program-

lard, WASH(FM) Washington, said FM needs "some realistic management thinking—clearer ideas of where we stand, where we want to go and what to do about it." He said FM had passed through the "class" phase, is in the "mass-class" era and is "closer than you think to the 'mass' and final stage."

The worst mistake a broadcaster can make in this stage of FM development,

he charged, is to "slough off FM's program potentials by limiting it to only 'long-hair' music." FM offers far too many new programming opportunities to permit "this self-imposed restriction." As an AM-FM operator, he said the simple way to get two separate audiences is "run two stations instead of one, but don't compete with yourself."

David Polinger, WTFM(FM) New York, said FM is now a class medium, but class no longer refers to "demographic superiority." Now, he noted, the FM audience is an adult audience and said it was necessary for FM stations to make agencies understand that whether they buy AM or FM, "they are buying radio," a type of radio that programs to a specific audience.

Mr. Meehan, WPBS(FM) Philadelphia, noted that results of Hooper surveys in that city would indicate that FM is attaining a "mass" audience. He pointed to a recent survey that showed five of the top 14 stations in the market were FM's.

An FM Yardstick ■ Three panelists representing rating services later described the problems of measuring FM.

Larry Roslow, The Pulse Inc., New York, said a successful future for FM will "require a continuity of research which will produce quantitative answers." He said Pulse had been doing ratings and cumulative studies, but only "sporadically" over a long period of time and only in limited markets.

Pulse approached stations in the top 12 markets about doing an FM-only study, he reported. Studies are now being run in San Francisco and New York.

George Dick, American Research Bureau, Beltsville, Md., said ARB would begin its radio measurement service this spring. It is "scientifically designed to make AM and FM easier to sell."

Frank Stisser, C. E. Hooper Co., New York, said FM is still hard to measure, but more stations are showing up with higher percentages of audience.

Recommends Changes in Call Letters ■

He suggested that AM-FM broadcasters who decide to completely separate their programming should change their call letters to make it easier for the listener to identify the stations. He said that FM should look first for quantitative rather than qualitative research.

In his report as FM committee chairman, Mr. Strouse noted that new NAB audio-test records and tapes for use with updated recording and reproducing standards will soon be distributed.

He also noted that more than 200 FM stations went on the air in the past year and the number of FM's on the air has doubled in the last six years. During that period, he reported, NAB membership of FM stations more than doubled, going from 392 stations in 1959 to more than 800 this year.



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The TV system of tomorrow

According to Future of Broadcasting panelists, it's to be wonderful, terrifying, destructive or rewarding, depending on their interests now

Experts from different fields bearing on television peered into the medium's future last week, and where some saw the promise of a bright new day, another saw a setting sun.

Community antenna television, pay television, satellite-to-home television and miniaturized color television sets—these were the major topics under discussion by panelists concerned with "Future of Television '65," at the National Association of Broadcasters convention in Washington.

To Julius Barnathan, vice president and general manager of the ABC Television network, the new systems for transmitting TV signals are "spectres" threatening free television as it exists today.

To W. Theodore Pierson, a communications attorney whose clients include pay-TV interests, and Frederick W. Ford, president of the National Community Television Association, pay television and CATV are services that will supplement—not supplant free TV, while Mr. Barnathan is like a man trying to sweep back the sea.

Others on the panel were Dr. Beardsley Graham, president of Spindletop Research, Lexington, Ky., who discussed research and communications satellites; FCC Commissioner Robert E. Lee, who predicted a bright future for all television, UHF and VHF, and W. Walter Watts, RCA group executive vice president.

Watts Can't Lose ■ Mr. Watts was a happy neutral in the discussion. "We don't care if its pay TV, CATV, VHF-TV, UHF-TV or satellite-TV," he said. "You've got to have a receiver to look at it—and that's our business."

Dwight W. Martin, WDSU-TV New Orleans, chairman of the NAB's Future of Broadcasting Committee, moderated the panel and participated in the question-and-answer period that followed.

Mr. Barnathan, the first speaker, tore into CATV and pay TV as being "one and the same." Together with satellite-to-home television, he said, they are "spectres that loom over television today and threaten its vitality."

CATV, he said, was established to serve underserved areas. "That's the service they should provide—period." He said pay television is "clearly" the greatest threat to free television. He warned that it would compete with

free television for programing and would fragmentize TV's audience.

"Free TV has built the broadcasting system, has generated the sets and now, after the medium has been established, somebody would like to come in and take it over," he said. "We must not let this happen."

He also expressed concern about new communications satellite technology that has made feasible the transmission of television direct from communications satellite to home—without relay by the local television station. The most recent scientific discussion of this development was on Feb. 4 in a paper delivered by Harold A. Rosen, of Hughes Aircraft in Los Angeles (BROADCASTING, Feb. 8).

Obsolete Speech ■ Mr. Pierson, who is counsel for Zenith Radio Corp. in its pay-TV test in Hartford, Conn., said Mr. Barnathan's speech appeared to have been "written in 1955." He said Zenith's report on the Hartford



A certificate of appreciation is presented to George B. Storer Sr. (r), chairman of Storer Broadcasting Co., Miami Beach, by Clair R. McCollough, president of Steinman Stations, Lancaster, Pa., chairman of TV code review board of National Association of Broadcasters. Presentation came at code board meeting in Washington last week when Mr. Storer retired as board member a year before his term expired. His successor on the code board has not been announced.

test and the special study on CATV prepared for the FCC by Dr. Martin H. Seiden—both issued this month (BROADCASTING, March 15, March 8) provide evidence that pay television and CATV will not destroy free television. Dr. Seiden sees CATV as a danger to small-market television. But Mr. Pierson noted that the report recommended steps to improve the competitive position of television, not to bar CATV.

He said pay television is feasible "only as a supplementary service." He noted that the Hartford test showed that the public would pay to see only programs that would not be made available to free television and that the amount of time viewers would spend watching subscription programs is so small—"it's limited by the pocketbook"—that the free-TV audience would not be fractionalized.

He also cautioned broadcasters about asking the government to regulate or outlaw pay television and CATV. "The one protection you have against government regulation is the contention that is a free market," he said. "If you build a fence around the market, to keep out new developments, it's no longer a free market. Your fences against competition will be up, but your defense against pervasive government regulation will be down."

"If you reject the new," he added, "your ultimate fate will be the same as a reservation Indian."

Mr. Ford, until Dec. 31, 1964, a member of the FCC, said CATV developed to meet the viewers' demand for a wide choice of programs—those provided by the three networks as well as by independent stations, in small markets as well as large. Television stations by themselves can't provide that kind of "fair, efficient and equitable service," he said.

He described CATV as a "fill-in" service, but declined to estimate how large its ultimate market might be. But he said the American people "are going to have the television service they want, and are willing to pay for." He also predicted that, by providing the public with a diversity of television services, CATV would aid broadcasters themselves. The FCC, he said, would find that controls were not needed and broadcasters would have the "freedom they've wanted all along."

As for the present, Mr. Ford dismissed as "a lot of propaganda" the assertion that CATV is a "money machine." He said the rate of return in television on an industry-wide basis is 40%; in CATV, it's 15%.

On several occasions, members of

the audience used floor microphones to get into the discussion.

Milton Shapp, head of Jerrold Electronics, which makes CATV equipment and operates CATV systems, commented to Mr. Barnathan, "If you're concerned about making ends meet—get in both ends"—CATV and TV. He predicted that in future NAB conventions one of the panels will be on: "How to make more money out of the operation of your CATV system."

Commissioner Lee also took the field against Mr. Barnathan. He said broadcasters should "take a more realistic approach to CATV and pay television—"instead of being negative, they ought to get into it." He said he would oppose FCC regulation barring broadcasters from owning CATV's, inside or out of their markets. This question is expected to come before the commission shortly.

But as Commissioner Lee sees the future, everyone in broadcasting will have an enormous pie to share in the years ahead. He predicted that the gross national product would grow from its present level of \$623 billion to one trillion dollars (\$1,000,000,000,000).

100 Million Sets ■ He said 850 commercial television stations will be on the air then, (compared with 550 now), beaming signals to 100 million all-channel color sets, many of them equipped for home recording and cartridge tape receptions. CATV, he said, will have reached "the saturation point," having filled-in all underserved areas (those in markets below the top 100), while pay-TV will be a \$2.5 to \$3 billion industry, regulated by the FCC.

One point on which Mr. Barnathan received no argument was the imminence—and likely impact—of direct satellite-to-home television. Mr. Graham, who is on the board of Comsat, said this kind of transmission would be feasible "in a few years."

"This has got a lot of people shook," he said. "The problems are not technical—they are social and political," he said.

In discussing the research needs of the industry, Dr. Graham said television "desperately needs a systematized study by the best minds and the best talent" before the government adopts rules or enacts legislation. Television is in a "period of disruption, fragmentation and differentiation," he said.

He suggested that research tools of the systems sciences, developed in connection with complex weapons and space system research, be used to help establish television's goals—for the industry, for the FCC and for the viewer—and to probe two matters of general concern to the public—technical quality and program content.

He said plans based on an under-



Tower, Lee elected to television board

Four members of the National Association of Broadcasters television board were re-elected to their second two year terms and two new members were elected to their first terms on the board during the final television assembly at the NAB convention last Wednesday (March 24).

Re-elected were John Dille, WJTV (TV) Elkhart-South Bend, Ind., vice-chairman of the TV board; Otto Brandt, KING-TV Seattle; Glenn Marshall, WJXT(TV) Jacksonville, Fla., and Joseph P. Baudino, Westinghouse Broadcasting Corp., Washington.

Elected to their first terms were Charles Tower, Corinthian Broadcasting Corp., New York, and Carl E. Lee, Fetzer Broadcasting Co., Kalamazoo, Mich.

Others nominated were Clair McCollough, Steinman Stations, Lancaster, Pa., former chairman of the NAB joint boards, and current chairman of the TV code board; Homer Lane, KOOL-TV Phoenix, and John C. Cohan, KSBW-TV Salinas, Calif.

Shown is the new TV board (seated l-r): Messrs. Marshall and Dille; (standing l-r): Messrs. Baudino, Brandt, Tower and Lee.

standing of the system will result "in a system that is more flexible and more useful, with profits and persuasion for all."

He drew a laugh from his audience when he suggested that the next surgeon general's report "may be on TV and health." He said individual viewers exhibit schizophrenic reactions to television—"distaste and fascination, guilt and satisfaction." He also said there is evidence of narcotic-type addiction. "When TV is withdrawn," he said, "there are gross physiological as well as psychological symptoms" in the viewer.

Dr. Watts briefly sketched a future of dazzling technical achievements by the television industry. He said work is progressing on a miniaturized, color set about the size of a woman's compact that would be cordless and operated by the heat from the human body.

At the other extreme, he said, homes in the 1970's would have television projecting eight-foot color pictures on the living room wall.

The home video tape recorder which is getting increasing attention in trade and general press, he indicated, is still not feasible. To be marketable, he said, such a recorder would have to be able to project a picture with quality equal to the best picture projected over the air, to record and play back in color and from a single reel of tape a one-hour program, and cost no more than \$500. He said no device has been built to these standards. RCA has been working on the problem for 10 years, he said.

But the device that appeared to intrigue him the most was the miniature color set. He conjured up a picture of youngsters walking the streets with them in their pockets, as they now do with transistor radios. Then he posed the problem communications scientists have always posed for the artists, sociologists and businessmen: When that day comes, he said, "You got something—I don't know what, but you got something."

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Radio exhibits its muscles

Sales potential demonstrated by Freberg, Malone; McLendon, Baxter, Dietz cite medium's potential

If there were any doubts that radio could be used as a highly effective sales medium to sell goods and sell itself, they were dispelled Wednesday (March 24) at the radio assembly of the National Association of Broadcasters.

Ted Malone, veteran radio personality and sound collector, and Stan Freberg, creator and producer of humorous radio commercials, demonstrated the versatility and flexibility of the medium.

The morning session also included a report of the All-Industry Radio Music License Committee, a panel discussion on radio's economic future and a report by the NAB's public relations department on effective use of PR tools.

Through tapes and the broadcasters' imaginations, Mr. Malone transported his audience around the world. He noted that the sound of London's Big Ben chiming the hour was familiar. But, he asked, did anyone know what Big Ben sounded like as it ticked away the seconds? The sound rang out loud and clear.

The imagery of radio, Mr. Malone said, has "incredible power."

Radio is not a "spectator sport" because the listener takes a role in everything he hears, Mr. Malone said. He urged the broadcasters not to sell radio short for "reality is radio's most important possession."

World Studio ■ Mr. Malone introduced tapes by Tony Schwartz, a program creator, who noted that the portable tape recorder has turned the world into a gigantic studio. And the sounds of this studio, Mr. Malone pointed out, don't have to be aesthetic, they can be highly commercial.

Mr. Freberg, commissioned by the Station Representatives Association to develop a series of five radio spots to sell radio, noted that the limits of the mind are the only restrictions to radio's creativity.

To demonstrate this he took his audience into an agency office, via-radio, and let them eavesdrop while he aurally took the water out of Lake Michigan and transformed it into the world's largest cup of hot chocolate, replete with whipped cream and a 500-pound marshino cherry.

The spots, with the theme "Who Listens to Radio? Only 150 million People, That's All," feature Sarah Vaughn. They will run in selected markets for eight weeks beginning April 5, with a second four-week flight in August.

The SRA campaign to sell radio with radio began 27 months ago and its target, according to Tom Harrison, Blair Co., was to eliminate the lack of growth radio had been faced with in national spot business.

Need For New Music Law ■ Robert T. Mason, WMRN Marion, Ohio, chairman of the radio music license committee, said it is mandatory that "some solution for music copyright problems" be found.

He said the committee has asked the American Society of Composers, Authors & Publishers for "a significant reduction" in fees.

On negotiations with Broadcast Music Inc., Mr. Mason said he is "opposed to any increase in rates" since broadcasters are "paying an adequate amount" for BMI music. He said BMI has agreed to renew on the old terms.

He reported that 1,150 stations had returned questionnaires on their dealings with the Society of European Songwriters, Authors and Composers and these will be turned over to an appropriate government agency. This is necessary, Mr. Mason said, because SESAC has imposed conditions that are "impossible to deal with."

In the three-man panel on radio's economic future, Gordon McLendon, president, McLendon Corp., Dallas, urged broadcasters to face the fact that radio is ill and they have to cure the illness. He said it can be cured "because the body is sound." Mr. McLendon emphasized the need for a single, national billing system and said the NAB should help to establish it.

He referred to radio's share of the national advertising budgets as "pathetically small" and told broadcasters that "objectivity" and "truth" could rectify this difficulty.

Jump in Billings Foreseen ■ Lionel Baxter, vice president for radio, Storer Broadcasting Corp., Miami Beach, predicted that radio time sales would reach the \$1 billion mark by 1969, but "with greater understanding of the importance of radio measurement" this goal could be reached in 1967.

Stephen Dietz, executive vice president of Kenyon & Eckhardt, New York, said it is not so much audience measurement, but "editorial vitality" that is important to a growth for radio. He said K&E is seeking to find a use of editorial measurement in radio since listeners must be able to use program content to



The outgoing and incoming chairmen of the National Association of Broadcasters radio code board find life isn't always serious at an NAB convention. Elmo Ellis (l), WSB-AM-FM Atlanta, congratulates Lee Fondren, KLZ-AM-FM Denver, as Mr. Fondren takes over the chairman's gavel.

distinguish stations rather than call letters.

Mr. Dietz said radio is "an intensely personal medium" whose great economic future lies in a human personality projecting information with "persuasiveness." Radio today simply has too many gimmicks and too much fun is poked at products, he charged.

Broadcasters who approach public relations as a "disaster plan . . . fire truck or fire extinguisher" have the wrong slant on the function of PR, John Couric, NAB vice president for public relations, declared.

He said public relations has to be treated "as a conscious management concept" that must be a part of the daily operating procedure. Once the goals of a station's PR program are de-

termined, it is up to management to see that employees are aware of it. The greatest plan in the world could be blown sky high, Mr. Couric said, by a "rude or surly telephone operator or a disk jockey who makes a jackass of himself in front of a group of teenagers."

He reminded his audience that "good will" is in the purchase price of a station and if "you were to decide to sell your station, you undoubtedly would put a high cash value on your own good will . . . good public relations today can add significantly to current profits, and at the same time, build a tremendous profit potential for the future."

Census may count UHF, color sets

A Census Bureau survey which will determine once and for all what the picture is for UHF and color is under serious consideration and is being supported by a powerful ally, the Advertising Research Foundation. This was disclosed by FCC Commissioner Robert E. Lee at the FCC panel at the convention last week (see page 58).

If all goes well, Census Bureau interrogators in August will seek to determine just how many UHF and how many color receivers there are in the hands of the American public. The questions will be made a part of the Census Bureau's monthly population survey which encompasses 32,000 households in 357 major areas. The monthly survey is primarily for labor force data, but other questions are also included.

If the survey includes the UHF and color questions—and that must be determined by a pre-test which may be made next month—results will become known anywhere from two to five months after the survey date. The survey, which is principally made door-to-door, but includes some telephone checks, is made the third week of each month.

Mr. Lee's announcement was based on a report by Adam Young, president of the station representative firm of that name and who is chairman of the research committee of the Committee for All-Channel Broadcasting (CAB), that the Advertising Research Foundation has agreed to lend its support to the move to get the questions on the Census Bureau's questionnaire.

ARF's Ingrid Kildegaard acknowledged only that the survey on UHF and color TV is in "the talking stage" and that they are trying to see "if it can be worked out" with the Census Bureau.

From other sources it was learned,



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however, that A. Ross Eckler, director of the Census Bureau, told the FCC earlier this month that the bureau would be glad to undertake the survey if a pre-test shows that it can be done without disrupting the main purpose of the monthly survey. He estimated that the job would cost \$40,000.

The pre-test, it's explained, is necessary to determine whether the question on UHF, for example, simply may be asked of those interviewed, or whether the interviewer must physically check the receiver to determine whether or not it is UHF.

The \$40,000 will be underwritten, it's understood, by the three television networks, the National Association of Broadcasters, and the Television Bureau of Advertising.



Shown getting together before the presentations and entertainment at the Broadcast Pioneers dinner last Tuesday are (l-r): Senator Warren G. Magnuson (D-Wash.), Mrs. Magnuson,

Jack Benny and Judge Robert Burton, Pioneers president and president of Broadcast Music Inc. Senator Magnuson and Mr. Benny received citations from the Pioneers.

Magnuson, Pastore get Pioneers' citations

More than 2,000 people attended the 24th annual Broadcast Pioneers dinner Tuesday night (March 23) in Washington and heard Robert J. Burton, president of Broadcast Music Inc. and president of the organization, plead for

continuance of "free enterprise" broadcasting in the United States.

They also heard Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, refer to broadcasting and government as a "partnership."

The Pioneers' Hall of Fame award,

made annually since 1950, went to the late Herbert C. Hoover. The presentation was made by Judge Burton and acknowledged by Frank E. Mason, former executive of NBC and of the former International News Service and a personal friend of the late President's.

Special citations were made to Senator Magnuson, Senator John O. Pastore (D-R. I.), chairman of the communications subcommittee of the Senate Commerce Committee, and to Jack Benny and George Burns.

Messrs. Benny and Burns were featured as part of the entertainment, as was operatic star Roberta Peters. Nelson Riddle conducted an original overture, written for the dinner.

Changing hands . . .

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 112).*

■ KUDL Fairway, Kan.: Sold by H. Scott Kilgore and associates to Eugene and Carol Burdick with William L. Zimmerman for \$550,000. Mr. Zimmerman is general manager of KUDL. KUDL is on 1380 kc with 5 kw day and 500 w night.

■ KsJB Jamestown, N. D.: Sold by James M. Pryor Jr. and associates to Edgar Daniel Crilly for \$367,500. Mr. Crilly is with sales staff of Conover-Nast Publishing, New York. KsJB is fulltimer on 600 kc with 5 kw.

■ WKLC St. Albans, W. Va.: Sold by John J. Cote, Robert A. Entley and associates to John J. and Virginia Cote with David L. and Catharine C. Rike Jr. for \$200,000. Mr. Cote has interest

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in WOHP Bellefontaine, Ohio, and KTUC and KFMM(FM) both Tucson, Ariz. WKLC is on 1300 kc with 1 kw day.

▪ WOHP Bellefontaine, Ohio: Sold by John J. and Virginia Cote with David L. and Catharine C. Rike Jr. to Joseph J. Cote Jr. and associates for \$160,000. WOHP is daytimer on 1390 kc with 500 w.

▪ KKIT-AM-FM Taos, N. M.: Sold by Jack W. Hawkins and associates to Stephen A. and Barbara Machcinski for \$125,000. Mr. Machcinski had interest in WICC Bridgeport, Conn.; KRAK Sacramento, Calif., and Adam Young Inc., New York radio and TV rep firm. KKIT is on 1340 kc with 1 kw day and 250 w night while KKIT-FM is not yet on the air.

▪ KFMM(FM) Houston: Sold by James R. Corry to J. G. Bertman Jr. and associates for \$125,000. KFMM is on 97.9 mc with 10.5 kw. Mr. Bertman is Texas businessman.

New TV stations

As of March 25 there were 107 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's. 60 were commercial UHF's, 5 were educational VHF's and 22 were educational UHF's.

FCC told to accept all Mt. Holly applications

In a two-to-one unsigned opinion, the U. S. Court of Appeals in Washington told the FCC to accept an application by West Jersey Broadcasting Co. and any others that want to apply for a standard broadcasting station in Mount Holly, N. J.

West Jersey had applied for 1460 kc in that New Jersey city during the interval between the time the same court remanded the permit of John J. Farina for the same facility in Mount Holly for further consideration by the FCC and the commission's proposal to rescind its grant to Mr. Farina and make a new grant to William S. Halpern and Louis N. Seltzer (BROADCASTING, Dec. 14, 1964).

NAB lists 22 new radio code members

The code authority of the National Association of Broadcasters has released its monthly list of additions and subtractions from the radio code. There were 22 stations added to the code roster and 15 deleted during the Jan. 15-Feb. 15 period. Four TV stations also were added to the TV code mem-

BROADCASTING, March 29, 1965

FCC not letting TV overshadow radio—Henry

FCC Chairman E. William Henry paid an unscheduled visit to the Tuesday morning Radio Management Conference at the NAB convention in Washington.

"I have a guilty conscience," he told the assembled radio people. "I'm not mentioning you in my speech today." But, television seems to get top billing, he added, because its problems are of more interest to the public.

The commissioners, he said, spend a lot of time on radio problems,

though their public speeches may not indicate it. He said he thought radio could expect commission action soon on requested waivers of the AM-FM duplication rules. "There won't be many waivers granted, but the ones that are should provide you with some guidelines."

The commission is also "getting closer to a decision on uniform sign-on time for daytime stations." But, he thought, it will not be a blanket ruling and will be limited in its effect because of interference problems.

bership in the period.

Stations added: WRMN-AM-FM Elgin, Ill.; WWDR Murfreesboro, WTOE Spruce Pine, WVOT-AM-FM Wilson, all North Carolina; KDXI Mansfield, La.; KOFE Pullman, Wash.; KBRR Leadville, Colo.; KFAB-FM Omaha; WDXL Lexington, WKBK Milan, WFWL Camden, WKTA (FM) McKenzie, all Tennessee; WGPR (FM) Detroit; WXTO(FM) Grand Rapids, Mich.; WHBC-FM Canton, Ohio; WWHO(FM) Jackson, Miss.; KNIA Knoxville, Iowa; WDKD Kingstree, S. C.; WKAJ Saratoga Springs, N. Y., and

WAXU Georgetown, Ky.

Stations deleted: WONE-AM-FM Dayton, Ohio; KSO Des Moines, Iowa; WAUK-AM-FM Waukesha, Wis.; WMIX-AM-FM Mount Vernon, Ill.; WSAR Fall River, Mass.; KVWO-AM-FM Cheyenne, Wyo.; WHFS(FM) Bethesda, Md.; KMRE Anderson, KUBA Yuba City, both California; KUDI Great Falls, Mont., and WBRT Bardstown, Ky.

The four new TV code members are: WKBD(TV) Detroit; KHTL-TV Superior, Neb.; KHVH-TV Honolulu, and KHVO-TV Hilo, Hawaii.

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Gear sales boom at NAB convention

Some examples: RCA sold over \$7 million, Ampex rang up \$2.84 million during week

Exhibitors who displayed their wares for four frenetic, busy-selling days at the National Association of Broadcasters' convention last week in Washington were, as one put it on Wednesday afternoon, tired—but happy.

Tired, because the 9 a.m. to 7 p.m. showings (one day it was until 9 p.m.) were long, arduous and busy; happy because at last week's convention, for the first time in many years, business sparkled.

Every exhibitor agreed that business was better at this meeting than at any time for the last few years. Some said it was the best sales-producing convention at which they had ever exhibited. None was disgruntled at the lack of earnestness by both management and engineering broadcasters. Shopping for equipment was the order of the day—for color-TV cameras and color film and slide chains; for black-and-white cameras, for switching units with special effects devices, for automated, virtually unmanned radio station tape and cueing gear, for community antenna equipment.

As one manufacturer said, happily and exhausted: "This has been the best

ever."

Sarkes Tarzian Inc., showing a line of black-and-white TV apparatus, sold \$300,000 worth of equipment, "much above what we usually do at these meetings," according to Neff Cox Jr., broadcast division merchandise manager.

CCA Electronics Corp. sold all three of the transmitters on exhibit (one 10-kw FM, a 1-kw and a 5-kw AM) Bernard Wise, president, reported.

Filmline Corp. sold both film processors on display, about \$10,000 worth of business.

The major exhibitors were just as rhapsodic in relating their successes at the convention:

E. C. Tracy, RCA, said the response in business to the RCA exhibits was "perfectly tremendous." Over 70 commitments were made for the four-channel color vidicon film chain alone, he stressed. Overall, more than \$7 million in RCA equipment was sold at the convention, it is understood, a 30% boost over the sum spent by broadcasters with RCA last year.

Harry E. Smith, GE, said "we experienced tremendous acceptance" at

the show. Attendance at the GE exhibits "exceeded all previous years," he said. So high was the interest and demand for the GE four-vidicon film chain, Mr. Smith said, that GE is increasing its rate of production and expects to have over 400 of these chains installed at stations and networks by September of this year when the 1966 program season starts.

Ampex did \$2,840,000 worth of business, reported Jackson V. Miller, Ampex promotion manager, who added that Ampex salesmen reviewed the show as "slightly fantastic."

The Ampex major sales item, Mr. Miller said, was the VR-2000 TV tape recorder, selling at around \$75,000 each. Six of these were sold, as well as 11 VR-1100s. Nine Marconi Mark IV TV studio cameras (five to one broadcaster) were also sold.

