CATV keeps growing in spite of its problems. p31
CBS 'white paper' sees small CATV impact on TV. p38
Groups organize to fight FCC ownership proposal. p71
Salant speaks out for shorter convention coverage. p60

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the word
fastest

When a four-alarm fire strikes, Radio spreads the word first and fastest. Millions of people depend on Radio's fast reporting of important events. And this vast audience is available to you with Spot Radio for fast, effective selling in the markets where your sales need a boost!
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BROADCASTING, July 26, 1965
CLOSED CIRCUIT®

Freedom brigade

Broadcasting will be well represented at forthcoming Senate probe into fair-trial-vs-free-press issue, including related question of radio-TV access to courts. Invitations have gone to top network executives—Leonard Goldenson (ABC), Frank Stanton (CBS), Robert Kintner (NBC)—Bruce B. Palmer, president of Radio Television News Directors Association; NAB President Vincent Wasilewski; Theodore Koop, CBS Washington vice president and chairman of special allmedia committee.

Hearings, scheduled before joint sessions of Senate Judiciary Constitution and Rights and Judicial Machinery Subcommittees Aug. 17, 18, 19, will focus on $290, bill introduced by Senator Wayne Morse (D-Ore.) to outlaw release of information on criminal proceedings by officers of court, lawyers or defendant. Senators hope to keep scope of hearings broad, however, in keeping with thorny nature of constitutional issues involved.

Campaign windfall

Early FCC estimates on amount of money spent on political broadcasting during 1964 campaign appear to have been correct. FCC report on political broadcasting, due out this week, puts figure at $34.6 million, about same as that quoted to Senate Communications Subcommittee by commission earlier this year. Figure is some $15 million more than was spent with broadcasters during off-year election in 1962. Some 30% of 1964's political broadcasting dollars went into radio, 70% to TV.

Equalizing the bait

Still nettled about Milwaukee Braves' plan to leave for Atlanta after current baseball season, Senator William Proxmire (D-Wis.) is getting ready to go to Senate floor with bill to make it mandatory for teams to pool all their radio-TV earnings. Proposal had been offered as amendment to Hart bill that would give all professional sports same status under antitrust legislation, but amendment was knocked out in committee. Senator Proxmire contends that if all teams shared local receipts as well as network money, cities would not be able to lure teams with promise of huge radio-TV contracts.
In a 15 station market, why does WBAL get more than 1 out of every 4 Baltimore radio dollars?*

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

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*Based on latest available FCC reports  **NCS N° 3

BROADCASTING, July 26, 1965
WEEK IN BRIEF

Tone of NCTA convention was optimism personified. However, youthful industry is highly aware of problems that lie ahead. Merrill tells convention CATV could reach 1964 TV revenues within decade. See . . .

GROWTH AND PROBLEMS . . . 31

FCC was present in spirit everywhere in Denver last week. Delegates to NCTA convention hit commission's plan for regulation. Ford, in maiden convention speech, hits out at FCC and broadcasters. See . . .

FCC PLANS BLASTED . . . 32

CBS takes studious look at whys and wherefores of CATV. Finds gloom mongers may be exaggerating harmful potential of systems. Says FCC's Seiden report closer to fact than NAB's Fisher report. See . . .

LITTLE CAUSE FOR ALARM . . . 38

Networks may find some solace in newest rates filed by Comsat and four international carriers for TV use of Early Bird. New fees would extend hours of off-peak time and permit shorter usage periods. See . . .

NEW RATES FOR BIRD . . . 81

AP says it is answering requests of broadcast and newspaper owners of CATV systems in instituting new service for CATV's. Systems will receive radio wire. Radio stations are not all happy. See . . .

NOW VISUAL NEWS . . . 54

Ward Quaal named to head Council for Television Development, organization formed by major TV group owners. Opposing FCC plan to limit ownership in top markets, group sets sight on research as weapon. See . . .

DEFEND FREE ENTERPRISE . . . 71

Song has been sung before, but CBS's Salant has dusted off lead sheet again. Says networks must re-examine policy of political convention coverage. Most of what's shown isn't worth time or effort, he says. See . . .

SHORTER CONVENTIONS? . . . 60

Litigation, legislation and action by Justice Department are weapons CATVers have in mind to keep phone companies from forcing pole-line agreements. NCTA charges violation of consent decree. See . . .

STRUGGLE FOR CONTROL . . . 66

Most people don't buy strawberry shortcake just to look at it. And there is feeling along Wall Street that financier Norton Simon hasn't been acquiring ABC stock just to decorate his walls. See . . .

SIMON AFTER ABC? . . . 79

Up, around and around, and down. If ITT has its way, Early Bird will be used to show recovery of astronauts in next Gemini flight. Networks pooling entire operation. Expect to save $3 million. See . . .

EXTENSIVE POOL . . . 62

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Georgia ETV's like movie art theaters?

REGENTS ASK FOR CLOSER LOOK AT FEATURE FILMS

Georgia educational television stations, under attack by state broadcasters for showing feature films considered too strong for commercial stations, have not been told to cease practice, but they have been asked to take closer look at what they're putting on air.

Request was made indirectly by John Dunlap, chairman of state board of regents, and followed complaint by Georgia Association of Broadcasters to Governor Carl Sanders, and governor's subsequent request that regents investigate.

Question of what educational stations should program is not new in state. In 1963, GAB had questioned propriety of ETV purchasing feature film packages and showing them in competition with films purchased by and shown on commercial stations (Broadcasting, May 6, 1963). Gist of GAB complaint at that time was that ETV's should stick to educating and stop using state funds to program entertainment on regular basis.

Morality - GAB now says it is "alarmed . . . at highly questionable, and by some standards immoral, feature movies bought recently by thousands of taxpayers' dollars" to be shown on WGTB-TV Athens, licensed to University of Georgia. "Under no possible criterion can these films be classed as educational," GAB maintained.


"Room at the Top," double Academy Award winner, had been banned in Atlanta area when it first came out and was seen only after state supreme court had struck down movie censorship. "Rififi" and "Anna" were said to have been purchased by commercial station in area, but not shown because they were considered "too rough."

New rates for Bird cheers networks

Expectation of more frequent TV use of Early Bird satellite came Friday (July 23) following announcement by European post offices of lower rates for their part in trans-Atlantic TV service. On week days during nonpeak telephone hours Europeans have now set rates at $2,250 for first 10 minutes of service and $40 for each additional minute. When combined with Comsat and common carrier surcharge this makes package rate of $4,400 for first 10 minutes and $85 each minute thereafter.

Adding to more favorable network attitude toward Early Bird is fact that they expect to be able to share time on satellite. Thus 15 minutes of service in nonpeak hours, costing $4,825 could be split by TV networks into three five-minute news feeds, about $1,600 each. One network news representative said Early Bird "is not going to be an every night proposition, but they're getting close to making this thing usable."

An official of another network said the outlook for Early Bird usage "looks brighter but the basic rate structure is still too high."

Complications in rate structure arise from different definitions of nonpeak time used by Americans and Europeans. Latter will charge at their nonpeak rates for 5-7 a.m. EDT and 4:30-8 p.m. EDT, weekdays but they consider all weekend periods peak time. American nonpeak times are 5-7 a.m. EDT and 4-9 p.m. EDT, weekdays and all of weekends.

Americans' peak rates are $3,500 for first 10 minutes and $60 for each added minute, while Europeans' top charges are $5,000 for first 10 and $125 for each added minute.

Deadline now Dec. 31 for FM non-duplication

More than 100 FM stations which had been holding their breath at approach of Oct. 15, deadline when FCC's AM-FM non-duplication rule was to go into effect, can breathe more easily now. FCC on Friday (July 23) extended deadline to Dec. 31 for 106 FM stations which had requested permanent exemption.

Effectiveness of rule for three other FM's (KCPX Salt Lake City; WAVA Arlington, Va., and WGGC Cleveland), which had sought temporary exemption, was extended to April 15, 1966.

Rule says that FM's in cities of more than 100,000 population can devote no more than 50% of broadcast week to duplication of programing of commonly owned AM in same area (Broadcasting, June 21 et seq.).

All other FM's, which are covered by rule but had not sought exemption, will be required to comply with Oct. 15 deadline.

Agency also noted that its decision on 109 exemption requests would be reached during month of September.

Merrill sells CATV's to LIN Broadcasting

First public announcement of sale of major group of CATV systems emanating from five-day National Community Television Convention in Denver came Friday (July 23). It was $4 million purchase of Bruce Merrill's Valley-Telecasting Co. by Gregg Cablevision Co.

Gregg Cablevision is owned by LIN Broadcasting Co. (WMAC Nashville; WAKY Louisville, Ky.; KEEL Shreveport, La., and KAAV Little Rock, Ark.). LIN Broadcasting is principally owned by Frederick Gregg Jr. and John R. Ozer.

Systems changing hands are those in Yuma, Ariz. (where Mr. Merrill continues to own KIVA[T]) and systems in lower California (El Centro, Hollister, Brawley and Calexico), serving an aggregate over 10,000 subscribers.

Previous simultaneous non-duplication agreement with KIVA will be continued, Gregg spokesman said.

Mr. Merrill's American Cable Television Co. will still own 25 CATV systems, as well as American Television Relay Inc. (microwave systems), and Ameco Inc., Phoenix, CATV manufacturer.

Gregg Cablevision now operates one CATV system in Huntington, Tenn., has two other under construction, and holds franchises for 26 other communities. Kenneth W. Knight is manager.

At same time, LIN signed $2 million
Walter Rozett elected VP and assistant to president of CBS Radio, effective Aug. 16. Arthur Hull Hayes is president of CBS Radio. Mr. Rozett has served as assistant treasurer at CBS Inc. since 1960. He joined CBS Radio in 1952, and served in various executive capacities with network including budget director, director of accounting, and director of administrative operations.

William G. White and Robert Palmer, both VP's, Cunningham & Walsh, New York, promoted to new posts. Mr. White, who was associate media director and manager of media department, becomes director of media services. He joined agency in 1963. Mr. Palmer, elevated to manager of TV programing, has been with C&W since 1956 in various media positions, and most recently was group media director.

For other personnel changes of the week see FATES & FORTUNES

"turn-key" contract with Ameco for CATV system construction.

Financial backing for purchase comes from Lehman Brothers, Unterberg, Tobin Co., and Economy Finance Co. of Indianapolis.

Other CATV news:
- Jerrold Electronics Corp., Philadelphia, announces sale of $5 million worth of equipment during five-days of NCTA convention in Denver.
- New NCTA executive committee will consist of Benjamin J. Conroy Jr., Uvalde, Tex., chairman; Robert J. Tarlton, Lansford, Pa., vice chairman; Franklin R. Valentine Jr., New York; Alfred R. Stern, New York; Irvin Kahn, New York; Frank P. Thompson, Rochester, Minn., and Bruce Merrill, Phoenix, immediate past chairman.

Storer gets more Northeast

James W. Austin, president of Northeast Airlines, last Friday (July 23) said that airline's directors have authorized issuance of 4.5 million shares of stock to Storer Broadcasting Co.

In exchange for stock, corporate executive said, Northeast would receive $7 million and $40 million cancellation of debts.

After Storer Broadcasting exercises options and other aspects of sale are concluded, group station owner will have 87% interest in airline (BROADCASTING, July 19).

FC&B gets Monsanto accounts

Monsanto Co., St. Louis, effective Jan. 1 consolidates all its advertising except that for Chemstrand and Gering Plastics divisions at Foote, Cone & Belding, Chicago, with billings totaling about $2.5 million. Agencies affected are Gardner Advertising and Ridgway Advertising, both St. Louis; Earle Ludgin & Co., Chicago, and Gotham-Valdimir, New York. Doyle Dane Bernbach continues to handle Chemstrand while Riedl & Freede, Clifton, N.J., continues with Gering.

Network study staff issues second report

Documentation on which FCC network study staff bases its recommendations for limiting network control of programing was made public by commission Friday (July 23).

Documentation is Part II of staff's second interim report on inquiry into network programing practices, which began in 1959.


Major proposal emanating from Part II recommendations is rulemaking to limit networks to control of 50% of nonnews prime-time programing.

Dominant theme of Part II is need for competition among program suppliers. Staff says its proposals could lead to such competition and break "tripoly" of three networks on program sources.

By producing programs or financing them, staff says, three networks have acquired control of 93.1% of prime time programing.

Staff restates position that three networks control economics, art, and creativity of TV programing, and says this is inconsistent with public interest.

Staff also seeks to rebut argument that advertisers who, under proposal, would have chance to control more programs, would not contribute to diversity programing. Testimony of advertisers, report says, establishes that they have preferences "not all cut from the same pattern."

Report noted prosperity of television, particularly network television. It put total net income for three networks in 1963 at $635.8 million (60% for talent, programing; 40% for time).

Importance of network programing is indicated by comparison of network-owned stations with independents in Los Angeles and New York in 1962. Six network stations in those markets had $90,400,000 net revenue, $43,400,000 in income; eight independents in two markets had $50,600,000 revenue in 1962, $8,300,000 in income.

Southerners defended on civil rights editorials

Many southern radio-TV editorials hit harder on civil rights issues than any New York station, John K. Williams, executive secretary of Georgia Association of Broadcasters, told National Broadcast Editorial Conference Friday (July 23) at Evanston, Ill. But he admitted many small radio stations don't editorialize through fear of sponsor boycott like that faced by wbox Bogalusa, La. (BROADCASTING, March 29).

Speech followed talk by David C. Horowitz, director of public affairs at WMCA New York, in which he urged southern broadcasters to take stronger civil rights stands (see page 58).

There is great local resentment among news media in South against "outside" coverage by networks and wire services. Mr. Williams reported. He said dislike also exists among many southern leaders because of belief that outsiders tell world only about shocking things and neglect proofs of real progress there.

FCC to extend 1% comments

This week FCC is expected to grant joint petition of 22 multiple-station owners and extend second comment deadline on inquiry and proposed rulemaking dealing with technical violation by mutual funds of agency's 1% standard under multiple ownership rules. Comment deadline is Aug. 1.
WHTN-TV
ABC Channel 13
HUNTINGTON-CHARLESTON, WEST VIRGINIA

effective August 1st

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It’s a “gasser,” that’s what it is. Find out about it. Take it for a test drive. Consult your jobbers and distributors up here about WWTV/WWUP-TV’s performance. And if you want a real gauge to this market’s potential, check with Avery-Knodel.

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

**DATEBOOK**

**JULY**

July 26 — FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission’s notice of inquiry and proposed rulemaking, issued April 8, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 9.

July 29 — FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Tecc Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

**AUGUST**

Aug. 2 — Deadline for reply comments on the FCC’s inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 18.

Aug. 2 — 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. Former deadline was June 14.

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

Aug. 4 — Annual Georgia Association of Broadcasters TV Day. Speakers include Warren Bahr, executive vice president, Young & Rubicam, New York; William Bartholomay, board chairman, Atlanta Braves baseball team; Lee Franks, Georgia ETV director; and Marcus Bartlett, Cox Broadcasting, Atlanta. Riviera motel, Atlantic City.


Aug. 5-7 — Summer convention of New Mexico Broadcasters Association. Roswell Inn, Roswell.

Aug. 29 — Deadline for comments on the FCC’s rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

Aug. 20-22 — Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Vincent T. Wasilewski, president, National Association of Broadcasters; John T. Murphy, president, Crosley Broadcasting Corp.; Don Mercer, vice president for station relations, NBC; and Lou Smith, vice president for television, Edward Petry & Co. Greenbrier, White Sulphur Springs.


Aug. 24-Sept. 4 — National TV and Radio Show under the direction of the Industrial and Trade Fairs Ltd. will feature various types of broadcasting equipment. London.

Aug. 27-29 — Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman’s Inn, Little Rock.

Aug. 30-Sept. 1 — Institute of Electrical and Electronics Engineers annual international meeting, New York.
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Hollywood's most brilliant stars in important feature movies...

JAMES CAGNEY
as Admiral "Bull" Halsey in
"THE GALLANT HOURS"
with Dennis Weaver
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ONE advertisement in 20,000 copies of BROADCASTING YEARBOOK delivers the repetitive impact of a full year’s campaign — yet at ordinary rates. The closing deadline is October 1. But the time to reserve the best position in the directory section of your choice is now. It’s as easy as calling the nearest BROADCASTING office (and reverse the charges) or mailing your space order today.
The Broadcasting Yearbook gives primary coverage of every significant fact about the broadcast business. Arranged by five major index-tabbed sections, here are some of the contents you'll find in this "one-book library of television and radio":

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- TV station directory
- TV group owners
- TV station sales
- CATV directory
- TV call letters
- TV applications
- Canadian TV
- Experimental TV

Section B—AM/FM Radio
- AM/FM station directory
- Radio call letters
- AM frequencies
- FM frequencies
- Canadian radio
- Mexican-Caribbean radio

Section C—Equipment/Rules
- FCC rules
- License applications
- Equipment manufacturers
- Product guide

Section D—Codes/Programs
- Program services
- Television code
- Radio code
- News services
- Negro programming
- Foreign language programming
- Talent agents
- Awards & citations

Section E—Agencies/Representatives/Networks
- Agency directory
- Representatives
- Network directories
- FCC directory
- Associations
- Engineers

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Aug. 31—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 July 12.

Aug. 31—New deadline for reply comments on the FCC's rulemaking proposal looking toward adoption of new field (propagation) curves for the FM and TV broadcast services. The proposal would update the F' (50, 50) curve now in the rules to take advantage of additional measurements, especially in the UHF television band.

**SEPTEMBER**


Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Kenneth A. Cox; and H. Taylor (Bud) Vaden, President, Asset Developers Association, Bar Harbor Club, Bar Harbor.

Sept. 10-12—American Women in Radio and Television, second annual Western Area Conference, San Francisco.


Sept. 17—New FCC deadline for filing reply comments on proposed paragraph 56 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 22, looking toward regulation of non-microwave community antenna TV systems. Former filing date was Aug. 6.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for station relations, NAB. Fontainebleau hotel, New Orleans.

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.

Sept. 20—New deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.


Sept. 22-23—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.


Sept. 23-25—Annual broadcast symposium, professional group on broadcasting, Institute of Electrical & Electronic Engineers. Williams hotel, Washington, D.C.

Sept. 27—New FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 22, looking toward regulating nonmicrowave community antenna TV systems. Among other things of concern to CATV, pay TV, and combined CATV-pay TV operations. Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

**OCTOBER**

Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4-5—Society of Broadcast Engineers, national convention, Lewiston, Mont.


Oct. 5—New deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.


Oct. 9-10—Fall conference and board meeting of Florida Association of Broadcasters. Silver Springs.


Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film. TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. Durban.