Visual Electronics' James B. Tharpe reported that a dozen broadcasters ordered the Norelco Plumbicon color camera (\$57,000 each with three tubes) and that the interest in these Philips-developed cameras was so great, production was being doubled at the Mt. Vernon, N. Y., and Eindhoven, Netherlands, plants. Mr. Tharpe also said that 20 broadcasters signed contracts to purchase what Visual calls its "Al-lenized" video-tape recorders (\$60,000 minus \$10,000 for old recorder).

Technical topics . . .

Display converter — International Telephone and Telegraph Corp., New York, has developed a new large-screen TV display converter to be used with its

Color cameras prove hot engineering topic

The battle of color cameras moved from the exhibit floor to an engineering panel on one occasion during the convention and the equipment engineers talked to broadcast engineers, the men who tell their managers what to buy, and where to buy it.

Robert T. Cavanagh, Norelco chief, plumped hard for the Plumbicon, the color tube developed by Philips of Eindhoven, Netherlands, and which was one of the focuses of interest of the equipment side of the convention. He cited its sensitivity, its stability, its ability to maintain color characteristics even in low light levels, and its size (160 lbs.

with 10:1 zoom lens).

But the Norelco camera's lack of a fourth black-and-white tube for the monochrome channel was attacked by other members of the panel: Albert W. Malang, Whitaker (which distributes EMI cameras in the U. S.); R. E. Putnam, GE, and H. N. Kozanowski, RCA.

Points made by the antagonists: Black-and-white transmissions "are going to be around for a long while yet," therefore the inclusion of a monochrome channel in a color system is very significant to a broadcaster. Also the black-and-white channel helps sharpen the color picture on color receivers.

Norelco will have a four-tube Plumbicon camera soon, Mr. Cavanagh replied.

In a post-convention Visual Electronics seminar, both the black-and-white Plumbicon and the color Plumbicon were subjected to rigorous tests. A photographer shot a flash bulb directly at the lens of the monochrome Plumbicon; after a moment of total whiteness, the picture on the monitor returned with no distortion, no halo and no burn-ins. A color Plumbicon was aimed at a light bulb several times; each time it was re-aimed at another object, again with no distortion, no halo and no burn-in.

Videx telephone TV system. The Videx enables still photographs, advertising material, weather maps, and a variety of other data to be transmitted in a few seconds between any two points connected by telephone wire.

In the air ■ Construction has begun on a new transmitter building and tower for WLIB New York, at the station's newly purchased 30-acre tract in Lindhurst, N. J. The new facilities are part of the Negro-oriented station's increase in power from 1 kw to 10 kw.

Seeks exemption ■ Three more broadcasters have asked the FCC for exemption from its new AM-FM nonduplication rule which goes into effect Oct. 15 (BROADCASTING, March 15). Requesting the relief were RKO General's WNAC and WRKO-FM, both Boston, and Cleveland Broadcasting Inc.'s KFAC-AM-FM Los Angeles and WERE-AM-FM Cleveland. WNAC-WRKO-FM and WERE asked exemption for their current license terms; KFAC seeks relief from its next license term as well.

Station group still opposes more power

The controversial issue of "superpower" for certain clear-channel radio stations was again the principal subject of the annual meeting of the Association on Broadcasting Standards last week in Washington.

The group also reviewed the status of the proposal currently before the FCC to permit presunrise operation by daytime broadcasters. The association has strongly opposed both issues since it was formed in 1962.

The ABS's technical committee, headed by Jay Wright, KING-TV Seattle, voted to expand its skywave propagation measurement program which was initiated last year on a pilot basis. The program explores the characteristics of skywave of standard daytime stations and their relationship to superpower operations.

During ABS's membership meeting, it was noted that 26 state broadcaster associations have submitted resolutions to the FCC and various state congressional delegations opposing the adoption of the 500-750 kw power experiment for clear-channel stations.

The association has compiled the resolutions in a brochure entitled "The Growing Outcry Against 'Superpower': 4,000 local community radio stations or 12 distant superpower giants." The brochure will be distributed to the FCC and various members of Congress.

The ABS re-elected all of its present officers: E. K. Hartenbower, KCMO Kansas City, president; George Comte,

WTMJ Milwaukee, vice president; Andrew G. Haley, general counsel; Frederick Houwink, WMAL Washington, treasurer, and George Dietrick, executive director-secretary.

Newly elected to the association's board of directors were Clair R. McCollough, Steinman Stations; Carter M. Parham, WDEF Chattanooga, Tenn.; A. Louis Read, WBSU New Orleans, and Richard O. Lewis, KTAR Phoenix.

CCBS cites need for better service

The need for improvement in the signal strength of clear-channel skywave service was discussed Sunday (March 21) at the annual meeting of the Clear Channel Broadcasting Service. Session took place in Washington in connection with the National Association of Broadcasters convention.

Roy Battles, director of CCBS, underscored the urgency for such technical improvement by pointing out that the clear-channel skywave service is the only AM nighttime service available to residents and travelers in well over 50% of the nation's land area.

In addition to the report from Mr. Battles, the CCBS meeting heard progress reports from R. Russell Egan, legal counsel; John H. DeWitt, WSM Nashville, chairman of the engineering committee, and A. W. Herman, WBAP Fort Worth, who discussed the association's financial condition.

The meeting also paid tribute to Mr. DeWitt for his many years of service as chairman of the engineering committee. Mr. DeWitt was replaced, at his own request, in that capacity by Clyde

Haehnle, Crosley Broadcasting Corp., Cincinnati.

Edwin W. Craig, WSM Nashville, and Harold Hough, WBAP, were reelected chairman and treasurer, respectively, of CCBS.

Re-elected to the executive committee were Ward Quaal, WGN Chicago, and Victor A. Sholis, WHAS Louisville, Ky. Newly named to the committee were John Murphy, Crosley Broadcasting Corp., and George Wagner, KFI Los Angeles.

James D. Shouse, long a member of the CCBS executive committee, was voted a meritorious tribute upon the occasion of his retirement from association activities. Mr. Shouse, while retaining his board of director responsibilities at Crosley Broadcasting Corp., has retired from other areas of broadcast activity.

CCBS is an association of independently owned class I-A stations organized 31 years ago to assist member stations through group action to better serve the purposes for which clear channels are designated.

RKO General may make sets

RKO General Corp., through its parent company, General Tire & Rubber Co., may enter the TV and radio set manufacturing business, if its offer to purchase 53% of Fleetwood Corp. of Canada is accepted. Fleetwood makes TV and radio receivers and phonographs. The \$7 million offer (\$20 a share) was made by RKO Distributing Corp. of Canada Ltd., a subsidiary of RKO General Corp. RKO General recently acquired an interest in the Schenectady (N. Y.) *Union-Star*.

January set sales up in '65

Distributor sales of monochrome television sets in January 1965 were up 7.4% from the same month in 1964, but down 22.1% from the December 1964 peak, the Electronic Industries Association reported.

Sales of radio sets (excluding auto sales) also were up in January by

27.2% over the January 1964 figure, but down 53.3% from the December 1964 number.

Production of both color and black-and-white TV rose slightly over January 1964, but dropped by 20.2% from the December, 1964 high point.

Period	Television SALES		Radio	
	Monochrome	Color	Total	FM
Jan. 1965	632,009	—	693,005*	—
Jan. 1964	588,555	—	544,815	—
		PRODUCTION		
Jan. 1965	617,297	127,757	1,702,125**	188,599
Jan. 1964	642,080	88,977	1,413,293	151,343

*Excludes auto radios.

**Includes 781,009 auto units compared to 700,848 in same month in 1964.

Space project indebted to radio

Engineers pay tribute to interrelationship between broadcasting developments and successful program

The contribution of television and radio to the space program provided a dominant theme at the annual convention of the Institute of Electrical and Electronics Engineers in New York last week.

In papers presented at institute sessions and in exhibits by leading electronic companies, the interrelationship of TV-radio and the space effort was unmistakably evident.

An estimated 65,000 specialists in electronics and electrical engineering attended the five-day program of technical papers and the four-day show and exhibit that started Monday (March 22) at the New York Coliseum and the New York Hilton Hotel. The convention drew registrants from 40 countries throughout the world.

Eighty technical sessions were held at which more than 350 papers were delivered. The papers covered new developments in almost every field and phase of electrical and electronics engineering.

More than 100 exhibitors displayed an estimated \$20 million worth of the latest equipment, most of it for the first time. The exhibits, demonstrating products ranging from tiny microelectronic circuits to huge antennas, were said to make up the largest technical exhibition ever staged anywhere in the world.

Sony's Color ■ The Sony Corporation of America, New York, for example, displayed a closed circuit line sequential color system featuring the Sony single-gun chromatic tube, in place of the standard three-gun color chromatic now in closed circuit use. Reception on a monitor shown at the IEEE was clear, with sharp color contrast and good resolution.

The system requires no monitor color

reception controls, using the same type of contrast control found on black-and-white sets. Sony will market the new system in Japan later this spring, but as yet the company has not set a distribution date for the U. S.

CBS Laboratories had on exhibit two products of the space age. One is a miniature voice recorder, which was used on last week's Gemini flight to record and time-correlate the report and observations of the astronauts. The other is RecontRon, a device that is being used to stabilize the Mariner IV spacecraft during its eight-month voyage to Mars, ending in mid-July.

RCA demonstrated three versions of its new "hi-lite" color TV picture tubes which, company officials said, provide better reds and natural reproduction of the color spectrum. In the space age component exhibit, RCA displayed 28 different projects that use a variety of electronic devices ranging from thimble-size tubes to the electronic "eyes" of moon TV cameras.

Tubes for Gemini ■ Also on display were the cathode ray tubes used in the Gemini capsule. The tube was designed by Thomas Electronics Inc. and is being supplied by Thomas to the General Electric Co., Link Division of General Precision Inc. and Farrand Optical Co. It was said that the tube provides a picture with more than two and a half times the detail of a home TV receiver.

Sylvania Electric Products announced that it is developing electronic display instruments using new light sources to help Apollo astronauts to land safely on the moon. The instruments will consist of five numerical digits displayed on a two-by-four inch flat surface.

GE had on display its latest line of ceramic and traveling wave tubes,

among other items.

The Raytheon Co. displayed its new broadcast/communications triodes and tetrodes plus UHF planar triodes and special purpose vidicons.

Westinghouse Electric Corp. displayed a long line of TV-radio products, including television picture tubes, image orthicon tubes, microwave test equipment and various types of rectifiers.

During a panel discussion, FCC Executive Director Curtis Plummer said the commission has been using an electronic computer on an experimental basis for UHF frequency allocations, but this has been "very expensive."

Mr. Plummer, speaking at a seminar which touched on technical phases of "radio spectrum utilization as national problem" was joined by Richard P. Gifford, general manager of the communications production department, General Electric Co., New York; William E. Plummer and Ralph L. Clark, respectively, chief, frequency management division, and special assistant to the director, Telecommunications Management Office of the President, and Henry Randall, staff assistant, office of assistant director (communications and electronics), Department of Defense. A need was expressed for a way to find new utilizations of the spectrum in view of advances in military electronics.

Mr. Plummer stated that the computer had been used experimentally in allocating UHF frequencies. The cost has been high, but it has saved time, he said. He added the computer's primary use is in processing applications—about 30,000 citizens radio, amateur radio, restricted operators applications a month.

Mr. Plummer also stated that it was the FCC's policy to "continually update" its rules and standards, but that in making innovations, the FCC "was always bucking entrenched investors."

Papers Read ■ Papers on space communications techniques were delivered by a group of speakers including Frederick Jelinek, Cornell University; R. R. Cagnon and S. D. McCaskey, TRW Technology Laboratory, Redondo, Calif.; and E. M. Davis, Sylvania Electronic Systems Division of Sylvania Electric Products, Williamsville, N. Y.

A session was held on Friday on the subject of television systems.

Nine awards were presented during the convention. The three major awards were the Edison Medal, given to Dr. Walker L. Cisler, board chairman of the Detroit Edison Co., for "technical achievements extending over a period of years"; the Lamme Medal to Dr. A. Uno Lamm, electrotechnical director of ASEA, Vasteras, Sweden, for "meritorious achievement in the development of electronic apparatus" and the IEEE

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educational medal, to Professor Hugh B. Skilling of the department of engineering, Stanford University, for "out-standing contributions to engineering education."

Other awards presented were the Harry Diamond Memorial Award to George J. Thaler, U. S. Naval Postgraduate School, Monterey, Calif., Morris N. Liebmann Memorial Award to William R. Bennett Jr., Yale University; Vladimir K. Zworykin Award to Norman F. Fyler, Litton Industries, San Carlos, Calif.; W. R. G. Baker Award to D. C. Youla, Huntington Station, N. Y.; the Browder J. Thompson Memorial Award to Steven R. Hofstein, RCA Laboratories, Princeton, N. J., and Frederic P. Heiman, Princeton, N. J.; and the institute student award to Frederick J. Chang, Flushing, N. Y.

Other exhibitors with broadcast products on display were the Bendix Corp., Collins Radio Co., Dage-Bell Corp., E. I. Du Pont de Nemours & Co., Eastman Kodak Co., Fairchild Dumont Laboratories, ITT, The 3M Co., Philco Corp. and Reeves Instrument Co.

Is drop-in issue a closed subject?

FCC Commissioner Kenneth A. Cox chided his colleagues last week on their rejection of ABC's latest UHF drop-in plan to equalize competition among the networks (BROADCASTING, March 22).

The commission, in a letter released last week, said the plan was not feasible but offered to discuss the matter further. But the FCC's action, Commissioner Cox said, actually closes the door to further discussion.

"I see no use in trying to maintain the illusion that the commission is going to do anything at all," he said, in a statement accompanying the letter to ABC. The commissioner was a strong supporter of the commission's original plan to drop VHF channels into seven markets to aid ABC's competitive position and provide a third VHF station for those markets.

ABC had suggested as an alternative to that plan a proposal affecting the top 18 markets having less than three-VHF service. ABC trails CBS and NBC in VHF affiliates in those markets.

ABC proposed that where UHF's in those markets cannot get a network affiliation, the commission provide for dual UHF-VHF operation or move in a VHF channel to assure a third network service.

ABC originally discussed a market-sharing plan, which would have required the other networks to give up VHF affiliations for UHF's. But ABC said that because of the determined op-

position of CBS and NBC it appeared that such a plan would not be adopted.

The commission told ABC the market-sharing proposal did not appear "feasible" and that the commission majority continues to feel that adding VHF channels to the markets would not be in the public interest. The commission rejected the original VHF drop-in proposal largely because of concern over the possible adverse impact on UHF development.

Commissioner Cox, however, noted that the commission did not explain why it felt the market-sharing plan was not feasible. He added the commission majority, after rejecting the original drop-in proposal, discussed with the three networks various alternative proposals for equalizing competition among the networks and extending network service.

He noted that ABC has expressed willingness to affiliate with a UHF station in the so-called "scarcity" markets but that CBS and NBC have refused. Thus, he said, ABC has attempted to explore possible alternatives "but . . . always comes to a dead end. Unless the majority has some notion of what can be done to improve the situation," he added, "I see no use in trying to maintain the illusion that the commission is going to do anything at all."

Temporary eligibility standards set by SBE

A proposal to incorporate the year-old Society of Broadcast Engineers and the adoption of temporary membership eligibility standards were unanimously approved during the organization's second annual meeting last week in Washington.

Attending the meeting were approximately a hundred of the society's 312 engineer-members. It was noted that at the same time last year, when the organization was just getting underway at the National Association of Broadcasters convention in Chicago, there were only 25 members.

At last week's meeting, which was conducted by the society's new president, John H. Battison of Annapolis, Md., a consulting engineer, the members voted unanimous approval to incorporate the society under the laws of the District of Columbia. Less unanimous, however, was the proposal that engineers applying for membership be required to maintain a first-class license.

Those opposing this eligibility requirement pointed out that there are many highly skilled engineers who would otherwise be eligible but who don't hold first-class permits because

their jobs don't require it.

As a result, no minimum eligibility standard was established, but SBE's admissions committee will review each application and judge each applicant on experience, skill and knowledge in the engineering field.

It was also explained that applicants for active membership would be accepted from the fields of community antenna television, microwave operations and telephone company engineers. A membership drive will be initiated shortly, according to Mr. Battison, and information relating to the society and its goals can be obtained by writing: The Society of Broadcast Engineers Inc., P. O. Box 1841, Annapolis, Md.

New officers elected for 1965, in addition to Mr. Battison, president, are: Charles Hallinan, WKOP-AM-FM Binghamton, N. Y., executive vice president; Robert Houston, WEAM Arlington, Va., executive secretary; and A. W. Kramer of Defuniak Springs, Fla., a consulting engineer, treasurer.

Newly elected to the board of directors are Hugo Bondy, WAGA-TV Atlanta, southeast; Kenneth Benner, KOPR Butte, Mont., northwest; Al Browdy, KCOP(TV) Los Angeles, west, and Ben Wolfe, Westinghouse Broadcasting Co., New York, east.

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Toronto pay TV ends; to move to Montreal

**International Telemeter to license its wired
fee system to existing cable-TV system**

International Telemeter's wired pay-television operation in Toronto, will end its five-year-old service there April 30. Telemeter, a Paramount Pictures subsidiary, is negotiating to license its pay-TV system to a group of Montreal businessmen who plan to use it on an existing community antenna system in that city.

The group is headed by David Campbell, president of Cable TV Ltd. which operates the Montreal CATV service. Mr. Campbell told BROADCASTING last week that negotiations with Telemeter were under way. He said an announcement could be expected within 30 days on the other principals in the group and their operational plan for Montreal.

Another source said the principals would include a large Canadian radio company and two motion-picture exhibitors.

The Montreal CATV is said to be among the largest in North America with some 25,000 subscribers and a potential of about 120,000 homes.

Cable TV Ltd. is owned by Mr. Campbell, United Amusement Corp. (Montreal theater owners) and Famous Players Canadian (51% owned by Paramount). Each holds approximately one-third interest in the company.

Telemeter's Toronto operation (in suburban Etobicoke) started on Feb. 26, 1960, with three-channels and has provided uninterrupted service since then.

It was understood the Etobicoke system had never turned a profit and has been considered an experimental operation by Paramount. The Etobicoke system has been technically successful. Reportedly officials of the company now feel Etobicoke was not especially well suited for pay-TV penetration. Staple attraction over the Etobicoke wires has been games of the Toronto Maple Leafs hockey team. Famous Players Canadian, which operated the system, had a five-year contract with the hockey club which was not renewed.

Service Optional ■ Informed sources

made it clear that pay service would be optional to the present CATV subscribers in Montreal, and that they would not have to take the service or leave the wire system altogether.

It was reported that Telemeter has special transistorized equipment available which will make the pay system compatible with the CATV service. The Montreal cable has a nine-channel capacity, only one of which will be used for pay service.

At its peak the Toronto system had penetrated around 5,800 homes but more recently subscription had slipped to about 2,500. Subscribers activate service on the Telemeter system with a coin operated box connected to the TV set. In addition to per program charges, they paid \$15 yearly.

Currently Etobicoke subscribers pay \$1 or \$1.25 for new feature films, hockey games cost \$1.50, up from previous charges of \$1 and \$1.25. The increased prices for hockey did not affect viewership of the games, according to Paramount officials. The expected monthly revenue of \$10 a month

Cigarette ad ban possible

Canada may ban cigarette advertising on television, Canadian Health Minister Judy LaMarsh has hinted in a speech at Ottawa. She said that because much cigarette advertising originates on U. S. stations seen in Canada and in U. S. publications, Canada may not have sufficient control of such advertising, but "if our health education efforts in this (anti-smoking) program do not prove as effective as we hope, we may in future have to give consideration to a policy similar to the one just adopted in Great Britain—a ban on television advertising of cigarette smoking."

from subscribers was seldom reached and recently has averaged a reported \$2 a month.

It is understood that Paramount officials hope to transfer the in-home equipment which had been used in Toronto to the planned Montreal operation. Mr. Campbell indicated last week this was by no means definite, and that in fact "new model" coin boxes were under consideration.

Telemeter has licensed groups in four southern U. S. cities—Atlanta, Houston, Dallas and Miami—to use its pay system. There have been reports that these groups were moving ahead quickly with plans and have made arrangements with the telephone company to begin wiring systems early next year. Last week, however, FCC Commissioner Lee Loevinger said his information was that these systems would probably not get off the ground (see page 58). Paramount officials in New York said they had heard no such reports.

International Telemeter recently filed a complaint in superior court in Sacramento, Calif. challenging the constitutionality of the result of the California referendum last November outlawing pay television in that state.

New union formed for theatrical workers

A new labor organization, the International Secretariat of Entertainment Trade Unions, has been established with 32 unions in 18 countries as members. It represents a total of 632,000 workers in radio, TV, motion pictures and the theater, including both performers and staff employees.

At the organizational meeting in Brussels, Belgium, T. L. Littlewood, general secretary of the British Association of Broadcasting Staffs was elected president of the ISETU. Americans elected to the executive board include: Hy Faine, American Guild of Musical Artists; Donal Conway, American Federation of Television and Radio Artists; Herman Kenin and Stanley Ballard, American Federation of Musicians, and Richard Walsh, International Alliance of Theatrical Stage Employees.

The ISETU announced as its main purpose the undertaking of joint international action to secure the observance of satisfactory terms and conditions of employment of entertainment workers throughout the world. And secondly, to set up machinery for consultation and negotiation with other international organizations of employes and employers.

Is Australian radio belittled?

Commercial broadcasters launch research project; observe U.S. methods

A research program aimed at measuring Australian radio's total audience and eventually setting up new patterns for the measurement of radio listening is currently going into the field-work stage.

W. H. Stephenson of 2SM Sydney, a member of the governing council of the Federation of Australian Commercial Broadcasters and chairman of its research committee, said that Australian broadcasters—like their counterparts in the U. S., where a similar all-radio measurement search is under way—feel that current measurement systems seriously underrate radio's audience, inhibiting time sales.

Mr. Stephenson said it was his view that the Australian radio audience is at least 30% undermeasured by existing ratings systems. Mr. Stephenson has been a leader in setting up the test project and has followed U. S. ratings developments closely. He was at the NAB convention in Washington last week as an official observer for FACB.

Two Chosen ■ Bids submitted by two research firms were accepted by the FACB for tests to be conducted to meet specifications developed by Mr. Stephenson's committee in cooperation with the Association of Advertising Agencies of Australia and other interested organizations.

The firms, Anderson Analysis of Broadcasting and Marplan Pty. Ltd., were chosen from eight research organizations invited to bid on the project. Anderson Analysis is one of the two major commercial survey organizations currently offering ratings services. It uses the diary system. The other major current service is that of McNair Surveys, which uses the aided-recall personal interview method. Marplan is a branch of the Interpublic Group, of the U. S.

In the FACB project both Anderson and Marplan proposed to use the diary research technique. The FACB specifications, which left the bidders free to use whatever system they thought best, included:

- The test should cover the total listening of a sample of at least 1,000 persons in Melbourne and at least 1,000 in Sydney.

- Results should be broken down to



Cocktail party to express thanks of Federation of Australian Commercial Broadcasters to NAB and all U.S. commercial broadcasters for courtesies to Australian broadcasters who visit this country was one of the NAB convention sidelights. Party, held Sunday (March 21), was arranged by W. H.

Stephenson (l) of 2SM Sydney, a member of FACB's governing board, last year's senior vice president and current chairman of FACB's measurement subcommittee. Mr. Stephenson is shown here with FCC Commissioner Rosel H. Hyde (c) and NAB President Vincent T. Wasilewski.

show listening habits in three different economic groups: high income, middle income and low income.

- Listening should also be shown by sex and by six different age groups: 12-17 years, 18-24, 25-34, 35-44, 45-54 and over 54.

- Cumulative data should be supplied on (1) the number of people who listen each day, and (2) the number who listen in the course of a week. This information should be broken out for six different periods of the day.

- All work must be subject to independent audit.

Mr. Stephenson said the data would be compiled on a station-by-station basis but would not be made public. It will be used by Mr. Stephenson's committee in developing recommendations for further action.

Mr. Stephenson said he was hopeful that the project would prove to be a "break-through," leading to replacement of current ratings patterns by more complete measurement of listening wherever it occurs.

The Timetable ■ The Anderson survey, to be conducted in Sydney, was getting under way last week. Mr. Stephenson said results may be available by the end of May. The Marplan test will be in Melbourne in September, with results expected by October or November. The surveys will cover a total of one week in each market.

Mr. Stephenson said that although the specifications require a minimum sample of 1,000 persons in each market, both companies felt 1,500 would be needed for accurate demographic breakdowns.

FACB was said to be underwriting the tests with the largest appropriation it had ever made for listening research.

Satellites to bring greater challenges

Leonard H. Marks told an Association for Professional Broadcasting Education luncheon Sunday (March 21) that broadcasters "do not operate in a vast wasteland" but rather inhabit a "cultural oasis." The APBE session was in conjunction with the National Association of Broadcasters' Washington convention.

Mr. Marks, a director of Comsat and a Washington communications attorney, told the group that the American system of broadcasting is equal to if not superior to that of any country in the world. Adding that even though the American people never lack for news, talk, discussion or entertainment by radio or TV "there is always room for improvement and for inspired, creative thinking. We must never become self-satisfied, but must always strive to improve. We must never fear to experiment with the new and the novel."

The use of communications satellites has opened a new era in broadcasting, Mr. Marks stated, adding that it is necessary that broadcasters exercise original thinking if the full use of global communications is to be established.

The Comsat official said that it is the responsibility of American and European broadcasters to educate and inform the less developed nations of the world by fully utilizing the global communications system. "The engineers have done their job," he said, "now it is up to you, the broadcasters and communicators of the most advanced country in the world, to share the technology with our less fortunate neighbors."

Global TV network is target of symposium

With a tremendous spirit of enthusiasm representatives from 23 nations met in Washington last week to establish a worldwide television communications network.

The meetings, held under the sponsorship of ABC International Television, were the result of five years of discussion and planning among independent stations and station groups on the possibility of establishing a world network. Now 53 stations from 23 nations are in the project.

The key resolution passed at this first meeting was the establishment of the Worldvision Corp. "which will explore investment opportunities in international broadcasting, with a special eye toward developing new television association and the production of its national programing."

The uses and accessibility of communications satellites was highlighted in a resolution that called for a "clarification of the conditions of satellite usage as soon as possible so that plans may be made for their widest use."

Programing, its various types and how they could be exchanged, was also discussed. A Worldvision News Report was established with each nation asked to submit events for distribution. A report on national sporting events was asked to be submitted to ABC International headquarters in New York. A third aspect of programing, music, was described as the "international language" and the exchange of musical programs was stressed.

Take a Poll ■ To implement the quickest possible exchange of pro-

grams within the network, the group voted to survey communication facilities and connect "television of each Worldvision nation with its neighbor and, eventually, with a global network."

The Worldvision Corp., which will donate a certain amount of any profits it may obtain to educational programing and reducing worldwide illiteracy, acknowledged the importance of the commercial aspects of television. The participants resolved that the stations "unite in the promotion of commercial use of TV by an increasing number of internationally minded advertisers and local advertisers around the globe who have never tested the power of the medium." To achieve this they will consider a "trial association" in the Television Bureau of Advertising.

The group's concern with the quality of advertising led to its establishing a program of exchanging sales and marketing trainees.

Elected chairman of the Worldvision Corp. organizing committee was Diego Cisneros, chairman of Corporacion Venezolana de Television S. A. Others invited to be members of the committee were: R. K. Murdoch, chairman of directors, News Ltd. of Australia; Romulo O'Farrill Jr., director and vice president of Telesistema Mexicano S. A., in charge of administration and techniques; John Bassett, president of Baton Broadcasting Ltd., Canada, and Leonard Goldenson, president of American Broadcasting-Paramount Theaters Inc.

Groundwork ■ A film describing the history of communications satellites narrated by Jules Bergman, science editor of ABC News, set the tenor of the first symposium held Sunday (March 21). Its treatment of the development of the Echo, Telstar, Relay and Syncom satellites laid the historical basis for the symposium and the creation of the Worldvision Corp.

Dr. Edward C. Welsh, executive secretary of the National Aeronautics and Space Council, mentioned some of the major problems facing the Worldvision group, including those of language and taste differences, capabilities of TV receivers, differences in line standards and international regulation and control of the satellites.

A second form of international communications was discussed by Harold Botkin, assistant vice president of international services at AT&T, and a member of the board of Communications Satellite Corp. He spoke of the future development of cables for television and assured the members that "cable and satellite circuits will complement each other" and not compete.

Asher H. Ende, chief, office of satellite communications, common carrier bureau of the FCC, urged the establishment of a "commercial communications system whose purpose is not only to meet the public needs, but also to contribute to world peace and understanding." He also said that the role of the government should be to see that the use of satellites is non-

RFE concept in more areas

That's the suggestion of duPont's Greenewalt who envisions equally successful application in other parts of world

Radio Free Europe has proved so successful in informing and mobilizing public opinion in the Iron Curtain countries that the same concept should be considered for use in other parts of the world, Crawford H. Greenewalt, chairman of E. I. duPont de Nemours and of The Radio Free Europe Fund, told the NAB management conference luncheon Wednesday.

He suggested a "Radio Free Asia" and a "Radio Free South America."

Mr. Greenewalt said he was "sold"

not only on RFE and on radio as a means of communicating ideas, but also on the RFE concept as one that can do much to "bring about the peace that is our aspiration."

RFE, a privately operated service broadcasting news, information and political commentary to the people in five mid-European Iron Curtain countries, is "getting through" to those people and, by keeping them informed, plays a vital part in "keeping the pressure on" their governments.

He said interviews with some 15,000 persons on visits outside these countries—not refugees, but people planning to return—indicated that RFE is the most popular broadcasting service "by a wide margin" and reaches more than 50% of its potential audience.

He reported that a requiem mass conducted in Warsaw for the late President Kennedy, publicized by RFE but by no Polish media, drew an estimated 10,000 persons.

Broadcasters' Help Praised ■ Mr. Greenewalt thanked the broadcasters for their contribution of some \$20 to \$25 million in broadcast time in support of RFE last year and urged them to continue to "keep up the pressure."

He said he hoped they would schedule an interview he conducted recently with former President Eisenhower,

discriminatory and that the charges for its utilization are "just and reasonable."

Other topics considered by the members of the symposium were the Early Bird satellite, scheduled to be

launched in, and the target date for a global system of communications—1967.

The nations associated with the Worldvision project are: Argentina, Australia, Brazil, Canada, Costa Rica,

Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Iran, Japan, Lebanon, Mexico, Netherlands Antilles, Nicaragua, Nigeria, Okinawa, Panama, Philippines, Syria and Venezuela.



Participants in the first Worldvision symposium were: (l-r) Dr. Edward C. Welsh, executive secretary, National Aeronautics and Space Council; Harold Botkin, assistant vice president of international services, AT&T; Dr. Harold Rosen,

assistant manager, Space Systems Division for Communications Satellites, Hughes Aircraft; Major General George Sampson, director of Operations for Communications Satellite Corp.; John Glenn, astronaut and NASA consultant; Asker

Ende, chief of office of satellite communications, common carrier bureau, FCC; Donald W. Coyle, president of ABC International, and moderator James Larkin, director of business affairs, ABC International.

dealing with the importance of RFE. It will be made available shortly in half-hour, quarter-hour and spot-announcement versions, he reported.

Mr. Greenwalt was introduced by NAB President Vincent T. Wasilewski as the chairman of a company whose \$2.5 billion annual sales exceed the total revenues of all U. S. radio and TV.

The duPont chairman, apparently alluding to FCC Chairman E. William Henry's convention address the day before, said he felt he ought to offer "a disclaimer" at the outset: "I am not going to give you hell."

As a matter of fact, he said, his personal program preferences—of which he singled out *Flintstones* and *Be-witched*—qualify him as "a member" of the "vast wasteland" that broadcasters are accused of administering.

A cold war in color TV?

A Franco-Soviet pact to introduce French SECAM color system into the USSR was announced last week, barely two days before the Consultative Committee on International Radio was to meet on the subject in Vienna.

The agreement, signed in Paris last Monday (March 22), calls for joint development by France and the USSR of color television using the French-developed color system. The SECAM system is a sequential system.

Contending that the pact is a political decision rather than a technical one, backers of the NTSC standards (Na-

tional Television System Committee) used in the U. S. since 1953 insist they will continue to urge adoption of the U. S. standards. The NTSC standards are in use in Japan and in Canada. Great Britain has announced that unless European standards are adopted soon, it will begin using the NTSC standards.

Although one of the principal subjects at the CCIR meeting is to establish color-TV standards for Europe, many delegates months ago expressed their doubt that a single set of standards would result. Their feeling even then was that politics would play too great a part in the deliberations.

There is a third color system under consideration at Vienna. This is the West German PAL system (phase alternation line).

TIO unveils new tools for TV

Latest series of film spots screened at convention; findings of Roper survey of public attitudes shown

Television Information Office last week gave NAB delegates in Washington a preview of three 20-second sound-on-film announcements that will soon be distributed to TIO sponsor TV stations. The spots were shown as part of the Monday (March 22) afternoon television assembly.

Roy Danish, director of TIO pointed out that the spots—third, fourth and fifth of a series begun in 1964—emphasize to the public the diversity of programming available on TV. The TIO-

produced announcements are designed for separate use or in conjunction with a station's local promotional announcements.

The three spots:

"Running Man" highlights the great variety of domestic and international fare "which only television makes available to American viewers in the comfort of their homes."

"What You Missed," points up the cultural and informational programs viewers will miss unless they plan their

viewing."

"Boy with Questions" stresses the educational values television can offer young people.

Mr. Danish also gave a slide presentation to illustrate the growing number of TIO services that are being rendered both inside and outside of broadcasting. He cited in particular the recent compilation of a list of 400 TV programs dealing with legal and legislative proceedings that earned the praise of Judge Harold R. Medina, chairman of the special committee on radio and television of the New York Bar Association (BROADCASTING, March 22).

The major portion of TIO's convention session was devoted to the official presentation of the new survey, "The Public's View of Television and Other Media," commissioned by TIO and conducted by Elmo Roper and Associates (report and tables, BROADCASTING, March 15).

Burns W. Roper, managing partner of the research firm, delivered commentary to the slide presentation that showed how the public's reliance on TV for news and information had grown over a five-year period to a point where it now overshadows all other media. Study also documented the growing acceptance of television commercials since 1959.

New shoes awarded to top rep salesmen

Acknowledging that it takes a lot of pavement pounding to be a successful salesman, Avery-Knodel Inc., New York, has presented its annual Shoelather awards to Gale Blocki Jr. and John J. Del Greco.

The awards are presented each year by the station representative firm to a radio and television salesman "for distinguished service on behalf of the . . . stations represented by Avery-Knodel."

This year's awards were given to Mr. Blocki, of the Chicago office for radio, and to Mr. Del Greco of the New York office, for his work in television. Mr. Del Greco received his award from

William Millar, broadcast media supervisor for Geyer, Morey & Ballard, during the National Association of Broadcasters convention in Washington. The award to Mr. Blocki had been presented in Chicago earlier by John Cole, assistant supervisor of broadcast at Needham, Harper & Steers.

J. W. Knodel, president of Avery-Knodel, commented on the awards by saying: "You can look at the bottom of a salesman's shoes and this will tell you as much as you need to know. I am sending Messrs. Blocki and Del Greco each a new pair of shoes. They need and deserve them."

Writers Guild presents television awards

Two episodes of the *Bob Hope Presents the Chrysler Theater* series on NBC-TV won Writers Guild of America awards for the best television writing of the 1963-64 season, only series to win more than one of the six awards made in the field of network television. Presented at the annual WGA awards dinner, the "Hope Chrysler" awards went to Howard Rodman for *The Game with Glass Pieces* as the best piece of TV anthology writing and to Mark Rodgers, Russell Rouse and Clarence Green for *One Day in the Life of Ivan Denisovich* as the best adaptation of material not previously written for television.

Other WGA network TV award winners were: Arnold Perl, for *Who Do You Kill?* on the *East Side-West Side* series on CBS-TV as the best episodic drama; Herbert Baker, Sheldon Keller, Saul Ilson, Ernest Chambers, Gary Belkin, Paul Mazursky, Larry Tucker and Mel Tolkin, for the *Danny Kaye Show* on CBS-TV as the best written TV comedy-variety series; Bill Idelson and Sam Brobrick for *The Shoplifters* on *The Andy Griffith Show* on CBS-TV tied with Martin Ragway for *My Husband is the Best One* on *The Dick Van Dyke Show* on CBS-TV for the award



Mr. Del Greco (1) receives TV award from Mr. Millar



Mr. Blocki (1) shown accepting radio award from Mr. Cole

for the best episodic comedy writing.

Albert Waller won the award for the best TV documentary writing for his *In the American Grain: William Carlos Williams on the Eye on New York* series on WCBS-TV New York. The radio writing award went to Sol Panitz for *The Long Silence* for Voice of America.

APBE names two for Fellows scholarships

Winners of the 1965 Harold E. Fellows memorial scholarships, given by the National Association of Broadcasters and administered by the Association for Professional Broadcasting Education, are Sherilyn Zeigler of Wilmette, Ill., and Michael Shepherd, Bainbridge, Ga.

The scholarships, named for the late president of NAB, are used by the winners for further study in radio and TV. This year's winners were announced during the NAB convention by Dr. Hugh Cordier of the University of Illinois, president of ABPE.

Miss Zeigler, who spent a 10-week internship at WGN Chicago and has written a weekly radio series on WXYZ Detroit, will continue her work for a master's degree at Michigan State University, where she was active in radio-TV as well as a member of the Honors College as an undergraduate. Mr. Shepherd, a junior and a radio-TV major at the University of Georgia, has been active in both commercial and educational broadcasting, serving as an announcer in Bainbridge, as an announcer-newsman at WMTM Moultrie, Ga., and, currently, as an announcer at WGAU Athens, Ga.

Drumbeats . . .

Open house ■ More than 300 people previewed the recently expanded Lincoln facilities of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. KGIN-TV is a satellite station of KOLN-TV, both John E. Fetzer stations. A public open house is scheduled for April 3 and 4.

Historical award ■ Robert E. Kintner, president of NBC, and Lou Hazan, NBC producer and writer, were presented with citations of merit last Thursday (March 25) by Vice President Hubert Humphrey for the NBC News documentary *The Capitol: Chronicle of Freedom*. Special presentations of the film in the Senate auditorium were given on Thursday. The program was originally telecast on Jan. 12.

Old-time prize ■ Ken Kendrick, KENN Farmington, N. M., won a "tin lizzie," an authentic miniature gasoline-pow-

ered car, from SESAC Inc. at the National Association of Broadcasters' convention in Washington last week. The winner's name was drawn from a green mailbox, part of the old-time setting for the "lizzie."

Grant donated ■ WFTV(TV) Orlando, Fla., has donated the \$1,000 grant which it received as part of the Alfred I. duPont Foundation award to Rollins College Center for Practical Politics in Winter Park, Fla. The award had been given to the station for its outstanding public service programming (BROADCASTING, March 22).

Golden contest ■ A six-week contest with 200 spots on KRLA Pasadena, Calif., and KLAC and KMPC, both Los Angeles, is being run by Hoffman Candy Co., Los Angeles, for its Cup-O-Gold candy bar. The contest, which includes a trip to Mexico as a grand prize, is being handled through Anderson-McConnell Advertising, Hollywood.

Everything's coming up roses in Minneapolis

If things continue as expected, Minneapolis may be one of the most colorful and fragrant cities in the United States.

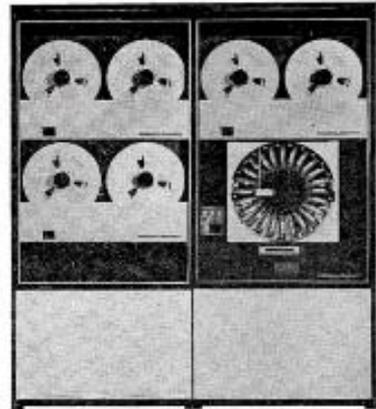
WCCO-TV Minneapolis-St. Paul helped its viewers through the last six weeks of winter by a "Countdown on Spring" campaign. Each day air personalities would announce the number of days left before spring officially started on March 20.

In addition to the daily "countdown," WCCO-TV sent a package of flower seeds to anyone who requested one. And those who asked for the seeds during the first week of spring became eligible for one of the 100 Punch-n-Grow kits.

According to the station, the people of Minneapolis like flowers for it reported that during the first week of the campaign it received more than 9,500 requests for seeds.

Presbyterians honor Freberg

Stan Freberg, humorist, comedian and creator-producer of numerous award-winning radio-TV commercials, was honored last week at a breakfast session sponsored by the radio and television division of the United Presbyterian Church. The award was for his production of three highly successful one-minute radio spots for the church group. The presentation was made by the Rev. Charles Brackbill Jr. Presiding at the breakfast was the Rev. Richard R. Gilbert, chairman of the United Presbyterian's radio-TV division. Ceremony took place at the NAB convention in Washington.



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FINANCIAL REPORTS

STV seeks protection from its creditors

Subscription Television Inc. went into federal court in New York last week asking for protection from its creditors under chapter 11 of the bankruptcy act.

In a letter to stockholders explaining the action, STV President Sylvester L. (Pat) Weaver said disputed claims against the company and a shortage of cash made the filing necessary to give it time to get new partners and new plans under way.

At the same time Mr. Weaver said that a program would be pressed to convert the grid systems used in Los Angeles and San Francisco in the aborted pay operations there to community antenna television service. The grid systems in those cities, he said, now pass 35,000 homes and constitute an investment of \$4 million.

In its petition to the U. S. Southern District Court in New York, STV listed assets of \$14,210,963 and liabilities of \$1,595,529. However, the assets included accounts receivable from STV subsidiaries, Subscription Television of California and STV Programs Inc. totaling \$8.6 million.

Mr. Weaver told stockholders that among tangible assets the company has two interrogators and 25,000 selectors representing well over \$4 million in in-

vestment.

He said the basic asset of STV was the 90-year rights it holds on the pay-TV design licensed to it by Skiatron. Mr. Weaver reminded shareholders of STV's \$117 million law suit against the theater owners who had been proponents of the California legislation barring pay TV and another claim for \$14 million against the state of California.

Several Suits - He said the company had been hit with several law suits, "none of which are based, in our view, on merit or equity."

In an accompanying affidavit presented to the court, STV said claims against it fell into two categories: Those for exhibition rights to program material, most of which provide that rights would be based on a percentage of gross receipts, and claims for rental of unused office space in Los Angeles and office and studio space in San Francisco.

AB-PT refinances, gets new funds

New funds for planned expansion of broadcast facilities have been obtained by American Broadcasting-Paramount Theaters Inc., New York, parent company of ABC.

AB-PT said last week that it has concluded arrangements to refinance its existing debt and to provide additional funds. The lending source is said to be Metropolitan Life Insurance Co., and the interest rate, 4.55%.

The arrangements provide for repayment of \$42.5 million in notes issued under the prior loan agreement and an additional \$27.5 million to be taken down from July 1, 1965, to July 1, 1966, AB-PT said. Notes to be issued will provide for repayments to be made semiannually beginning on Jan. 1, 1966, to final maturity on July 1, 1985.

AB-PT said the new money will be used to meet "expanding needs," including renovations in New York and in Hollywood and a plan to move administrative offices to a new skyscraper building it has leased. Among the plans are an ABC-TV and radio broadcast facility, entailing renovation in New York of ABC-TV and radio broadcast facilities at the current complex of buildings bounded by Central Park West, Columbus Avenue, 66th Street and 67th Street. This renovation will come with the move of administrative offices scheduled for late this year from the existing building complex to a new building under construction on the Avenue of the Americas in Manhattan. AB-PT has a long-term lease for a 40-story building on the block between 52d and 53d streets (BROADCASTING, Oct. 19, 1964). The building will house administrative offices of AB-PT divisions and ABC under one roof.

AB-PT said last week that the new funds would be used also for planned expansion of TV studio facilities in Hollywood. Renovations there and in New York will incorporate "live color capability," it was said.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Jacobson

Richard N. Jacobson, former general sales manager of WOR-TV New York, named director of national sales for Polaris Broadcasting. His headquarters will be in New York. Polaris operates three TV and three radio outlets.

Russ Gast and **Marv Houtz**, salesmen for wow Omaha, named assistant sales manager and local sales manager, respectively.

Don Olsen, Nebraska representative for 3M Co., St. Paul, named account executive for wow Omaha.

M. Peter Piening, creator of graphic designs for several U. S. companies, retained by J. Walter Thompson, New York, as graphic arts consultant. Mr. Piening will continue as professor of

art and director of design center at Syracuse University, Syracuse, N. Y.



Mr. Altman



Mr. Chapman

Dennis M. Altman, VP of Earle Ludgin & Co., Chicago, named creative director of agency. **J. Edwin Chapman**, VP, promoted to senior VP. Mr. Chapman also continues as associate creative director.

David E. McElroy, with wesx Salem, Mass., named account executive at WCOP-AM-FM Boston.

Howard M. Shultis, formerly VP and general manager of WKNY Kingston, N. Y., and VP and general manager of WKNE Keene, N. H., appointed sales

manager of WBRK Pittsfield, Mass.

Charles H. Shelton II joins WNCT(TV) Greenville, N. C., as member of sales staff.

James D. Hardy, broadcast media director at Firestone & Associates Inc., Philadelphia, named account executive there.

Freeman R. Jones, formerly southern sales representative for wsoc-TV Charlotte, N. C., named director of sales at station. Mr. Jones, in broadcasting since 1950, once had part interest in Bomar Lowrance and Associates, southern representative firm.



Mr. Jones

Bill Walls, sales manager at KXEO Mexico, Mo., named to sales staff of WKDE Atlavista, Va.

Ronald Spana, director-producer and production supervisor at KENS-TV San

Antonio, Tex., named account executive at Aylin Advertising Agency Inc., that city.

Donald J. Plumridge, assistant promotion and advertising director of CFPL-TV London, Ont., named copywriter in creative department of KXTV (TV) Sacramento, Calif.

Glen C. Peak joins Leo Burnett Co., Chicago, as account executive. Earlier he was with Gardner Advertising, St. Louis, and Pillsbury Co., Minneapolis.



Mr. McCarty

Donald F. McCarty, radio sales service director at Avery-Knodel Inc., New York, named radio sales manager there. Mr. McCarty, with representative firm since 1959, succeeds **John S. Stewart**, who resigns to organize own business.

Arthur J. Ornitz, cinematographer, named director-cameraman for Elliot, Unger & Elliot Division of Screen Gems, commercial-production part of company in New York.

Frank Oxarart, account executive for KNX Los Angeles, named assistant sales manager there.

John O. Connell, sales manager WEW St. Louis, joins sales staff of KMOX-TV, that city.

Donald Bratrude, formerly with Leo Burnett Co., Chicago, joins Wade Advertising there as account supervisor.



Mr. Blustain

Paul Blustain, formerly manager of TV commercial production at Norman, Craig & Kummel, New York, joins Post-Keyes-Gardner, Chicago, as VP for radio-TV production. Earlier he was with J. M.

Mathes, Fuller & Smith & Ross and McCann-Marschalk as well as Young & Rubicam.

Richard W. Wendelken, unit manager for West Coast programs, NBC-TV, and **John L. Spence**, in unit manager's department and also with broadcast operations of NBC-TV, both Los Angeles, named manager and producer-salesman, respectively, for NBC Telesales, that city.

Scott Medearis, field representative for Bristol-Myers, joins WIL St. Louis, as account executive. **Michael R. Collins**, merchandising representative for Falstaff Brewing Corp., joins WIL as account executive. **Irvin Goode**, player for National Football League's St. Louis Cardinals, named special marketing ex-

ecutive for WIL.

George E. Davidson, analyst-writer in KNXT(TV) sales research department, Los Angeles, named national sales representative for station. **Jim Sowards**, in operations and sales service at KNBC, that city, replaces Mr. Davidson.

Tony Rungo, with WWVA Wheeling, W. Va.; **Jim McVitty**, with CBS and International Tours, both Hollywood, and **Harry Pearson**, former restaurateur, join KWIZ Santa Ana, Calif., as sales representatives.

Donald H. Rice, VP, J. Walter Thompson Co., Chicago, named head of Quaker Oats Co. account there. **Henry Starr** moves from Detroit office of JWT to Chicago to succeed Mr. Rice on Alberto-Culver Co. account, effective April 5.

Fred J. Hatch, senior VP in charge of Chicago office of MacManus, John & Adams, named special assistant to president of agency at Bloomfield Hills, Mich. **Robert E. Britton**, senior VP at Bloomfield Hills, succeeds Mr. Hatch in Chicago.



Mr. Schule



Mr. Wells

James R. Schule, VP and secretary, and **Donald A. Wells**, VP and director of marketing, media and research, elected executive VP's of BBDO, New York. Both are board members and members of executive committee.

Philip D. Archer, media manager of Knox Reeves Advertising, Minneapolis, for past year and media supervisor there for six years before that, appointed VP and media director.

Dr. Francis X. Paone, director of St. Louis University's management science research center and marketing research executive with Pet Milk Co. and Colgate-Palmolive before that, named by Anheuser-Busch Inc., St. Louis, to newly created position of director of market research.

Robert L. Garrison, senior VP for MacManus, John & Adams, Minneapolis, appointed senior VP and manager of Los Angeles office of McCann-Erickson. He succeeds **Henry A. Mattoon**, now head of M-E's Houston office.

Charles G. Ellington, formerly assistant to chairman and manager of new product developments for R. J. Reynolds Tobacco Co., elected VP of Max

Factor & Co. and named director of operations of cosmetic firm.

John C. Severino, account executive at WBZ Boston, named to sales staff of WABC-TV New York.

Peter Martinez, account executive at The Marschalk Co., New York, named account executive on Dixie Cup Division of American Can Co., New York, at Hicks & Greist, that city.

Robert N. Cochran, since 1962 account executive in New York for CBS Television Stations National Sales, appointed general sales manager of WBBM-TV Chicago. Earlier he had been in sales for CBS at San Francisco and KNXT(TV) Los Angeles. He succeeds **Edward R. Kenefick** who has become VP-general manager of WBBM-TV.



Mr. Cochran

William J. Kaletta, on sales staff at WIL St. Louis, and **G. William Keys**, salesman at KBOX Dallas, join The Katz agency as radio salesmen in their respective cities.

Joseph Ryan, with Merchants Retail Credit Association, Dallas, and Bank of

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America, San Francisco, joins KBOX Dallas, as account executive.

Jerome C. Lawson, sales manager at WGEE Indianapolis and account executive at WFBM, that city, named account executive at WIL St. Louis.

B. R. Durkee, with Chrysler Corp. since 1955 and most recently in merchandising work there, named manager of advertising and sales promotion for Imperial cars, Chrysler-Plymouth Division. **J. L. Wichert**, who has handled advertising for both Imperial and Chrysler cars, continues as manager of advertising and sales promotion for Chrysler cars.

Richard L. Hoard named research manager, Waldie & Briggs, Chicago. He had been with Long Lines Division of AT&T.



Mr. Booth

Donald E. Booth, creative supervisor at Ted Bates & Co., New York, named senior VP. Mr. Booth joined agency in 1956 as copywriter and was elected VP in 1959.

John B. Carles, in media department of Grey Advertising Inc., New York, named director of media operations at Bliss/Grunewald Inc., that city.

James W. Monahan, account executive with CBS Radio Network Sales, New York, named account executive at Metro TV Sales, division of Metro-media Inc., that city.

Winston White, manager of Houston office of Marplan, division of Interpublic Group of Companies, Joins Marplan, New York, as director of research.

Harold Altman, copywriter with Doyle Dane Bernbach, New York, named to similar position at Daniel & Charles, that city.

James V. Tufty, with advertising division of American Bakers Cooperative, New York, joins Washington office of J. Walter Thompson, as account representative and media specialist.

Robert D. Hammond, account supervisor for Formica, Collier Chemical and de Marco companies, named VP at Coleman-Parr, Los Angeles.

Neil Kennedy, senior media buyer on Liggett & Myers Tobacco Co. account at J. Walter Thompson, New York, named account executive at New York representative office of Continental Broadcasting.

Martin Conn, with WMAL Washington since 1963, named account executive after completing management training program.

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MEDIA



Mr. Walker



Mr. Dunlap

Fred E. Walker, general manager of KDKA Pittsburgh, named general manager of KYW-TV Cleveland, succeeding **Leslie G. Arries Jr.**, who becomes operating director of Westinghouse Broadcasting Co. Productions and WBC Program Sales, both New York (BROADCASTING, March 22). Mr. Walker is succeeded at KDKA by **Wallace Dunlap**, assistant sales manager of KDKA-TV.

New NAFMB officers

Abe Voron, WQAL(FM) Philadelphia re-elected chairman of board of National Association of FM Broadcasters at sixth annual convention in Washington.

Stan Hamilton of WMAL-FM Washington re-elected treasurer and **Edward F. Kenehan**, Washington attorney, elected secretary.

FM broadcasters also elected four new regional directors to two-year terms: **Elmo Ellis**, WSB-FM Atlanta; **Arthur Crawford**, KCBH(FM) Los Angeles; **Durward Tucker**, WRR-FM Dallas, and **Gertrude Bunchez**, KCFM(FM) St. Louis.

Doug Catlin, program director for WKDE Atlavista, Va., named assistant manager.

Raymond B. Durgin, general manager of WJAB Portland, Me., named station manager of WLOB-AM-FM, that city. **William K. (Pat) Patterson**, disk jockey for WPRO Providence, R. I., named operations director of WLOB-AM-FM.