**NAB CONFERENCE SCHEDULE**

Dates and places for the National Association of Broadcasters fall regional meetings:

- Nov. 11-12—Sheraton-Chicago, Chicago.
- Nov. 15-16—Brown Palace, Denver.
- Nov. 24-25—Davenport hotel, Spokane, Wash.
- Nov. 22-23—Westward Ho hotel, Phoenix.
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BUT TO SMART ADVERTISERS THE MIAMI MARKET IS 17th!

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Broadcasting, July 26, 1965

WHEC-TV

CHANNEL 10 • ROCHESTER, N.Y.
Member of the Gannett Group

1. The highest per household
2. The second highest per
3. The lowest unemployment
4. Rate in New York State!
5. The highest per household
6. In New York State!
7. In New York State!
8. In New York State!
9. In New York State!
10. In New York State!

You get this—and more—in Rochester, N.Y., home of world-famous Eastman Kodak and sensational Xerox; plus Bausch & Lomb, Ritter Dental, General Dynamics, Taylor Instru- ment, Pfauweather-Permutt, General Railway Signal and other business giants.

Ask your HR representa- tive for the complete Rochester story. Ask him to show you the major role played by WHEC-TV in this rich market!

figure it out!

WHAT'S IT WORTH TO GET ALL THIS IN ROCHESTER, N.Y.?

The highest per household retail sales in New York State!

The second highest per household income in New York State!

The lowest unemployment rate in New York State!

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Going places Communications Honolulu Ltd.'s Hawaiian Television Stations — KHON-TV — Honolulu, and its satellites, join America’s most dynamic television stations. Arthur H. McCoy, President, announces the appointment of Blair Television as exclusive national representative!
This is L.A.'s Mt. Wilson, where 6 out of $10^*$ TV stations

*Soon to be 7 out of 11...by the end of the year a new station, KMTW (TV), Channel 52, also will be on the air (subject to FCC approval) with a G-E Helical Antenna.
transmit sharper images with General Electric antennas.

Los Angeles has the greatest concentration of TV antennas in the world—and the majority of them are General Electric. These are the stations and their G-E equipment: KABC-TV, Channel 7, 6 Bay Batwing; KCET, Channel 28, 8 Panel Zig-Zag; KMEX-TV, Channel 34, 5 Bay Helical (4 Panel Zig-Zag on order); KPOL-TV, Channel 22, 2 Bay Helical; KTLA, Channel 5, 3 Bay Batwing; KTTV, Channel 11, 6 Bay Batwing.

G.E. can help you improve your image. Contact your G-E Broadcast Equipment Representative, or, General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, New York 13201.

Visual Communications Products

GENERAL ELECTRIC

Electronics Park, Syracuse, New York
The Old North Church was built in 1723. From its steeple were hung the lanterns that signalled to Paul Revere the British route to Concord and Lexington. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.
Trade unions and advertising

EDITOR: The article in your July 12 issue, "In union radio there is strength," was of great interest to me.

It is indeed heartwarming that a trade magazine read by people who buy air time for management and industry recognizes that today's trade unions operate in the arena of great respectability. This is particularly the case with the Retail Clerks International Association (the RCIA) . . .

It is true, as you pointed out, "Like any well-managed business concern with a product to sell and a message to deliver, the RCIA has turned to advertising." However, advertising is no new venture for the RCIA. For example, on television the RCIA was a sponsor on NBC's Today show during Dave Garroway's tenure.

As for radio, over a period of what to my knowledge is 10 years or more, the RCIA has used radio saturation in a number of cities. . . . And for more than the past two years, the RCIA has been buying 30- and 60-second spots on NBC's Monitor every single weekend throughout the year.

The RCIA is the only trade union advertiser on network NBC . . . Obviously, I know the above to be factual since my advertising/public relations agency places RCIA advertising on NBC. This brings up a point that requires clarification. The advertising agency to which you refer in your article—J. M. Sachs & Co., Beverly Hills, Calif.—is engaged by a regional council of the RCIA in Southern California. For national advertising, the agency that represents the RCIA and was appointed advertising agency by headquarters of the RCIA, is William Magnes Advertising, Inc.—William D. Magnes, president. William Magnes Advertising Inc., Washington.

Cigarette logic

EDITOR: Once there was a land where people developed the habit of throwing bricks in the air. Doctors soon noted that they were seeing more patients with bumps on the head and also increasing patient fatalities from fractured skulls. . . .

Finally the surgeon general summarized all the research and issued a report stating that the bricks were responsible for the bumps on the head and further stating that special treatment of the bricks (called "filters") weren't giving enough help to be detected. . . .

A majority of the members of Congress . . . passed a law requiring appropriate labeling of bricks. However the law prohibited any governmental interference with advertising of the...
one of the great stations of the nation

The most: 50,000 watts, 1-A clear channel from 830 kc . . . 24 hours a day, seven days a week. Also, the power of full-size, complete programming. It attracts and holds all kinds of listeners not just a narrow segment of the available audience.

Coverage of a 124-county market in six states. Actually two markets in one: 5-county Twin Cities plus 119 non-metro counties. Total population: 4 million. WCCO Radio reaches more of these people than any other medium in the region.

On WCCO Radio, you enjoy a setting of outstanding acceptance for your sales story. The kind of acceptance that has been earned by more than 40 years of great service to the WCCO-Land market. Nothing sells like acceptance.

WCCO Radio
MINNEAPOLIS • ST. PAUL
Northwest's Only 50,000-Watt 1-A Clear Channel Station
REPRESENTED BY CBS Radio Spot Sales
Nobody in Washington argues about which is the important station.

A leading broadcast industry publication . . . editorially supported the advertising restraint adopted by the brick manufacturers and lauded the congressional prohibition of governmental intervention in the advertising practices of the brick industry. Further the magazine expressed the opinion that in an additional four years of investigation, evidence as to whether brick throwing is, or is not, a genuine public hazard ought to be considerably clearer . . .

Unfortunately the publication failed to indicate whether the new evidence should take the form of bigger and better bumps or an even greater fatality count. . . . —J. H. Platz, Northwest Monitoring Service, Pendleton, Ore.

( Mr. Platz refers to a July 12 editorial in Broadcasting favorably commenting on the Congress's passage of a bill to require health warnings on cigarette labels but to temporarily restrain the Federal Trade Commission from insisting, as it had proposed, to require warnings in cigarette advertising.)

Tribute to Laurel and Hardy

EDITOR: All this fuss about doing a network TV special, plus a syndicated show now being peddled, as a salute to Stan Laurel and Oliver Hardy seems a little old hat to us here at KHJ-TV (Los Angeles).

The week of Feb. 15, before the sad death of Stan Laurel, this station ran a week-long “Salute to Stan Laurel.”

The screenings were prefaced by the appearances of Harold Lloyd, Ken Murray and Steve Allen, who taped special interviews for us. Each saluted Laurel and Hardy in his own way.

We tried to get Mr. Laurel to appear on some of our programs, but at the time he was too ill to leave his home. We never dreamed that within a couple of weeks he would be gone.—Frank Barron, KHJ-AM-FM-TV Los Angeles.

BOOK NOTE


The author, an associate professor of marketing management and director of a research program in marketing communication at the University of Notre Dame, divides his volume generally into four areas: the behavioral science approach to communications; the behavior of aggregates: markets and audiences; the behavior of individuals, and finally, research as a form of communications.

The volume is written not for the amateur but for the student and for the professional in marketing.
Baltimore is a town of good listeners and Bruce Johnson of Metro Radio Sales is a good talker.
Radio-TV's secret sales punch: citizenship

I'm a friend of the broadcast media. But this is no one-way relationship. The media have earned this friendship.

They have earned it by effectively delivering the advertising messages of our company. They also have earned it by constructively influencing the economic, social, and cultural growth in the area our company serves.

Although a former newspaperman, I have no reluctance about bearing witness to the fact that radio and TV at the Head-of-the-Lakes area are doing their job well. They are practicing citizenship every day of the week.

Since I direct the advertising program of our company, with no help from the sales department of course, I feel qualified to judge the effectiveness of the media in this region. As director of our company's area development program, working with different groups and organizations in all phases of growth involving economic, industrial, and human resources, I also feel I can judge with some competence the contributions that the broadcasters are making in these fields.

Budget Build-up - Nearly one-half of our company's quarter-million dollar advertising budget goes into radio-TV time and associated expenses. We prefer program sponsorships for our long-range day-in-and-out basic buys, but we also use spot frequently for special campaigns.

Minnesota Power & Light serves the broad area of central and northeastern Minnesota, all the way from Ely to Little Falls and including the three great iron ranges of Mesabi, Vermilion and Cuyuna. To sell and talk to our customers in this region we use a total of three TV stations and 15 radio stations. But we were not always this active: Once we were very heavy in print.

This more effective balance in the mass media has come about during my dozen years here largely as a result of the professional skills and advice of our advertising agency, H. E. Westmorland Inc. of Duluth. This better balance was achieved, too, without borrowing any dollars from one medium to help another. It was done through general expansion over the years, during which the total budget has increased about three-fold.

Catching Prospects - Some of the increases can be attributed to rate hikes. But many of them have come from our greater advertising effort in the rising competition for consumer attention.

We strive to let each medium do what it is best able to do. Television, for example, has brought us the new dimension of demonstration on a grand scale never before possible through our wide use of visiting home economists, whom we still use. Apart from showing new appliances and cooking techniques, for instance, TV permits us to show how a water heater works, which was not possible before in any practical way.

Radio provides us with both regional and local coverage through the major stations in Duluth and the smaller communities. This gives us both mass coverage and strong local identification. We find our most effective combination is using both the regional and the local vehicles consistently.

The standard for radio and television in this area is high, set by the major Duluth stations, and embraces both advertising and public service. The stations compete aggressively for audience with one another and the other media through what is to my mind a high caliber of news reporting and individualized programming of music and features.

Civic Response - The major Duluth stations over the years have been well-managed and they have been very responsive to the needs of the community. These stations have attracted talented personalities for the on-air work. While many of these have moved on to bigger jobs at larger stations and the networks, many others have remained in Duluth and the surrounding communities where they too have become deeply involved.

All that I have said up to this point forms the background of the one overriding reason that I am a friend of the broadcast media: the good citizenship practiced by the area's stations.

The top brass of the major Duluth stations, for example, carry through key leadership assignments in a variety of civic causes. This is true also in most smaller stations of the area. More than a reasonable amount of air time and talent goes into worthy projects.

Together this adds up to a lot of good citizenship, certainly enough for most cities. But because of the standard set by one man there is even an additional element on the scene here.

This element is influence for the public good. The man is Bill Krueger, a broadcast journalist at KDAL Duluth, who pioneered on-the-air editorials 20 years ago with KDAL's encouragement. When Bill Krueger's anniversary was celebrated recently, the event drew acclaim from across the U.S.

For a good part of those two decades we have been proud to sponsor Bill Krueger's news program with its "Minnesota editorials." Long at 6 p.m. each evening, the show now is slotted in the CBS network round-up at 7 a.m. We tell the listeners each day we're proud too "because discussion is a stimulant to progress in a free society."

Financial Support - KDAL-AM-TV, as well as other Duluth stations WDSM-AM-TV and WDBC are substantial financial supporters of our new Northeastern Minnesota Development Association. It is a $1.5 million five-year plan to build and diversify our economy.

KDAL and WDSM plus the Duluth newspapers have joined our company in a national advertising program to tell America's businessmen of the new economic surge in this region. WDSM also has joined our company and the woodworking industry to provide an exhibit at the New York World's Fair.

Our stations not only believe good citizenship is good business; they practice it.

Arthur C. Barschdorf since the fall of 1953 has been director of area development and public information for Minnesota Power & Light Co., Duluth. He was a Nieman Fellow at Harvard in 1952-53 and before that for eight years was with the 'Hammond (Ind.) Times." He was an Army information specialist during World War II. A native of Bennington, Vt., he worked for the 'Bennington Banner' before the war.
how to sell Detroit’s HOME OWNERS

Reach more of them with Detroit’s leading station
Homeowners buy! Everything from garden hoses to furniture to appliances to paint.
Detroit home ownership is one of the highest in the nation—78.5%—and WKNR reaches more of these households than any other station! More than 224,000 every 24 hours according to Detroit Qualitative I.

WKNR’s Detroit Qualitative I is the first in-depth study of the Detroit Market by Pulse, Inc. It shows more than fifty characteristics of our audience as well as substantial market data. It’s sure to be of use in developing your client’s marketing strategy. For a copy call your Paul Raymer man or your WKNR salesman.
EQUATION
FOR
TIMEBUYERS

ONE BUY = DOMINANCE*
X WKRG-TV· MOBILE
ALABAMA

*PICK A SURVEY---ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
CATV growth paced by problems

Regulation, pole-line rights, copyright law are studied at Denver convention which drew 1,500; percentage of broadcasters continues to grow

The dimensions, as well as the problems, of the community antenna industry, were on parade in Denver last week at the 14th annual convention of the National Community Television Association.

- The registration totalled 1,500, representing over 1,600 CATV systems—from the hamlet cable system serving less than 100 families to giant combines serving multiple thousands.
- Of the 600 cable system operators attending the meeting, at least 100 represented CATV systems that are broadcast-related.
- A score of financial representatives, attested to the economic stability—and the future—of antenna operations, as well as lawyers, brokers, and government observers.
- An estimate by an established TV ratings expert was that CATV systems are serving 2 million TV homes today.

All illustrate the growth of an industry that began a scant 15 years ago in Oregon and Pennsylvania basically created by local businessmen.

The 15 years have wrought changes—particularly in ownership. CATV, once a small time business, and still largely a family affair, has entered the phase of bigness; big money and large, group-owned systems.

Broadcasters Increasing - Among the largest of the groups and becoming more and more the one most significant element in the CATV business are broadcasters.

But it was no broadcaster who predicted that perhaps in another decade, CATV systems would equal 1964 TV revenues. The estimate was made by Bruce Merrill, whose manufacturing, microwave relay and group CATV operating company is headquartered in Phoenix, and who is the retiring chairman of NCTA.

Television took in $2 billion in 1964, Mr. Merrill noted. "At $5 a month, $60 a year, all we would need to equal that would be between 30 and 35 million families," he calculates.

Fantastic? That's the spirit of today's CATV industry.

Problems, Problems - The spirit may be high, but the problems faced by the burgeoning young industry are real. Crises seem to arise yearly. This year's convention had its share, and more.

- Regulation by the federal government and by state governments is one. The FCC wants to assert complete jurisdiction and to force protection for local TV stations. States want to place CATV under public utility control.
- Relations with broadcasters is another. This is considered an element in the regulation issue.
- Telephone companies and pole-line

Money, money everywhere at NCTA convention

If there was one item in evidence at last week's convention of the National Community Television Association, it was money. Investment houses were offering it, finance corporations were offering it, and CATV firms that want to get bigger were offering it.

Among sales announced at the convention were Paper City Television Cable Corp., Berlin, N. H., to United Cablevision Inc. The 3,300-subscriber system went for an undisclosed price. W. Randolph Tucker, president of United Cablevision, is a CATV pioneer who once ran systems for Fox Wells & Co., a New York investment firm. United Cablevision is backed principally by Hornblower & Weeks-Hemphill, Noyes, a New York investment firm that had been adviser to Ameco Inc. in its recent $12.1 million financing agreement (Broadcasting, July 19).

Other sales announced were of systems in Fallon and Yerrington, both Nevada; Saugus, Calif. (all owned by Ray Miller and George Acker); Neodesha, Kan. (owned by Cable TV Construction Co., Iola, Kan.); and Elk City, Okla. (owned by Community TV Inc.) to Western CATV Inc. Estimated price for all the systems is $1.7-2 million. They serve more than 5,500 customers. Western CATV Inc. is a wholly owned subsidiary of Narragansett Cable Corp., Providence, R. I. Narragansett had recently purchased the 6,000 subscriber system in Mankato, Minn., for approximately $2 million, and the 600 subscriber system in Monroe, La., for about $500,000.

Alvin H. Hartman, vice president of Narragansett, in addition to announcing his new acquisitions, was also one of four speakers at a Tuesday (July 20) session on "Finances, Taxes and CATV." Other speakers were William R. Putnam, vice president, Morgan Guaranty Trust Co., New York; James F. Ackerman, senior vice president, Economy Finance Corp., Indianapolis, and Ralph M. Fratkin, CPA and vice chairman of Philadelphia Tax Review Board.

Leon Papernow, who resigned last month as vice president of H&B American Corp., to form Community Cablecasting Corp. (Broadcasting, June 28), was announcing the availability of "$10 million cash and expert management."

There was lots of money in Denver last week.
If there was a villain at the National Community Television Association convention it was the FCC.

Whenever the subject of federal regulation came up in the meeting halls of the NCTA convention in Denver protest after protest was registered against the FCC's asserted jurisdiction and the specifications of it rules for CATV. It was made most clear at a panel on CATV's problems.

Primarily two aspects of the FCC's proposals were under attack: more than simultaneous duplication protection for local TV stations, and any ban on "leapfrogging," the practice of bringing in distant signals and overloading TV stations nearer to the CATV's home territory.

Another target for the CATVers ire was also present at the NCTA convention. To the delight of hard core CATV operators, the new NCTA president struck out at broadcasters who are fighting the alleged encroachments of CATV. Frederick W. Ford, who took office as the paid president of NCTA in January, lashed out at those elements in broadcasting that want to keep CATV subsidiary to TV stations and at the FCC which he said wants to hobble the cable antenna business with harsh regulation.

Problems-Solutions * A five-man panel, including two broadcasters, in a wide-ranging survey of CATV's governmental and broadcaster problems. failed to come up with any solutions.

The broadcasters were Marcus Bartlett, Cox Broadcasting Corp.'s CATV chief, and George B. Storer Jr., president of Storer Broadcasting Co. which also has CATV interests.

Other members: Bruce Merrill, Phoenix, CATV manufacturer, owner of a group of CATV systems and of a microwave relay service; Max D. Paglin, Washington attorney and until recently general counsel of the FCC, and E. Stratford Smith, also a Washington attorney and special counsel to NCTA.

Mr. Bartlett called for a two-year moratorium on regulation while facts are gathered on such issues as CATV in big cities, CATV vs. UHF, "longhaul" microwave (bringing in TV signals from distant cities). He suggested the establishment of a "blue ribbon" government-industry committee to study the data and make recommendations to the FCC.

The result, Mr. Bartlett observed, "will be some changes for broadcasters and for CATV, but the public interest will be served."

The CATV industry is not itself guiltless for some of its problems, Mr. Bartlett stated: It failed to establish good relations with broadcasters; it allowed the "pay TV" tag to be imposed on its activities; it failed to recognize the need for regulation before regulation was being forced on the industry, and it failed to "quench the myth" that CATV is a gold mine.