Alan Fischler, general manager of KBIG-AM-FM Avalon-Los Angeles, elected VP of John Poole Broadcasting Co., licensee of KBIG.

Peggy Maddock, production assistant with KGO San Francisco, named public service director there.

Robert J. Flynn, general manager of WDBF Delray Beach, Fla., named general manager of WATI Indianapolis.

Johnny Ryan, with KVOO Tulsa, Okla., since 1942 as announcer, named assistant general manager. **Carl Meyerdirk**,

farm and home director at station, promoted to commercial and promotion manager.

Jack Stapp, president and general manager of WKDA Nashville, resigns to devote full time to Tree Publishing Co. and Dial Records, both that city.

Jack Ellsworth, program director at WALK-AM-FM Patchogue, N. Y., appointed station manager.

Jack B. Purcell, assistant general attorney in charge of West Coast law department of CBS Inc., appointed general attorney in charge of West Coast.

James A. Delay, former editor of *Life* magazine, now in charge of writing and producing broadcast editorials for ABC owned radio and television stations, appointed editorial director of CBS corporate information staff.

A. C. R. Stone appointed as business manager of Storer Broadcasting Co. CATV systems. Mr. Stone will coordinate activities of all systems operated by Storer through its subsidiary companies, Southern California Cable TV Corp. and Storer Cable TV Inc. Storer operates systems in Thousand Oaks, Ojai, Oakview and Meiners Oaks, all California, and has been awarded franchise for system in Fillmore, Calif. Mr. Stone's headquarters will be at 338 S. Western Avenue, Los Angeles.

Edward R. Boyd, in station relations department of Mutual Broadcasting System, New York, named manager of that department.

Robert L. Hanson Jr., director, operations at Eric Marder Associates, New York research firm, named director, research projects at NBC.

PROGRAMING

Otis Greene, production assistant at Screen Gems, Hollywood, resigns to produce his own play.

Jerry Bernstein, assistant director of *The Donna Reed Show* (ABC-TV, Thursday, 8-8:30 p.m.), named director of show.

Herman Groves, story editor of *Daniel Boone* (Thursday, 7:30-8:30 p.m. NBC-TV), promoted to associate producer of series.

Bill Thompson, program manager of KGBS Los Angeles, named to newly created position of operations manager.

Paul Kasander named VP and executive producer of Colodzin Productions Inc., New York.

Rudy Wright, free-lance producer-director in Chicago, named to head newly reorganized TV production divi-

BROADCASTING, March 29, 1965

sion of Atlas Film Corp., in Oak Park, Ill.

Edwin D. Ettinger, member of operations committee and director of marketing for Disneyland Division of Walt Disney Productions, named VP of MCA Enterprises Inc., and will join Universal City Studios Tour Division.

Gerald Rubin, talent and package negotiator with William Morris Agency, New York, named director of package negotiations, CBS Television Network business affairs department, New York, succeeding **Donald Sipes**, VP for business affairs in Hollywood.

Bob Fuller, program manager of WJAB Portland, Me., named assistant program manager of WTRY Troy, N. Y.

John B. and Mary Kelly have joined WPHL-TV Philadelphia, as sports consultants. Station is to go on air in late summer with 20 hours per week of prime time sports programming.

Dick Williamson, for six years air personality on WIND Chicago, joins WCFL there to host Monday-Friday 1-4 p.m. period starting in mid-April.



Mr. Koerner



Mr. Nathan

Howard B. Koerner, who recently rejoined Official Films, New York as VP, named VP-operations, responsible for day-to-day activities. He was with Official for several years until last spring when he resigned to resume practice of law. **Wynn Nathan**, president of TV Marketeers Inc. for past four years and previously VP in charge of sales for MCA TV, has joined Official as general sales manager in charge of domestic and international sales.

Herb Wallerstein, director and assistant director for Screen Gems, Hollywood, for several years, promoted to associate producer on new TV series *I Dream of Jeannie*, which starts on NBC this fall.

George Schlatter will produce *The NARAS Show*, hour-long color special to be broadcast on NBC-TV May 18 featuring winners of Grammy awards of National Academy of Recording Arts & Sciences. Mr. Schlatter, as George Schlatter Productions, will produce program in association with Ted Bergman's Charter Productions, packager of show.

Ken Mazawa, film cameraman for TV documentaries and for USIA, joins Video Pictures of Illinois Inc. as staff cameraman. **Drew Andreotta**, television

Affiliates name Cahan

Herbert Cahan, WJZ-TV Baltimore, elected chairman of board of governors of ABC-TV Affiliates Association, succeeding **Thomas P. Chisman**, WVEC-TV Norfolk, Va. **Martin Umanski**, KAKE-TV Wichita, Kan., was named vice chairman; **Ben West**, KOCO-TV Oklahoma City, secretary, and **Robert Doubleday**, KATV(TV) Little Rock, Ark., treasurer, at annual affiliates meeting (BROADCASTING, March 22).

producer with Edward H. Weiss Co., Chicago, named staff assistant director at VPI of Illinois, both Evanston.

Buzz Kulik, executive producer of *Kentucky Jones* on NBC-TV this season, elected VP of Bob Banner Associates in charge of West Coast production, newly created post. He will open office in Hollywood on April 1.

Mike Jackson, telephone conversationalist formerly with KHJ Los Angeles, joins KNX in that city in charge of 7:30-11 p.m. time segment.

Frank Gifford, 12-year veteran of National Football League with New York's Giants, retires to become full-time sports broadcaster. He is presently director of sports for WCBS-TV New York.

Rod McKean, announcer at KRKD Los Angeles, named program director.

Jeff Holt, with KBTM Jonesboro, Ark., joins WRMF Titusville, Fla., as personality-salesman. **Wayne Allen (Kemp)**, in Army for past four years, joins WRMF as announcer.

Peg Wilder named to head new TV and motion picture division of literary department of The Brittin Agency, Hollywood talent representative.

Dick Heatherton, with WFYI Mineola, N. Y., joins WBIC Bay Shore, N. Y., as disk jockey and assistant news director.

Donald Sabbann joins KGLO-AM-TV Mason City, Iowa, as farm director.

Mac McCullough, sports director at KWVL-AM-TV Waterloo, Iowa, joins WSPD-TV Toledo, Ohio, in similar capacity.

Fred Frieberger, executive consultant of *Slattery's People* (CBS-TV Monday 10-11 p.m.), named by MGM-TV to produce *A Man Called Shenandoah* (ABC-TV Monday 9-9:30 p.m.) starting this fall. **David Victor**, producer of *Dr. Kildare* (NBC-TV Thursday 8:30-9:30 p.m.), named producer of *The Man from U.N.C.L.E.* (NBC-TV Monday 8:30-9:30 p.m.). He is replaced

by **Douglas Benton**, present associate producer of *Dr. Kildare*. **Irving Pearlberg**, author of some of *Dr. Kildare* scripts this year, succeeds Mr. Benton as associate producer and story editor.

Robert F. O'Neill, assistant producer on MGM-TV's *Dr. Kildare*, appointed associate producer.

Robert Schleh, animation director at Pelican Films, Hollywood, named to newly created position of manager of production in that department.

Larry Burroughs, assistant station manager of KPHO Phoenix, and special projects manager of KPHO-TV, there, named program director at KPHO-TV.

Dave Pincus, one-time president of Caravel Films, and later affiliated with motion picture industry, joins Foster Films Inc., New York, as sales manager.

Peter C. Vanlaw, director of production sales at Tapix Productions, Hollywood, joins Filmfair, Studio City, Calif., as commercial producer, responsible for all phases of commercial production. **Phil Arenson**, head of audio-visual department of Bank of America, San Francisco, joins Filmfair, Santa Barbara, Calif., as executive producer. **Bob Witte**, senior copywriter at McCann-



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Erickson, Los Angeles, appointed to newly created post of story director at Filmfair, Studio City.

Eleanor Connolly, for last seven years manager of film sales at Pelican Films, Los Angeles, named to newly created post of assistant to president.

Jim Martin, disk jockey at WCPO Cincinnati, joins WRIT Milwaukee, using his real name, **Layton Redell Zbornik Jr.**

Henry Kahn, special events director of WERL Eagle River, Wis., and **Everett James**, announcer-producer at WAER (FM) Syracuse, noncommercial, named program director and production director respectively, at WAER.

Reb Hawkins joins staff of WETZ New Martinsville, W. Va., as announcer-disk jockey. **Kay Anderson** named musical director and **Ruth Ann Hallecks** named office manager of station.

Bill Longman, announcer for KMAQ in Maquoketa, Iowa, from 1959 to 1963, returns to same position following tour of duty with U. S. Air Force.

Dean Stuart, announcer at WICY Malone, named all-night announcer for WWSG Glens Falls, both New York.

Pete (Williams) Muniel, air personality at WBRK, Pittsfield, Mass., joins WILZ St. Petersburg Beach, Fla., in similar capacity.

Susie Cordon, in charge of continuity and public service copy at WGHP-TV High Point, N. C., named producer-director.

B. Mitchel Reed, disk jockey at WMCA New York, is rejoining KFNB Los Angeles, which he left in 1962 to go to WMCA, to hold down 6-9 p.m. program period.

Bob Richards, producer and director of television films, commercials, industrials and off-Broadway plays, joins Foster Films Inc., as producer-director.

Gino Cappelletti, of Boston football Patriots, joins WBZ-TV Boston as sports announcer.

Tom Sidwell, disk jockey at WESA Charleroi, Pa., named to similar capacity at WAMM Flint, Mich.

David E. Rice, producer-director at WJIM-TV Lansing, Mich., named production director. **Howard F. Lancour**, announcer at WCAV-TV Burlington, Vt., named children's announcer, also at WJIM-TV Lansing.

Norman White, disk jockey with WPIK Alexandria, Va., joins Barbara Allan Productions, Kalamazoo, Mich., as writer-producer.

Ben Brady named to produce new CBS-TV series, *Wild West*, to start in fall, Friday 7:30-8:30 p.m. **Mike Garrison** is executive producer of satirical series, starring **Robert Conrad** and **Ross**

New ASCAP board

American Society of Composers, Authors and Publishers last week announced new board of directors for two-year term, beginning April 1: **Stanley Adams** (president of ASCAP), **Richard Rodgers**, **Arthur Schwartz**, **Ned Washington**, **Jimmy McHugh**, **Jack Yellen**, **L. Wolfe Gilbert**, **Richard Adler**, and **Howard Dietz**, writers in popular production field; **Morton Gould**, **Deems Taylor** and **Paul Creston**, writers in standard field; **Edwin H. Morris**, **Victor Blau**, **Louis Dreyfus**, **J. J. Bregman**, **Leon J. Brettler**, **Lou Levy**, **Maurice Scopp**, **Irving Caesar**, **Arthur Israel**, publishers in popular production group; **Rudolph Tauert**, **Frank Connor** and **Adolph Vogel**, standard publisher directors.

Martin.

Frank Cooper, talent agent who last fall merged his agency into **Ashley-Famous** and became top executive with latter organization, has resigned.

Larry Boroughs, special project manager of KPHO-TV Phoenix, promoted to program director.

Earle Jerris, former pianist-arranger with **Charlie Spivak** and **Art Mooney**, named morning man at WROC Rochester, N. Y.

Dennis Morgan, announcer at WHRY Elizabethton, Pa., named to production staff of WGAL-TV Lancaster, Pa.

Fred King, program director at WHRY Elizabethton, Pa., joins announcing staff and production department of WFEC Harrisburg, Pa.

Rich Castanie, announcer at WAIK Galesburg, Ill., joins WJFM (FM) Grand Rapids, Mich., in similar capacity.

Ted Baze, producer-director at KMBC-TV Kansas City, Mo., named production supervisor at WJW-TV Cleveland.

NEWS

Bob Wells, weatherman at WDAF-TV Kansas City, Mo., named to similar capacity at WJW-TV Cleveland.

Barry Serafin, with KOAP-TV Portland, Ore., noncommercial, joins news staff of KOIN-TV, that city.

Wes Adams, news director at WBEC Pittsfield, Mass., joins news department of WINK-TV Fort Myers, Fla.

Ray White, announcer for WDEF and WAPO, both Chattanooga, joins news

staff of WRCB (TV) that city.

Earl W. Clark, editor and publisher of *The Edmonds (Wash.) Tribune-Review*, named chief editorial writer of KIRO Inc. (KIRO-AM-FM-TV), Seattle.

EQUIPMENT & ENGINEERING



Mr. Toeller



Mr. Kanen

William J. Toeller, manager of manufacturing operations and plant facilities at **Entron Inc.**, Silver Spring, Md., named general manager of **Miratel Electronics Inc.**, New Brighton-St. Paul, Minn. **George C. Kanen**, regional sales manager for **Entron**, named sales manager for **Miratel**.



Mr. Beisswenger

Robert H. Beisswenger, VP and general manager of **Jerrold Electronics Corp.**, subsidiary of the **Jerrold Corp.**, Philadelphia, elected executive VP. Three new VP's of company have also been named:

Walter Goodman, VP of consumer marketing and special products; **Lee R. Zernick**, VP of systems marketing and operations, and **Ken Simons**, VP of research and development.

Les Brown, chief engineer for **Mitchell Camera Corp.**, Glendale, Calif., named to newly created position of chief engineer for cine products at **Beckman & Whitley Inc.**, San Carlos, Calif.

R. Randolph Hippler, producer-director at **WNEM-TV Bay City-Saginaw-Flint, Mich.**, named general manager of **General Television Network**, mobile videotape production and television equipment sales organization in **Ferndale, Mich.**

FANFARE

Paul Kagan, assistant manager of press information for **CBS Radio**, named to newly created post of manager of press information for **CBS-owned stations**, both New York.

Bruce G. Pollock, assistant promotion and public relations manager of **WJZ-TV Baltimore**, named assistant advertising and promotion director for **Triangle Stations**.

Robert V. Jones, director of editorial research at **wowo Fort Wayne, Ind.**,

named manager of publicity and public relations there.

John A. Steinwand, promotion manager of WMC-AM-FM and WMCT(TV) Memphis, named promotion manager of WSPD-TV Toledo, Ohio.

James A. McDearman Jr., formerly production manager of noncommercial WKNO-TV Memphis, named promotion manager of WMC-AM-FM and WMCT (TV), all that city.

Ronald P. McKenzie, marketing information specialist and national advertising promotion copywriter for *Minneapolis Star* and *Minneapolis Tribune*, named promotion manager of *Green Bay (Wis.) Press-Gazette* and WJPG. **Margaret H. Elder**, in promotion department of *Press-Gazette* for past five years, named assistant to Mr. McKenzie.

Jack T. Parker, with Ketchum, MacLeod & Grove, Washington, since April, 1964, named manager of sales promotion department, there.

Russell J. Burton appointed manager of public relations at noncommercial KCET(TV) Los Angeles.

John Schell, formerly public relations director for General Foods Corp., joins Armour & Co., Chicago, in similar capacity. Armour also has promoted **Edward G. Gold** to new position of manager, press relations.



Mr. Nataly

Fred J. Nataly, advertising manager for General Electric's Electronics Division, Owensboro, Ky., named promotion manager for electronic components group of Sylvania Electric Products Inc., subsidi-

ary of General Telephone & Electronics, New York.

Alan F. Grip, assistant advertising manager at Raleigh Haberdasher, Washington, named public relations coordinator at WRC-TV, that city.

Al Petker, president of Al Petker Publicity, Beverly Hills, Calif., promotion service for stations, is in Mt. Sinai hospital, Los Angeles, following heart attack.

George Marakas, trade news editor for NBC West Coast division, granted extended leave of absence for duty with Navy as public information officer, 13th Naval District, Seattle.

Frederic Baum, with publicity department of Paramount Pictures, New York, named West Coast publicity director of Filmways Inc. He will be in Filmways offices on MGM lot in Culver City, Calif.

BROADCASTING, March 29, 1965

Terrell, pioneer government radio inspector, dies

William D. Terrell, 93, pioneer in establishment of government radio regulations and retired chief of FCC's field engineering division, died March 23 at Washington Hospital



Mr. Terrell

Center. Mr. Terrell became first U. S. radio inspector in 1911, after already having accrued 22 years of communications experience in government and industry. He served as chief of Department of Commerce's radio division from 1915 to 1932, and then as chief of Federal Radio Commission's (predecessor of FCC) field operations division until 1934 when he was ap-

pointed head of field engineering division of then newly created FCC. Mr. Terrell retired from commission in August 1943 at age 72. He was elected fellow of Institute of Radio Engineers in 1929 and was made honorary lifetime member of Veteran Wireless Operators Association. Mr. Terrell represented U. S. at number of international conferences including International Radiotelegraph Conference, London, 1912; National Broadcast Conferences called by secretary of commerce in 1922, 1923, 1924 and 1925, and European Broadcasting Conference at Prague in 1929. He lived in Arlington, Va., since retirement and survivors include his wife and son.

ALLIED FIELDS

Dr. Ray Mofield, assistant to president at Murray State College, Murray, Ky., named head of new department of communications comprising journalism, speech and broadcasting.

Dick Werges, with Armed Forces Radio, Saigon, South Vietnam, named director of placements at Nationwide Broadcast Services, Denver, national employment agency.

Richard Emilson, account executive for MacManus, John & Adams, New York, named account representative for Audience Studies Inc., television program and commercial pretesting organization, that city.

Walter B. Grimes, station and newspaper broker, has become associated with Chapman Co. as Washington representative in station brokerage field. Mr. Grimes remains on his own in newspaper brokerage field. His office is in Dupont Circle building, Washington.

INTERNATIONAL

M. Gilles Morin named manager of Quebec sales of MCA Canada, division of MCA TV International Ltd., Toronto. MCA Canada has Montreal office at 1434 St. Catherines Street, West.

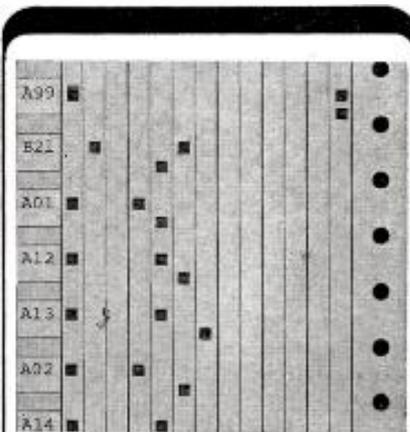
P. Kimberley, formerly of Canadian Broadcasting Corp., Toronto, named senior broadcast producer of Spitzer, Mills & Bates Ltd., Toronto advertising agency.

Frank K. Foster, formerly of broadcast stations licensing section of Department of Transport, Ottawa, ap-

pointed secretary of Board of Broadcast Governors, that city.

DEATHS

Henry Gerstenkorn, veteran Los Angeles advertising executive, died March



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19 following brief illness. He joined Don Lee Broadcasting System as sales executive in 1939, later becoming sales manager of regional network. He resigned post in 1951 to open Henry Gerstenkorn Co., in Los Angeles. At time of his death he was account executive of The Wyman Co., Los Angeles. He is survived by his wife, Grace, and brother.

John C. (Jack) Quinlan, 38, sports announcer at WGN-AM-TV Chicago since

1958 and radio announcer for Chicago Cubs since 1952, died March 19 in auto accident near Cubs training camp in Mesa, Ariz.

George F. Johnston, 41, founder and president of Washington Video Productions Inc., Washington, died March 21 of heart attack. He is survived by his wife, Laura Belle and six children.

Ken Boucher, 72, former Association of National Advertisers VP for West

Coast, died March 13, in Sun City, Calif., following brief illness. He had been advertising manager of Hawaiian Pineapple Co. and that company's member representative to ANA.

Lloyd MacInnis, 47, of CBH Halifax, N. S., died March 14 of heart attack. He had been honored in Washington previous week with Alexander Graham Bell medal for his script-writing and narration of two-part documentary on telephone inventor's work for deaf.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 18 through March 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, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV.—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

NEW TV stations

ACTIONS BY FCC

Sacramento, Calif.—Camellia City Telecasters. Granted CP for new TV on UHF channel 40 (626-632 mc); ERP 282 kw vis., 152 kw aur. Ant. height above average terrain 547 feet, above ground 396 feet. P.O. address 801 9th Street, Sacramento. Estimated construction cost \$463,267; first year operating cost \$360,000; revenue \$480,000. Geographic coordinates 38° 38' 29.5" north latitude, 121° 05' 24.5" west longitude. Studio location Sacramento, trans. location El Dorado county line southwest of Sacramento. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Legal counsel Lester W. Spillane, San Francisco; consulting engineer A. E. Towne Associates Inc., San Francisco. Prin-

cipals: Charles L. Bowman, Foster A. Bullock, Jack F. Matraga and Irving J. Schwartz (each 25%). Mr. Bowman is part owner of real estate investment firm; Mr. Bullock is minority owner of Mr. Bowman's firm; Mr. Matraga, also part owner of real estate firm, has option to buy 25% of KJAY Sacramento. Mr. Schwartz is clothing store manager. Action March 19.

*Lexington, Neb.—Nebraska Educational Television Commission. Granted CP for new TV on VHF channel 3 (60-66 mc); ERP 100 kw vis., 10 kw aur. Ant. height above average terrain 1,109 feet, above ground 1,060 feet. P.O. address c/o Jack G. McBride, Temple Building, 12th & R Streets, Lincoln, Nebraska. Estimated construction cost \$341,611; first year operating cost \$69,800. Studios to be interconnected with *KUON-TV Lincoln; trans. located in Atlanta, Neb. Geographic coordinates 40° 23' 13" north latitude, 99° 27' 31" west longitude. Type trans. RCA TT6-AL, type ant. RCA TF6-AL. Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer William R. Ramsay, director of engineering, Nebraska Educational Television Commission. Principals: Nebraska Educational Television Commission. Action March 17.

*Allentown, Pa.—Lehigh Valley Educational Television Corp. Granted CP for new TV on UHF channel 39 (620-626 mc); ERP 617 kw vis., 123 kw aur. Ant. height above average terrain 969 feet, above ground 549 feet. P.O. address c/o Dr. Glenn J. Christensen, Alumni Building, Lehigh University, Bethlehem, Pa. Estimated construction cost \$675,001; first year operating cost \$139,800. Studio and trans. location both Northampton county, Pa. Geographic coordinates 40° 35' 54" north latitude, 75° 22' 53" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Legal counsel: Peter Hearn; consulting engineer: George C. Davis, Washington. Principal: board of trustees. Action March 18.

APPLICATION

Jackson, Miss.—City Index Corp. UHF channel 25 (536-542 mc); ERP 601 kw vis., 120.2 kw aur. Ant. height above average

terrain 1,698.8 feet, above ground 1,715 feet. P.O. address Box 1172, Jackson. Estimated construction cost \$1,310,819; first year operating cost \$560,000; revenue \$600,000. Geographic coordinates 32° 11' 55" north latitude, 90° 23' 44" west longitude. Studio and trans. locations both Jackson. Type trans. RCA TTU-50B, type ant. RCA TFU-46K. Legal counsel Roberts & McInnis; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principals: American Public Life Insurance Co. (73%), Richard O. Rush (24.3%), Charles C. Rush and Ralph B. Edwards (each 1.35%). Mr. R. O. Rush is president of American Public Life. Ann. March 15.

Existing TV stations

ACTIONS BY FCC

■ Commission scheduled oral argument, to be held May 13 on 20 applications for extension of time to construct UHF TV's (group I), one for license to cover CP (group II), and three for renewal of licenses (group III), pursuant to November 1964 requests for additional data from "idle" UHF permittees who had not constructed and permittees or licensees who had ceased operation. Action March 17.

Those set for oral argument are: Group I: WKNA-TV, Joe L. Smith Inc., Charleston, W. Va.; WAND-TV, Agnes J. Reeves Greer, Pittsburgh; WNET-TV, Channel 16 of Rhode Island Inc., Providence, R. I.; WTLE-TV, United Broadcasting Co. of Eastern Maryland Inc., Baltimore; WHTO-TV, Neptune Broadcasting Corp., Atlantic City; KMTW Kaiser Broadcasting Corp., Corona, Calif. (formerly KICB-TV); WVNA-TV, Elton H. Darby, Tusculumbia, Ala.; KCEB-TV, Elfred Beck, Tulsa, Okla.; WBTM-TV, Piedmont Broadcasting Corp., Danville, Va.; WEZI Mid-America Broadcasting Corp., Louisville, Ky.; KNUZ-TV, KNUZ Television Inc., Houston; WRTV Atlantic Video Corp., Asbury Park, N. J.; WTVU, Appalachian Co., Scranton, Pa.; WCBS-TV, Storer Broadcasting Co., Miami; WENS-TV, Telecasting Inc., Pittsburgh; KSAN-TV, S. H. Patterson, San Francisco; WELI-TV, Connecticut Radio Foundation Inc., New Haven, Conn.; WCOC-TV Mississippi Broadcasting Co., Meridian, Miss.

Group II: WICA-TV, Radio Enterprises of Ohio Inc., Ashtabula, Ohio.

Group III: WLEV-TV, Associated Broadcasters Inc., Bethlehem, Pa.; WBPZ-TV, Lock Haven Broadcasting Corp., Lock Haven, Pa.; WICC-TV, Connecticut-New Broadcasters Inc., Bridgeport, Conn.

■ By letter, commission denied request of United Broadcasting Co. of Eastern Maryland Inc. for STA to operate WTLE-TV, channel 24, Baltimore, on channel 18 (not assigned Baltimore). By order, commission dismissed United's application to increase power and change trans. location. United has held WTLE CP since 1953. There has been no construction. Commissioners Hyde and Lee dissented to order. Action March 17.

New AM stations

ACTIONS BY FCC

Montpelier, Idaho — Glacus G. Merrill. Granted CP for new AM on 1450 kc, 250 w-N, 1 kw-D. P.O. address Box 1526 Clarksburg, W. Va. Estimated construction cost \$13,700; first year operating cost \$21,000; revenue \$24,000. Mr. Merrill, sole owner, holds CP for new FM in Keyser, W. Va. Action March 17.

	<h1>EDWIN TORNBURG & COMPANY, INC.</h1>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

San Antonio, Tex.—D and E Broadcasting Co. Granted CP for new AM on 1540 kc, 1 kw D. P.O. address 102 Baity Ct. Estimated construction cost \$12,342, first year operating cost \$52,200, revenue \$60,000. Principals: Manuel G. Davila (80%) and Willie G. Egerton (20%). Mr. Davila was formerly employe of KEXX San Antonio. Mr. Egerton is consulting engineer. Action March 16.

APPLICATIONS

Jacksonville, Ala.—Jacksonville Broadcasting Co. 1240 kc, 100 w, unil. P.O. address 387 Centre, Ala. Estimated construction cost \$12,903; first year operating cost \$24,000; revenue \$40,000. Principals: J. Millard LeCroy (40.815%), James M. Davis (40.815%), Thomas J. Roberson (9.185%) and Will V. Roberson (9.185%). Mr. J. M. LeCroy is farmer. Mr. Davis is salesman for Top Value Enterprises. Mr. W. V. Roberson owns contracting company. Mr. T. J. Roberson is teacher and coach at Jacksonville Junior College. Ann. March 15.

Central Point, Ore.—James L. Hutchens. 1400 kc, 250 w, unil. P.O. address 351½ Madison, Corvallis, Ore. Estimated construction cost \$21,297; first year operating cost \$29,000; revenue \$33,000. Mr. Hutchens has 41.33% interest in KFLY-AM-FM Corvallis. Ann. March 15.

Brownsville, Pa.—Brownsville Radio Inc. 1130 kc, 1 kw, D. P.O. address Box 354, Frostburg, Md. Estimated construction cost \$43,439; first year operating cost \$59,925; revenue \$73,000. Principals: D. C. Loughry (52%), R. Dean Hillegas (12%), Robert F. Kerr (12%), Aza C. Stanton (12%) and William Heffern (12%). Mr. Loughry owns WFRB-AM-FM Frostburg. Ann. March 16.

Existing AM stations

ACTIONS BY FCC

■ Granted renewal of licenses of following: WDUZ Green Bay, Wis., and WAVY-AM-TV Portsmouth, Va. Action March 17.

■ By memorandum opinion and order, commission denied request by Lowry Tims Inc. for waiver of AM "freeze" rules and returned application to change operation of daytime WDSK Cleveland, Miss., on 1410 kc, 1 kw, from directional to nondirectional. Action March 17.

■ By memorandum opinion and order, commission (1) granted application of Marshall Broadcasting Corp. for assignment of license of KADO Marshall, Tex., to O. L. Kimbrough and D. W. Morton, d/b as Gemini Enterprises; consideration \$47,150 and agreement not to compete in radio broadcasting for five years within 100 miles of Marshall, and (2) dismissed opposing petition by KMEP Marshall. Gemini Enterprises owns KEES Gladewater. Commissioner Bartley concurred in result. Action March 17.

WFOR Hattiesburg, Miss.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to any action commission may deem necessary as result of final determination with respect to pending application for renewal of license of WFOR. Action March 17.

WJQS Jackson, Miss.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action March 17.

WFPR Hammond, La.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 17.

New FM stations

ACTIONS BY FCC

Texarkana, Ark.—Gateway Broadcasting Co. Granted CP for new FM on 102.5 mc, channel 273, 35.4 kw. Ant. height above average terrain 280 feet. P.O. address Box 1318, Texarkana. Estimated construction cost \$32,100; first year operating cost \$14,310; revenue \$15,000. Principal: W. Decker Smith (100%). Mr. Smith owns KOSY Texarkana. Action March 22.

Petoskey, Mich.—John Harrington. Granted CP for new FM on 98.9 mc, channel 255, 27.2 kw. Ant. height above average terrain 858 feet. P.O. address 133 Michaux Road, Riverside, Ill. Estimated construction cost \$55,027; first year operating cost \$37,100; revenue \$43,316. Principal: John Harrington. Mr. Harrington has 70% interest in John Harrington Enterprises, Chicago firm which sells services of Mr. Harrington as sports and news announcer to CBS. Action March 22.

Tabor City, N. C.—Tabor City Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above

average terrain 160 feet. P.O. address Tabor City. Estimated construction cost \$11,669; first year operating cost \$6,000; revenue \$6,000. Principals: Isadore Kramer, Troy McPherson and J. M. Soles Jr. (each 22.5%), Linnie M. Ward (20%), J. G. Worrell (10%) and Willie D. Ward (2.5%). Messrs. Kramer and Soles each have 50% interest in WYMB Manning, S. C. Action March 18.

Portsmouth, Ohio.—WNXT Inc. Granted CP for new FM on 99.3 mc, channel 257, 776 w. Ant. height above average terrain 535 feet. P.O. address 48-52 North Fifth Street, Zanesville, Ohio. Estimated construction cost \$20,900; first year operating cost \$3,500; revenue \$5,500. Principals: Clay Littick (47.5%), Arthur S. Littick (47.5%) and William O. Littick (5%). WNXT is licensee of WNXT Portsmouth. Action March 17.

APPLICATIONS

Wilmington, N. C.—Progressive Broadcasting Corp. 97.3 mc, channel 247, 27.4 kw. Ant. height above average terrain 125 feet. P.O. address Box 921, Wilmington. Estimated construction cost \$20,080; first year operating cost \$6,500; revenue \$6,500. Principals: Sidney W. Wilson, Vera E. Wilson and Katie Ann Wilson. Progressive Broadcasting is licensee of WHSL Wilmington. Ann. March 16.

Two Rivers, Wis.—Lakeshore Radio Inc. 102.3 mc, channel 272A, 3 kw. Ant. height above average terrain 220 feet. P.O. address 1817 Washington Street, Two Rivers. Estimated construction cost \$17,160; first year operating cost \$18,000; revenue \$25,000. Principals: WTRW Inc. (100%), owned by Kenneth A. Daum (70%), Raymond Kessenich (8.9%), Derry Wagner (8.9%) and others. WTRW Inc., through Lakeshore Radio is licensee of WTRW Two Rivers. Ann. March 16.

Ownership changes

ACTIONS BY FCC

KAMO Rogers, Ark.—Granted transfer of control of licensee corporation, KAMO Inc., from G. Don Thompson (49% before, none after) and Mary Lou Thompson (1% before, none after), to Mike Gary (50% after). Consideration \$80,000. Mr. Gary is district manager for Massey-Ferguson Farm Equipment. Leon and Lucyle McAulliffe retain their 50% interest in KAMO. Action March 17.

WVGT Mount Dora, Fla.—Granted assignment of license from Robert A. Lewis, to David A. Rawley Jr. Consideration \$27,500. Mr. Rawley has 65.63% interest in WLAJ LaFollette, Tenn., has 9% interest in applicant for new TV in High Point, N. C., and is director of High Point Enterprises Inc., High Point, N. C., newspaper publisher. Action March 17.

WCRY Macon, Ga.—Granted relinquishment of negative control of licensee corporation, Middle Georgia Broadcasting Co., by John J. Wheeler (50% before, none after), through sale of stock to Billy R. Mercer (25% after) and Ben G. Porter Jr. (25% after). Consideration \$15,000. Messrs. Porter and Mercer are announcers and salesmen at WCRY. Action March 17.

KAHU Waipahu, Hawaii.—Granted transfer of control of licensee corporation, Rural Broadcasting Ltd., from Harry E. Chu, Timothy Wee and others, to Royal Hawaiian Radio Inc., owned by George M. Mardikian, B. Floyd Farr and George D. Snell (each 33⅓%). Consideration \$129,500. Messrs. Farr, Snell and Mardikian each have 32.26% interest in KEEN San Jose, Calif.; 33⅓% interest in KCVR Lodi, Calif.; 33⅓% interest in KVEG Las Vegas, and 3⅓% interest in KAHU. Action March 17.

WCVS Springfield, Ill.—Granted assignment of license from WPFA Radio Inc., owned by J. W. O'Connor (34%), Dorothy O'Connor (45%), Thomas A. O'Connor (16%) and Kenneth Spengler (5%), to JWOC Broadcasting Co., owned by same individuals with same percentages. No financial consideration. Action March 19.

KUDL Fairway, Kan.—Granted assignment of license from Heart of America Broadcasters Inc., owned by Tele-Broadcasters Inc. which is owned by H. Scott Kilgore (50.8%), Arthur D. Hogan (4.1%) and others to KUDL Co., owned by Kamina Inc. (80%) and Zimmerman Enterprises Inc. (20%). Kamina is owned by Eugene and Carol Burdick (each 50%). Zimmerman is owned by William L. Zimmerman (100%). Mr. Zimmerman is general manager of KUDL. Action March 19.

WKPO Prentiss, Miss.—Granted assignment of CP from Jesse R. Williams tr/as Jeff Davis Broadcasting Service to Jesse R. Williams and Albert Mack Smith (each 50%) d/b as Jeff Davis Broadcasting Service. Consideration \$29,750. Mr. Williams is sole owner of WCSA Ripley, Miss., and Mr.

Smith has 33.3% interest in WAPF McComb and WMDC Hazlehurst, both Mississippi also KADL Pine Bluff, Ark. Action March 18.

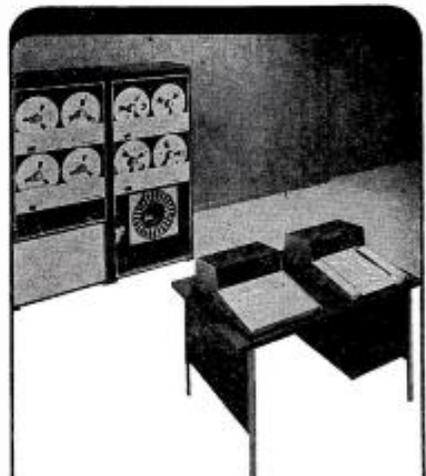
KSJB Jamestown, N. D.—Granted assignment of license from Great Western Enterprises Inc., owned by James M. Pryor Jr. (99.6%), James M. Pryor (0.2%) and Joseph J. Funke (0.2%), to Triple R Inc., owned by Edgar Daniel Crilly (100%). Consideration \$387,500. Mr. Crilly is with sales staff of Conover-Nast Publishing, New York. John Degraff Stebbins, vice president, is with Hamilton-Landis & Associates, Chicago communications brokers. Action March 19.

KHAP Aztec, N. M.—Granted transfer of control of licensee corporation, San Juan Broadcasting Inc., from Martin W. VanGelder (35.94%), Tirrell S. VanGelder (14.06%), Lewis G. Robinson (35.94%) and Mary C. Robinson (14.06%), to Thomas A. Moyer (100%). Consideration assumption of liabilities. Mr. Moyer is senior contract engineer for Goodyear Aerospace Corp. Action March 17.

KKIT-AM-FM Taos, N. M.—Granted assignment of license and CP from Art Capitol Broadcasting Co., owned by Jack W. Hawkins (75%), Louise Hawkins (10%), Donald Boston (10%) and John Himes (5%), to Sam Inc., owned by Stephen A. and Barbara C. Machcinski (each 50%). Consideration \$125,000. Mr. Machcinski had interest in WICC Bridgeport, Conn., and KRAK Sacramento, Calif., and Adam Young Inc., New York rep firm. Action March 19.

WXUR-AM-FM Media, Pa.—Granted transfer of control of licensee corporation, Brandywine-Main Line Radio Inc., from George E. Borst (9.18%), M. John Boyd (18.35%), Joseph B. Fisher (10.51%) and Stella B. Proctor (19.56%) to Faith Theological Seminary, Carl McIntire, president. Consideration \$191,850. John H. Norris, member of Faith Theological board of directors, has 26⅓% interest in WGSB-AM-FM Ephrata; 10% interest in WGBB-AM-FM Red Lion; is manager of WINE Red Lion, all Pennsylvania, and is equal partner in WABH Deerfield, Va. Action March 17.

KWBA Baytown, Tex.—Granted assignment of license from Iva Lea Worley, administratrix of estate of David R. Worley, deceased, to John M. Camp. Consideration



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\$240,000. Mr. Camp has 32% interest in WPOW New York, and has 98% interest in J. M. Camp and Co., Wheaton, Ill., advertising agency. Action March 17.

KFMK(FM) Houston—Granted assignment of license from James R. Corry, to Liberty Communications Corp., owned by J. G. Bertman Jr. (46%), R. A. Buchanan, Joe D. Harris III and C. O. Roberts (each 18%). Consideration \$125,000. Assignees have business interests in Liberty and Dayton, both Texas. Action March 19.

KADO Marshall, Tex.—Granted assignment of license from Marshall Broadcasting Corp., whose holding company is Lone Star Steel Co. which is publicly owned by E. B. Germany (1.53%) and others to Orman L. Kimbrough and Delvin W. Morton d/b as Gemini Enterprises. Consideration \$47,150 and covenant not to compete within 100 miles of Marshall for five years. Messrs. Morton and Kimbrough each have 50% interest in KEES Gladewater, Tex. Action March 17.

WGAT Gate City, Va.—Granted transfer of control of licensee corporation, Rogers-McGuire Broadcasting Corp., from John K. Rogers (50% before, none after) and Charles J. and Mary Jane B. McGuire (50% jointly before, none after) through sale of stock to James H. Long and Baxter N. Shaffer Jr. (each 50% after). Consideration \$30,000. Action March 22.

APPLICATIONS

KSTT Davenport, Iowa—Seeks assignment of license from Quint Cities Broadcasting Co., owned by Frederick Epstein (22%), Arthur Epstein (22%), Burt H. Corwin (23%), Milton H. Corwin (23%) and Marvin Borman (10%), to KSTT Inc., owned by Frederick Epstein and Arthur Epstein (each 50%). Mr. Fred Epstein owns Midwest Concert Productions, Davenport theatrical production firm. Ann. March 15.

KWCO Chickasha, Okla.—Seeks assignment of license from Bayard Auchincloss (99%) and others, to Sooner Broadcasting Corp., owned by M. G. Tomlinson (99.99%) and others. Consideration \$110,000. Mr. Tomlinson has business interests in Duncan and Frederick, Okla. Ann. March 16.

WMDD Fajardo, P. R.—Seeks assignment of license from WMDD Inc., owned by Jose R. Madrazo (98.5%), Nimia V. De Madrazo and Ramon V. Fernandez (each 0.75%), to Jose R. Madrazo (100%). Consideration \$40,000. Ann. March 15.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward (1) granting application of Nelson Broadcasting Co. for new FM on channel 276 (103.1 mc) in Newburgh, N. Y., and (2) denying similar application of WBNR Inc. Action March 24.

■ Commission gives notice that Jan. 28 initial decision which looked toward granting application of Camellia City Telecasters for new TV on channel 40 in Sacramento, Calif., became effective March 19 pursuant to Sec. 1.276 of rules. Action March 23.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward (1) granting application of Progressive Broadcasting Co. for new daytime AM on 1350 kc, 1 kw in Corinth, Miss.; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and (2) denying application of WTWV Radio for new daytime AM on same frequency with 5 kw in Tupelo, Miss. Action March 22.

DESIGNATED FOR HEARING

Smiles of Virginia Inc. and Petersburg Broadcasting Inc., Petersburg, Va.—Designated for consolidated hearing applications for new FM in Petersburg, to operate on channel 257 (99.3 mc); ERP 3 kw—Smiles of Virginia with ant. height of 240 feet; and Petersburg Broadcasting with ant. height of 290 feet. Action March 22.

■ By memorandum opinion and order, commission designated for consolidated hearing, on concentration of control and programming issues, applications of James B. Childress for new daytime AM on 1540 kc, 1 kw in Burnsville, N. C., and James B. and Theatrice C. Childress and James Ardele Sink, d/b as Denton Radio Co., for new AM on 710 kc, 10 kw, DA, D, in Denton, N. C.; made Davidson County Broadcasting Co., WBUI-AM-FM Lexington, and Thomsville Broadcasting Co., WTNC-AM-FM Thomasville, N. C., which filed petitions opposing Denton application, parties to proceeding with participation limited to issues

affecting application. Childress owns WKJK Granite Falls; WMSJ Sylva, and has majority interest in WKSX West Jefferson, all North Carolina; also has minority interest in WKRK Murphy, N. C., and WLAJ Lafollette, Tenn. Commissioners Hyde and Loevinger dissented. Action March 17.

WNAG Grenada, Miss.—Designated for hearing application to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc with 250 w-N; made WDSK Cleveland, Miss., party to proceeding. Action March 17.

Carolina Radio Broadcasting Co., Spartanburg, S. C.—Designated for hearing application for new daytime AM on 1530 kc, 1 kw with 250 w-CH. Commissioners Hyde and Loevinger voted for grant. Action March 17.

WMEN Inc., Tallahassee, Fla.—Designated for consolidated hearing applications for new FM on channel 235 (94.9 mc)—WMEN Inc., with ERP 28.57 kw, ant. height 312 feet, and Tallahassee Appliance with ERP 27.814 kw, ant. height 246.44 feet. In event application of WMEN Inc. is not dismissed or denied, final action will be withheld pending conclusion of WTIJ Tifton and WDMG Douglas, Ga., proceeding in Doc. 15176 et al. Action March 17.

■ To determine, among other things, what effect grant would have on UHF television in central Alabama, commission, by memorandum opinion and order, designated for hearing application by Selma Television Inc. to move trans. of WSLA-TV Selma, Ala., channel 8, from present site 4 miles from Selma to new location near West Blocton (45 miles from Selma, 35 miles from Birmingham and 68 miles from Montgomery) and increase vis. ERP from 251 to 316 kw and ant. height above average terrain from 360 to 2,000 ft. It made WBMG(TV), channel 42, Birmingham, and WKAB-TV, channel 32, and WCOV-TV, channel 20, both Montgomery, parties to proceeding. Commissioners Hyde and Bartley dissented; Commissioner Cox concurred in result. Action March 17.

OTHER ACTIONS

■ Commission voted to issue notice of proposed rulemaking dealing with ownership, production and control by networks of TV programs. Commissioner Loevinger concurred in action; Commissioners Hyde and Lee dissented. Action March 19.

■ Commission proposed rulemaking that is intended to foster competition in TV program production and procurement and thereby increase and diversify sources available to individual TV's and networks from which to select TV fare broadcast to public. Action March 19.

■ By order in proceeding on applications of Spanish International Television Inc., Bartell Broadcasters Inc. and Trans-Tel Corp. for new UHF-TV in Paterson, N. J., commission (1) certified to itself for resolution of petition by Trans-Tel to enlarge issues and related pleadings; (2) as necessary prerequisite to commission's determination of joint petition for reconsideration, approval of agreement, dismissal of SITC and Bartell applications and grant to Trans-Tel, directed Trans-Tel and SITC to file, within 30 days, statement setting forth program policies which they contemplate will be put into effect under operation of TV as joint ventures, including any comments which parties desire to file in support of programming proposal; also, directed parties to advise commission as to status of proposed joint venture and, if agreement therefore has been made final, to file executed copy thereof; and (3) deferred action on joint petition pending receipt of requested programming data and pending resolution of Trans-Tel's petition for enlargement of issues. Action March 17.

■ By second report and order, commission made following additional changes in FM table of channel assignments based upon proposed rulemaking and comments filed in Doc. 15542 (numerals are channel numbers): Assigned 221A to Hialeah, Fla.; added 224A to Carroll, Iowa (retaining 286 in that city); assigned 228A to Cherokee, deleted 232A from Fort Dodge and assigned that city 221A and 233; assigned 276A to Jamestown, Ky., as substitute for 288A assigned that city in first report and order; and assigned 224A to Holly Springs, Miss. (instead of 237A as proposed).

■ Proposal to assign channel 221A to Ionia, Mich., by deleting that channel from St. Johns and substituting 285A for 221A at Grand Haven, was not adopted in view of absence of indication of present interest for channel in Ionia.

■ By report and order, commission sub-

stituted channel 275 for 243 in Portland, 283 for 272A in Augusta, and 244A for 276A in Sanford, all Maine. This is pursuant to rulemaking proposed in Doc. 15737. Actions March 17.

■ By notice of proposed rulemaking, commission invited comments to alternate proposals to (1) substitute 221A for 280A at Clewiston, Fla., 281 for 282 in Cocoa Beach, and 298 for 282 at Miami, and add 283 to West Palm Beach, or (2) add 244A to West Palm Beach. This stems from petition by WJNO Radio (WJNO), West Palm Beach, seeking second FM channel in that city. Action March 17.

■ By memorandum opinion and order, commission denied petition by New Horizons Telecasting Corp. for rulemaking to add TV channel 10 to Jacksonville, Fla., at short spacing. Arguments advanced by New Horizons were substantially the same as those fully considered by commission when it denied VHF "drop-in" assignments in Doc. 14231-14238. Commissioner Cox dissented. Action March 17.

■ By memorandum opinion and order, commission waived rule Sec. 73.610(b), 73.613 (a) and 73.685(a) concerning co-channel mileage separation, main studio location and trans. location and granted application of Nebraska Educational Television Commission for new noncommercial educational TV in Lexington, Neb., on channel *3 with ERP of 100 kw vis. and 10 kw aurr., and ant. height 1,060 feet, from site near Atlanta, about 30 miles southeast of Lexington; conditioned that NETC will provide "equivalent protection" to May Broadcasting Corp. in event of grant of application to relocate trans. of KMTV on channel 3 to site near Millard; and dismissed objections of Association of Maximum Service Telecasters Inc. Commissioner Lee dissented. New TV will operate as satellite of KUON-TV (ch. *12) in Lincoln, to serve south central Nebraska as part of statewide educational network. Action March 17.

South Central Educational Broadcasting Council, Chambersburg, Pa.—Waived Sec. 74.702 of rules and granted CP for new UHF-TV translator on channel 73 to rebroadcast programs of noncommercial educational WITF-TV (ch. *33), Hershey; conditioned that authorization shall cease to be effective and operation of translator shall be terminated coincident with commencement of operation of duly authorized TV on channel 58 at Martinsburg, W. Va., or at any other location involving separations from translator less than required by Sec. 74.702 (c) of rules. Action March 17.

■ By memorandum opinion and order, commission waived three-year holding rule and granted transfer of control of Brandywine-Main Line Radio Inc., licensee of WXUR-AM-FM, Media, Pa., from George E. Borst, Dr. M. John Boyd, Joseph B. Fisher and Stella B. Proctor to Faith Theological Seminary Inc. (Rev. Dr. Carl McIntire, board president); consideration \$191,650 for approximately 80 percent of stock interest. In granting transfer, commission pointed out that station is currently losing money and transferees are selling stock for price originally paid for it. After citing representations of transferee to be fair in treatment of public issues, commission stated: "commission has responsibility of avoiding censorship and intrusion of own views with respect to merits of controversial issues, while at same time insuring that licensees fairly and properly utilize their stations to serve community generally and various groups which make up community, rather than only 'private interest.' . . . Consequences of denial of initial license because of doubts as to proposed licensee's ability to serve public in these respects, makes task of judgment even greater. Denial removes opportunity to demonstrate good faith. We have examined charges before us in light of considerations, and with full recognition that objectors are responsible leaders of community life in area. We have determined that hearing looking toward possible denial of application is not warranted in circumstances of case. In reaching determination, we have relied upon specific representations by transferee indicating awareness of licensee's responsibilities. In any event, grant is subject to same conditions applicable to all broadcast grants—that licensee will make good faith effort to ascertain and serve needs and interests of area (rather than to serve private interest); that it will abide by requirements of fairness doctrine . . . ; and that it will not slant news or in any way distort factual material." Commissioner Hyde concurred in result; Commissioner Cox dissented and issued statement; Commissioner Loevinger

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 24

	ON AIR	NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	for new stations
AM	4,011	52	414
FM	1,270	45	281
TV	550 ^a	42	202

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 24

	VHF	UHF	TV
Commercial	509 ^a	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1965

	AM	FM	TV
Licensed (all on air)	3,968	1,212	558
CP's on air (new stations)	42	72	27
CP's not on air (new stations)	73	202	84
Total authorized stations	4,083	1,486	669
Applications for new stations (not in hearing)	189	184	79
Applications for new stations (in hearing)	80	47	63
Total applications for new stations	269	231	142
Applications for major changes (not in hearing)	195	51	32
Applications for major changes (in hearing)	26	3	9
Total applications for major changes	221	54	41
Licenses deleted	2	0	0
CP's deleted	0	1	1

¹ Does not include seven licensed stations off air.

^a Includes three noncommercial stations operating on commercial channels.

concurrent and issued statement. Action March 17.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new TV on channel 51 in San Diego, in Doc. 15824-5, granted petition by Gross to extend time to March 29 to file reply to opposition and comments to petition to enlarge issues. Member Nelson not participating. Action March 23.

■ Granted motion by Middle Tennessee Enterprises Inc. to extend time to April 2 to file replies to exceptions and supporting brief to initial decision in proceeding on application and that of Middle Tennessee Broadcasting Co. for new FM in Columbia, Tenn. Action March 23.

■ In proceeding on FM applications of John N. and Alvera M. Traxler, Sunshine Broadcasting Co., Delray Beach, WLOD Inc. and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15803-6, granted Traxlers' motion to extend time to March 22 to file oppositions to Boca's petition to enlarge issues. Action March 23.

■ By memorandum opinion and order in above proceeding, denied petition by Pasadena Broadcasting Co. to enlarge issues with respect to Western Broadcasting Corp. application. Member Nelson not participating. Action March 22.

■ By memorandum opinion and order in proceeding on applications of Princess Anne Broadcasting Corp. and South Norfolk Broadcasting Co. for new AM in Virginia Beach and Chesapeake, Va., respectively, in Doc. 15778-9, (1) dismissed motion by Broadcast Bureau to enlarge issues; (2) on own motion, enlarged issues to determine (a) whether applicants' proposal would provide coverage to city sought to be served as required by Sec. 73.188(b)(1) and (2) of rules; (b) whether old City of Virginia Beach now constitutes community within meaning of Sec. 73.30(a) of rules; and (3) changed numbering of issues accordingly. Member Nelson abstained from voting. Action March 19.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to extend time to March 29 to file reply brief to exceptions and brief in support thereof to initial decision in proceeding on AM application in Doc. 15180. Action March 19.

■ In 1110 kc, Pasadena, Calif., area proceeding in Doc. 15751 et al., dismissed petition by Storer Broadcasting Co. to delete issue requiring determination of interference proposal would cause to Donnelly C. Reeves application for new AM in Roseville, Calif. Member Nelson not participating. Action March 19.

■ Granted petition by Town & Farm Inc. (KMMJ), Grand Island, Neb., to extend time to March 24 to reply to petition for modification of issues and to petition by Nebraska Rural Radio Association (KRVN), Lexington, Neb., to enlarge issues in proceeding on AM applications. Member Nelson not participating. Action March 18.

■ In consolidated proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., in Doc. 15835-40, granted petition by Broadcast Bureau to extend time to March 29 to file responsive pleadings to Cedar Broadcasters, Lebanon, and Radio Catonsville Inc., Catonsville, Md., petitions to enlarge issues. Member Nelson not participating. Action March 18.

■ Members Nelson, Pincock and Berke-meyer (later concurring in result), adopted decision granting application of Manuel G. Davila and Willie G. Egerton, d/b as D and E Broadcasting Co., for new daytime AM on 1540 kc, 1 kw, in San Antonio, Tex.; condition and denying application of Great State Broadcasters Inc. seeking new AM on same frequency with 10 kw, DA, in San Antonio April 22, 1964 initial decision looked toward action. Action March 16.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated examiners to preside in following proceedings and scheduled prehearing conferences and hearings as shown:

■ Forest L. McClenning—Selma Television Inc. (WSLA-TV), Selma, Ala.; prehearing conference for April 14 and hearing for May 19; Isadore A. Honig—AM application of Grenada Broadcasting Inc. (WNAG), Grenada, Miss.; prehearing conference for April 15 and hearing for May 10; Millard F. French—AM applications of James B. Childress, Burnsville, and Denton Radio Co., Denton, N. C.; prehearing conference for April 13 and hearing for May 17; Sol Schildhouse—AM application of Carolina Radio Broadcasting Co., Spartanburg, S. C.; prehearing conference for April 15 and hearing for May 17, and Elizabeth C. Smith—FM applications of Smiles of Virginia Inc. and

Petersburg Broadcasting Inc., Petersburg, Va.; prehearing conference for April 15 and hearing for May 19. Action March 23.