Mr. Storer noted that the foundation for broadcasting, CATV (and even airlines—a reference to Storer's investment in Northeast Airlines), is to provide service to the public.

The major issue, he said, is that there are people in the nation still not receiving TV in any form, or at most through boosters, which, he commented, provide "pretty bad pictures."

Everybody, he said, should have at least one—three would be even better—TV services. Broadcasters have failed to provide this, he stated. But "somehow" something is going to take place to bring this about, perhaps through small stations, boosters, transmitters, CATV.

Unless broadcasters provide this service, Mr. Storer warned, it is "inevitable" that the government will regulate.

Case-by-Case * Mr. Merrill spoke against the imposition of blanket rules to govern CATV. It a broadcaster feels he is being hurt by CATV, Mr. Merrill said, let him prove it in a hearing before the FCC. After all, he added, the public interest is the primary issue.

Broadcasters, he stated, cannot be protected and escape utility regulation: "The broadcast industry cannot ask and receive a protected status, free from all competition for their viewers' sets, and escape ultimate supervision of their profit rates. . . ."

Mr. Paglin referred to CATV as the
"quiet revolution" in broadcasting. The public's willingness to pay for television, he said, is a straw indicating "a change in the existing order. . . ."

The FCC, he said, has failed to keep abreast of the technological and economic advances that have taken place in TV. It has failed to maintain its "expertise" in the field.

Mr. Paglin foresaw an "integrated" system of television by wire and by broadcasting. He also said that he can see a "marriage" of the skills of the broadcaster and the grass roots base of the CATV operator through the entry of the CATV owner into ownership of low-powered UHF stations. "As I see it," he said, "CATV will not for long remain solely an adjunct to television broadcasting [but will] soon develop as an integral part of the overall broadcast structure."

He also sees broadcasters moving into the CATV field.

"The growing demand for improved television service," he observed, "cannot be satisfied by the use of the radio broadcast spectrum alone . . . [American opinion] wants a broad scope and variety of television and other forms of programing."

**Reception Service** - CATV. Mr. Smith maintained, is a master antenna service which is not subject to FCC regulation.

But, he added, "the issue here is not now that of avoiding regulation. The issue is what the regulation should be. There seems to be common agreement that the public interest should be the goal of that regulation [but] the obvious difficulty is that there is relatively little agreement as between broadcasters and community antenna owners as to wherein lies the public interest."

The cable industry's problem with the FCC, Mr. Smith stated, it that the commission is "adamant" that it doesn't want to consider problems on a case-by-case basis.

The rules proposed by the FCC, Mr. Smith contended, "do not purport in the slightest to control the stations . . . they operate to restrict community antenna[s] . . . ." CATV operators, Mr. Smith said, will have to engage in a grass roots campaign to let their congressmen and senators know their side of the controversy.

During a question and answer period panel members commented on:

- Revision of Section 325 of the Communications Act to require CATV operators to secure permission from originating TV stations—Not practical and it would "force CATV owners to their knees": it is a shortcut to pay TV. (Mr. Merrill). Would put control of CATV into the hands of the broadcasters; even review of a station's action by the commission would be suspect because the commission seems to be partial to broadcasters (Mr. Smith).
- Origination of programing—CATV should originate programs just as soon as equipment is available: but the originations should be public service programs—city council meetings, high school football games—not programs already available to public by broadcasters (Mr. Bartlett). Separate CATV's reception function from its origination activities: in this way its "master antenna" operation would be immune to regulation while its "origination" practices could be federally regulated (Mr. Smith).
- CATV ownership of low powered UHF stations—Perhaps the FCC could encourage the entry of CATV owners into UHF station ownership by relieving those cable operators from duplication protection regulation (Mr. Smith). Perhaps the FCC might change the multiple ownership rules (which now limit a single entity to the ownership of no more than seven TV stations, of which not more than five may be in the VHF band) to encourage CATV operators and broadcasters to expand UHF ownership (Mr. Bartlett).

- Protection to local TV stations—CATV will "never submit" to more than simultaneous duplication protection (Mr. Merrill).
- Harris bill—Would halt "rush" by FCC to regulate CATV: it would specify that CATV is not a public utility (Mr. Paglin).

Wrong, Wrong • Mr. Ford, the former FCC commissioner who was chairman of the commission for one year (1960-61), directed his harshest words at broadcasters.

Some "powerful" television stations, he said, which are promoting government protection of their economic interests "are wrong—in concept. Wrong in principle and wrong in their efforts to seek the government's protection by law and regulation of the status quo."

Protection means regulation and federal intervention for those seeking it, he added. "When one acquires a monopolistic position in a free enterprise business," he said, "the government soon finds ways to regulate his business practices in order to furnish the stimulation which would otherwise be provided by competition, or to take action to provide that competition."

Leveling his attack on what was understood to be the position taken by some TV stations. Mr. Ford raised the question of local programing:

"Some of the most vocal broadcaster critics in this country. I am told," he said, "have no adequate local news programs on their own stations and they pay no attention to the needs of the local population which they were licensed to serve. They merely supply an outlet for programing originated elsewhere while their owners and managers travel around the country fighting CATV and bleeding in the claimed righteousness of their cause."

And, he continued: "... many television stations in single station markets have long since ceased to develop pro-
Spies in the enemy's camp? Not so. Guests at the NCTA convention were National Association of Broadcasters chairman John F. Dille Jr., Communication.

graming specifically designed to serve their communities, and they have lost the initiative necessary to the creation of entertainment and information programs for the benefit of the public they serve.

CATV, he stated, seeks no government protection; in fact, he added, it "furthers (the government's) objective of diversity in program sources."

Fair Settlement • The proposed 1964 settlement with the National Association of Broadcasters "was just and reasonable" for the broadcasters, Mr. Ford said, and "although restrictive and burdensome" they were "not intolerable" for CATV. The NAB board refused to approve its committee's recommendations last December.

The negotiations with the NAB's Future of Broadcasting Committee were calculated, Mr. Ford acknowledged, to avoid regulation of CATV by state legislatures—which were stimulated. Mr. Ford asserted, by "those economic interests" standing to gain the most from the status quo.

The FCC rules for CATV—imposed on microwave users and proposed for all CATV operators— "are grossly deficient" he said, in meeting the purposes of the national policy seeking the greatest practicable diversity of television programming.

Only Congress, Mr. Ford said, "can now fashion the protection required to maintain an equitable balance between the television and CATV industries."

CATV into Broadcasting • Mr. Ford urged cable owners to enter broadcasting by applying for low power UHF stations in their communities. If CATV owners become broadcasters, he cautioned, they must carry their station on their cable systems. This will not only help UHF, he said, but will show Congress, the FCC and broadcasters that "we are more than willing to help in the realization of a truly nationwide, competitive broadcast structure—by becoming an even more integral part of that structure."

Of the other objects of concern among cable operators in the regulatory field were state moves to place CATV under public utilities commissions as a common carrier, and the copyright issue.

Mr. Merrill discussed the utility situation in his annual report. Pointing out that only Connecticut has passed a law placing CATV in the utility classification, Mr. Merrill noted that the law requires also that each CATV must pay 6% of its gross revenues to the state.

Twelve states, he said, have bills pending in their legislatures to make CATV a public utility. These are Idaho, Maine, Minnesota, Missouri, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, West Virginia and Arizona. In other states, PUC agencies are considering whether to take jurisdiction; these are Nebraska, Nevada, North Dakota, Ohio, Oklahoma and Pennsylvania.

"Until federal legislation" disposes of this issue, Mr. Merrill stated, "we can expect a continuous battle in many states."

The copyright issue was mentioned by Mr. Ford in his luncheon address. Inveighing against "a number of the most powerful owners of copyrights," he charged that they are imposing a double burden on CATV subscribers: the copyright fee is paid at the time the program is broadcast, he noted; requiring CATV systems to pay again is a "double bite." He termed this "iniquitous."

Mr. Smith delivered a status report on the copyright threat, predicted that a court trial would be underway before the end of the year in the United Artist suit against the Clarksburg, W. Va., cable system. He ventured no estimate as to when the CBS suit against Teleprompter would come to court.

In his discussion, Mr. Smith voiced the belief that if the revised copyright law goes into effect, requiring CATV systems to pay royalties, this would conflict with the FCC policy ordering CATV's to carry local stations. Because TV stations constantly change programs on short notice, he observed, it would be conceivable that the cable company would be carrying copyrighted material for which he had not received permission or had not paid.

Second look urged on microwave renewal

Black Hills Video Corp. urged the FCC last week to reconsider and revise its order granting a conditional renewal for microwave stations used to serve four commonly owned community antenna TV systems in Rapid City, S. D.; Victoria, Tex., and Dexter and Poplar Bluff, Mo.

In a petition filed Monday (July 19) seeking reconsideration and further hearing before the commission en banc, Black Hills said the renewals, which were granted July 2, are of such a limited nature "as to gravely injure and inevitably destroy" the company's microwave operations as well as the CATV businesses of its affiliated systems.

In renewing Black Hills' licenses the commission imposed two conditions: that the company transfer out of the common carrier service by Feb. 1, 1966, and into a new proposed service, and that the carrier require the CATV's it serves to protect local TV stations by carrying their signals and refraining from duplicating their signals for a 15-day period (Broadcasting, July 5).

Black Hills, which has been unwilling to afford nonduplication protection, as the commission's interim policy requires, urged the agency to modify its decision and grant its renewals in full and without any restrictive conditions.

In a separate action now pending before the federal appeals court in St. Louis, Midwest Video Corp., the parent company of Black Hills, is seeking to overturn the commission's CATV rules (Broadcasting, June 28).
Okay, so we're a little ahead of schedule. The Braves won't make Atlanta their home until 1966, but in the meantime WSB Radio sports director Frank Stiteler is warming up the flagpole at new, spectacular Atlanta Stadium. Also in the meantime, WSB Radio is covering baseball thoroughly, just as the Voice of the South reports all sports first and factually for the fabulous Georgia market. It's another reason WSB Radio is the choice of listeners and advertisers alike.
Radio, one of the good things about America, sells

<table>
<thead>
<tr>
<th>WABC</th>
<th>WXYZ</th>
<th>KQV</th>
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<tbody>
<tr>
<td>sells New York</td>
<td>sells Detroit</td>
<td>sells Pittsburgh</td>
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"The results towered above our wildest expectations" was what a New York moving company executive said about their first radio advertising... a schedule on WABC. In fact, he went on, "our six spots on WABC... have so far been directly responsible for business which more than paid for the cost of the advertising." Now he knows why so many New York advertisers who want moving results sell with WABC.

Number one dealer in sales is the achievement of one of WXYZ Radio's most consistent advertisers. Outselling over thirty other car dealers in the area handling the same popular make, this Detroit dealer has placed the major portion of his promotion budget on WXYZ for seven consecutive years. Week in and week out, this dealer has used WXYZ Radio's personalities to sell Detroit families. Who needs a tiger to sell cars... when you're already foxy enough to sell with WXYZ?

"I don't think we would ever attempt to sell anything in Pittsburgh without using KQV." That was the enthusiastic reaction of an agency president to the "outstanding success" of his client's campaign on KQV. Why such enthusiasm? Because this packaged food campaign increased distribution, consumer awareness and generally increased sales. Those are impressive results in anybody's book!
WLS sells Chicago

"Buy Radio" was the recommendation from Chicago to a West Coast maker of men's slacks. That was just two years ago when this company launched their products in the Midwest using only WLS Radio. "Big things have happened as a result of radio," says the company's ad manager, and today this is one of their major distribution areas with eight Chicago-based representatives instead of one. Nothing slack about WLS Radio's effectiveness here!

KGO sells San Francisco

A helicopter selling for a stock brokerage house? That's right! A prominent San Francisco house used KGO's "Hurleybird" traffic reports to sell the Bay area. Effective? Not only have the number of inquiries from KGO listeners been impressive, but a high percentage were from high income residential areas ... from doctors, business proprietors and executives. "Those are pretty down-to-earth selling results, even for a helicopter.

KABC sells Los Angeles

Sales volume doubled in less than three years! That's the happy boast of a chain of retail shoe stores in Los Angeles that puts the bulk ... and sometimes all of its ad budget on KABC Radio. Why? KABC showed this advertiser how to talk to the thousands of people who listen to "news and conversation radio" ... obviously a step in the right direction if you want to sell shoes in Los Angeles!

ABC Radio Stations

six of the best things about Radio
CATV: little cause for alarm

How CBS sizes up probable impact of cable growth on television broadcasting: normal increase in advertising volume will offset audience losses

A new assessment of CATV’s potential and its probable economic impact on broadcasters was released last week by CBS.

The appraisal was contained in a “white paper” prepared by the CBS Office of Economic Analysis and submitted by CBS to the FCC last Friday along with its comments on the commission’s proposed CATV rulemaking (see page 40).

The analysis explored the history and pattern of CATV growth and then concluded that:

- There is a “reasonable opportunity” for CATV to reach about 6 million families (10-12% of total U. S. population), whose-on-the-air service from networks is not adequate because of distance or terrain, plus possibly 2 million more (3-4% of the population) who live in high-rise apartments in metropolitan areas. At least half of the latter group, it was noted, live in the New York area.

- If, however, CATV systems show that they can thrive in cities where on-air network service is “more than adequate” and apartment-house reception is no problem, then the CATV potential “far exceeds anything that we have talked about thus far and, in fact, much of the country could ultimately become CATV territory.” This would test the appeal of additional services, as opposed to improved quality of network service, in enlisting CATV customers.

CBS noted that CATV applications are pending in a number of such cities including Albany and Syracuse, N. Y., Galveston, Tex. and Philadelphia.

- In its analysis of probable economic impact of CATV on broadcasters CBS sided more with the moderate-impact conclusions of Dr. Martin Seiden, special consultant to the FCC (Broadcasting, March 8), than with those of Dr. Franklin Fisher, whose study was commissioned by the National Association of Broadcasters (Broadcasting, Oct. 26, 1964). CBS held that most of Dr. Fisher’s conclusions probably can be accepted as “roughly accurate,” but that they tend to “give an impression of much greater impact of CATV than is in fact the case.”

- Not only may Dr. Fisher’s estimates of CATV effects on broadcasters be “on the high side,” CBS said, but it probably will take one to five years or more for these effects to begin to be felt. In any case, according to the CBS analysis, television advertising’s normal growth rate, if maintained, should compensate for economic losses caused by CATV in most cases and still leave room for growth in station revenues.

Economic Effects - Statistical procedures indicate, CBS said, that Dr. Fisher’s figures were “quite precise” as to how much money a station would lose if its programs were not carried on the CATV system ($14,000 a year per 1,000 CATV subscribers among its viewers, if the station is the only one capable of being viewed over the air; $8,000 per 1,000 subscribers when it is one of two stations that can be viewed over the air).

But Dr. Fisher’s estimates of what the loss would be if the station’s programs were carried on CATV with average duplication of its programming are subject to “much larger” margins of error, CBS contended. Based on its own studies, CBS concluded that in a one-station market when the station’s programming is both carried and duplicated on CATV “an [economic] effect two-thirds as large as Fisher’s is probably a minimum estimate” and that the “true value” probably lies somewhere between that and Dr. Fisher’s estimates.

In addition, CBS estimated, stations get a plus when CATV enables them to reach viewers they couldn’t reach over the air: “In both one- and two-station markets a station annually adds about $4,500 to $5,000 in revenues for every additional thousand families now able to receive the station via CATV.”

In any case, CBS maintained, “it might take, say, three to five years for a change in an affiliate’s audience standing to be reflected fully in the relative network rate of the station. Similarly, national spot revenues of the station would probably not fully reflect changes in audience for a year or so. And local spending should take a very long time to react fully. As a consequence, changes in a station’s audience resulting from CATV penetration would be fully reflected in changing revenues only after a considerable period had elapsed.”

Impact Proportionate - CBS also cited “the persistent rise in advertising demand for television time.” The maximum impact on station revenues of CATV growth is proportionate (a 10 percentage-point increase in CATV penetration would result in a 10 percentage-point decrease in station revenues in one-station markets), CBS said.

“If we take this maximum impact and assume that all stations are faced with equal CATV growth, then an annual rise in television advertising expenditures of ½% would be enough to offset the effect on station revenues of the current rate of CATV growth.

“In fact, of course, CATV growth is concentrated in smaller markets, and the average annual percentage increase in CATV penetration in these markets is much higher. If, for example, we assume that nearly all CATV growth is in the smaller markets containing, say, 25% of U. S. television families, then the current rate of growth in those markets would be about two percentage points per year and a comparable rise in advertising demand would be efficient for revenues to remain unchanged.”

“More realistically, there are undoubtedly some smaller markets, currently undergoing rapid CATV expansion where the current growth rate is much higher. Let us hypothesize a fairly extreme case, say a small, single-station market in which the CATV system, when complete, covers two-thirds of the population. Let us further assume that 60% of the population in the CATV’s coverage area become subscribers over a four-year period.

“Under these circumstances, 10% of the station’s covered population is converted to CATV status each year for four years. A 10% annual increase in demand for television time in this market would fully offset the effect on revenues of the growth of CATV, assuming no time lag in the effect of CATV growth. In a two-station market, where the effect of CATV on a local station’s revenues is only about one-fourth as great as in a one-station market, it would only take a 2 or 3% annual increase in television demand to offset this CATV growth.

“If we now add in the fact that there is a fairly substantial lag in the impact on the revenues of the CATV-induced changes in viewing patterns, perhaps
A beautiful new half-hour TV Special from Seven Arts

Behind the Scenes with the Royal Ballet

Sir Frederick Ashton, Director of the Royal Ballet, Company, narrates this most timely and unique TV Special, filmed in arrangement with the General Administrator, Royal Opera House, Covent Garden Ltd.

Seven Arts takes you backstage to see what really happens behind the scenes to generate this fantastic public and critical acclaim.

"Rudolf Nureyev stands out as one of the most electrifying male dancers of all time. If this were not enough, Nureyev has been further blessed with a classic partner—Dame Margot Fonteyn, long the reigning ballerina of the Western world."

"Margot Fonteyn & Rudolf Nureyev, a virtuosity that no pair alive can match."

"Nureyev's flair for publicity, his discotheque frugging plus his Ed Sullivan TV show appearance and column exposure has made him the one everyone wants to see."

"All things considered, the Royal Ballet of England is probably the most satisfying ballet company in the world at the present time."

BEHIND THE SCENES WITH THE ROYAL BALLET was recently filmed at Covent Garden in London during rehearsals for the production of "Romeo and Juliet" which was S.R.O. in its 16-city tour of the United States and Canada.
CATV: LITTLE CAUSE FOR ALARM

continued

overall as much as three or four years, then a fairly modest rate of growth in television demand, say 6 or 7% per year in one-station markets, and much less in two-station markets, would fully compensate for the effects of CATV growth on an individual station under the given conditions.