■ Because of unavailability of hearing room facilities in Prattville, Ala., changed place of April 6 hearing to Montgomery, Ala., in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattville. Action March 23.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Neb., in Doc. 15812-3, granted KRVN petition for leave to amend application to modify section III to bring up to date certain bank commitment letters and other deferred payment credits, etc. Action March 22.

■ Scheduled joint prehearing conference for April 1 for purposes of discussing preparation of data required under issues added on March 12 by panel of commissioners in proceedings on applications for new UHF-TV's on channel 29 in Buffalo, N. Y., channel 65 in Cleveland, and channel 25 in Boston. Action March 18.

■ On own motion, cancelled March 19 prehearing conference in proceeding on applications of Ultravision Broadcasting Co. and WEBB Inc., for new TV on channel 29 in Buffalo, N. Y. Action March 18.

By Hearing Examiner
James D. Cunningham

■ Granted petition by Hubbard Broadcasting Inc. for leave to amend application for new FM in St. Paul to reflect change in original programing proposal, and retained in hearing status amended application. Action March 23.

By Hearing Examiner Thomas H. Donahue

■ In consolidated proceedings for new daytime AM of Wide Water Broadcasting Inc., East Syracuse, and Radio Voice of Central New York Inc., Syracuse, N. Y. and Connecticut Coast Broadcasting Co., Bridgeport, Conn., granted Wide Water's petition to sever and grant application for operation on 1540 kc, 1 kw, and granted request of Radio Voice to dismiss with prejudice application for operation on same frequency with 50 kw, DA. By separate action in Doc. 14830, specified May 3 for exchange of applicant's direct written presentation and scheduled hearing for June 1. Actions March 22 and 23.

■ In proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FM in Dubuque, Iowa, in Doc. 15442-3, granted Telegraph-Herald request to continue March 22 hearing to March 31. Action March 22.

■ By notation of ruling, formalized March 12 ruling made on record in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., and granted, effective March 12, applicant's petition for leave to amend and petitions to supplement amendment. Action March 18.

■ Granted motion by Radio 13 Inc. to terminate as moot proceeding on application for renewal of license of WHZN Hazleton, Pa., and closed record and terminated proceeding. (On Feb. 9, Radio 13 submitted license of WHZN to commission for cancellation.) Action March 18.

By Hearing Examiner Charles J. Frederick

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted oral motion to extend time from March 22 to March 29 to file proposed findings and from April 5 to April 12 for replies. Action March 17.

■ Pursuant to agreements reached at March 16 prehearing conference in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, scheduled further prehearing conference for April 19 and cancelled April 19 hearing with date to be reset at April 19 prehearing conference. Action March 16.

By Hearing Examiner Isadore A. Honig

■ Granted motion by Verne M. Miller to extend time from March 31 to April 8 to file replies to proposed findings in proceeding on application for new AM in Crystal Bay, Nev. Action March 23.

■ In proceeding on applications of Southern Broadcasting Co. and Hall County Broadcasting Co. for new FM in Gainesville, Ga., in Doc. 15798-9, granted Southern

Broadcasting motion to continue March 22 hearing to April 22. Action March 19.

■ Formalized by order ruling made by examiner during March 18 hearing in proceeding on application of Midwest Television Inc. for new TV on channel 26 in Springfield, Ill., in Doc. 15450, and granted applicant's oral motion to extend certain procedural dates and continue April 27 hearing, on issues 2 and 5, to May 25. Action March 18.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc. for new FM in Kingston, N. Y., in Doc. 15436-7, granted Skylark's oral request to continue March 25 further prehearing conference to April 14. Action March 24.

■ Granted request by Rust Broadcasting Inc. (WHAM), Rochester, N. Y., for leave to intervene in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, and dismissed as moot petition for extension of time to reply to Garden City's opposition. Action March 23.

By Hearing Examiner David I. Kraushaar

■ Pursuant to agreements reached at March 17 prehearing conference in proceeding on applications of WEPA-TV Inc. (WEPA-TV), Erie, Pa., for modification of CP to change from channel 66 to channel 24, and Jet Broadcasting Inc. for new TV on latter channel at Erie, in Doc. 15844-5, scheduled certain procedural dates and rescheduled hearing for May 18. Action March 17.

By Hearing Examiner Jay A. Kyle

■ Rescheduled March 31 hearing conference for April 30 in proceeding on application of Chronicle Publishing Co. (KRON-TV), San Francisco. Action March 16.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In Chicago TV channel 38 proceeding in Doc. 15668, 15708, granted Chicagoland TV Co. request to continue April 20 hearing to April 27; by separate action, denied Chicagoland petition for reconsideration of examiner's ruling which rejected exhibit 17, and rejected as immaterial Chicago Federation of Labor and Industrial Union Council exhibits 32, 33, 34 and 34A. Actions March 22, 19.

■ Scheduled further prehearing conference for March 29 in proceeding on applications of Vaughn-Hanssen Co. and Cape Canaveral Broadcasters Inc. for new AM in Melbourne and Eau Gallie, Fla., respectively, in Doc. 15584-5. Action March 22.

■ In consolidated AM proceeding on applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition by Lebanon Valley Broadcasting Co., Lebanon, to extent of dismissing, but with prejudice, application; by separate action, continued April 19 hearing to June 1, and specified procedural dates. Action March 22.

■ In proceeding on applications for new UHF-TV's on channel 23 in Houston, channel 25 in Boston and channel 31 in Lorain, Ohio, cancelled April 1 date for exchange of certain written material in Boston proceeding, ordered exchange date of April 15 in Lorain proceeding to remain operative, and hearing on consolidated issues to resume on May 3. Action March 19.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at March 23 prehearing conference in proceeding on application of United Broadcasting Inc. for renewal of license of WOOK Washington, in Doc. 15795, specified certain procedural dates and continued April 30 hearing to May 25. Action March 23.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint motion by Dirigo Broadcasting Inc. and Downeast Television Inc., applicants for new TV on channel 7 in Bangor, Me., to continue March 22 hearing conference to April 16. Action March 19.

■ Pursuant to agreement reached at March 18 prehearing conference in proceeding on applications of American Homes Stations Inc., Orange County Broadcasters and Orlando Radio & Television Broadcasting Corp. for new FM in Orlando, Fla., in Doc. 15830-2, continued April 26 hearing to May 26. Action March 18.

BROADCAST ACTIONS by Broadcast Bureau Actions of March 23

WMBY-FM Myrtle Beach, S. C.—Granted
BROADCASTING, March 29, 1965

SCA on sub-carrier frequency of 67 kc.

WRKO-FM Boston—Granted mod. of CP to change type trans. and type ant., make changes in ant. system (increase height), install vertically polarized ant., and make engineering changes; ERP 11 kw; ant. height 910 feet.

KTWO-TV Casper, Wyo.—Granted license covering changes in auxiliary trans. location.

WGR-TV Buffalo, N. Y.—Granted mod. of license to reduce aur. trans. ERP to 20 kw, and change type aur. trans.

WBCK Battle Creek, Mich.—Remote control permitted; conditions.

KGNC Amarillo, Tex.—Granted CP to install new auxiliary trans. at main trans. site; remote control permitted.

WPAT-FM Paterson, N. J.—Granted CP to install new trans., and make engineering changes; remote control permitted; waived Sec. 73.210(a)(2) of rules to permit main studio to be located at Broad Street and Heppburn Road, Clifton.

WFLA-FM Tampa, Fla.—Granted CP to change type trans.

WBLLR-FM Batesburg, S. C.—Granted mod. of CP to increase ERP to 300 feet, change ant.-trans. location, type trans. and type ant., install vertically polarized ant., and make engineering changes; remote control permitted.

WJM-FM Philadelphia—Granted mod. of CP to increase ERP to 26 kw and ant. height to 195 feet, change type trans. and type ant.

KMET(FM) Denver—Granted mod. of SCA to add sub-carrier frequency of 67 kc.

■ Granted licenses covering changes for Mont.; KYW-TV Cleveland; WBZ-TV Boston.

Actions of March 22

KCLE-FM Cleburne, Tex.—Granted CP to change ant.-trans. location; install new trans. and new ant.; increase ERP to 50 kw, and ant. height to 450 feet; remote control permitted.

WAVA-FM Arlington, Va.—Granted SCA on sub-carrier frequency of 67 kc.

■ Granted renewal of licenses of following main and co-venting auxiliaries: KJOE Shreveport, La.; WGAT Gate City, Va.; WLRC Whitehall, Mich.; WMSL-TV Decatur, Ala.; WOXR(FM) Oxford, Ohio; WPRA Mayaguez, P. R.; WPTN-FM Cookeville, Tenn.; *WUOA (AM-FM) Tuscaloosa, Ala.

WEXX Wyoming, Mich.—Granted license for AM.

WKLA Ludington, Mich.—Granted license covering increase in daytime power and installation of new trans.

KFLA Scott City, Kan.—Granted license covering changes in ant. system.

WPHC Waverly, Tenn.—Granted license covering changes in ant. system.

KVEN Ventura, Calif.—Granted license covering installation of auxiliary trans.

WINA-FM Charlottesville, Va.—Granted license covering increase in ERP, decrease in ant. height, installation of new ant. and trans., and change in ant.-trans. location; specify type trans.

WJBR(FM) Wilmington, Del.—Granted license covering changes in ERP and ant. height, installation of new ant. and trans., and engineering changes; specify type trans.

WLIR(FM) Garden City, N. Y.—Granted license covering installation of new ant., and engineering changes.

WALL-AM-FM Middletown, N. Y.—Granted mod. of license and mod. of CP to change name to WALL Radio Inc.

WJZZ(FM) Bridgeport, Conn.—Granted CP to increase ERP to 25 kw, decrease ant. height to 650 feet, install new trans. and dual polarized ant., and make engineering changes; remote control permitted, conditions.

■ Granted licenses for following FM's: WLPO-FM La Salle, Ill.; Evansville, Ind., and specify type trans.; WPGF-FM Burgaw, N. C.; WKBJ-FM Milan, Tenn., and specify type trans.; WSIP-FM Paintsville, Ky., and specify type ant.; WMCF Stuart, Fla.

■ Following were granted extensions of completion dates as shown: KOIL Omaha, to Sept. 9; KBUY Amarillo, Tex., to June 1; WETC Wendell-Zebulon, N. C., to June 15; KTRN Wichita Falls, Tex., to July 1; WEMD Easton, Md., to May 1; WHSB(FM) Alpena, Mich., to July 15; KERI(FM) Bellingham, Wash., to May 2; WLBB-FM New York, to Sept. 18; KALB-FM Alexandria, La., to Sept. 10; WSAL-FM Logansport, Ind., to June 15; KOEM(FM) Oklahoma City, to Sept. 1; KFLY-FM Corvallis, Ore., to Sept. 4.

Action of March 19

■ Remote control permitted for WNUS-FM Chicago.

Actions of March 19

■ Granted renewal of licenses of following main and co-venting auxiliaries: KCOL Fort Collins, Colo.; KIUP Durango, Colo.; KNDC Hettinger, N. D.; KSJB Jamestown, N. D.; KYLT Missoula, Mont.; KFAM-FM St. Cloud, Minn.; *KFME(TV) Fargo, N. D.; KDSJ Deadwood, S. D.; KLGR Redwood Falls, Minn.; KPRK Livingston, Mont.; KXLF Butte, Mont.; KYNT Yankton, S. D.; KMMT(TV) Austin, Minn.; KFML-FM Denver, and KOYN Billings, Mont.

WEAU-TV Eau Claire, Wis.—Granted license covering changes, redescribe trans. and studio location.

KMOT(TV) Minot, N. D.—Granted license covering changes

WCOF Immokalee, Fla.—Granted license for AM; specify type trans.

WFRa Franklin, Pa.—Granted license covering change in hours of operation, frequency, and installation of new trans.

WCOF Boston—Granted license covering use of old main trans. as alternate main trans. at main trans. site.

WABB Mobile, Ala.—Granted license covering use of old main trans. as alternate main trans. at main trans. site, with DA-N, and remote control operation daytime.

WYFS(FM) Winston-Salem, N. C.—Granted license covering installation of new exciter unit.

KWAL Wallace, Idaho—Granted CP to make changes in ground system; conditions.

*KTXT-FM Lubbock, Tex.—Granted CP to install new ant.

WABZ-FM Albemarle, N. C.—Granted CP to increase ERP to 3 kw and ant. height to 200 feet, install new trans. and new ant., move ant.-trans. location, and establish remote control operation; conditions.

WCCC-FM Hartford, Conn.—Granted CP to increase ERP to 20.5 kw, decrease ant. height to 720 feet, and install new ant.

KA2XIW New York—Granted CP for new developmental broadcast station.

K13GT Burney, Calif.—Granted CP to replace expired permit for new VHF-TV translator; specify frequency as channel 13, and trans. location.

KYAC Kirkland, Wash.—Granted mod. of CP to make changes in DA pattern; condition.

*WUSF(FM) Tampa, Fla.—Granted mod. of CP to decrease ERP to 1.05 kw, make changes in ant.-trans. location (move trans. from sixth floor of library to basement), and delete remote control operation.

WROM-FM Rome, Ga.—Granted mod. of CP to change type trans. and type ant., and make engineering changes; remote control permitted.

■ Granted licenses for following FM's: WPMP-FM Pascagoula, Miss.; WVVV Blacksburg, Va.; WMYB-FM Myrtle Beach, S. C.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KDWT Stamford, Tex., and specify type trans.; KVOE Emporia, Kan., and specify type trans.; KTNM Tucumcari, N. M., and install new ant., and make changes in ground system.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following: KICA Clovis, N. M., with DA-N; remote control permitted daytime; KTNM Tucumcari, N. M.; KVOE Emporia, Kan.

■ Following were granted extensions of completion dates as shown: WEOC-FM Salisbury, Md., to Sept. 24; WLBB New York, to Sept. 15; KCOR San Antonio, Tex., to Sept. 8; KCIC(FM) Clinton, Mo., to Sept. 1; WKY-TV (main trans. and ant.) Oklahoma City, to April 1.

Actions of March 18

KCUE Red Wing, Minn.—Granted renewal of license; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

KDAL-TV Duluth, Minn.—Granted renewal of license; without prejudice to whatever action may be taken as result of proceedings in Doc. 15415.

WFBS Spring Lake, N. C.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WLTC Gastonia, N. C.—Granted license covering installation of auxiliary trans.

*WREG(TV) New York—Granted extension of completion date to Sept. 18.

WBEL-FM South Beloit, Ill.—Granted CP to install new trans. and ant., increase ERP to 3 w, and ant. height to 300 feet, make changes in ant. system, and make engineering changes.

Continued on page 123

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
 - DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
 - All other classifications, 35¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If tapes, films or packages larger than No. 10 envelope submitted, \$1.00 charge for mailing (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

FM station manager with Fazazz, brains, imagination; to concentrate on select promotion to build important property major market, Northeast area Box C-162, BROADCASTING.

Need manager for new station in large N. J. market. Salary commensurate with ability & experience. Send resume & photo to Box C-297, BROADCASTING.

Sales manager or salesman, potential station manager within 2 years. Major So. California market. Good salary. Liberal commissions. Send resume. Box C-374, BROADCASTING.

Sales manager. Selling and directing sales in metropolitan market. Box C-375, BROADCASTING.

Working general manager. No desk job. Must be strong on sales. Top 50 market. Box C-376, BROADCASTING.

Station-General manager wanted. Good opportunity for young man. New Virginia small town single station fulltimer. Must be good salesman, First phone ticket helpful. Stock interest available to the right man. State all qualifications first letter. Box C-391, BROADCASTING.

Manager/sales manager for new station medium Midwest market. Write KIST, Santa Barbara, California.

General manager—1000-w day. South's fastest growing city—Slidell, Louisiana. Salary and commission commensurate with ability. Only man with good character, proven experience need apply. Apply to WBGs, Slidell, Louisiana.

Sales

Are you an experienced broadcaster able to handle local sales in return for secure position with a well established Virginia station in a growing market? If so, forward photograph and resume. Box C-135, BROADCASTING.

Midwest radio station, metropolitan area, 70,000, needs experienced salesman. One of top retail sales areas in nation. Established account list, excellent growth potential. Good commission and fringe benefits to qualified man. Box C-172, BROADCASTING.

5 kw fulltime in medium-but-growing-fast mid-south market. Needs producer experienced in local-retail sales in South. Station in growth position with solid new ownership and management. Owners expect to acquire additional properties. Draw against commission. Send details to Box C-239, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Permanent local sales position. Excellent earning potential plus benefits. Contact Boyd Porter, KTEM, Temple, Texas.

Sales manager for 10,000 watt Milwaukee metropolitan area station, AM & FM. Expanding multiple operation with fringe benefits and advancement opportunity. Send resume to Jim Sanders, WAUK, Waukesha, Wisconsin.

Sales—(Cont'd)

Madison, Wisconsin—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Opening comes as result of promotion within our 7 station group. Phil Fisher, WISM, Madison, Wisconsin.

Announcers

Need immediately! Two stable radio personalities for work in 150,000 Midwest market with expanding good music station. Morning man with bright, mature sound and able to do production and night man able to satisfy a University town. Send details of experience, audition tape, and salary requirements to Box C-194, BROADCASTING. Floater's need not apply.

Radio morning personality. Bright adult appeal. Also, TV assignments. TV experience helpful, not necessary. Require third class license with broadcast endorsement. Good fringe benefits in Mid-America . . . growing community under 100,000. Box C-243, BROADCASTING.

Immediate opening for good staff announcer at 1,000 w station in Southeastern Michigan. Excellent working conditions, paid hospitalization, vacations. Send resume, tape and picture to Box C-318, BROADCASTING.

Oklahoma station desires top flight announcer with first ticket if possible. Good pay for right man. Must have nose for news. Box C-320, BROADCASTING.

Wanted . . . Top announcer with first class ticket for middle of the road music station. Must have good voice and mature approach to copy. Station 50 miles from New York City. Top salary. Box C-337, BROADCASTING.

50 kw Clear, NBC affiliate, wishes to add a new Air Personality to its staff. Finest working conditions and fringe benefits. If experience and ability qualify you for this job, send complete resume, air-check tape and photo first letter. Box-339, BROADCASTING.

Experienced, mature-voiced; tight board; for rich southern New England market; new good-music station. Send tape, photo, resume. Box C-350, BROADCASTING.

Top rated Florida medium market station needs young, experienced announcer with bright, happy sound. Ideal opportunity to grow with expanding organization. Sales opportunities possible. Rush tape, photo and resume. Box C-368, BROADCASTING.

Religious station in far west needs experienced announcer-salesman and experienced chief engineer-announcer. Real opportunity. Wonderful place to work. Send tape-photo-resume. Box C-377, BROADCASTING.

Experienced morning man for Ohio adult music station. Box C-402, BROADCASTING.

Announcer—experienced disc jockey for middle of the road operation. Send tape, resume, salary requirements to KABI, Box 455, Abilene, Kansas.

Staff announcer, immediate opening for small market daytimer. Prefer man with experience. Middle of the road music policy. Salary open. Send tape and resume to Manager, KMAQ, Maquoketa, Iowa.

Immediate opening. Good announcer. Must have production experience. Sports helpful. Beautiful city, mild climate, one hour from national parks. Send resume and air check. KONG Visalia, California.

Announcers—(Cont'd)

Southern California opening for Top-40 dj with 1st phone. Quality voice-capable of top production, run tight board. Willing to work. No floaters. Contact Jim Clawson, KUDE, Oceanside, California.

Opening for an announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for bright, mature dj. Unusual opportunity at expanding good music operation. Home of Purdue. New broadcast center. Tape, resume to WAZY-AM-FM, Lafayette, Indiana.

Top 40 experienced disc jockey with first phone. Must be able to perform equipment maintenance. Top station in top 100 market. Write George Buck, WCOS, Columbia, S. C.

Experienced top 40 jock—announcer-production. References, Call John Gibson, WDDT, Greenville, Mississippi.

Suburban Chicago. combo. 1st class license, permanent, open now, \$125 week. Send complete information and tape to WEAW, Evanston, Ill.

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan.

WFSG, Marathon, Florida has immediate opening for announcer-engineer. 1st phone required. Send tape & resume to Box 488, Marathon, Florida.

NBC fulltime station wants a good early morning and early afternoon man. \$125 weekly to start. Hospitalization and insurance benefits offered plus two week paid vacation at the end of one year. Must have 3rd class ticket endorsement. This fast growing community of 35,000 is home of the University of Virginia. Send tape, resume and picture to Operations manager, WINA, Charlottesville, Va.

Country music station accepting applications for good friendly personality, not cornball, to announce and sell, send tape of airwork and details to James Dick, WIVK, Box 10207, Knoxville, Tennessee.

Fresh, mature staff announcer needed immediately for top, good music operation in 350,000 market. Send salary requirements, news and music tape, to Jay Mullen, Manager, WNCG, WKTM-FM stereo, North Charleston, South Carolina.

First phone announcer for well established good music station on Florida Gulf Coast. Salary open for discussion. If you desire excellent working conditions and a job that offers permanency rush tape, photo and resume to Ralph Burgess, WPCF, Panama City, Florida.

Colored—WSMD-FM considering early a.m. Colored strip. Ambitious Colored dj/salesman with ticket wanted. Salary plus commission. Mail tape, background, references. Samson, Port Tobacco, Maryland.

Announcer to double as traffic manager. Must have experience in both departments. Give all details including salary requirements in first letter. Write Joe M. Rada, Program Director, WTAP, radio, 123 W., 7th St., Parkersburg, W. Va.

Opening for young and personable night announcer with good voice and endorsed 3rd. class license. Middle-road CBS outlet. Good opportunity and pay. Fine physical plant. Send tape, resume, and photo to Manager, WTWN, St. Johnsbury, Vermont.

Announcers—(Cont'd)

Outstanding opportunity for creative and mature personality capable of handling interviews and staff assignments. Excellent salary and staff benefits with one of nation's prestige stations. Send tape, resume and photo to Program Manager, WWJ Radio, Detroit, Michigan 48231.

Modern personality deejays: "Up Your ratings!" Ideas Ink weekly "Why Not Be Funny" service available in some markets. 265 disc jockeys can't be wrong. For free sample, write: Ideas Ink, Box 53332, New Orleans, Louisiana 70150.

Deejays! the "Walt Johnson Mobile Report" is now on thirty stations across the nation, from KFVB-Hollywood to WGUY-Bangor, Maine! This hilarious feature, a personalized mobile report using your name, your call-letters, your city streets, etc. Is now available at a price everyone can afford! The one-shot package (forty funny bits) is only \$40.00!! Monthly rates also available. Send check or M.O. and all program info and city map to Weird Productions, 3911 Pacific Highway, San Diego, California.

Technical

You want good engineering or you wouldn't be looking. I want good job, good pay, or I wouldn't be looking. Presently employed. Own tools and test equipment. \$125. Box C-344, BROADCASTING or call 803-479-4803 before noon.

Engineer-announcer, experienced. Presently employed. Desires change, references. Box C-365, BROADCASTING.

Engineer—1st ticket, must be good technical man for well equipped 5 kw Pennsylvania operation. No announcing or selling. Box C-388, BROADCASTING.

Engineer to construct medium Midwest market station and remain as combo announcer/chief. Write KIST, Santa Barbara, California.

Montana 1 kw DA2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Send all details first letter including picture and references to Radio station KOJM, Havre, Montana.

Chief engineer for 5 kw station going full-time. Prefer audio and operational background. Age 28-35. Apply c/o Donald E. Knowles, WDEA Radio, Ellsworth, Maine.

Need chief engineer immediately. Some announcing, full-time station, AM, FM, background music. Permanent position in fine, progressive community in Virginia's Blue Ridge foothills. Rush resume, salary desired, to Lee Gilbert, WMVA, Martinsville, Va. 24112.

First phone wants steady position, willing to work and learn. Graduate of Grantham School of Electronics. Write: Gary Chase, 14 Ellenwood Avenue, Waterbury, Vermont.

NEWS

Newsman—strong newscaster to deliver important evening newscast in sunny Southwest city. Must be able to supervise newsroom operation during afternoon and evening. Send resume and tape to Box C-260, BROADCASTING.

Wanted: Young, aggressive newsman. Must be good broadcast writer and editor with at least one year experience. Immediate opening with major Carolina AM-FM operation with news around the clock. College graduate preferred. Send tape, writing samples, resume. Box C-395, BROADCASTING.

Newsman & P.D.'s! New, unusual manuscript! Develop technique, writing style, voice. Build prestige, personality. Prepare resume, audition, \$1.00 copy. Taped coaching. Also beginners. Free details. Hal Fisher, 678 Old Medford, Patchogue, New York 11772.

Production—Programing, Others

Aggressive, creative, capable promotion-advertising manager for outstanding radio station. Major Eastern market. 5 figures to start. Replies confidential. Box C-331, BROADCASTING.

You want a top 40 winner—I want to be your winning, working PD. First phone. Box C-341, BROADCASTING.

Creativity plus administrative ability. College grad, 5 years radio/tv; two years experience Los Angeles/San Diego markets top-rated station. Good ideas, continuity and production. Prefer adult personality station in So. California. Personal and credit references excellent. Employed. Tape and resume. Box C-346, BROADCASTING.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Situations Wanted—Management

Major midwest market salesmanager with outstanding record for upgrading stations 22%-28% to highest income and profit. Strong on personal selling, sales management, promotion, programing and administration. Seeking management in medium market or salesmanagement in major market. All replies will be answered, Box C-309, BROADCASTING.

Seven years radio, ten years television. Everything from sales to manager. Presently employed at five figures. Prefer Texas-Oklahoma. Box C-343, BROADCASTING.

Professional newsman — now employed in major market. Outstanding writer, aggressive digger, polished delivery. Box C-353, BROADCASTING.

Twenty years experience at 38. All phases including ownership. Strong programing, promotion and sales. Five figure minimum. Personal interview at my expense. Medium or large markets only. Box C-357, BROADCASTING.

General manager, desires to affiliate with small radio station in the Carolinas with option to purchase. Box C-369, BROADCASTING.

Your next manager and/or salesmanager should have loyalty, industry, integrity, imagination and know-how. 18 years successful experience available on reasonable notice. Box C-370, BROADCASTING.