"If we accept our earlier conclusions that the fully proportionate relationship derived by using the Fisher estimates directly is probably too large, then a five or six percent annual growth in such a one-station market would compensate for the effects of CATV and allow some room for growth in revenues. This rate of growth in market revenues is well within the general pattern of growth that the television industry has been experiencing.

"In other words, it will be only in rare cases that the rise in CATV will, in fact, be rapid enough and large enough in magnitude to cause an absolute decline in station revenues."

Seiden Errors • Although CBS agreed with the FCC's Dr. Seiden that the CATV economic impact on broadcasters is "moderate," it disagreed with some of his reasoning in reaching that conclusion and particularly with some of his views on advertiser buying practices.

The CBS report said: "Seiden is in error when he says that advertisers do not pay audiences," and it added that "as long as the rating services do their job properly, the growth of CATV will ultimately have an impact on station revenues, whether or not advertisers or agencies or anyone else knows what effect the CATV's are having."

"The true reasons for the modest impact of CATV thus far, "CBS continued, "are the relatively small amount of penetration that CATV's generally have in any particular market and the considerable length of time necessary for the effects of CATV to work themselves out."

The analysis noted that Dr. Seiden had suggested that eventually small-market stations may be in danger of being passed-by by national advertisers electing to cover them through larger-market stations whose signals are carried into the smaller markets by CATV.

"In general," CBS said, "it is probable that CATV penetration in a station's coverage area would have to be quite high before advertisers would decide it would be worth their while to try to cover small-market stations from the outside and it is unlikely that we will get up to such percentages in the near future."

Size of CATV • In its "white paper" CBS estimated the CATV population at the end of 1964 at about 1,400 systems serving approximately 1.4 million subscribers and collecting some $75 million from them annually. Annual growth rate in the number of subscribers was put at about 15% over the past several years.

The "average" system was said to have 1,245 subscribers and charge them $4.42 a month, but the "overwhelming bulk" of CATV's were said to be "relatively small," with the "most typical" system having 200-300 customers and two-thirds of those studied having fewer than 1,100. Some 31 systems, or 3.9%, had more than 5,000, while 67 systems, or 8.4%, had no more than 100.

Among the established CATV systems the average carried five TV stations, which was also the number carried by 40% of the total. Some 20% carried four channels, 13% carried six, and lesser numbers carried through 10.

The average TV station carried on CATV was found to be about 80 miles from the system, but the largest number—about 36%—were more than 100 miles from the CATV on which they were carried.

About 250 of 1,300 CATV systems in operation Jan. 31, 1964, received microwave service.

Based on eight 1964 CATV sales on which details were known, CBS reported that CATV systems are selling at an average of about $300 per subscriber, although the range in these trades was from $220 to $343 per subscriber.

Assuming 1.4 million CATV subscribers, this would put the present market value of the CATV industry at about $420 million.

In assessing CATV's potential, the CBS study said that "as of the moment, the growth of CATV systems is essentially within the classic pattern of serving under-served areas, defining un-
der-served as three-network service that is less than adequate because of distance or terrain. Metropolitan area apartment-house service is on the horizon but has not yet been tested. Other types of antenna service have been talked about and even applied for but seem to be somewhat further away. And their viability, it seems to us, is still subject to question."

CATV proposal splits networks

NRC, CBS oppose

FCC jurisdiction,

ABC gives blessing

CBS and NBC have decided to dispute the FCC's assertion of authority to regulate all community antenna television systems. But they appeared to be among the only major voices in the broadcasting industry to take that position in comments due today on rulemaking to extend to non-microwave-served CATV's the rules adopted in April for microwave-fed CATV.

ABC, the National Association of Broadcasters and others in the industry are taking the position that the commission not only has but should exercise jurisdiction over all CATV's to protect local television stations.

The rules would require off-air CATV's to refrain from transmitting programs for 15 days before and after the local station carries them and to carry the station's signal on the cable.

CBS View • CBS contended that the FCC lacks legal authority to regulate non-microwave CATV but that, even if it had authority, it should not adopt the proposed rules because to do so would create artificial protection for broadcasting. The CBS comments were filed last Friday.

CBS, which took a similar position in opposing a ban on wired-pay-TV, told the commission:

"While it is possible that unrestricted and unregulated CATV may economically hurt the present system of broadcasting, CATV does not propose to use broadcasting spectrum space. And so, in the last analysis, whether the proposed rules be rationalized in terms of implementing the sixth report and order, or of preserving opportunities for local expression, or of protecting UHF, it seems to CBS that the concept proposed is essentially a concept of electronic tariffs, walls which would protect an existing and favored method of distribution from what is thought to
wmca Call for Action on housing helped 20,000 New Yorkers without discriminating.

(Even against people in penthouses.)

A flood on the terrace can be just as disastrous as one in a basement. Wall ovens that smoke are just as soory in new buildings as in old ones. And since the overwhelming majority of New Yorkers everywhere listen to WMCA, the housing complaints phoned in to us are as varied as our listeners.

Of course, when Call for Action was organized, thirty months ago, it was in an effort to get action for the one million New Yorkers living in sub-standard housing.

WMCA broadcast the Call for Action phone number all through the day.

Trained volunteers, organized by the station, manned the phones and assisted over 20,000 people with housing problems.

Hundreds of WMCA editorial broadcasts exposed the snarled building inspection system that Call for Action learned about, demanding city action.

Are we saying that WMCA is a responsible station?

Yes. But we are also saying that our vast number of listeners take their community seriously.

You see, people don’t have to listen to serious music to be serious, responsible people.

It would be irresponsible of us to think otherwise.

wmca turns people on.

(and all kinds of wonderful people turn on WMCA.)
CATV: LITTLE CAUSE FOR ALARM continued

be 'undesirable' or 'unfair' competition.

"CBS recognizes that there are, indeed, some novel aspects to the CATV competition. One is that CATV feeds parasitically on the very system which it may be threatening. ... Second, CATV may hurt free broadcasting without the vote of a majority of the public which may be affected. This is because it is doubtful that CATV can economically furnish signals to sparsely populated outlying areas; nor can those members of the public who are economically disadvantaged pay for the necessary subscriptions. It is entirely possible, then, that a majority of the public in a given service area can, by subscribing, deprive a minority in the area who are served by the broadcasting licensee of the service of that station.

"Yet, strong and persuasive as these factors may seem to be, CBS cannot escape the conclusion that it is an unwarranted policy for the federal government to intervene and abort the normal processes of the free competitive marketplace, to protect one group of businesses against the competition of another group."

Another Challenge • NBC planned to file its comments today and was expected to challenge FCC's authority, under present law, to regulate CATV where microwaves are not involved.

NBC reportedly planned to take the position, however, that all CATV systems should be regulated to the extent that any are, and that FCC therefore should ask Congress for authority to regulate all of them.

Actually, NBC was expected to say, FCC regulation should be relatively limited—and the need for it would be sharply curtailed if Section 325(A) of the Communications Act were amended to require that CATV systems, like broadcast stations, get permission from the originating station before picking up its signal.

Such an amendment and the normal economics of the business, NBC feels, would take care of leapfrogging, duplication and most of the other major problems.

ABC Position • The opposite view—that the commission has and should exercise jurisdiction over all CATV's—was expressed in comments filed or in preparation by ABC, the National Association of Broadcasters and others that have long urged the commission to take the position it has taken. The need for swift action to prevent damage to the development of independent television was a common theme running through their comments.

ABC not only said it "agrees fully" with the commission's conclusion on the jurisdiction question but that the commission should adopt an interim rule to bar CATV's from major markets.

The network said that, pending the conclusion of the rulemaking, the commission should prohibit the relay of the signals of a station beyond the station's grade B contour into a market where four or more grade A television services are allocated and where there are in operation or soon will be.

Storer Filing • A similar proposal is contained in comments filed by Storer Broadcasting Co., which also supports the commission's position that it has jurisdiction over all CATV's. Storer bases its view of the jurisdiction question on a Communications Act provision giving the commission authority over persons engaged in interstate communications by wire or radio.

Storer says the commission should bar the importation of distant signals by a big city CATV unless the cable can make a showing that the CATV competition would not impede the development of independent television stations in the market.

ABC said its proposed interim rule would serve three purposes—protect large markets for the development of UHF stations; serve notice on local officials the pending commission action on the CATV proceeding; they "should not rely ... upon promises by those seeking franchises that they can necessarily carry the signals of distant independent stations" and prevent the "precipitous establishment ... of wired-television systems so extensive as to provide the basis for a significant system of pay TV."

The commission, which suggested such a proposal in its notice of rulemaking, has imposed a virtual freeze on the expansion of microwave-fed CATV's in major markets. Microwave applicants proposing to serve CATV's in large cities are required to make a showing that independent UHF's wouldn't be hurt.

The NAB, which also supports the view that the commission has authority over all CATV's, said that unless the commission asserts its jurisdiction and imposes some curbs on their growth, they will seriously impair the FCC's TV allocations plan.

Taft Rebuttal • Taft Broadcasting Co., another supporter of the commission's position, restated its view in an unusual manner. It cast its comments in the form of a point-by-point rebuttal of Commissioner Lee Loewinger's dissent in the commission rulemaking proposal. The commissioner held that the FCC should not act without a specific grant of congressional authority.

Taft asserted that the commission's duty is to resolve the jurisdictional question and act accordingly since a decision to await congressional action would in effect constitute "a decision against regulating CATV's."

"Inaction permitting CATV's to proliferate unchecked and unregulated," Taft said, "would produce irreversible changes in the system."

Westinghouse Broadcasting, planning to file its comments today, was expected to take the position that FCC has authority to regulate all CATV's but that the commission should adopt rules to prevent the entry of out-of-town signals into markets served by—or soon to be served by—three grade A TV signals.

Westinghouse reportedly planned to tell the commission that the only opportunity for a fourth service in many markets is UHF, that UHF needs to be encouraged, but that bringing in a fourth signal via CATV will discourage rather than promote UHF.

Civic groups ask FCC to follow court decree

Two Clarksburg, W. Va., groups, which successfully appealed an FCC decision approving the sale of the city's only TV station to a company owning the local community antenna TV system, have urged the commission to abide by the court's order calling for a hearing, despite the company's subsequent disposition of its CATV properties.

The action was sought last week by the Citizens TV Protest Committee and the Clarksburg Publishing Co. They had asked the Washington Court of Appeals last March to rescind a commission order, issued a year earlier, granting the transfer of WBOY-TV Clarksburg to Fortnightly Corp. (Broadcasting, March 16, 1964).

Fortnightly, at the time it purchased the TV station from Rust Craft Broadcasting Co., also owned CATV systems in Clarksburg and Fairmont, W. Va. The federal court in May set aside the FCC's consent to the sale and remanded the proceeding for further hearing to determine, in effect, if the transfer should have been approved in view of Fortnightly's local CATV ownership (Broadcasting, May 10).

The current motion by the two Clarksburg groups stems from a July 13 letter from Fortnightly's Washington counsel and directed to John H. Conlin, the commission's associate general counsel. The letter asks that the commission issue a final order affirming Fortnightly's purchase of WBOY-TV and terminating the proceeding.
PACK PERSONALITY POWER into your SALES PUNCH!

- Live variety show • news • farm • good music • sports • business • women—whatever the category, WSYR has Central New York's TOP PERSONALITIES.

With WSYR's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. PUT THIS SALES POWER to work for you.

Represented nationally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR
5 KW • SYRACUSE, N. Y. • 570 KC
NBC in Central New York

BROADCASTING, July 26, 1965
### Agency profits rose in '64

**AAA study shows they are higher than any time since '56**

The rate of advertising agency profits, which has slipped more than it has risen over the past decade, advanced in 1964 to its highest point since 1956, the American Association of Advertising Agencies reported in a 10-year analysis last week.

Net profits (after taxes) of 234 reporting agencies of all sizes averaged 4.76% of gross income (total receipts from media commissions, service charges and fees). The comparable figure in 1963 was 3.7%; in 1956 it was 5.19%, and the year before that it had been 5.51%.

For incorporated agencies, which represent about 88% of AAAA membership and whose figures were considered by AAAA authorities to be generally more realistic, the after-tax profit average in 1964 was placed at 4.23% of gross income, compared to 3.04% in 1963, 5.02% in 1956 and 5.06% in 1955.

As a percentage of total sales or billing (total amount billed to clients for time and space and for outside purchases and inside services), after-tax profit of incorporated agencies in 1964 amounted to 83/100ths of 1% as against 55/100ths of 1% in 1963, 88/100ths of 1% in 1956 and 89/100ths of 1% in 1955.

For agencies as a whole, total payroll in 1964 averaged 67.01% of gross income, compared to 67.99% in 1963. The 1964 payroll figure was the lowest in the 10-year period, down from a high of 70.3% in 1958, but AAAA officials stressed that this did not mean the dollar payroll had declined. The dollar payroll increased, they said, but gross income increased at a higher rate.

Payments into pension or deferred profit-sharing plans increased from 1.63% of gross income in 1963 to 1.98% in 1964. The previous high in the 10-year period was 1.42% in 1956. In addition, insurance for employee benefit increased from 0.70% in 1963 to a 10-year high of 0.76% in 1964.

Total expenses were 93.62% of gross income in 1964, compared to 94.63% in 1963. U. S. income tax was 1.62% last year as against 1.67% in 1963. Among incorporated agencies the U. S. income tax average was 2.13% in 1963 and 2% in 1964.

AAAAs officials said the 234 agencies in the 1964 report handled “close to two-thirds” of all U. S. advertising agency billing.

### RAB executives discuss expanded operations

Miles David, executive vice president and general manager of the Radio Advertising Bureau, and Robert M. Alter, vice president, sales, put the “white tornado” to shame last week as they swept through the West, visiting six cities.

### 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 July 9** are reported herewith as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numeral in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are for amounts received by stations, before commissions and are BAR's estimates of all national spot, regional and local business on the air during the week indicated.

#### Week ended July 9:

<table>
<thead>
<tr>
<th>Market</th>
<th>Dollars</th>
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<td>Altoona, Pa. (2)</td>
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</tr>
<tr>
<td>Washington (4)</td>
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Quick!
Get the Doctor.

Mr. John Wright,
King Features Syndicate,
235 East 45th Street,
New York, N.Y. 10017

Gentlemen:
Please send audition disc and terms for the
new Doctor Coleman radio program, "Speaking
of your Health".

Name: ___________________________
Title: ___________________________
Call Letters: ___________ City: ______

Last month we brought out our first radio series,
"Here's Heloise." Is there a market for good-advice shows in radio? We've got 439 inquiries to prove it.

Now here's our follow-up: "Speaking of Your Health" by Dr. Lester Coleman, the nation's top medical columnist (389 papers). One minute a day of assuring, authoritative advice on every health topic from head to toe. It's quick. It's good. And it will also be ready for debut October 4th.

So why not listen to the Doctor. Find out for yourself. Mail this coupon today for audition disc and details.
T. STERLING DUNN
President, International House
The unique non-profit institution with 2600 members, dedicated to world trade, peace and understanding...

In New Orleans he's now one in a million

_Bureau of Census says_—

New Orleans Metropolitan area now over ONE MILLION PEOPLE

Gain 10.4% in population in four years

WDSU-TV AM-FM

_Proven Salesman to The Million (Plus)_

TVB rebuts ‘Spot Life’

The Television Bureau of Advertising last week reviewed the “Spot Life” concept of advertising being introduced by _Life_ magazine, and came up with a highly unfavorable notice.

TVB’s commentary was spiced by such phrases as “false face,” “tugging at broadcast media’s coat tails,” and the “mask of ‘Spot Life’.

Harvey Spiegel, TVB vice president and research director, who issued the analysis, claimed there is no similarity between _Life_ plan and spot television, and added:

“Wrapping magazine advertising concepts in spot terminology only reveals the plight of magazines’ efforts to woo back former magazine advertising budgets. Magazines keep trying to look like television in the eyes of the advertisers, but the impression can never materialize.”

He contended that the _Life_ plan can-

More room for Audience Studies Inc.

Audience Studies Inc., a subsidiary of Screen Gems that pre-tests TV programs and TV and radio commercials as well as printed advertising, is adding another floor (14,000 more square feet of office space) to its new building currently under construction in Hollywood.

Pierre Marquis, vice president and general manager of the audience and advertising research organization which also has sales offices in New York and in Chicago, said enlargement was necessary before completion of the original design because of personnel and equipment added since plans first were approved in June of last year. Since that time, he indicated, there has been a steady increase in business, most of it in the commercial pre-testing area.

ASI also claims to conduct more than 80% of all independent TV program pre-testing in the U. S., and services major motion-picture companies and independent film producers.

The new building will house automated equipment, closed-circuit TV systems and a theater among other facilities. _ASI_ also has Audience Studies Ltd. in England. _ASI_ plans still other foreign organizations, operating this fall in Tokyo and in Sydney, Australia. The new _ASI_ building has a 150-foot frontage on Sunset Boulevard. Its designer is Arthur Froelich and Associates.
Winning Combination

FOR THE PAST THREE YEARS WGN-TV news cameramen have won the Grand Award and other honors presented annually by the Chicago Press Photographers Association. The winners line up to be congratulated for consistent, outstanding performance in the coverage of Chicagoland news. From left: Ed Sullivan, Grand Award winner in 1962; Charles Ray, Grand Award winner in 1963; and Roger DeWert, who captured the coveted major trophy in 1964.

GARY PARK AND JIM RUDDLE, WGN-TV's news reporting team featured nightly on "Park-Ruddle News" (5:45 and 10), thank the men behind the news cameras who provide consistent award-winning coverage. Park and Ruddle, and the news cameramen, are all part of a 35-man news department dedicated to keeping the vast Chicagoland audience on top of the news. WGN-TV presents more award-winning news footage in Chicago than any other television station.

WGN IS CHICAGO
the most respected call letters in broadcasting
not provide market-by-market coverage and cited these reasons:

- Under spot TV, an advertiser can pick the markets he wants, including any single market. There's no minimum number of markets and there's no need to buy a combination of markets to qualify. Since the basic requirement in "Spot Life" is a minimum circulation of 750,000, an advertiser cannot use the plan in any single one of 19 of the 20 markets offered.
- Life claims at least 34% reach in these markets. This includes "barber shops and beauty parlor readers and audiences that take up to six weeks to accumulate." At best, this is "audience" to the magazine and not "audience" to the advertiser's selling message.
- Life's full national circulation can be bought for $7.34 cost-per-thousand. For advertisers who don't market nationally, however, the minimum can be bought for $9.36 cost-per-thousand, a 31% premium. Buying all 20 markets in "Spot Life" costs $8.33, a 14% premium. "Spot Life" delivers 4 million circulation in areas that contain 25 million TV homes ("Is this penetration?" Mr. Spiegel comments).
- For the cost of buying this 4 million circulation, an advertiser can buy at least two prime-time TV spots in each of these markets and get "well over twice the number of Life homes in these 20 markets."

In New Orleans
he's now one in a million

Bureau of Census says—
New Orleans Metropolitan area now over ONE MILLION PEOPLE
Gain 10.4% in population in four years

FRANCIS DOYLE
President, United Fund
(Raised over 100% of goal in four weeks)

Five Texas stations
get mail from FCC

The number of stations to receive letters of inquiry from the FCC on commercial policy matters was increased by five last week.

By votes of 4 to 1 in four cases and 3 to 2 in another the commission directed the staff to inquire into the practices of five Texas radio outlets.

The stations include KIRT Mission, which the commission staff said exceeded its promise in 52.77% of the time during hours in which its Spanish-language programs competed with offerings of Mexican stations; and 22% on an overall basis. The station, a subscriber to the National Association of Broadcasters Code, reportedly exceeded the code's commercial limits by 22%.

Other stations are Ksel Lubbock, which reportedly exceeded its promise 42% in terms of time and 60% in terms of the number of spots; KcoH Houston, 31% in time, 34% in numbers of spots; KAWD Brownwood, 22% in time; Kuka San Antonio, 19% in time and 35% in spots. Kuka, code member, reportedly exceeded its limits by 6.4%.

Chairman E. William Henry and Commissioners Kenneth A. Cox, James J. Wadsworth and Robert T. Bartley voted for letters in four of the cases. Commissioner Bartley, who favors letters on questions of promise vs. performance, swung over to cast a negative vote with Commissioner Rosel H. Hyde in the Kirt case. That letter, reportedly, questioned the station about its proposed policy.

Commissioners Robert E. Lee, who invariably votes for letters on commercialization, and Lee Loevinger, who just as invariably opposes them, were both absent.

Xerox's documentary accepted by CBS-TV

The Xerox Corp., Rochester, N. Y., and CBS agreed last week to telescast The Making of the President: 1964 on CBS-TV on Oct. 19 at 9:30-11 p.m.

The decision marked a departure from CBS's practice of not accepting outside news productions for broadcast and also a reversal of Xerox's plan to carry the program on a national spot lineup.

The advertiser had elected to carry the program on a spot basis in the week of Oct. 25, after noting that no network time period could be found and specifically that its discussions with CBS-TV had been terminated (Broadcasting, June 21). Donald L. Clark, Xerox vice president in charge of corporate advertising, had said that CBS-TV had accepted the program but that the advertiser and network failed to reach agreement on such details as local tie-ins with Xerox branch offices, on-air promotion and newspaper advertising.

CBS-TV, however, said it had offered time periods it considered acceptable to the Xerox agency, Paper, Koenig, Lois, New York, but indicated that Xerox and the agency apparently decided not to accept the time periods.

Mr. Clark in a statement last week said that the telecast being on CBS "together with the promotional plans we have developed, will provide us with the widest possible audience." Xerox has not been on CBS-TV in three years, Mr. Clark noted.

CBS News said it approved the final version of the program under its policy of complete editorial supervision. Fred Friendly, CBS News president, also said that CBS had wished at the time The Making of the President: 1960 was telecast on ABC-TV last year that the program "might have been carried under the CBS News banner."

A Xerox spokesman affirmed last week that the initial falling out with
Euripides would look upon the success of Griffin-Leake stations as evidence of wise management. Actually, it has to be a reflection of many other success stories, on the part of those who use these G-L facilities with CONFIDENCE.

**GRiffin-LeAKe TV. INC.**
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
Wisconsin's new tv freeway [YOU DON'T STOP TO REFUEL]

Just place your tv ad on WKOW-tv Madison, and let'er go!

Our microwave-interconnected WAOW-tv Wausau whips it out simultaneously. Your commercial barrels through every ARB county of Wisconsin's huge central market belt. Total advertising mileage with just one buy!

Tony MoE, Vice-Pres. & Gen. Mgr.
Ben Hoveland, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.
Larry Bentson, Pres.

National representative, ADAM YOUNG
50 (BROADCAST ADVERTISING)

CBS came when the advertiser and network failed to reach an agreement on "enough promotion which Xerox felt the program deserved" but that a pact was made when promotion needs were "figured out."

Both the 1960 special and the new show are David L. Wolper productions.

Business briefly...

Campbell Soup Co., Camden, N. J., through Needham, Harper & Steers, Chicago, for its Campbell's Pork and Beans and V-8 Cocktail Vegetable Juice products will participate extensively in CBS Radio's Dimension and CBS News programs, beginning Aug. 23. Split-week participations are scheduled for each product at the rate of 35 commercials per week. The Pork and Beans campaign begins Aug. 23 and is slated to continue through July 11, 1966, while the campaign for V-8 begins Sept. 6 and ends June 27, 1966.

The Fanta Beverage Co., division of The Coca-Cola Co., Atlanta, will test market a new low-calorie drink, Fresca, in Providence, R. I., Seattle and Tacoma, Wash. The campaign will include spot television.

Carling Brewing Co., through Lang, Fisher & Stashower, both Cleveland; R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty Co., New York, and B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, will sponsor The Carling World Golf Championship on CBS-TV on Saturday, Aug. 21 (5:30-6:30 p.m., EDT) and Sunday, Aug. 22 (4-5 p.m. EDT).

House of Ideas, Spencer, Ohio, through Lang, Fisher & Stashower, Cleveland, is planning a television pre-Christmas campaign for three new children's toys. Stations in Chicago, Detroit and Cleveland will be used.

Participations reported last week by NBC-TV for the coming season: The Sherwin-Williams Co., through Griswold-Eshelman, both Cleveland, in Daniel Boone, Dr. Kildare, The Virginian, The Man from U.N.C.L.E. and movies on Tuesday and Saturday nights; Merck & Co., Rahway, N. J., through Needham, Harper & Steers, New York, in Dr. Kildare, Run For Your Life, My Mother The Car, I Spy and Convoy, and Grove Laboratories, St. Louis, through NH&S, in Camp Runamuck and Run for Your Life.

United Motors Service Division of General Motors Corp., through Campbell-Ewald Co., Detroit, will sponsor ABC Radio coverage of 32nd annual College All-Star Football game from Chicago, Aug. 6, starting at 10 p.m. EDT.

Coffee group names McCann-Erickson

The recently formed U. S.-Canada Technical Committee of the World Coffee Promotion Committee, New York, after hearing presentations from five major agencies (BROADCASTING, June 28), last week appointed McCann-Erickson, New York, as advertising agency for a $3 million advertising campaign to promote coffee drinking in this country and Canada.

Advertising plans have not been set, but it was said that radio-TV would be strongly considered in the campaign expected to begin around Oct. 1.

The technical committee represents members of the Pan-American Coffee Bureau, the National Coffee Association and the Inter-Africa Coffee Organization, all located in New York.

Agency appointments...

- DeLuxe Laboratories, New York, has appointed The Chalmers Co., Beverly Hills, Calif., to handle advertising and promotion for the parent organization and also for its General Film Laboratory division in Hollywood. David E. Johnson, vice president of the agency, will supervise the account.

- Wham-O Manufacturing Co. has named Hixson & Jorgenson, Los Angeles, to handle advertising for its line of toys, including Frisbee Flying Saucer, Monster Bubble and Air Blaster. Participations in children's TV programs will continue to get the major portion of Wham-O's $1 million budget. At H&J, H. D. Walsh, senior vice president, will be account supervisor for Wham-O; Richard L. Bower will be account executive. Under consideration is a test campaign for the Hula Hoop, to see whether this original Wham-O product can regain some of the popularity it had a few seasons back.

- The Robert A. Johnson Co., Milwaukee, has appointed Carl Ally Advertising, New York, for its cookie, dessert specialty and institutional food products, replacing Campbell-Ewald, Detroit. A spot-TV campaign is tentatively planned for the account, which annually bills approximately $800,000.

- Family Record Plan has named Honig-Cooper & Harrington, Los Angeles, to handle its $200,000 account. Company is a direct selling organization offering parents a portrait album extending over the early years of each child's life, with sales of over $11 million last year. Consumer advertising has been placed in magazines in the past, but plans call for TV to be tested. FRC is also testing a second sales pro-

BROADCASTING, July 26, 1965
What are the structural characteristics of organic soaps? What is the minimum daily intake of water needed to sustain the human system? This Research Laboratories librarian at the General Motors Technical Center has the answers...or she'll find them. By background and training, she is well qualified to handle the more than 7,000 complex inquiries that come to the Research Laboratories library every year—not only from GM Technical Center personnel but from manufacturing divisions as well. Her credentials include a Master's degree in Library Science and years of practical experience.

The job of people in research is to explore the unknown. But the usual first step in any project is to find out all about what is known. Here is where the librarian goes to work. She looks, digs, discovers...and delivers all the available data, all the background material.

There are some 78 librarians and assistants in 22 GM libraries across the country. Their education, training and experience make them important people at General Motors.

General Motors Is People...
making better things for you
Fireworks carry message of Standard Oil Company of Ohio

Fred A. Niles Communications Centers Inc., Chicago, used a complete fireworks display as the backdrop for a Standard Oil Co. of Ohio commercial. The ad explains the details of SOHIO's $350,000 five-car jackpot contest. Production of the commercial was handled by Niles' Hollywood office with SOHIO's agency, The Marschalk Co., Cleveland office. The fireworks required 25 separate rigs of scaffolding and wooden lattice work and display the main points in the promotion. The films were shot in 35 mm in black and white and it was necessary for the geometric design of the arrangements to carry both the message and viewer attention. The sets were manufactured by the Atlas Fireworks Co., Fontana, Calif.

Camera crews shot from two angles; one from an elevated fork lift and the other at ground level. Since the various set-ups used different light producing compounds it was necessary to determine in advance the compounds used for each and adjust the camera exposure accordingly. Smoke from the displays was dispensed with by the use of two large wind machines which blew the smoke back through the set-ups without damage to the fireworks. The problem of locating the burst of an aerial bomb was solved by firing a practice shot from the same position as the one to be filmed. Niles' cameramen, lying on their backs, were able to focus in the general vicinity with hand held cameras.

Shooting was done under the supervision of Sal DeMarco, radio and TV director of Marschalk, and Lionel Grover, Niles vice president and producer. Sid Siegel, Niles musical director, provided the score.

Fireworks sparkle over Standard Oil's jackpot. Message is delivered by geometric design.
DALLAS JOINS THE LONG LIST OF CITIES PREMIERING

THE MARCH OF TIME

IN OCTOBER

DO YOU HAVE THESE 8 OUTSTANDING ONE HOUR SPECIALS IN YOUR MARKET?

CONTACT: WOLPER TELEVISION SALES INC. 555 MADISON AVENUE, NEW YORK, N.Y. 10022—Telephone HA 1-5322
Now visual news for CATV's

AP offers 'News Channel'-its regular radio wire report—over special Telemation equipment for charge reported as between $87.50 and $125 a week

A continuous visual news service for community antenna TV systems, using the radio-news wire reports of The Associated Press, was previewed last week for delegates to the National Community Television convention in Denver.

The service, to be sold by the AP through its subsidiary Press Association, evoked major interest at the convention—and at the same time aroused the resentment of a number of radio broadcasters who saw the service as competing head-on with radio news.

Though the 24-hour daily service is visual, not aural, it presents for the viewer the full AP broadcast report as it comes over the wire.

Press Association buys the special equipment, used in the service, from Telemation Inc., Salt Lake City, and installs and maintains it as part of its service to CATV clients.

AP officials in New York said the service, called "News Channel" is being offered in response to requests by broadcaster and newspaper owners of CATV systems. It is being offered by Press Association because that subsidiary deals with clients who are not AP members.

**Starts in September** - AP broadcast membership executive Fred Strozier, who also holds this post with Press Association, said the subsidiary expects the first operations of News Channel to be underway by Sept. 1, at which time, he said, the client total "may be as high as 10."

AP authorities indicated that News Channel contracts would be for the usual five-year term with the charges based on several factors including market size and possibly the number of CATV connections.

Although the AP refused to disclose prices for this service, it was learned it is charging the rate it would charge for a station in a comparable market. This fee runs, it's understood, from $87.50 to $125 a week, plus a $20 weekly charge for the printer-scanner. In addition, there is said to be a line-haul charge.

The new service has been tested over the past couple of months in Miles City, Mont., where Micro-TV Inc. operates a community antenna TV system (Ian A. Elliot is president and general manager. He is also general manager of KATL Miles City).

According to Associated Press spokesmen, principals in the Miles City operation (Mr. Elliot and Robert J. Scanlan, publisher of the Miles City Star) believed the report well done and found most viewers enthusiastic and quite favorably disposed. From the newspaper publisher's point of view, it was said, "people are made more news conscious and the reports do not interfere with other news services in the community."

**Radio, Too?** - AP officials intimated that the publisher viewpoint was germane in light of reported radio broadcaster discontent—though they said they hadn't heard of it last week—in that initial fear of competition would prove unfounded as the service becomes an adjunct to, and not a substitution for, existing news media.

A National Association of Broadcasters source noted that many broadcasters, particularly those in radio, appeared "very unhappy," viewing the development "as another step in the direction of origination" by CATV operators.

But AP executives in New York maintained that the news service had been designed for CATV operators who are not originating entertainment or news programming and that the technique...
was designed to simplify operation.

A United Press International spokesman told Broadcasting that it had experimented with "similar devices on several previous occasions" in Arizona, California and in Florida.

"The problem appears to be lack of viewer interest in watching a Teletype machine for any length of time," the UPI spokesman added. UPI, he said, takes the position that Teletype machines are available from the news organization and camera equipment also is available "from any number of sources and UPI is ready to aid any broadcaster in such a project."

In the AP technique, a camera device is installed that "reads" news copy as it is printed by the newswire machine. The news file will be the regular service provided stations by the AP broadcast report.

Large Type • The characters on the page are printed larger than those by the conventional newswire Teletype used in radio and TV station newsrooms and in newspaper offices. The machine for CATV's is modified to give about 37 characters per line, or about half the number the ordinary Teletype prints across the paper.

A keying device can be triggered by a central operator to move the camera's focus away from the matter being sent.

When this is done the camera trains automatically on the last news summary sent. The camera remains in that position, repeating coverage of the summary until keyed to return to what is being run on the machine.

Such substitutions are planned for those times when advance news copy is being sent for later release, for market listings and for other tabulated material not easily read or understood.

The broadcast wire on weekdays regularly feeds stations with five-minute world news summaries some 22 times in a 24-hour period weekdays at five minutes to the half hour, and about 20 times on the half-hour on Sundays; spot summaries, preceded by headlines, hourly before the half-hour (except after the expanded five-minute summaries), and regional news for a like frequency in 5-minute and 10-minute or longer summaries over the 24-hour period, usually following or bracketing the world news summaries. In addition, the wire service regularly provides market and business news, weather summaries and features, sports, features for women, commentary and analyses and special reports.

At present, there are no plans for audio feeds to accompany the video presentation of news. But AP officials noted that some CATV's envision the playing of music tapes or other sound effects.

Equal time for debt adjusters

FCC says KTLN hasn't lived up to fairness doctrine;

reminds WGC B fairness doesn't mean purchased time

If a business is legal— and a controversial issue of public importance— broadcasters can't attack it without affording a spokesman for it time for reply.

The FCC made the point last week in holding that KTLN Denver had violated the fairness doctrine when it refused to make time available to a representative of the debt-adjusting business.

And, in another fairness matter, the commission issued a reminder that broadcasters can't meet their obligations under the doctrine if they make time available for conflicting views exclusively on a paid basis.

In the KTLN case, the station had broadcast a series of programs entitled The Gougers that was sharply critical of the debt-adjusting business, and had rejected a request for time for reply by one of the credit-counselling firms in Denver.

KTLN, according to a letter to the station that the commission made public, had argued that debt adjusters "were no more entitled to broadcast time than dope peddlers." It also said, the FCC related, that "if the commission requires that time be given to people engaged in what are obvious racketeering, it will open the airwaves to the criminal and near-criminal element."

Issue of Importance • The commission said that following the station's series on debt-adjusting a bill to outlaw the business was introduced in the state legislature but was later amended to provide for regulation of the business. It was passed in that form. The bill indicates the subject is a controversial issue of public importance, the commission said.

And in presenting its views, the commission added, the station broadcast "personal attacks on the honesty, character and integrity of those engaged in the debt-adjusting business in Denver."

Under the circumstances, the FCC added, a spokesman for the business should have been given an opportunity for reply. "Debt adjusting, evidently a lawful activity in Colorado . . . cannot be equated with the unlawful activity of dope peddling or with other criminal offenses," the commission said.

Red Lion • The reminder that broadcasters may sometimes have to make time available at no charge in order to meet their obligations was contained in a letter to the Rev. John M. Norris, licensee of WGC B Red Lion, Pa.

The station had been the object of a fairness doctrine complaint filed by the Democratic National Committee, but the commission declined to pursue the matter because the committee had not responded to an offer to buy time (Broadcasting, July 19).

But, the commission, in a letter to the station that it made public, said the station's position raises questions as to whether it is conforming to the

Other program gear for CATV's

The digital-computer revolution came to CATV last week at the National Community Television Association convention when Ameco showed the first direct readout system for time-weather operation.

The device, called the "Weather-Matic," is an electronic visual display system for automatic programing on CATV, giving time, weather, wind direction and velocity, humidity and pressure. Weather data is gathered from sensors mounted on rooftop or mountain top, and conveyed to the readout cabinet for direct TV camera pickup for transmission on a special channel. Price is $8,000.

An additional unit for the display of news and other information is also available for $12,000-$14,000. That price covers a color conversion unit.

Other origination equipment shown at the NCTA meeting:

Sony showed its PV-120 U professional portable tape recording machine. Teleman featured an Ampex VR-660B at $12,500.

Various weather-time devices were shown.

Spencer-Kennedy Laboratories Inc., Boston, showed its fixed TV camera console which provides time-weather and public service notices through the use of an optical dipllexer. Teleman Inc., Salt Lake City, showed its TMW-2B weather channel, and its junior grade "J.G." TMW-5.

R. H. Taylor Co., Wellington, Tex., showed Weather-Scan, Tri-Scan, and Roto-Scan, and Industrial Electronics Systems Inc. showed its Tele-Weather.