General manager. Excellent background all phases of management and administration. Strong on sales. Competitive market. Top references. Box C-372, BROADCASTING.

Successful general manager desires change. 18 years radio and tv experience. Excellent references. Replies held confidential. Box C-373, BROADCASTING.

See "Quintuple" under Production-Programing, Others this section.

Sales

Sales manager-announcer-seeking small investment opportunity. 31, college graduate. Excellent character. Employed Southeast. Box C-349, BROADCASTING.

Sales manager, adult radio, South. Excellent present record, thorough background. Box C-384, BROADCASTING.

Announcers

DJ available now, tight board, good commercials, news. Box C-263, BROADCASTING.

To further my ambition to become a network announcer it is then necessary for my next move to be to a major market station. I have the qualifications. Do you have an opening? Box C-283, BROADCASTING.

Announcers—(Cont'd)

Experienced announcer disc-jockey smooth commercial and news delivery. Only New York, New England, New Jersey need apply. Box C-284, BROADCASTING.

Excellent voice, pleasant personality. Professionally adept at music shows. Authoritative news. Will relocate for right offer with major market station. Box C-308, BROADCASTING.

1st phone—West coast announcer/dj—heavy on news—veteran—seeking better position. Box C-310, BROADCASTING.

Experience dj/announcer-newscaster, family men will relocate 3rd ticket. Box C-314, BROADCASTING.

DJ-announcer, experienced, tight board familyman willing to relocate. Not a prima donna or floater. Box C-319, BROADCASTING.

Young, married personality with 1st phone. Production, copy experience. Seeking job with metro or major market. Presently working in medium Midwest market. Box C-328, BROADCASTING.

Top announcer in top market desires to relocate. Some TV. Box C-329, BROADCASTING.

Tiger! Aggressive! Wants to learn. Top 40, Great on sports. Third year in college. 2 years educational radio. Work part-time in network O&O television news department. Box C-330, BROADCASTING.

1st phone—young dj with mature voice. Top 40 experience in Southern California. Ogden graduate. Interested in top 40 or C&W. Box C-332, BROADCASTING.

New York, Philadelphia, Baltimore, Washington! Ten years experience. Announcer, news, dj, FM. College. Top references. Box C-336, BROADCASTING.

Need ratings and willing to pay for em? My Pulse rates me number 1 in 3 million market. 10 years personality format experience. \$200 minimum. Available immediately. Box C-338, BROADCASTING.

Top 40 deejay or p.d. First phone, experienced. Box C-342, BROADCASTING.

Announcer/1st phone, 6 months experience. Desires position with station which will utilize creativity. Box C-345, BROADCASTING.

Veteran adult music announcer. Professional dignity and Charm for evening or all night audience. Radio 17 years. Phone 201-226-5503 or Box C-351, BROADCASTING.

DJ-wants top 40. One year middle of road experience. Single. Box C-352, BROADCASTING.

Clever, witty, 50,000 watt air personality wants to connect with top 25 market who will pay for top talent. Top 40 with excellent production and news ability. Box C-354, BROADCASTING.

If you are seeking good music and news personality with warm bedtime approach—buzz me—716-856-7291—or write Box C-358, BROADCASTING.

Objective: Quality music programing. 1st phone, light announcing. Box C-359, BROADCASTING.

Need job in Phoenix area. Will attend Ogden for first phone this summer, and will enroll in Grand Canyon College this fall. Dependable, 18 months experience in Southern Arizona station. Box C-362, BROADCASTING.

Sports-staff announcer—East or Midwest Family man, strong play-by-play, looking for challenge. Box C-364, BROADCASTING.

Experienced, exciting, sports director, pd, employed in 5000 watt top-rated station in Rocky Mountain area, desires move up. Top references. Box C-366, BROADCASTING.

Announcer with first phone, college grad, married, experienced—mature sound, \$125 per week. Box C-367, BROADCASTING.

Experienced announcer-salesman. First phone. Married. Prefer Southern California. Box C-371, BROADCASTING.

Announcers—(Cont'd)

DJ, announcer, authoritative newscaster, not a prima donna or floater. Third class, FCC. Will relocate. Box C-379, BROADCASTING.

8 years experience in DJ and newswork. Just out of service. Willing to relocate. Box C-381, BROADCASTING.

Bright personality: DJ-announcer, authoritative newscaster, dependable, professional attitude. Box C-382, BROADCASTING.

Creative rock-jock. Runs own board. Uses Tele-Beep in conjunction with commercial-contest 3rd phone—single. Same voice—produces own commercials. Box C-383, BROADCASTING.

First phone-dj-newsman—9 years experience radio and TV. Good music or rock. Audio or Video tape. Highest references. Box C-386, BROADCASTING.

Talented, experienced play-by-play announcer. Currently employed. Seeking East coast. Air check. Married. Box C-392, BROADCASTING.

Tops in market. Experienced, talented music-news-sports personality, commercial announcer. Strong production. Currently employed. Married. Seeking permanent East coast position. Box C-393, BROADCASTING.

First phone announcer with experience prefers N. Y.-L. I.-Connecticut area. Box C-400, BROADCASTING.

Experienced, versatile young man . . . Southwest only. 100 week . . . 3rd phone plus endorsement. . . Six years experience. Box C-401, BROADCASTING.

You need me! College grad., B.S. radio-TV, History major, 26, married, dj, news, special events interviews. Service finished. 2½ years experience. Play-by-play football, piano player, singer. Write commercials, jingles. \$125 per week. Prefer East coast. Box C-405, BROADCASTING.

Announcer—first phone, emphasis announce. Versatile. Excellent references. Can follow instructions. Must locate Southwest only. Phone 612-722-1713.

See "Quintuple" under Production-Programming, Others this section.

Radio announcer, with three years experience, 19, single. Call Tom Nelson 469-2044, Willow Springs, Missouri. Available now.

1st phone 3 yrs experience. Evening show a must. Bill Melton, 5610 Lewis, Dallas, Texas.

Announcing, graduate beginner. Third license, McSchlein, 200 W. 82nd St., New York, City.

Experienced top 40 dj. Also experienced in programming, copy writing. Third phone endorsement, single, 23, draft exempt. Marc Richards, 862 E. 51st St. Brooklyn 3, N. Y. 212-NA9-1184.

Somewhere in the top fifty markets there's a station that wants a salesman-announcer who can deliver \$60,000 in annual sales and 66% share of audience. Call evenings 513-561-6132.

First announcing job. Schooled, certificate endorsed. Don Padgett, Hillsville, Virginia.

First phone announcer. Age 18. Inexperienced background and training qualify as beginning professional announcer. Phone Pittsburgh, Pa. 412-563-6085.

Somewhere in the top fifty markets there's a station that wants an announcer-salesman who can deliver 66% share of audience and \$60,000 in annual sales. Call 513-561-6132.

Situations Wanted—Technical

First phone engineer, inexperienced, wants position in Midwest. Phone 212-446-5524 or Box C-347, BROADCASTING.

See "Quintuple" under Production, Programming, Others this section.

NEWS

Let's fly! Helicopter traffic reporter available from top service. Ten years experience. Box C-335, BROADCASTING.

Attention: Michigan, Ohio, Indiana . . . News director presently employed seeks return to your area. More than 10 years broadcasting experience . . . best references . . . steady . . . married hard worker. Reply, Box C-394, BROADCASTING.

News director. Experienced. Married. Seeking security. Prefers Southwest. Draft exempt. \$110. Box C-404, BROADCASTING.

Creative "News-Sounds"—Make your newscasts fresh—exciting. 23 news effects—introductions—breakers—dividers—time signals—weather introductions—conclusions—background. Exclusive. One station per market. Airmail tape delivery—ten dollars. Warren G. Weagant and Associates, 923 Rogers, Pullman, Washington.

Major market newsman available immediately. Best references. Have been day editor, news director. Call evenings: 313-272-3541.

Production—Programming, Others

You'd seldom see me, even on paydays. This roving reporter would keep busy criss-crossing your area, ferreting out audience impact stories from wide range of human activity. ("Greeted with warmth and respect wherever he goes"). Salty, listener-riveting daily taped show pays its own way and beefs up station image and public service. Backed by references that count, three awards not easily earned, and ten years development in my specialty. Wheeler-dealers can save their time and mine; I'm knocking on door of management that believes in "the peoples cause." Box C-215, BROADCASTING.

Young married man wants start in FM. BA degree, fair classical music background. Three years newspaper experience, news, features, editorials, sports. Diligent. Prefers far west; will consider anything. Box C-299, BROADCASTING.

Gall Friday-announcer-continuity-writer-traffic, personable, dependable-car-sales oriented-good board work. Box C-315, BROADCASTING.

1st phone family man in Hartford area desires to join progressive station. Presently P. D. Can handle copywriting, traffic and production. Box C-389, BROADCASTING.

Continuity writer — Production specialist. Attractive gal with talent. Can also do musical show. Box C-399, BROADCASTING.

Quintuple-threat . . . two-man team. Management-sales-production-announcing-engineering. Both knowledgeable, experienced family men willing to trade twenty-one combined years for top positions with modern, expanding provident organization. We come high and are worth it. Not Floaters . . . workers. Excellent references. Contact Strait/Spinn, 704-648-6963, P. O. Box 564, Canton, North Carolina.

Attention Western states: Not a panic ad. Presently employed but stymied thus seeking change of job. Experience: 10 years; major league baseball, pro-college football play-by-play; news director; deejay; P. D. seeking P. D.-morning man post and/or sports director—dj; news director. Extensive background metropapers in news-sports. Family man. Salary open. Willing to make small investment. Interest you? Write Box 38546, Hollywood, Calif.

TELEVISION

Help Wanted—Sales

Southeastern ABC Television station needs three salesmen with strong medium market experience. Chance to really make money and climb the ladder fast to top executive positions. Must have good credit references, replies confidential. Send resume and past billings to Box C-340, BROADCASTING.

Technical

Opportunity for qualified, reliable assistant chief engineer Southwest, VHF., Box C-326, BROADCASTING.

Technical—(Cont'd)

Maintenance chief for Texas VHF. Must have superior technical qualifications. Box C-325, BROADCASTING.

First class engineer. If you are a young man who wants to get ahead fast, our aggressive multi-station operation is looking for you. Join fine young engineering staff as assistant studio chief responsible for VTR, camera chain, microwave maintenance in exceptional Gulf Coast recreational area. Pursue your own interests in addition; we encourage and pay for continuing education. Experience essential. No top to your earnings with our fringe benefit plans. We're growing; are you? Send resume, photo and salary requirements to Box C-252, BROADCASTING or call 512-423-0292.

Chief engineer who knows all phases of television. Golden opportunities to the right person. Eastern area of the country. Box C-307, BROADCASTING.

Engineer wanted for video switching and some maintenance 1st phone required, send complete resume to Chief Engineer KNOP-TV, North Platte, Nebraska.

Xmtr supervisor with proven ability to maintain RCA TT-10 and 25 xmtr, TVM-1 MW. This is a supervisory position, no shift work. Good salary for right man. Send complete resume and recent photo to Bill Culbertson, KRIS-TV, P. O. Box 840, Corpus Christi, Texas.

Television technician. Permanent position, first phone license required. Excellent working conditions and retirement plan. WHIO-TV, Dayton, Ohio.

Top pay to a top man—we need a good qualified engineer. We want a man looking for a home and is willing to work it. In return, will offer many fringe benefits and top area pay. Reply with complete resume to George Hillier, WVEC-TV, Norfolk, Va.

Commercial electronics institute needs high-quality instructor for television receiver circuitry. Receiver troubleshooting secondary. Contact Ben Smith, Institute of Electronics Technology, 205 South Fifth Street, Paducah, Kentucky.

News

Experienced, dependable newsman-photographer, proficient at news writing. Southwest station. Box C-323, BROADCASTING.

Experienced newsman with good on-camera delivery, Texas VHF. Box C-324, BROADCASTING.

Production—Programming, Others

Needed . . . Talent for Kid's show . . . Puppateer . . . Plus staff announcer . . . small market in South central area, part of broadcasting chain. Opportunity for advancement, retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box C-262, BROADCASTING.

Creative commercial continuity writer for Texas station. Box C-322, BROADCASTING.

Mid-Western University with expanding closed circuit television station is seeking qualified candidates for the following civil service positions: Producer-director, Visual materials designer, and television technician. Send reply to Box C-333, BROADCASTING.

Continuity director TV . . . Experienced in creative writing, to head two man department . . . capable to develop sales and station promotion projects . . . Texas . . . Salary open! Box C-396, BROADCASTING.

Public affairs director with programming and writing background qualified to produce documentaries of varying kinds . . . Texas . . . Salary open. Box C-397, BROADCASTING.

Situations Wanted—Management

Enterprising broadcast executive. Currently employed TV sales manager, major market. Outstanding commercial record. Family man, civic leader, 39 years old, hard worker, 16 years TV-radio experience. Top references. Box C-269, BROADCASTING.

Experienced ETV Manager desires change. MS. Current salary middle 5 figures. Please provide complete details first letter. Box C-398, BROADCASTING.

TELEVISION

Situations Wanted

Sales

TV account executive—sales experience with television station, advertising agency, and film production company. Presently associated with VHF network affiliate as operations director. Wish to return to TV sales in West or Southwest. Box C-313, BROADCASTING.

Continuously top-billing salesman for past 5 years at #1, ABC-TV station in medium, three station market (owned by Metromedia), searching for new challenge in radio or TV sales/sales mgr. with a major market operation. Known by both national and local agencies and advertisers as top-notch producer, experienced in all phases of radio/TV. Box C-385, BROADCASTING.

Family man, age 31, 12 years sales experience 9 of these in radio/TV sales and management. I can supply any information or facts regarding my track record, at your request. Call 1-309-691-6362 or write Gary Conrad, 508 W. Teton, Peoria, Illinois. 61614.

Announcers

Announcer-newsman with first phone. 3 years experience. Video tape available. Highest references. Box C-387, BROADCASTING.

Technical

4 yrs. engineer present company. Prefer Ark.-La. or vicinity. Married. Resume. References. Box C-316, BROADCASTING.

First class engineer, experienced in television, desires position in East coast area. Box C-334, BROADCASTING.

Presently employed transmitter supervisor. Experienced in UHF, VHF, FM, installation and tower maintenance. Nine years same station. Desire to relocate primarily in Southeast. Box C-348, BROADCASTING.

Engineer, maintenance orientated, desires supervisory or maintenance position with progressive organization. Eight years studio; two years AMPX videotape. Box C-403, BROADCASTING.

NEWS

News director. Strong on the air delivery, extensive major market administrative experience in special events, public service and editorial programing. Box C-317, BROADCASTING.

Newsman, 26, good voice and appearance, some radio experience. Desires to understand professionals. Box C-327, BROADCASTING.

Young Midwest television newsman wants position with aggressive medium market news department. Married. Five years experience in both big city and small markets. Strong air, writing, photographic, and documentary experience. Box C-355, BROADCASTING.

Production—Programing, Others

Television . . . 6 years experience as TV weatherman, rated tops in market. Also newscaster, children or adult show personality. Ready for top 50 type operation. Video tape available. Box C-228, BROADCASTING.

Creative production manager-director wants creative permanent opportunity, experienced VTR, film, animation, switching, lighting etc. Now on West coast. Will relocate. Box C-311, BROADCASTING.

Producer-director, six years major market experience including major league sports remotes. Available immediately. References. Box C-363, BROADCASTING.

WANTED TO BUY

Equipment

Want: 5-kw to 10 kw FM transmitter in good operating condition, in the Midwest. Prefer later model, will consider all. Box C-356, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California 832-3527.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$360.00 takes it FOB. Available January 1, 1965, KCOM Commanche, Texas.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

The complete source of used broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

1-Rust model RI-108 series A and B—10 position remote control system. Box C-89, BROADCASTING.

Four identical Blaw-Knox 125 ft. self-supporting insulated towers. Easily expandable to greater height. William Bruring, 518 State Street, La Crosse, Wisconsin.

REL stereo FM microwave links, 944mcs. Currently in operation. New receivers (alone worth \$2,000.00 plus many spare tubes and parts. \$2,800 complete. Box C-321, BROADCASTING.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md., CL 5-4831.

Schafer remote control 400-R studio unit only \$250. Frequency and modulation monitor panel for AM \$35. KNEV, Reno, Nevada.

RCA type 5-DX, 5,000 watt broadcast transmitter. Operating condition. Spare tubes. Come and get it. \$2,000 KPEG, 6019 S. Crestline, Spokane, Washington, KE 5-3688.

Magnecorder, model PT6AH, in good condition, complete with carrying case. \$150.00. Irv Laing, Radio Station WQTE, P.O. Box 308, Monroe, Michigan.

RCA BF14B FM antenna. 99 to 108 mc. Power gain 6 times. Truscon 184 ft. SS tower. Dismantled. RCA 76B2 studio consolette. WWLA 518 State, La Crosse, Wis.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbeck, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

"Who Is John Galt?"—Eye catching bumper stickers for the new intellectual. 15" long. Three for \$2.00. Miracle Enterprises, 1825 Miracle Mile, Tucson, Arizona.

Coats-of-arms. Over 118,000 recorded. Photocopy \$1.00. Print surnames and variations. Lochner, 8000 Narvon, Philadelphia, 19136.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

INSTRUCTIONS—(Cont'd)

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

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 35, 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.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin April 20-May 25-June 23 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Management

MANAGEMENT

AM Frequency available. About half of engineering completed. Opportunity for right man to form company to go ahead with application. Contact-Industrial Development Corporation, P. O. Box 354, Anthony, Kansas 67003. Phone 316-VI-2-3149.

DO YOU NEED PERSONNEL?
ARE YOU LOOKING FOR A
NEW POSITION?

BROADCASTING'S CLASSIFIEDS
GIVE YOU NATIONWIDE DISPLAY

Broadcasting
THE BUSINESS OF TELEVISION AND RADIO

Regional Manager and Public Relations Director Wanted

A civic leader wanted to operate a local corporation for us at a salary of \$600 per week plus commission. Prior to being put on the payroll, you will invest 60 to 90 days of your time to organize your area for distribution of a new product to be MANUFACTURED BY WESTINGHOUSE exclusively for us and identified as such, and will pay your own training expenses. You will have a firm 10-year contract. Personal integrity a prime requirement. Send resume and references to:

Box C-175, BROADCASTING

News

Midwest Network Affiliate

Needs strong professional sounding airman with ability to write & cover daily beat. 4 man staff, join a respected station with latest electronic equipment. Salary open. Send tape, resume & photo to:

Box C-282, BROADCASTING

NEWS DIRECTOR AND NEWSMAN FOR 50,000 WATT INDEPENDENT

Must have distinctive style, authoritative delivery, good pace, and capable of flawless presentation. Emphasis on local news but must be fast to make phone contact on rapidly breaking national items. We are a top rated facility with a reputation of being first with the facts. Resume and tape to:

Box C-361, BROADCASTING

Situations Wanted—Management

TELEVISION - RADIO

Qualified Executive seeks position with growth opportunity. Broad administrative and managerial experience, all phases of broadcast. Strong sales, personnel, production, plans and development background. Interested in any challenge demanding hard-work, exacting detail, and creativity.

Box C-360, BROADCASTING

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Production—Programing, Others

LOGAN STEWART

Director of News and Public Affairs for Radio WNOE 50,000 watts, New Orleans, having completed his one-year agreement is now available for Radio or TV assignment commensurate with his 20 years broadcast and news-writing experience. Five-figure minimum salary requirement: no rock and roll nor Mickey Mouse news operations considered. Adult programing-conversation radio trend preferred. Comprehensive resume, references, tapes including London coverage of Churchill funeral available on request. Will do telephone-news audition on half hour notice. Address inquiries to: Logan Stewart, 520 Conti, The Vieux Carre, New Orleans, Louisiana.

SPORTSCASTER (who isn't a pro-athlete) in NYC radio and TV.

- Six years play-by-play (baseball, football, basketball, hockey & golf)
- Four Daily Sportscasts
- Produce and write sports documentaries
- Produce pro-football
- Provocative Commentary & Analysis

Tapes available:
Box C-380, BROADCASTING

TELEVISION

Help Wanted

Production—Programing, Others

TV PRODUCTION INSTRUCTORS

Must be familiar with all phases of TV Production and Direction. No teaching experience necessary. Part of fulltime in New York area. Send resume to.

Box C-281, BROADCASTING

TELEVISION—Situations Wanted

Management

TELEVISION PROGRAM MANAGER

Fifteen years experience in all phases of Television Station Operations, including Programing, Production, Videotape, News and Public Affairs, Film Buying, Promotion, NAB Code Affairs and Administration. 30 years of age, married, civic involvement, Degree in Management, and Excellent references. Will consider opportunity in West or Southwest.

Box C-312, BROADCASTING

RADIO & TV JOBS

IMMEDIATE OPENINGS
NATIONWIDE FOR ALL
BROADCAST POSITIONS.

NATIONWIDE BROADCAST SERVICES
925 Federal Blvd., Denver 4, Colorado
Phone area code 303-292-0996.
Station Inquiries For Personnel Invited.

MR. STATION MANAGER

If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U.S.

Call or Write:

C.B.I. Placements
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

BY BROADCASTERS—FOR BROADCASTERS

The AMPS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Utah, Idaho, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes where applicable to:

The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881

Serving the West from California
BY BROADCASTERS—FOR BROADCASTERS

MISCELLANEOUS

Religious programs wanted by WDOG Radio, The Sound of Religion in the entire Blue Water Area, covering Detroit, Macomb, Wayne, and St. Clair counties and Canada. Proved successful by many continuing religious advertisers. Excellent weekly, daily or religious specials. Time availabilities. Contact General Manager, Fred W. Cale, WDOG Radio, Marine City, Michigan or phone Marine City, Michigan, area code 313 Rockwell 5-7944, for complete details.

LOANS to RADIO

Does your station have financial problems? Would you like to consolidate all of your bills and payments, plus new operating capital, into one loan, with monthly payments at bank rates? For complete information write or call:

BROADCAST FINANCE COMPANY
Box 270 Farmington, Missouri
Phone PL 6-3144

FREE — FREE

A 'big talk' program free to the first 100 stations who "Ask Jane Lynne."

A 15-minute daily big celebrity talk show answering listeners' questions about TV - movies - radio - fashions - records - sports - etiquette - etc.

A powerful audience builder—yours for the asking. Write today:

RADIO PROGRAMMING, Inc.
Room 319 - 41 East 42nd St.
New York, N. Y. 10017
MU 2-2568

MISCELLANEOUS—(Cont'd)

Managers-Owners

For your free copy of "THE NEW KEY TO SMALL STATION PROFITS" wire or write:

Doug Bailey Adv., Inc.
140 Congressional Lane
Rockville, Maryland

Specialists in complete, accurate, confidential, revenue producing service to client station, competitive markets and situations a specialty.

**OUR SECOND DECADE
OF MANAGEMENT SERVICE**

**station brochures
coverage maps**

... and other sales aids for broadcasters conscious enough of station image to want top-quality custom sales materials. Agency-prepared, economically priced.

STAN NOYES/SALESAIDS
416 Spruce Drive • Naperville, Illinois

CATV PAYS

Wanted:

Young people seeking
real future

in **CATV**

Experience preferred but
not essential

WRITE:

Box C-406, BROADCASTING

BUSINESS OPPORTUNITY

LAND OPPORTUNITY

City acreage in Booming So. Calif. Will trade equity for radio or tv properties anywhere.

Box C-378, BROADCASTING

WANTED TO BUY—Stations

**WANTED TO BUY
FM ONLY STATION
NORTHEAST
OR
MID-ATLANTIC**

Box C-163, BROADCASTING

FOR SALE—Equipment

TRAILER

For Remote Broadcasting

Like New. Used by WHDH Boston for A & P remote control series. 32 ft. custom-made; air-conditioned; large glass showroom area; kitchen facilities; complete washroom. Cost \$6000 new—can be purchased for fraction of original cost.

Call or Write for photo and details to:

McCARTHY MOBILE OFFICE
241 Mystic Avenue,
Medford, Mass.
Phone (617) 396-3500

Studios

FOR SALE

Studio and Offices
for

AM & FM Programing in Spanish, Los Angeles. For more information write: Mr. Andrea Zabala, 1735 W. 7th St., Los Angeles, California.

Stations

**SOUTHWEST. 50 KW. \$30,000
down.**

ARIZONA. \$45,000 F.P. TERMS.

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East	monopoly	daytime	600M	29%
S. E.	TOP 50	daytime	237M	terms

buying and selling, check with
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STATIONS FOR SALE

1. FLORIDA. Daytime. \$125,000. Terms to qualified buyer.
2. CALIFORNIA. Full time. \$50,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 117

KDB Santa Barbara, Calif.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted (two remote control locations).

KCON Conway, Ark.—Granted license covering increase in daytime power, installation of new trans., changes in ant. and ground systems, change in ant-trans. location and remote control operation.

WHAG-FM Halfway, Md.—Granted license for FM; specify remote control point as Hagerstown, Md.

WTUP Tupelo, Miss.—Granted licenses covering slight change in ant-trans. site; and installation of alternate main trans.

WHAG Halfway, Md.—Granted license covering installation of new auxiliary trans.

KORK-TV Las Vegas—Granted license covering changes.

K12EU Eagle Butte, S. D.—Granted license for VHF-TV translator.

Actions of March 17

Monterey County Superintendent of Schools, Aromas, Calif.—Granted CP for new VHF-TV translator on channel 13 to rebroadcast programs of *KQED(TV) San Francisco.

K70DD, K83BD Circleville, Kingston, Junction and Marysville, Utah—Granted licenses for UHF-TV translator.

K75BE, K78BJ Lamolie, Elko and Beowawe, Nev.—Granted licenses to replace expired licenses of UHF-TV translator.

K08CI Peetz, Colo., and Mt. Vernon, Sidney Draw and Lorenzo, Neb.—Granted license to replace expired license of VHF-TV translator.

W08AM Freeport, Pa.—Granted license covering changes for VHF-TV translator.

W02AI Bryson City, N. C.—Granted CP to change frequency to channel 2 for VHF-TV translator.

K08EQ Selad Valley, Calif.—Granted CP to replace expired permit for new VHF-TV translator; specify trans. location.

WHRN Herndon, Va.—Granted mod. of CP to make changes in DA system, and change type trans.; condition.

■ Granted licenses for following VHF-TV translator's: **K12EW, Colstrip TV Club, Colstrip, Mont.; K02DN, Agness Translator Inc., Agness, Ore.; K07GM, Summit TV Improvement Association, Condon, Mont.**

Action of March 16

■ Granted change in remote control authority for **WBKW(FM) Beckley, W. Va.**

■ Remote control permitted for following FM's **WTTF-FM Tiffin, Ohio; WKNA Charleston, W. Va.**

Action of March 15

WBMD Baltimore—Granted request to cancel authority covering operation of auxiliary trans.

Action of March 11

KTYM Inglewood, Calif.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunrise until decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Fines

■ Commission notified **WMIE Inc.,** licensee of **WMIE and WEDR(FM) Miami,** of apparent liability for forfeiture of \$8,000 for willful and repeated violation of commission's rules and Communications Act and, at same time, granted short-term license renewals to both stations (for remainder of current license period—until Feb. 1, 1967). These actions are based upon commission investigation which revealed lack of proper control over licensee's Spanish-language programs (statements broadcast in 1963 tended to incite local Cuban refugees to riot and in 1964 led to attack on one of WMIE's Cuban commentators; contracting foreign language programs to time brokers for resale without filing such contracts with commission; not logging numerous commercials and improperly logging others; and failure to keep record of requests for broadcast time by candidates for public office. Licensee has 30 days to pay or contest forfeiture. Same investigation revealed lack of proper licensee control of two other local AM's—**WFAB, United Broadcasting Co. of Florida Inc., Miami-South Miami, and WMET, Latin Broadcasting Corp., Miami**—of Spanish-language broadcasts in connection with incident noted. In view of showing of subsequent improvement in their control, the licenses of both AM's were renewed for short terms (remainder of current period—until Feb. 1, 1967). Action March 17.

Rulemakings

PETITION FOR RULEMAKING FILED

■ WSLT Ocean City and Somers Point, N. J.—Salt-Tee Radio Inc. Requests amendment of rules to make following change in FM table of channel assignments: Ocean City: add channel 292A. Received March 11.

New call letters requested

■ Pontiac, Ill.—Livingston County Broadcasting Co. Requests WJBG.
■ Toledo, Ohio—Daniel H. Overmyer. Requests WDHO-TV.
■ North Atlanta, Ga.—North Atlanta Broadcasting Co. Requests WATY.
■ KADO Marshall, Tex.—Gemini Enterprises. Requests KDOX.

Processing line

■ Having found that following application meets requirements of rules which govern acceptance of standard broadcast applications and consistent with commission's action of March 17 it has been accepted for filing and will be processed and considered by commission out of normal turn. It has been established that licensee must vacate present site by July 1. KLAK Lakewood, Colo., Lakewood Broadcasting Service Inc. Has: 1800 kc, 1 kw, 5 kw-LS, DA-N, unli. Requests: 1800 kc, 5 kw, DA-N, unli. Accordingly, notice is hereby given that above application is accepted for filing and that on April 27 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with this application, or with any other application on file by close of business on April 26 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at office of commission in Washington by whichever date is earlier: (a) close of business on April 26 or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time for filing and other requirements relating to such pleadings. Action March 17.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 22. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Santa Barbara county, Calif.—H&B American Corp. has been granted a franchise. H&B is a multiple CATV owner with 29 systems and over 83,000 subscribers.

Brunswick, Ga.—Hearings are to be held in the Brunswick Superior Court on action filed by Rentavision of Brunswick Inc. in efforts to force the city to issue business licenses for the operation of CATV.

Loves Park, Ill.—The Loves Park CATV Inc., headed by Harley Swanson, president, and the WREX-TV Inc. (WREX-TV Rockford, Ill.), represented by Joe Baisch, general manager, are exploring a possible merger.

Mount Carmel, Ill.—WSAB Inc. (WSAB-FM Mt. Carmel) has withdrawn application for franchise leaving Clearvision Inc., of Meridian, Miss., a multiple CATV owner, and Wabash Cablevision Inc., represented by John Hurlbut, president, in competition.

Columbus, Ind.—Two other firms have entered competition in the Columbus market with Fair Enterprises Inc., of Indianapolis, headed by Richard Fairbanks (WIBC

Indianapolis). Preston Sound Systems of Columbus, and Franklin Communications Services, of Hartford City, headed by Robert Bolen, are requesting franchises.

Council Grove, Kan.—Community Antenna Systems Inc. has applied for a franchise with proposed rates of \$6.95 for first installation and \$1.50 for each additional connection. In studying this proposal the city council has approved a standard CATV rate as suggested by Community Antenna Systems.

Virginia, Minn.—Four firms, North-Central Video of Rochester, Minn.; Northland Cable TV Inc., headed by Carl Bloomquist of Eveleth, Minn.; Range Television Cable Co., headed by F. P. Befera, and All-Channel Cable Vision Inc., of Alexandria, Minn., have applied for franchise.

West Milford, N. J.—The Industrial Commission of West Milford has awarded a six-month franchise to the TeleMark Corp. of Newark. The company has proposed an installation fee of \$15 and a monthly charge of \$5.

Ellicott, N. Y.—Jamestown Cablevision Inc. has applied for a franchise. A detailed proposal will be submitted to the town board.

Oneida, N. Y.—Chenor Communications Inc., Norwich, N. Y., has applied for a franchise. Proposed installation fee is \$15 plus \$4.75 monthly. The company has recently purchased the assets of the Madison County Broadcasting Corp. which operates radio station WMCR Oneida. Pending are applications from Newhouse Broadcasting Corp., Syracuse; Unicable Inc., Utica, and the National Franchise Association, Binghamton, all New York.

Onondaga Township, N. Y.—Onondaga Video Inc., Dryden, N. Y., has been granted a franchise. The company will pay the township 3% of its annual gross revenue or the same percentage paid by other townships up to 5%. Installation fee is \$25 plus \$5 monthly.

Troy, N. Y.—Five companies are applying for a franchise: Northeastern Telecable Inc., Q & Q Electronic Suppliers, the General Electric Co. of Schenectady, and Capital District Better TV. Mayor Lawrence D. Meyer is sponsoring an ordinance received from Northeastern Telecable Inc.

Ahoskie, N. C.—Cablevision Inc. of Gastonia, N. C., has received a franchise. Presently, about 30 other requests by Cablevision are pending in North Carolina.

Lowell, N. C.—Cablevision Inc., of Gastonia, N. C., was granted a franchise. Rights in Lowell include permission to originate local advertising. Signals to be carried are stations in Charlotte, Greensboro, Winston-Salem, Chapel Hill, Asheville, all North Carolina; Columbia and Spartanburg, both South Carolina.

Dickinson, N. D.—The Dickinson Radio Association (KDIX-AM-TV Dickinson) has received a franchise.

Akron, Ohio—Applicants now include: Westinghouse Broadcasting Corp. (licensee of KYW-AM-FM-TV Cleveland and other radio and TV stations), Multi-Channel Cable Co. of Portsmouth, Ohio, Akron Cable Co. of Altoona, Pa., Tri-County Television Viewing Corp. of Akron, and Telarama Inc. of Cleveland.

Barberton, Ohio—Summit Radio Corp. (WAKR-AM-FM-TV Akron, Ohio) has acquired part interest in Tri-County Television Viewing Corp. of Barberton. Tri-County is one of four applicants in Barberton.

Bellefontaine, Ohio—Applications from Logan Cable Television Co., Bellefontaine, and Multi-Channel Television Co., Portsmouth, Ohio, are pending.

Bryan, Ohio—Direct Channels Inc. of Akron, Ohio, a multiple CATV owner, has been awarded a 10-year franchise. Mayor Paul Van Gundy had vetoed the proposal but city council voted unanimously to override his veto. The firm proposes a \$10 to \$15 installation fee and \$4.75 monthly.

Lima, Ohio—Ohio Cablevision Inc., owned jointly by Northwestern Ohio Broadcasting Corp. (WIMA-AM-FM-TV Lima) and Miami Valley Broadcasting Corp. (WHIO-AM-FM-TV Dayton, Ohio) has asked that its franchise be renewed. Company officials say construction of the system will start as soon as the franchise is renewed.

Lorain, Ohio—The application of Telarama Inc. of Cleveland has been rejected.

Mingo Junction, Ohio—Centre Video Corp. of State College, Pa., a multiple CATV owner, has been granted a 20-year franchise. Charges will include \$5 for installation, \$4.50 monthly for residential outlets and \$5.50 monthly for commercial outlets. Free service will be provided to all schools and city buildings. The following TV channels will be carried: WTRF-TV and WSTV-TV, both Wheeling, W. Va.—Steubenville, Ohio; KDKA-TV, WTAETV, WIIC(TV), and noncommercial WQED(TV), all Pittsburgh; WFMJ-TV, WKBN-TV and WYTV(TV), all Youngstown, Ohio. A second com-

pany which has applied for a franchise was Neptune TV Cable Co. (Rust Craft Broadcasting subsidiary) of Steubenville, Ohio.

New Philadelphia, Ohio—An ordinance granting a franchise to TV Antenna Systems Inc. was read before council for the second time. TV Antenna Systems has been operating in New Philadelphia for some time but has requested a formal franchise in anticipation of expansion plans.

Painesville, Ohio—Applications have been received from WPVL Painesville and Telarama Inc. of Cleveland.

Piqua, Ohio—Valley Antenna Systems Inc. has been granted a franchise which will become effective after an agreement has been reached on attaching cables to the utility poles. The city ordinance requires completion of the system within six months. Estimated cost of the system is \$400,000. Maximum monthly charges are set at \$5. TV signals will be brought in from Columbus, Cincinnati and Dayton, all Ohio.

Troy, Ohio—Trojan Enterprises has requested a 25-year franchise. The firm proposes to pay the city \$3 for each municipal power pole it uses plus an annual fee of \$1,000 or 2% of the gross receipts, whichever is higher. The firm would charge a maximum of \$10 for installation and \$5 monthly. A previous applicant is Troy Cablevision Inc.

Wooster, Ohio—Applicants now include: Clear Picture Inc. of Wooster, Neptune TV Cable Co. (Rust Craft Broadcasting subsidiary) of Steubenville, Tower Antennas Inc. of Coshocton, Millersburg Community TV System Inc. of Millersburg, Multi-Channel Cable Co. of Portsmouth, all Ohio, and Valley Master Cables Inc. of Kittanning, Pa.
Newport, Ore.—A 10-year franchise with option to renew has been granted to the Newport TV Cable Co. Company officials have agreed to complete construction by March 1967.

Larksville, Pa.—A franchise granted to Universal Cable Television Co. last December has been rescinded. The residents objected to cable television service.

Manheim, Pa.—The Denver & Ephrata Telephone and Telegraph Co. has applied for a franchise. The company would provide 12 TV signals at a monthly cost of \$4.50.

Rochester, Pa.—Gateway Broadcasting Enterprises Inc., New Kensington, Pa. has applied for a franchise. Gateway owns WKPA and WYDD(FM) New Kensington and promises the city 2% of the gross revenue. Also pending is an application from Tower Cable System, Beaver Falls, Pa.

Bristol, R. I.—A superior court ruling has restrained the town council from granting the previously approved franchise to Vision Cable of Rhode Island, represented by George L. Sisson Jr., manager. The court order stated that no franchise should be granted to an individual applicant "unless and until full consideration be given to competitive proposals."

Greenville, S. C.—Action on a request by General Cablevision of Carolina Inc. has been delayed by Mayor David G. Traxler of Greenville. After conferring with the mayors of Raleigh and Charlotte, N. C., the mayor has advised the city council to take no action on the request. General Cablevision is represented by Calhoun Turner, attorney from Greenville.

Freeport, Tex.—A nonexclusive franchise is sought by the King Broadcasting Co. of Houston, represented by Robert V. King. Stations in Houston, Beaumont, and Port Arthur, all Texas, plus a community emergency channel would be provided. Estimated monthly charge is \$5.95. The city would receive 2% of gross receipts.

Toppenish, Wash.—Requests for franchises have been submitted by Cascade Broadcasting Co. (KIMA-TV Yakima, Wash.) and Columbia Empire Broadcasting Co. (KNDO [TV] Yakima, Wash.). Columbia Empire has proposed a \$15 installation fee and a monthly charge of \$4 to \$6.

Yakima, Wash.—Following passage of a city ordinance licensing CATV construction, the formation of Cable TV of Yakima Inc. was announced by manager, Robert L. DiPietro. Joint interest in the firm is held by Cascade Broadcasting Co. and Columbia Empire Broadcasting Co. (KIMA-TV and KNDO[TV] both Yakima). Coverage will include signals from Seattle, Tacoma, and Spokane, all Washington; Portland, Ore., and the three Yakima stations (KIMA-TV, KNDO and KYVE-TV, noncommercial). The new city regulation sets annual fees to the city at 5% of monthly charges.

Prairie Du Chien, Wis.—The common council of Prairie Du Chien has tabled a request to study a possible CATV system in that city. Sponsor of the request was the Gay Mills TV Cable Co.

Wisconsin Rapids, Wis.—Community Video Inc., a local corporation headed by Earl Odegard, has proposed construction of a CATV system.

In Jersey City, by day, in a white rectangular and otherwise nondescript building, sits a small mild-mannered baldish man in hornrimmed glasses. He sits on the top floor of Block Drug Co. headquarters.

He's Fred Plant, vice president in charge of advertising there, and in that position he's also sitting on top of an annual ad budget estimated at close to \$16 million. About 90% of that money goes into television, mostly network.

In this job one might expect Mr. Plant to be a thorough-going conservative on the subject of the industry which takes such a big bite of his company's money. But that's not quite so.

While he's anti-government-encroachment he's also pro-industry-reform and especially so when it comes to programming.

"I don't buy this business that we give the people only what they want," he says. "How do they know what they want? Television should stretch the public's imagination. At the same time we shouldn't belittle its achievements. We have a far better informed public today because of television."

Mr. Plant isn't asking for the government to step in and do something. Far from it. Neither is he asking that sponsors be given responsibility for programming, as some have. The FCC proposal now under consideration, which would wrest network hands from much of their primetime fare, thus loses on two counts in Mr. Plant's view, government interference and advertiser control.

The trouble in television isn't with the commercials, he contends, but with the programs. At the same time he feels some dogmatism has crept into the TV industry's approach to commercials.

For Flexibility ■ Mr. Plant is a devout believer in the piggyback commercial, but his plea for flexibility in commercial length goes beyond this. He says it's "patently ridiculous" to assume a commercial message should conform to an arbitrary length such as 60 seconds. "And what's wrong with piggybacks," he asks. "There hasn't been any research proving public dissatisfaction at seeing two products advertised within a minute."

He reserves his disparaging adjectives—"dull, repetitive, offensive"—for programs themselves and says it's incumbent on the networks to do something about it. He does think there may be too much total time given to commercials, also too much time devoted to non-program elements such as credits and promos.

In obdurate industry attitudes about commercials and their length, he sees a force working against smaller companies and smaller brands which want and need television exposure but which need

The reputable need not be apologists

the flexibility of multi-product announcements. Block's large network budget gets split 12 ways among the company's drug items though its product list is considerably longer than that.

Block is a privately held corporation which turns its head from publicity. Founded in 1909 by Alexander Block, the company was next headed by his son, Leonard. Now the third generation is deeply involved in its affairs as the founder's grandson, James Block, is vice

president for marketing.

The unobtrusive Mr. Plant was an obvious choice for the family if it was seeking publicity for products, not for itself. They brought Mr. Plant out of the Warwick & Legler agency 10 years ago, where he had been an account executive, and he's been in charge of advertising for Block ever since.

It's not surprising that early this year he was named chairman of the broadcast committee of the Association of National Advertisers. For eight years he's served on the committee as a quiet but effective force for self-policing in broadcasting and advertising.

Mr. Plant is a scholarly looking man who seems deeply appreciative of scholarship. He attends evening lectures at the New School for Social Research in Manhattan and takes an active interest in the affairs of the school. He is also active in youth center work.

Ethics and Morals ■ Sitting in his office, recently, he launched into a discussion of morality in the United States, wondering aloud whether ethics aren't slipping and moral codes becoming less clearly defined.

There's a tendency these days, he said, to suppose an immoral act is less immoral if the stakes are small or if there is some confusion as to where the responsibility for it lies. As one who professes a belief in taking his moral code to work with him, Mr. Plant feels all this has definite relevancy to advertising. The business, he says, has suffered from a "huckster" image from public exposure to the much-publicized exception rather than to the unheralded rule. It's the duty of the advertising community, he feels, to ferret out and expose the worst elements within it for what they are.

The public is still uninformed about advertising, he thinks, but worse than that it is also misled. Efforts of advertisers to expose university marketing faculties to the practical realities of the business are doing much to lend dignity to an area which, he asserts, "deserves it."

"After all, we have no apologies. We are reputable businessmen."

Production Supervisor ■ One issue which Mr. Plant thinks is overblown is that of loud commercials. That advertisers want or demand higher sound levels for commercials than for programs in which they appear is "simply a myth," he says. In the case of Block Drug he should know because he supervises the production of every commercial the company makes.

Mr. Plant's principal advice to broadcasters and advertisers is to do more cooperating with each other. According to him there isn't enough liaison between the National Association of Broadcasters and advertisers, and confusion of purposes is a common result.

WEEK'S PROFILE



Alfred Lewis (Fred) Plant—VP in charge of advertising, Block Drug Co., Jersey City, N. J.; chairman of Association of National Advertisers' broadcast advertising committee; b. July 22, 1912, Miami; New York University, B.S., 1938; Doughnut Corp. of America, associate advertising manager, 1938; U. S. Army, 1942, OCS, Major; Federal Advertising Agency, New York, 1947; Grey Advertising, account executive, 1952; Warwick & Legler, account supervisor, 1955; Block Drug Co., advertising manager, 1955, VP, 1960; m. Ann Stone, 1942; children, Kaaren, 20, Marcia, 16; American Marketing Association; International Radio & Television Society; board of governors, New York chapter of Academy of Television Arts & Sciences; board of directors, East End Temple; VP, member of board, Emanuel Midtown YMHA-YWHA, Manhattan; Association for the United Nations; hobbies—reading, golf.

Public service in 1965

ANY delegate who failed to acquire a larger sense of mission during last week's Washington convention of the National Association of Broadcasters must never have left the first hospitality suite he fell into after getting out of the airport limousine. Events at the convention, around the world and in distant space confirmed the primacy of broadcasting as history's most exciting, most complete and most pervasive communications medium.

At the opening session last Monday Vice President Hubert Humphrey told the broadcasters that they had revolutionized not only America's habits of recreation but also its journalism. "You've broken the barriers of time and space in news gathering, in news interpretation, in news discussion," he said. "What tremendous power you have in your hands."

The next day broadcasting took off with the Gemini astronauts and followed them to the end of their mission.

And the day after that the television audience rode with Ranger 9 to its impact on the moon.

"The great power and popularity of broadcasting," said Mr. Humphrey, "require that those in control recognize that they are not merely businessmen. It's wonderful to be a businessman and to be moved by the profit motive and the sense of service which our business people in the main have as their motivation: service, good service, good product and the profit motive."

"But I think that those of you in broadcasting are more than just good businessmen. You're professionals, and therefore you must be bound by professional ethics, professional responsibility and professional honor to serve the public interest as journalists, in a sense tribunes of the people."

Tribunes in ancient Rome were elected by the ordinary citizens to protect them against arbitrary actions of the aristocracy. In the more complicated society of America today the tribunal function is also more complex. It is to engage the attention of the people, to reflect their wishes but at the same time to enlarge their views, to protect them against arbitrary actions of popularly elected governments and against the perpetuation of conditions that induce ignorance or debasement of the human state.

Broadcasting is indeed journalism, as Mr. Humphrey said. It is also entertainment, as he also said. But it is larger than the sum of those two parts. It is a communications system that embraces all the disciplines that man has used to convey ideas and impressions that expand the human experience. As such, it makes more demands upon its practitioners than any earlier form of communication has made.

Are today's broadcasters equal to today's demands? That is the best question to which broadcasters could devote their introspective thoughts in the aftermath of last week's assembly in Washington.

Ready for the job

IF a single speech can make a man, Vincent T. Wasilewski delivered it last week.

His maiden appearance as president of the National Association of Broadcasters convinced the members of that association that their selection committee had made the optimum choice in its long quest for a successor to LeRoy Collins. Willard Schroeder, board chairman, had introduced Mr. Wasilewski as "our man." After Mr. Wasilewski had completed his presentation that phrase resounded through the auditorium.

Mr. Wasilewski is not a one-day wonder. Although perhaps he was not aware of it he was in training for the job

for 15 years as a member of the NAB staff. When Justin Miller, then the NAB president, selected the young man from Southern Illinois, the son of a Polish miner, as a junior attorney fresh out of law school, he knew he was destined to go places. Judge Miller, now in retirement, deserves credit for his foresight.

The man who never aspired to the NAB presidency because he thought it out of reach knows that the existing association structure isn't ideal. It is his task, among others more immediate, to provide leadership in devising an organization better equipped to meet the present and future needs of the professions that have become the dominant mass media of the nation.

The answer man

TELEVISION broadcasters were taken on another tour of the wasteland last week. The guide was new, but his material wasn't. All in all it was a pretty dull trip.

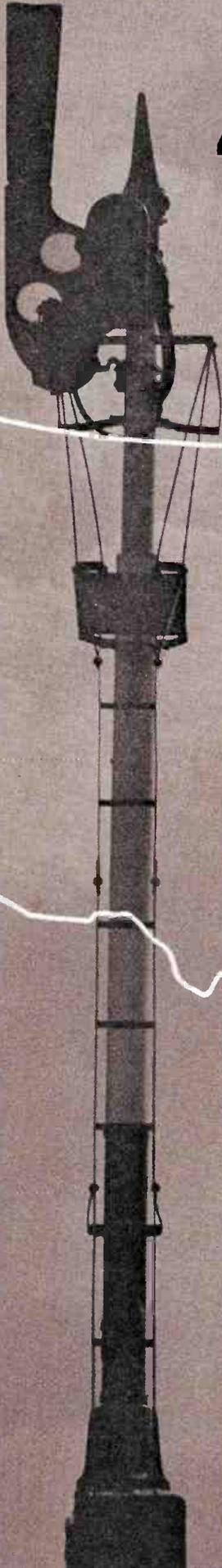
"The first question I am asked in interviews," said FCC Chairman E. William Henry in his speech to the NAB convention, "is whether television programming has improved." The fact that the question had been asked by no one in his audience last week did not deter him from answering it, and at length. Mr. Henry devoted a large part of his speech to his appraisal of programming trends since 1960-61, the season to which Newton Minow affixed the "vast wasteland" label. According to Mr. Henry, the wasteland has flowered a little since then, but not very much.

Mr. Henry is a bright young man with cultivated tastes and a good education, and we have no doubt that his attitudes toward contemporary television fare are shared by others of similar background. Those attitudes must be kept in mind, along with all the others that are held by considerably larger segments of the population, when television broadcasters shape their program schedules. But Mr. Henry is entitled to no more consideration than that accorded any other individual member of the television audience, and he should refrain from speaking in his capacity as the chief regulator of American broadcasting in an effort to make television programming correspond to his private desires.

The next time he is asked by an interviewer whether television programming has improved, he would indicate a more acute awareness of his present station if he said that programming was none of his business.

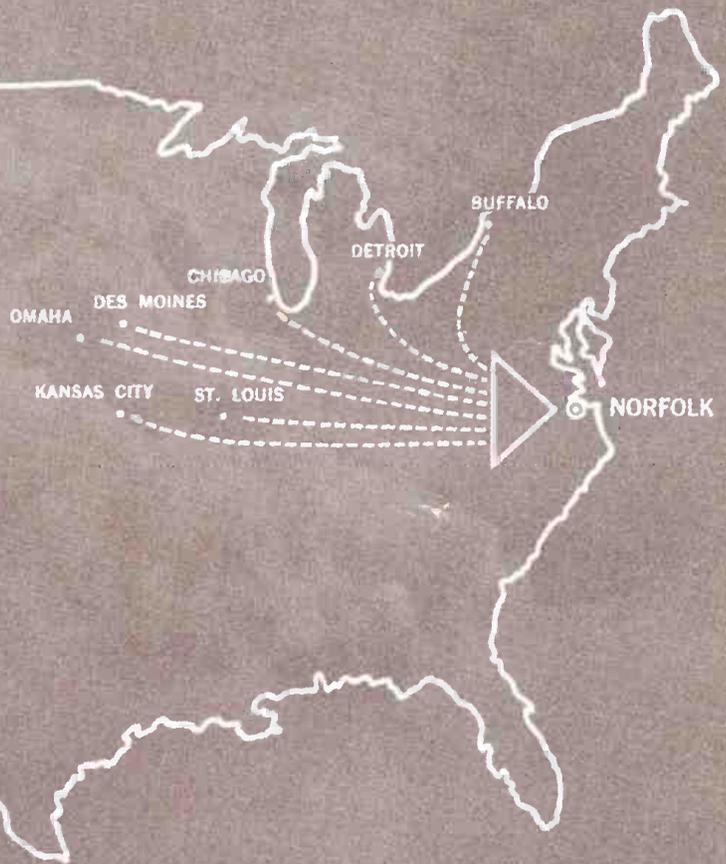


Drawn for BROADCASTING by Sid Hix
 "That insurance man you so cleverly avoided didn't come to sell you a policy. . . . He wanted to buy time."



Economic Effect on Tidewater, Va. “EVEN BIGGER THAN THE BRIDGE-TUNNEL”

*Say Rail and Port Officials of \$2 Billion N&W Merger**



The \$200-million Chesapeake Bay Bridge-Tunnel, giving Norfolk-Newport News its first fast highway link with the great Atlantic urban region, was scarcely opened when even bigger news broke: \$2 billion merger (greatest in railroad history) of Norfolk & Western with Wabash, Nickel Plate, etc., forming for the first time a direct single-line service between industrial and grain centers of the midwest and the world's greatest harbor. Port and rail officials say it is the most important economic development in Norfolk history! Tidewater (Norfolk & Newport News) is the market on the move. TideWTAR is a better way to spell it, and the best way to sell it.

*N&W; Wabash; Nickel Plate; Sandusky Line; Akron, Canton & Youngstown; Pittsburgh & W. Va.

WTAR AM-FM-TV CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS

Represented by  **Edward Petry & Co., Inc.** The Original Station Representative



"...a
couple of
supercalifragilistic-
expialidocious
brothers."

Should Bob and Dick Sherman gently soar over the Disney studios on an umbrella, no one would be terribly surprised. For the brothers Sherman aren't expected to do anything expected—and they haven't since the 50's when their history of hits began. As the only songwriters in the world under contract to a motion picture producer, Bob and Dick have composed for more than 19 films, exhibiting a versatile magic that skips from ragtime to romance, from British puffery to French fluffery, from sad songs that make audiences laugh, to happy songs that, incredibly, make them cry. BMI takes special pride in Robert and Richard as well as in all the other esteemed composers for motion pictures whose music we license for public performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among the Sherman brothers' happiest successes are: *Pineapple Princess*, *You're Sixteen*, *Tall Paul* (singles); songs for *The Parent Trap*, *The Absent Minded Professor*, *The Castaways*, *Bon Voyage*, *Summer Magic*, "Walt Disney's Wonderful World of Color" and *Mary Poppins*. Current project: *Winnie the Pooh*, for Walt Disney Productions.

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