Prices ranged from $3,500 to $5,000.
In response to a suggestion by FCC Chairman E. William Henry, Representative Catherine May (R-Wash.) offered evidence last week to support her charge that Republicans are short changed on major TV network public affairs programs.

For the first six months of this year, she said:
- CBS has presented only one Republican and 14 Democrats on its major public affairs program, Face the Nation.
- NBC has presented five Republicans on Meet the Press, compared to 12 Democrats, and its Today show has been running 3 to 1, Democrats to Republicans.
- ABC's Issues and Answers has presented six Republicans and 19 Democrats.

Representative May first raised the issue at the June 17 convention of the Maryland, District of Columbia, Delaware Broadcasters Association in Rehoboth Beach, Del. She said then that "if the trends continue, Republicans on television will be as scarce as hen's teeth." Something like Newton Minow's (former FCC chairman) proposal for four hours of prime time allocated to each major party the month before election day would, she observed, leave that month "in excellent hands. But . . . it is the 47 months that follow an election about which I am concerned."

Chairman Henry Replies Later, Mr. Henry was asked by Metromedia Vice President Mark Evans during a Metromedia-wttg(Tv) Washington production of Opinion in the Capital if he was interested in Mrs. May's charges.

He replied: "Well, not as such. We have a policy that says when you get into controversial issues, you've got to be fair about it. If you put on one side, you've got to put on the other, or you've got to make an effort to put on the other."

Mrs. May, a veteran radio news broadcaster herself, said she was not trying to embarrass Mr. Henry or criticize the broadcasting industry, but she is concerned over the "near silence imposed on Republican views . . ."

She added that she is not talking about editorializing, which she favors, or regular news programs, but only the "opinion making" public discussion shows.

fairness doctrine. WOCA carries nine sponsored programs dealing with controversial subjects but has a general policy of making time available for conflicting views "only upon a paid basis," the commission said.

"Such a policy," the FCC said, "is inconsistent with the public interest," adding WOCA has the choice of presenting the controversial programs and has "the right to attempt to encourage presentation of conflicting viewpoints on a sponsored basis."

But, the commission said, "you cannot reject programming—otherwise suitable to you—solely on the ground that it is not sponsored, where you have not presented and do not plan to present the conflicting viewpoints in other programming. The paramount consideration is the public interest in an informed electorate—not the private interest of insistence in all events sponsorship."

The commission first enunciated that position two years ago in a case involving two Alabama stations (Broadcasting, Sept. 23, 1963).

### CBS Radio shifts program schedule

CBS Radio last week announced several changes in its programming, all effective in the week of Aug. 9.

The World Tonight, a weekday news analysis, will move from 8-8:15 p.m. EDT to 7-7:15 p.m. EDT, replacing CBS Evening News. In order to allow a 50-minute block of network news, sports and information programs, The World Tonight, will be offered stations as network optional time in place of CBS Evening News, which now goes to stations at local option. All other programs in the block are offered as network optional time.

Marvin Kalb will replace Alexander Kendrick as correspondent on The World Tonight, and on Aug. 9, Mr. Kendrick will begin a new weekday news series at 5:30-5:35 p.m. EDT.

Also on weekdays, CBS Network News With Steve Rowan begins on Aug. 9 at 8-8:10 p.m. EDT. In other changes, all beginning Aug. 14, Saturday News at 1 p.m. EDT will be extended from 5 to 10 minutes; Drees on Sports, featuring Jack Drees, moves from 1:05 to 1:10 p.m. on Saturdays, while the Saturday News at 5 p.m. will be extended from 5 to 10 minutes.

### Radio series sales...

Jacoby on Bridge (Enterprise Broadcast Features): WELW Willoughby and wbc, both Ohio.

Sportscenter (Enterprise Broadcast Features): WKNH Warren, Ohio.

Agribusiness (Enterprise Broadcast Features): Wnow Vineland, N. J., and WDMY Pocomoke City, Md.

Let's Exercise (Enterprise Broadcast Features): WELW Willoughby, Ohio.

The Joe Pyne Show (Hartwest Productions): WNN, Lakeland, Fla.; wmdg Anniston, Ala.; Waw Dayton, Ohio, and WAC Terre Haute, Ind.

Top of the Pops (Hartwest Productions): Kruk Glendale, Ariz.; wkye Cleveland; WDAK Columbus, Ga., and WROV Roanoke, Va.

Anniversaries in Sound (Triangle): Kfbb Great Falls, Mont.; kwto Casper, Wyo.; kbrb Sturgis, and kcpx Pierre, both South Dakota.

July 4, 1776 (Woroner Productions): Kook Billings, kxxl Bozeman, and karr Great Falls, all Montana; kko St. Joseph, WDAF Kansas City, and kism Sikeston, all Missouri; wra Altoona and wacb Kittanning, both Pennsylvania; knea Jonesboro, Ark.; Wsub Groton, Conn.; kjem Oklahoma City; WIRL Peoria, Ill., and wngs Murfreesboro, Tenn.

The First Christmas (Woroner Productions): Kook Billings, kxxl Bozeman, and karr Great Falls, all Montana; kko St. Joseph, WDAF Kansas City, and kism Sikeston, all Missouri; kati Casper, kwbw Laramie, kroe Sheridan, and kral Rawlings, all Wyoming; kall Salt Lake City; WRTA Altoona, and WACB Kittanning, both Pennsylvania; wcun Pensacola, Fla.; klo Ogden and kovo Provo, both Utah; kjem Oklahoma City; WIRL Peoria, Ill., and wngs Murfreesboro, Tenn.

Close-up (Woroner Productions): Wlwk Wilkes-Barre, Pa.; wpcf Panama City, Fla.; WAK Akron and WONE Dayton, both Ohio, and WWHY Huntington, W. Va.

Tips on Tots (Woroner Productions): Kfku Columbia and kwoc Poplar Bluff, both Missouri; wspd Toledo, Ohio; WNHr McMinenville, Tenn.; kima Yakeima, Wash.; kjem Oklahoma City, and knea Jonesboro, Ark.
BEELINE COUNTRY...
AWFULLY BIG
IN RECREATION

... and BEELINE RADIO KOH is a proven way to reach this important market.

If you've been casting around for better sales results in the West, take a look at Beeline Country. Hundreds of thousands of visitors come to Reno's recreational area every year to fish, ski and relax. Add to that the $635,434,000 residents have to spend and you have a lot of buying power. Beeline Radio KOH can help you tap this big market. And KOH is only one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

Data Source: Sales Management's 1965 Copyrighted Survey
Directors OK merger and new contract

The membership of the Directors Guild of America has approved a new contract with the TV and radio networks and a merger agreement with the Screen Directors International Guild. DGA President George Sidney said Monday (July 19) at a news conference at the guild’s headquarters in Hollywood.

The contract with the networks, a four-year agreement retroactive to Jan. 1, calls for a 5% increase for TV freelance and staff directors and another 5% increase on Jan. 1, 1967. The agreement also gives directors greater creative control over the programs under their direction and forbids direction by network executives. Other clauses give DGA jurisdiction over pay television, for both home and theater exhibition, and over satellite broadcasts as well. The pension plan was extended to cover NBC employees and is now applicable to work done under the videotape code.

The merger with SDIG, which has been discussed intermittently for eight years or longer, will add about 500 members to DGA’s present membership of about 2,650, Mr. Sidney said. SDIG has approximately 550 members, but 48 of them are already members of DGA. The balance will receive membership applications for DGA membership and the merger should be completed in about 90 days. SDIG, New York based guild whose members have worked chiefly in the field of commercial and industrial films, will move its offices into DGA’s New York quarters and will dissolve its own organization.

WIBW clears bridge area after collapse

Votes of confidence for media access to disaster areas have followed a bridge collapse and the subsequent radio-TV coverage in Topeka, Kan. Following failure of a span over the Kansas River in central Topeka sweeping at least one and possibly several autos into the current, WIBW-AM-FM-TV Topeka rushed news teams to the scene.

Intensive reporting and frequent interruptions of regular programming by WIBW proved an invaluable service toward informing citizens, and in turn clearing the curious from the disaster area, authorities said. With live audio reports on radio and TV within 15 minutes and live cameras within two hours of the collapse, the stations provided information more complete than most individuals felt they could have gotten on the scene.

“There are many who feel that this type of coverage encourages crowds... but in this instance it had just the opposite effect,” observed Thad M. Sandstrom, VP and general manager of the stations. Appreciation from Mayor Charles Wright of Topeka continued, “there is no question... but that your mobile equipment... greatly assisted us in advising the public... as well as informing the public to stay clear... to facilitate recovery efforts.”

Reruns vs. new shows in a.m. schedules

A sharp difference in programing approaches was pointed up last Thursday (July 22) in separate announcements from CBS-TV and NBC-TV on changes in their morning schedules. CBS-TV is banking on re-run programs of network favorites in this period, while NBC-TV is relying on original series, primarily in color.

Effective Aug. 16, CBS-TV is adding selected replays of The Dick Van Dyke Show (which continues as a prime-time program) in the daily 11:30 a.m.-12 noon period. Continuing in the Monday-through-Friday morning slots on CBS-TV will be reruns of network staples: I Love Lucy, 10:10:30 a.m.; The McCays, 10:30-11 a.m.; Andy of Mayberry (retitled Andy Griffith Show episodes), 11-11:30 a.m.

NBC-TV reported it is adding four new color series to its morning lineup and is presenting a complete schedule of original (no re-run) shows. Changes are effective Sept. 27. Its new lineup on Monday-through-Friday is Fractured Phrases, a new game show in color, 10-10:30 a.m.; Concentraion, 10:30-11 a.m.; Morning Star, new dramatic series in color, 11-11:30 a.m.; Point Paradise, a new drama series in color, 11:30 a.m.-12 noon; Jeopardy, 12 noon-12:30 p.m. in color, and Let’s Play Post Office, a new game show in color, 12:30-2:35 p.m.

WINS news format scores with adults

A representative group of advertisers and agency executives, briefed last week on Westinghouse Broadcasting’s WINS New York all-news format, were told of a broadening appeal to adult listeners. The station converted from popular music to full-time, round-the-
clock news three months ago (BROADCASTING, April 19) and Westinghouse's KYW Philadelphia is set to go to all-news later this summer (BROADCASTING, June 21).

Joel Chaseman, wins general manager, cited a Trendex study of New York radio listening which he said indicated the station has moved to third position among stations there with appeal to adults (18 years and over) as a group.

Southerners prodded on civil rights

An aggressive eastern civil rights broadcaster last week urged southern stations to take a stronger editorial stand on racial issues, but admitted such boldness must be tempered to the local circumstances.

Speaking before Northwestern University's National Broadcast Editorial Conference at Evanston, Ill., David C. Horowitz, director of public affairs at WMCA New York, also praised a number of southern stations that have already "stuck their necks out" successfully on civil rights subjects.

Those he singled out included WDSU-TV New Orleans, WTIV(TV) Miami, WTMAR Norfolk, WSAC Fort Knox, Ky., and WSN and WAGA, both Atlanta.

Hoping that broadcasters in the Midwest, the South and the Southwest would venture more boldly into the civil rights fight, Mr. Horowitz admitted that "if toes have to be stepped on, it might be wise to tread lightly. A big brave stride makes fine sense in New York, but in more difficult markets it might make more sense to rub with the grain, not against it."

George Thiem, Pulitzer prize-winning reporter for the Chicago Daily News who now is an Illinois State Representative-at-Large (Republican), urged radio- and television stations to become more active in the field of investigative reporting.

"I know of no good reason why radio-TV stations should not have investigative reporters digging for the stories that lie beneath the surface of local government," Mr. Thiem said.

Heart series available

The National Heart Institute is offering "Know Your Heart," 10 two-minute recorded spots for radio stations. The institute said its previous series had been requested by approximately 1,200 stations. The current series can be obtained free from the Heart Information Center, National Heart Institute, National Institutes of Health, Bethesda, Md. 20014.
Shorter conventions on TV?

That's what CBS Inc.'s Salant wants—either through streamlined meetings or less than gavel-to-gavel coverage by the networks

The prospect of substantially shortened television coverage of national political conventions was raised last week by CBS.

Whether the idea will gain support from NBC and ABC appears doubtful, however, from the first reactions of news authorities of those networks.

Richard S. Salant, vice president of CBS Inc. and former president of CBS News, sharply questioned the traditional practice of "simultaneous three-network pre-gavel to post-gavel coverage" in a speech at a political affairs seminar of the Kentucky Democratic Central Executive Committee (Broadcasting, July 19).

The politicians should decide how their conventions are to be run, he said, but TV newsmen should decide what will be covered and how. The question, he said, should be re-examined "radically and freshly."

"If the convention managers insist on devising their agenda to cagde a maximum of simultaneous free time on the networks for their strings of half-hour commercials, rather than to get on with the serious business of choosing candidates and illuminating issues, that is their business," he said. "But there is nothing that says we must go along with them and many things which say we should not."

Hour or Two • Mr. Salant said afterward that one possibility as a substitute for gavel-to-gavel coverage was setting aside an hour or two of prime time each convention night, say from 9 or 10 p.m., in which to present convention news highlights live and on tape.

Certain "hot news" events like balloting and acceptance speeches could be anticipated and covered live, he said, and meaningful developments that were not covered live could be presented or recapped on tape. Events after 11 p.m., he said, could be summarized or presented on tape later in the evening.

He said that viewers could be assured, if a selective approach to coverage were adopted, that "we're not going to waste their time with meaningless convention activities and that they could stay tuned in confidence that when news did occur they would see it."

Mr. Salant said CBS authorities were giving serious thought to the question of maintaining tighter editorial control of convention coverage. He also noted that in his speech he had recognized that this issue involves problems "of mechanics, of economics, of competition and of prestige" that are "not easy."

He thought there was a good chance that coverage innovations would be introduced at the 1968 conventions and that they would be "practically inevitable" by 1972.

Special Planned • In another development Fred W. Friendly, president of CBS News, also indicated CBS's concern with present convention coverage practices. In reporting plans for a CBS News presentation sometime this fall on the history of conventions, including "TV's role in them past and future," Mr. Friendly said:

"It behooves the broadcasting industry to investigate its own role and performance in reporting the conventions, and to allow political leaders and the American people to look at themselves. After all, the next conventions will be carried on Early Bird. It may be that Americans understand what's going on at these affairs but what about Europeans and Asians?"

At NBC and ABC, news authorities were less than enthusiastic about a significant reduction in coverage.

Julian Goodman, NBC News vice president, noted that people have complained about too much convention coverage for years, "but only between conventions." When they are in progress they are "great American spectacles in which there is great public interest," he said, and "we should cover what goes on."

Asked about limiting coverage to one or two hours a night, Mr. Goodman said he "couldn't go along with anything like that."

Jesse Zousmer, vice president and director of TV news for ABC, also held that despite complaints at other times there is widespread interest while conventions are in session. He said: "The public often gets irrational" about the amount of time devoted, or not devoted, to coverage of it favorites. "It is possible to make decisions now, between conventions, that won't hold up when the public is aroused," he said.

Mr. Zousmer said he would "like to cut it down. of course," but that he would "hate to have half the country mad at me" for doing so. Before present coverage practices are significantly changed, he suggested, broadcasters should consult the national political committees and get their views. He also felt that so long as Section 315, the equal-time law, is in effect a selective approach to convention coverage would be subject to complaints from all directions.

Sharpen the Conventions • There appeared to be little disagreement among newsmen that conventions themselves should be shortened, but the representatives of all three networks agreed that this was a question for the convention arrangers, not television, to decide.

The NBC and ABC executives also contended that when convention events became dull or trivial it has been standard practice to cut away to other events, analysis or summaries.

In his speech Mr. Salant called for the repeal of Section 315, which he said would permit TV to make "an enormous contribution to shorter, more meaningful, more informative and less expensive campaigns." He also urged modernization of registration and voting procedures, and pointed up advantages of shorter campaigns.

But his main emphasis was on TV's maintaining its "independence and ability to report without being used," he said:

"Politicians—and businessmen and preachers, too, for that matter—seek to 'use' not only television but all news media. I have no quarrel with that—it's flattering to be the object of seduc-
Thirteen two-hour color spectaculars that will fill the air with music, and children's hearts with laughter.

It's all the merry holiday celebrations rolled into one wonderful package. The splendor, the marvels, thrills and pageantry of the magic kingdoms. Ideal family entertainment for the "young at heart"—six-to-sixty.

FALSE PRINCE • FRAU HOLLY • HANSEL AND GRETEL • LITTLEST ANGEL • LITTLE BOY BLUE • LITTLE RED RIDING HOOD • LITTLE RED RIDING HOOD AND FRIENDS • LITTLE RED RIDING HOOD AND THE MONSTERS • MISCHIEF IN WONDERLAND • PUSS 'N BOOTS • QUEEN SWORDSMAN • SANTA CLAUS • TABLE, BURRO AND THE STICK

Call, wire, or write Stanley E. Dudelson
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BROADCASTING, July 26, 1965
tion attempts—short of assault. On our side, it is our job to resist—not to permit ourselves to be used, or managed, or seduced. We must not permit our cameras to be participants or the stimulants because otherwise there is the appearance, but not the fact, of reality . . .

"But television news can go only so far in turning its back on events, even events which are intended for, or stimulated by, the presence of television. It will not do to suggest that if only we ignored Martin Luther King and stayed away from Selma, all the problems will be solved. They are news. But it will also not do for television to be actor and participant rather than mirror and illuminator."

Stage Managed • Mr. Salant said he would "not for a moment suggest" that conventions be planned to suit TV. 

"But," he added, "I would respectfully suggest that there is something unappetizing about stage-managing a convention to take advantage of the time zones throughout the country in which television coverage appears, and that a filibuster designed to last beyond prime time in the East so that the real debate will come after easterners' bedtime is not consistent with high public policy.

"While I leave it to the party leaders to do what they will, or can, about conventions, I would suggest that conversely television editors and journalists must also now take a good, long, hard look at our practice of simultaneous three-network pre-gavel to post-gavel coverage. Are we really exercising our news judgment when we stay that long looking for stories to fill the air while for us the spectators we are treated to a chorus of songs from congressional wives; while resolutions are passed thanking the golden girls; while the boy orators orate; while the favorite sons, who everybody knows will withdraw, are nominated and seconded; while there are six seconding speeches; and while the same people turn up in the carefully rehearsed, carefully orchestrated spontaneous demonstrations?

"Little wonder that in our resolve to stay from beginning to end, we sometimes descend to trivia where our newsmen interview each other and trade jokes . . ."

He said CBS also is "disturbed about whether we are really serving the public when, in most areas of the U. S., viewers for those eight long nights" must either watch the conventions or turn off their sets. Audience studies in New York, he said, showed that viewers were about evenly divided between the convention and independent stations' entertainment programing during the 1964 Democratic convention, and that the independents outdrew the Republican convention three viewers to two.

Extensive pool for Gemini 5

Plans call for use of ITT floating station and Early Bird; cost: $1.5 million

Next month's coverage of the Gemini manned space flight is expected to involve the largest cooperative pooling effort yet undertaken by the TV and radio networks. And it could, for the first time, provide live pictures of a space capsule splashdown.

ITT World Communications Inc. last week put forth a plan to establish a floating station from which it would transmit TV pictures via the Early Bird satellite of the Communications Satellite Corp.

The television networks were planning a pooled color transmission of the rocket launch and of White House reaction to the event.

The plan is a major departure from earlier space coverage in that pool facilities will have full responsibility for all network TV transmissions from Cape Kennedy, the Houston Manned Space Center and other remote locations such as homes of the astronauts.

One-third the Cost • It was reported by one network spokesman that approximately $1.5 million was being budgeted by the three TV networks for the whole pool coverage effort. This, he said, would be the approximate amount each network would otherwise pay on its own for coverage.

Following last month's Gemini 4 flight, news heads of the three TV networks met in New York to discuss expansion of pool efforts in later space flight programing (BROADCASTING, June 14).

Management of the pool will rotate with each major space mission. Next month's flight is to be under the direction of John Lynch, overall pool producer, and editorial producer William Seemans, both of ABC News. Participating will be the three TV and four radio networks.

The Gemini 5 mission is tentatively scheduled to begin Aug. 19 and is planned as an eight-day flight.

Ready at Splash • ITT World Communications' plan to provide live pictures of the space capsule recovery would involve the construction of a "ground station" aboard a U. S. Navy carrier.

At splashdown and recovery remote TV cameras in helicopters would send signals to the carrier-based station by microwave and they would be transmitted to Early Bird.

A number of problems would have to be solved before ITT could carry through its proposal. ITT's request to the FCC for authorization of the transmission was met by partial opposition from Comsat in another filing with the commission.

Comsat contends it should have primary responsibility for such an undertaking since the FCC has given it jurisdiction over earth stations used in connection with communications satellites. Comsat also noted that foreign users of the satellite would have to agree to give up their channels for the special TV use and specify rates they would charge.

During the Gemini mission NBC will be handling a pool feed from the Sealab project underwater in the Pacific ocean. Astronaut Scott Carpenter and nine other men will be shown live during part of the month-long underwater laboratory test.
Recent Communications Tower Installation

Rohn self-supporting towers are frequently used when self-supporting towers are deemed to be best suited for the situation. This frequently arises when installation of guy wires would interfere with the surrounding area.

Below is a perfect example of reference. Towers are installed here for an interstate highway communications system. In such cases, self-supporting towers are most practical.

A total of 7 Rohn towers are used in this system.

The Rohn tower below is erected to a height of 125 feet and supports one 6 foot microwave disk and two corner reflectors. Tower is capable of handling another 6 foot disk at a future date.

Whenever your situation demands a self-supporting tower, check out Rohn first.

ROHN Towers Prove popular for CATV

One of the largest suppliers in the U.S.A. today for CATV towers is Rohn Systems, Inc., the installation, erection and engineering arm of Rohn Manufacturing Co.

This growing service field (CATV and allied broadcast uses) finds Rohn towers ideally suited for these purposes. In addition, these firms can have a "turn-key" package supplied to them, ready for instant use. Considerable economies are available, not to mention the value of experienced erectors and on-the-spot supervision. There can be no substitute for knowledge of the tower field, coupled with flawless, properly constructed towers. ROHN can supply both... best.

Nation-wide Sales and Service Points Throughout the U.S.A.

Rohn warehouses and sales offices are convenient to you, wherever you are. For nearby service, contact office nearest you:

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<thead>
<tr>
<th>Office Type</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>Eastern Office</td>
<td>509 Webster Street, Marshfield, Mass.</td>
<td>617-854-9581</td>
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<tr>
<td>Western Office &amp; Warehouse</td>
<td>310 Quincy Street, Reno, Nevada</td>
<td>702-852-9300</td>
</tr>
<tr>
<td>Southern Office &amp; Warehouse</td>
<td>P. O. Box 877, Richardson, Texas</td>
<td>214-AD1-3481</td>
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ROHN Manufacturing Co.

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ROHN Tower NEWS
Published by Rohn Manufacturing Co. for those who need communication towers for any purpose
Daytime color series is sold in 21 markets

A new daytime color series, P.D.Q., has been sold in 21 markets which cover more than 46% of the U.S. television homes, Len Firestone, vice president and general manager of Four Star Distribution Corp., announced last week.

The five-day-a-week celebrity game show on tape has been bought by the five NBC-owned stations (WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WKYC-TV Cleveland and WRC-TV Washington). In addition, it has been sold to WGR-TV Buffalo, N. Y.; WHDH-TV Boston; WLWT-TV Cincinnati; WJW-TV Columbus, Ohio; WTVN-TV Indianopolis; WJW-TV Cleveland; WITI-TV Milwaukee; WTVJ-TV Miami; WLOS-TV Asheville, N. C.; WFLA-TV Tampa, Fla.; WBBM-TV Orlando, Fla.; KUTV (TV) Salt Lake City and the Skyline Network stations in Billings, Mont.; Great Falls, Mont.; Boise and Idaho Falls, both Idaho.

Mr. Firestone also reported that another tape show distributed by Four Star Distribution Hollywood a Go Go, has been set for a second cycle of 26 new episodes. The original group of one-hour programs was offered for sale in February of this year. Four stations have bought the second cycle; WPX (TV) New York, WGN-TV Chicago, KTVM (TV) Dallas-Fort Worth and WTTG (TV) Washington.

Film sales...

Treasure (Bill Burrud): KPTV (TV) Portland, Ore.

True Adventure (Bill Burrud): WTV (TV) Ft. Worth; KMNY (TV) Twin Falls, Idaho; WLWC (TV) Columbus, Ohio, and WTEN-TV Minneapolis-St. Paul.

Across the Seven Seas (Official Films): WGN-TV Chicago; KOIN-TV Portland, Ore.; WESH-TV Daytona Beach-Orlando, Fla.; KLO-TV Reno; KFDA-TV Amarillo, Tex.; WCOV-TV Montgomery, Ala.; WINK-TV Ft. Myers, Fla.; WBIR (TV) Green Bay, Wis.; WLEX-TV Lexington, Ky.; WJRB-TV Columbus, Ga.; KROONG-TV Colorado Springs-Pueblo, Colo., and WCHI-TV Columbus, Miss.

Big Night Out (Seven Arts): WTV New York; WNA-TV Boston; KJH-TV Los Angeles; WHBI-TV Memphis, and WCHT (TV) Hartford, Conn.

Jump to Glory (Triangle): KCRA-TV Sacramento, Calif., and WSUN-TV St. Petersburg, Fla.

FCC rebukes WFUN for DJ’s actions

The FCC was not amused last week by the actions of a disk jockey for WFUN South Miami, Fla., who, by a ruse, directed listeners to telephone the home of an announcer from a rival station.

Rounsaville of Miami Beach Inc., the licensee, said the disk jockey, Morton (Doc) Downey Jr., has been trying to attract listeners and improve his rating. But the commission, in a letter it made public, called the disk jockey’s use of the station “irresponsible.”

Mr. Downey had announced that by calling a certain telephone number listeners could reach a well-known team of recording stars. Actually the number was that of Charles K. Murdock Jr., an announcer for WQAM Miami.

Mr. Murdock complained that the calls harassed his wife, who was home alone and ill, that the disk jockey broadcast part of a phone conversation between Mr. Murdock and a third person, which had been recorded without Mr. Murdock’s permission, and that Mr. Downey broadcast remarks that could be considered insulting to his wife.

‘Popeye’ popular in color too

King Features Syndicate reported last week more than $1.5 million billings in renewals of its Popeye cartoons, now in a total of 138 markets. According to Al Brodax, director of TV, 26 of the stations which originally bought the cartoons in black-and-white have switched to color prints, noting that the cartoons also are reaching new audiences since first they were offered to stations five years ago. New sales reported last week were WPST-TV Paducah and WLEX-TV Lexington, both Kentucky, and KHSB-TV Chico, Calif. The syndicator also has newly placed in distribution two radio programs, Here’s Heloise and Speaking of Your Health, the latter in one-minute segments (Broadcasting, July 19).

Special on midgets planned

Beacon Sports Network, Brookline, Mass., producers of athletic features for television and radio, will be covering the annual ‘Mighty Midget’ auto championship this year. Under the supervision of the Northeastern Midget Auto Race Association, the race will take place at Oxford Plains Speedway in Maine.

Beacon Sports plans to have a 90-minute Live & Lively special ready for release by Labor Day weekend in September.
New work horse of broadcasting from ATC

The all new Criterion tape cartridge system has become the new standard of the broadcasting industry. In broadcast installations all over this country and abroad, the Criterion system is supplying reliable tape information around the clock, day after day, year in year out. The all new solid state Criterion series has been designed to give the broadcaster the After Delivery Economies which mean more profits through superior performance.

- Completely transistorized.
- New direct capstan drive, quiet solenoid, plug-in connections and modules.
- Choice of one, two, three-tone and stereo operation
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- Conforms completely with recently adopted NAB standards.

AUTOMATIC TAPE CONTROL
1107 E. Croxton Ave.
Bloomington, Illinois

BROADCASTING, July 26, 1965

65
Struggle for control of CATV hardware

Cable operators fear they may be forced off poles by phone companies moving in on their business

The pocketbook issue at the National Community Television Association convention in Denver last week was pole-line rights.

The subject was discussed at various public meetings and panels; it was the dominant topic in corridor conversations and private meetings.

At stake is the physical base of community television: the ownership of the lines and associated hardware that make up the CATV plant, with its emoluments under the present tax structure—depreciation and amortization to add to cash flow, capital gains in sales.

Pooled to puncture this economic base are the telephone companies—both the Bell system and independents.

Both have begun filing tariffs with state public utilities commissions offering to supply the communications channels required to deliver TV signals from headend on the mountain top to a household’s TV set. Some telephone companies, principally independent, have also moved into the CATV business, furnishing CATV services directly to subscribers. Mostly this has been through subsidiaries.

From the inception of CATV, the local operator’s own equipment has been strung on telephone and other utility poles. The CATV operator has paid a modest sum for this privilege—up until the last few years about $1.50 a year per pole. More recently this fee has climbed—to $3 or more a year; with telephone spokesmen calling for sums up to $10 per pole per year at this date.

In practice the increase in pole rentals has been matched by the addition of special charges—for each FM channel carried by the CATV system, for each channel used for local originations, etc. (Broadcasting, July 19, 12).

The purpose of these “restrictions,” as CATV operators call them, is to force cable operators to lease facilities from the telephone companies, the CATV people say.

Action-Reaction • The parry offered by the CATV industry came last week at the Denver convention of the NCTA: Justice Department, litigation, legislation.

The federal moves commenced even before the convention. A communication signed by William Asip, Ameco, was submitted to FCC Commissioner Lee Loevinger early this month and was referred by him to the antitrust division of the Department of Justice. Mr. Loevinger is former chief of the Justice Department’s antitrust division.

The Department of Justice acknowledged that it had received the complaint and that it is investigating.

The complaint charges that Bell telephone companies are violating a 1956 consent judgment signed by New Jersey Bell in a federal court. This decree forbids Bell to engage in any communications business that is not a common carrier function, according to the complaints. CATV is not a common carrier, they say. The complaint also charges that other telephone companies are offering CATV circuits for lease and dragging their feet in pole rentals or renewals.

Board Resolution • As the convention opened on July 19, the NCTA board took cognizance of the intense worry of its members on the pole-line situation and passed a resolution charging that Bell system and other telephone firms might seriously impair the future development of CATV as an independently owned industry. Expressing deep concern over the offering by telephone companies to provide virtually the entire physical plant for CATV systems at public utility charges, the board stated:

“Many system owners and prospective system owners view this development as an outright entry into the CATV business by the telephone industry and assert that this, together with the telephone companies’ ability to restrict or prohibit use of utility poles for privately owned community antennas, could sound the death knell to future CATV development outside the control of the telephone companies.

“The NCTA board of directors has directed the association’s staff to develop immediately all available facts regarding the plans, policies and practices of various segments of the telephone industry regarding the tariff

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**EIA figures for four months**

Production of black-and-white TV sets was off slightly for the first four months of the year while color set production rose 78% above figures for the same period of 1964. An increase of 94% in monthly production of color sets was registered over April of last year. Total set production climbed substantially with the boost from color output.

Distributor sales of black-and-white sets declined through April but a significant increase in radio distributor sales yielded 807,078 more sets on the market this year.

FM set production rose during the period from 517,828 to 858,734 and an overall increase in radio production of nearly 2 million was registered.

Production and sales over the first four months of 1965, as reported by the Electronic Industries Association:

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<th>Television</th>
<th>(Total)</th>
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<td>682,178</td>
<td>7,615,667**</td>
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<td>2,694,523</td>
<td>378,545</td>
<td>5,757,694**</td>
</tr>
</tbody>
</table>

*Excludes auto radios.
**Includes auto radios amounting to 3,393,675 in 1965 compared to 2,727,973 in 1964 thru April.
offerings, the availability to independent companies of pole-line attachment space contracts, the rate of such contracts when available, restrictive provisions therein impairing the opportunity of privately-owned systems to compete, and all other matters pertinent to the problem including plans for direct entry into CATV.

"All appropriate measures will be taken to prevent the development of a telephone monopoly in the manufacture, installation and operation of new CATV systems and to protect the integrity of existing CATV systems as independent businesses.

"It is the intention of this association to maintain close liaison with Bell system and telephone companies in the interest of working out arrangements which will accommodate the legitimate interests of both groups and result in the best and most economical service to the public.

Jerseymen Object • On the same day, the New Jersey Community Television Association accused AT&T and New Jersey Bell Telephone Co. of "attacking to exercise monopoly control over the independent community antenna television industry."

The filing of a tariff by New Jersey Bell violates the 1956 consent judgment, J. Phil Franklin, Entron Inc., president of the association, said.

"The telephone company's so-called tariff offering," said Mr. Franklin, "puts the Bell system squarely in the community television business which the federal courts and the FCC have ruled is not a public utility or common carrier business and is therefore barred to the Bell system.

"The public utility commission's granting of Bell's petition would be contrary to the public interest. It would set up an arrangement whereby Bell would then be in a position, through its control over the use of utility poles for the attachment of cable and amplifying equipment, to monopolize and control community television service as well as the manufacturing and installation of community antenna equipment," Mr. Franklin said.

"This maneuver to get into community television through the back door of a leaseback arrangement," he said, "is a threat to monopo­lize or deny pole rental to community antenna television companies where the telephone giant would enable the telephone titan to throttle free competition and to turn the community television small businessmen into puppets of the mighty Bell system.

"This is the most serious issue the community antenna television industry faces," Mr. Franklin said.

Basic Case • The New Jersey PUC hearing began early this month and is considered one of the bellwether telephone-CATV cases in the country. The hearing is on New Jersey Bell's proposed tariff to furnish CATV communications facilities to CATV operators from headend to drop-off. New Jersey Bell testified first, acknowledging that it wants to become the middleman between CATV companies and the home viewer (Broadcasting, July 5).

The pole line problem was a theme running through the remarks of several CATV speakers at the convention last week.

• Frederick W. Ford, president of NCTA: "It appears," said Mr. Ford, "that the telephone industry has determined to use its power and the strategic position of its poles . . . to take over the community antenna television business."

• Bruce Merrill, outgoing NCTA chairman: CATV will fight to maintain its "historic" right to put lines on utility poles, Mr. Merrill said.

• E. Stratford Smith, Washington lawyer and special counsel for NCTA: "After 15 years, the telephone companies want in," said Mr. Smith. The pressure, he said, is through delay and refusals to renew or grant pole-line attachments. The basic question is whether CATV is a public utility. If it is decided that CATV is a utility, then the present industry is changed to one "in which the CATV operator will solicit customers and collect monthly charges—most of which he will turn over to the telephone company," Mr. Smith said.

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Ellen Lehman McCluskey, world famous designer, is giving it a brand new look. She's doing everything! Not just wallpaper, but drapes and dinner napkins, paint and pillows, furniture, forks, beds, blankets, carpet and closets. Everything brand new! It's all happening right now (so quietly and efficiently our guests don't even realize it) at the Wonderful New Warwick, 54th Street on the Avenue of the Americas, New York, Circle 7-2700.

A LOEW'S HOTEL • Preston Robert Trisch, President

Broadcasting, July 26, 1965
Up-to-date CATV gear:

Cable operators and many of their broadcast brethren found CATV equipment approaching a level of sophistication that ranked some of the gear with standard broadcast equipment.

Throughout all the exhibits at the Denver convention of the National Community Television Association, the emphasis was on solid state devices which incorporate the latest developments in amplifiers, splitters and tapoffs.

Also on display, with more interest being shown than before, were the microwave relay manufacturers, showing equipment especially designed for the increasing number of CATV operators who are, or will be, bringing in distant signals to their communities.

And receiving more than the customary cursory inquiries were two exhibitors who displayed equipment for underground installation of cable systems.

One noteworthy advance that was evident in the exhibit area was the number of manufacturers showing line amplifiers cascaded in series. Jerrold Electronics Corp., Ameco Viking chief engineer Donald Dworkin (I) explains a 12-channel output amplifier to James Y. Nishimura, Savannah TV Cable Co., Savannah, Ga.

CATV operator Harry Levin of Ilion, N. Y. (I), examines one of Jerrold's new Starline solid-state trunk amplifiers. He is being helped by salesman Joe Conowall.
Operators find new, useful industry hardware

and Kaiser Electronics featured this ability.
Featuring a solid state "up and down" converter was Entron Inc., Silver Spring, Md., which permits a single microwave system to multiplex two FM signals on one TV channel.
Jerrold Electronics showed its Starline series of solid state trunk amplifiers, capable of being cascaded up to a maximum of 50. It also showed for the first time its line of 4-inch high housing units containing amplifiers, automatic gain control unit and bridger, or any combination of these three devices. The Philadelphia manufacturer also featured for the first time solid state microwave relay equipment, and two new field strength meters.
Viking Cable Co. displayed its new solid state high level "Win-line" modular units, including main line amplifiers, with or without AGC, bridging amplifiers and line extenders. It also showed half-mile reels of seamless aluminum sheathed cable.

splice cover - One of the most interesting of the exhibits was that shown by Sigma Industries Inc., Menlo Park, Calif. Anticipating the day of buried cable CATV systems, Sigma showed a plastic, thick wall, heat shrinkable splice cover that molds itself around connectors and cable for a tight-fitting seal.
Superior Cable Co., Hickory, N.C., showed a line of fibreglass housing for buried cable, each of them color coded.
CAS Manufacturing Co. showed a new directional "in-line" multiple taps, housed in a hermetically sealed, aluminum housing. It features variable isolation and has a minimum of 20 db isolation between drops.
Among the busiest of the booths were those of the tower fabricators and construction firms. Showing their wares at the NCTA convention were Andrews Tower Inc. and Fort Worth Tower, both Forth Worth, Tex.; Rohn Systems Inc., Peoria, Ill.; T.C.A. Tower Co., Mableton, Ga.; Utility Tower., Oklahoma City, and Video Towers, Fort Worth.
Specialities for linemen were shown by Hunt-Pierce Corp., Milford, Conn., and Jack Pruzan Co., Seattle, Wash.
Support for UHF plan

NAB backs proposal for low-power TV's in small communities

The National Association of Broadcasters gave full support last week to an FCC rulemaking proposal which would establish a new class of low-powered TV stations designed for use in medium and small-sized communities.

The association, in comments filed Tuesday (July 20), said the proposal represents an extension of commission efforts made over the past few years, to provide additional free TV service tailored to local public needs.

It added that the current proposal would further this objective and best serve the public interest by balancing maximum local outlets with broad national coverage.

The commission's notice of rulemaking, issued early last month, would reserve channels 70 through 83 for a new class of stations with a maximum power of 10 kw and a maximum antenna height of 300 feet above average terrain (BROADCASTING, June 14, 7). The notice also stipulates that no specific channels would be assigned in advance to any community but would be available upon specific application where the assignment would comply with minimum mileage-separation requirements. Only one commercial and one educational station would be authorized to a single city.

Also commenting on the rulemaking last week were the Electronic Industries Association, Jerrold Electronics Corp., the Georgia State Board of Education and Midwest Program for Airborne Instructional Television Inc. (MPATI).

EIA, while commending the commission on its proposal for more effective use of the UHF spectrum, intimated that the current rulemaking should be abandoned.

The association also expressed the belief, according to the EIA official, that the FCC should discard its month-old UHF allocations table and institute an up-to-date technical study surrounding the present mileage-separation requirements and electro-magnetic propagation characteristics upon which the table is based, including channels 70 to 83.

Both the Georgia State Board and Jerrold Electronics, on the other hand, endorsed the proposal. The board, in offering a counter proposal, urged the commission to further divide the top 14 channels into a six-channel block (70-75) for commercial use, and a nine-channel block (76-83) reserved for educational use.

Jerrold, an equipment manufacturer and community antenna TV operator, urged the commission to include CATV owners among those eligible to be qualified applicants for the new community-type stations.

The company also asked that the commission liberalize its TV operator requirements to allow sharing of technical personnel for the new class stations and CATV systems, in the event the latter would be eligible to apply.

MPATI, which was recently granted a five-year authorization to operate its airborne instruction program in the Midwest on channels 72 and 76, urged the commission to provide for interference protection in that area in the event the current rulemaking proposal is adopted.

The Joint Council on Educational Broadcasting said the FCC action represents "a major blow to the cause of educational television and education generally."

The council took particular issue with the unsaturated nature of the table. JCEB said that the reservation policy so vital to educational broadcasting becomes meaningless in an unsaturated table.

The council expressed strong dissent to the commission's policy of restriction of the number of educational assignments for major cities to two, while commercial interests are allocated as many as nine channels in the same metropolitan areas.

The National Association of Educational Broadcasters has also called for a saturated UHF plan (BROADCASTING, July 19).

In a separate action last week, the commission extended the July 20 deadline for filing comments on the new class of stations to Sept. 20, and advanced the reply deadline from Aug. 5 to Oct. 5.

Seeking the extension were the Association of Maximum Service Telecasters, the National Association of Educational Broadcasters and the Tri-State TV Translator Association.

Technical topics . . .

All-channel reception • Blonder-Tongue Laboratories, Newark, N. J., has announced a new line of color-approved UHF-VHF accessories for home distribution systems. Included are UHF antennas, amplifiers, couplers, splitters, wall and feed-through plates. B-T officials said the all-channel, color-approved reception system costs about 10% more than a VHF-only installation but "does a better job more easily."

Light weight • Microwave Associates, Burlington, Mass., has introduced solid-state television relay equipment for mobile applications. The MA-2 system can be set up anywhere with a nominal power consumption of 60 w using 110 volts ac, or 28 or 12 volts dc.

EIA seeks delay • Electronic Industries Association has asked the Senate communications subcommittee to delay action on legislation (S-1015) proposed by the FCC which would empower the commission to regulate the manufacturing of electronic and electrical devices which might cause interference to radio and TV reception. EIA Executive Vice President James D. Secrest said the committee ought to postpone action on the measure until the industry and the FCC can study interference problems and alternative methods of solving them. The committee held hearings on this bill, as well as five others, all requested by the FCC, but held the record open on S-1015 and another on common carrier interconnections.

Color coax • Jerrold Electronics announced it has begun delivery of its color coaxial TV antenna to General Electric under private label contract. Jerrold's color coaxial antenna uses shielded 75-ohm coaxial cable instead of the customary 300-ohm twin lead, and is said to reduce interference and weather effects.

Entron gets $1 million N.J. CATV contract

Announcement of a $1 million contract from Federal Electric Corp., a subsidiary of International Telephone & Telegraph Corp., New York, came last week at the National Community Television Association convention in Denver. Entron Inc., Silver Spring, Md., said it will supply equipment for a complex of CATV systems to be constructed by Federal Electric in New Jersey. The initial system to be built for Garden State Television Cable Corp. will serve 20,000 homes and probably be in service by early fall.

Entron is currently involved in construction worth over $1 million on CATV systems in Bridgeton, N. J.; Dover, Del.; Jacksonville and Laurinburg, both North Carolina; Utica, N. Y.; and Washington and Bridgeport, both Illinois, for Vincennes University. The firm said sales were up 15.7% to $2,284,399 in the year ended June 30 from $1,974,716 in 1964. Net income per share was 56 cents in the past fiscal year representing an increase of 24.4% over the previous period.

70 (EQUIPMENT & ENGINEERING)
Group to defend free enterprise

Major TV owners form council to fight multiple-ownership restrictions; Ward Quaal will lead group

Another new broadcasting industry group—the Council for Television Development—came into being last week, its purpose to counter the FCC's restrictions on group ownership of major market television stations.

The major weapon: a broad program of research defending the free enterprise system of broadcasting, particularly the public benefits of group operations.

Although last week's session was chiefly of an organizational nature, it appeared the consensus was that the commission's new restrictions would hinder the full development of a competitive television industry and would result in greater concentration of control as well as less diversification of program sources.

Quaal to Head Group = Ward L. Quaal, president of WGN Inc., was elected chairman of the council's executive committee. Hubert Taft Jr., chairman of Taft Broadcasting, was named vice chairman while Roger W. Clipp, Triangle Stations, was named secretary-treasurer.


A research committee was established under the chairmanship of Hathaway Watson, RKO General, while W. Theodore Pierson of the Washington law firm of Pierson, Bal & Dowd, was appointed to serve as counsel to the executive committee. Mr. Pierson also will function as ex-officio member of the research committee.

The research committee membership also includes the following: Dwight Martin, WDSU-TV New Orleans; Thomas J. Dougherty, Metromedia; Wrede Petersmeyer, Corinthian Broadcasting Corp.; D. L. Provost, Hearst Corp.; John E. McCoy, Storer Broadcasting; Arch Madsen, Bonneville International; Frederick Gilbert, Time-Life Broadcasting; Lawrence H. Rogers, Taft Broadcasting; Frank Gaither, Cox Broadcasting, and T. Ballard Morton, Wave Inc.

The committee is to meet Wednesday (July 28) at RKO General headquarters in New York to plan its strategy.

"The future development of all broadcast companies is seriously threatened by the pending proposals of the commission with respect to the multiple ownership of stations," Mr. Quaal said. "Our organization welcomes the participation of all television interests anxious to preserve and promote a dynamic and growing system of broadcasting by free and private enterprise." he added.

Montanans throw the book at NAB

A series of recommendations by the Montana Broadcasters Association board of directors takes the National Association of Broadcasters over the coals on: music licensing, community antenna TV, legislative action, super-power stations and copyright. In music licensing and CATV, the MBA resolutions call for NAB board members who have connections in either category not to vote on those subjects.

The MBA said the NAB "must take a more positive stand and must become directly involved . . . both financially and staff-wise" with the all-industry
committees working on music licensing agreements. The resolution adds that “NAB board members holding music copyrights or representing firms engaged in the manufacture or recording of phonograph records [should] be asked to refrain from voting when matters concerning music copyright are before the NAB board.”

Acknowledging CATV as one of the “most important issues” of the day, MBA requests the NAB board members “holding franchises or applications for franchises or interest in CATV franchises or representing firms holding franchises or applications for franchises” not to vote on “policies, matters or decisions” regarding CATV.

In the area of legislation and regulation, MBA said NAB should “cease operating as a defensive organization only and make an annual statement of purpose with clearly defined goals and a definite and aggressive plan of action each year. And that it initiate legislation and regulation beneficial to broadcasters rather than constantly being in a position of defending against legislation and regulations which are not in the best interest of broadcasting.”

Areas cited by the MBA board for NAB to take “a positive step forward for broadcasters” by seeking limitation or removal of effective or proposed FCC rules are: fairness doctrine, public inspection of records and “exorbitant filing fees.” It added that one of the first items for small-market TV stations should be gaining permission for remote control.

MBA said super-power stations are not in the public interest and said the NAB’s “milk toast approach” should be changed into one that is “affirmatively and aggressively” against such stations. “The NAB must protect its board membership through an aggressive battle to do away with any possibility of super-power giants,” it added.

The composition of the “NAB-appointed copyright committee” was attacked by MBA as a “farce” because three of the five members represent networks “with vested interests in the recording business and the broadcaster has a minority voice on the committee.” MBA recommended changing the committee to afford better representation of broadcast stations.

**WBRT’s license reactivated**

The FCC last week rescinded a May 12 order which dismissed the license renewal application of WBRT Bardstown, Ky. Instead it imposed a $1,000 fine. The licensee, Lawrence W. Adams, was to be denied license renewal for failing to make annual reports and other material for over a four-year period, the commission said.

The station was to cease operation on July 21. The commission added that the WBRT renewal application will be held in a deferred status until technical problems are solved.

**NANA rebuts critics of its TV poll**

The North American Newspaper Alliance replied last week to industry critics of its polls on public attitudes toward television, and claimed its efforts are designed to help TV.

In an interview published in the July-August issue of The Viewer, a newsletter of the National Audience Board, and in a letter sent to the Television Information Office, John Osenenko, NANA’s executive vice president, pointed out that NANA critics had set up a “straw man” and “then proceeded to attack it vigorously.”

He said NANA had acknowledged in the first of its reports on TV last February that its polls were not a national cross-section of all TV viewers. He added that NANA had stressed that its answers were coming from the more adult and sophisticated viewer-reader, and added:

“We proceed to formulate questions that would elicit spontaneous responses — written as well as statistical—that might actually serve as a bellwether for the TV industry in some of its nervewracking decisions in connection with the 1965-66 season. The responses to questions about commercials hold valuable clues for TV advertisers, we feel.”

NANA’s polls have been running in approximately 40 newspapers. Several months ago one poll claimed there was a growing disenchantment with TV among more “highly educated viewers.” TIO challenged the authenticity of the poll as well as another by Louis Harris, which turned up findings similar to those by NANA (Broadcasting, June 21).

TIO contended at the time that better educated households are watching television increasingly. It referred to an A. C. Nielsen report that for the first three months of 1965, these viewers set a record of six hours, 21 minutes per home, per day.

Distant Drums • In contrast to these figures, Mr. Osenenko said, are the “distant drums which the newspaper poll is catching.” He said he had offered NANA material to the networks which NBC, for one, had “turned down.” (NBC rejected the offer because it said it had “no confidence” in the NANA project which it called...
WHAS-AM-TV to get new building

Construction of a new $4.5 million studio and office building for WHAS-AM-TV Louisville, Ky., has been announced by Barry Bingham Sr., president of the stations. Work begins in the fall and should be completed after 18 months.

Designed by the architectural firm of Louis and Henry, Louisville, the building provides for FM facilities since WHAS has applied for such with the FCC. It will also double the station’s present TV studio facilities and add local, color studio origina-tions to network and film color.

The new structure represents the third major step in program expansion for WHAS. In 1964 it installed a new radio transmitter and last April WHAS-TV began transmitting from its 1,949-foot tower at Floyds Knobs, Ind.

"biased" and "highly misleading.")

Mr. Osenenko said he believed the industry could benefit from the survey results. He pointed out that the results of the poll showed, among other things for example, that some programs cancelled still have an audience; soap operas rate low in the drama category; stars should not do commercials, and view-

ers don’t want government interference in TV.

Duluth applicants have merger plan

The FCC review board last week was asked to approve an agreement eliminating the necessity of lengthy comparative hearings among the three applicants for a new TV station on channel 10 in Duluth, Minn., and could result in the station being activated by early 1966. The parties are Northland TV Corp. (formerly WMT-TV Inc.), Central Minnesota Television Co. and Channel 10 Inc.

Central and Northland are seeking dismissal of their applications and a grant to Channel 10 Inc. Following this, Channel 10 Inc. and Northland would merge into a new company, Channel 10.

Channel 10 Inc. stockholders would retain 53% of the new organization, and Northland’s stockholders would have the option to acquire the remaining 47% interest. Central, which would have no interest in the new company, would be reimbursed up to $10,000 for expenses in processing its application.

Overmyer looks for New York staff

The Overmyer Communications Co., which is aiming to place seven UHF TV stations on the air over the next two years, has earmarked $10 million to cover land acquisition, construction, broadcast equipment, engineering, research and personnel requirements for the undertaking.

OCC’s financial commitment and current planning were outlined last week by Robert F. Adams, executive vice president, in a progress report on the company’s activities. He said corporations for each of the seven stations already have been established and engineering evaluations and planning are proceeding.

Mr. Adams said OCC now is processing applications for top-level posts to be filled at headquarters in New York. The company is seeking a financial executive to coordinate all finances and budgeting for the TV stations; a chief engineer; a national sales manager; a national research and sales development manager; a national program manager, and an executive assistant.

Construction permits have been approved by the FCC for WDIO(TV) Toledo, Ohio; WATL(TV) Atlanta and WNOP(TV) Newport, Ky.-Cincinnati, according to Mr. Adams. Applications are before the FCC for approval of the transfer of construction permits to

BROADCASTING, July 26, 1965
OCC for KBAY(TV) San Francisco and WAND(TV) Pittsburgh. In addition, OCC has made applications for channel 29 in Dallas and channel 17 in Rosenberg-Houston.

Mr. Adams reported that costs to place stations on the air will vary from $1.2 million to $1.5 million each, depending on equipment required.

**KVTV(TV) sold, WTVH(TV) sale OK'd**

The sale of KVTV(TV) Sioux City, Iowa, from Peoples Broadcasting Corp. to Forward of Iowa Inc., for $3.5 million was announced last Thursday (July 22).

Peoples Broadcasting acquired the Sioux City TV station in 1957 for $3 million. KVTV has been in operation on channel 9 for 12 years and is affiliated with CBS-TV.

The Nationwide Mutual Insurance Co. is the major stockholder in Peoples Broadcasting which also owns WRED-AM-FM Columbus-Worthington, Ohio; WJAR-AM-FM Cleveland, and WNAX Yankton, S. D. Forward of Iowa Inc. is a wholly owned subsidiary of The Wisconsin Valley Television Corp.

The sale of WTVH(TV) Peoria, Ill., from Metromedia Inc. to Twelve-Ninety Radio Corp., owned by the Kankakee Ill.) Daily Journal Co., for $2.2 million. Byrrell L. and Len Small are majority stockholders of the Kankakee Daily Journal with 42.47% each.

Kankakee Journal owns WIRE Indianapolis; WKXV Kankakee; WQX Moline, Ill., and a community antenna subsidiary, Kankakee TV Cable Co. Twelve-Ninety owns WIRL Peoria.

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

- **KVTV(TV) Sioux City, Iowa:** Sold by Peoples Broadcasting Corp. to Forward of Iowa Inc., owned by the Wisconsin Valley Television Corp. for $3.5 million. (see this page).

- **KXIV Phoenix:** Sold by Edward J. Churchhill to Dick Van Dyke and Byron Paul, for about $750,000. Mr. Van Dyke is TV and movie personality. Mr. Paul is Mr. Van Dyke's manager. KXIV broadcasts on 1400 kc with 1 kw day and 250 w night.

- **KFMW(FM) San Bernardino, Calif.:** Sold by Rogan Jones and David Mintz to Frederick Cote and Chester Coleman, for $50,000. Messrs. Cote and Coleman are employed in Los Angeles radio. KFMW broadcasts on 99.9 mc with 31 kw. Broker: Wil Gunzendorfer & Associates.

**APPROVED** The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 88).

- **WTVH(TV) Peoria, Ill.:** Sold by Metromedia Inc. to Twelve Ninety Radio Corp., owned by Kankakee Daily Journal Co. (see this page).

- **WSAU-AM-FM Isabela, P. R.:** Sold by Sergio Martinez, Guadalupe Martinez and Gloria Maria Machado to Luis Alan Mejia, for $205,000. Mr. Mejia had minority interest in WSAU-AM-FM San Juan, P. R. WSAU broadcasts on 1390 kc with 1 kw day and 500 w night and WSAU-AM-FM is on 101.5 mc with 3.4 kw.

- **WFAX-AM-FM Augusta, Me.:** Sold by Faust Couture and associates to Har-
old L. Vigue, Norman G. Gallant, Joseph R. Roy and Paul F. McClay, for $164,551. Mr. Gallant is general manager of WFAU-AM-FM. Messrs. Vigue and McClay are employed at WTVL Waterville, Me. Mr. Roy is engineer at WCOU-AM-FM Lewiston, Me. WFAU is on 1340 kc with 1 kw day and 250 w night and WFAU-FM is on 101.3 mc with 4.8 kw.

* WCOU-AM-FM Lewiston, Me.: Sold by Faust Couture and associates to John C. Libby and Harry Ferguson Jr., for $183,057. Mr. Libby has interest in WFAU-AM-FM Augusta. WCOU broadcasts on 1240 kc with 1 kw day and 250 w night and WCOU-FM is on 93.9 mc with 13 kw.

New TV stations

As of July 22 there were 124 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 73 were commercial UHF's, 7 were educational VHF's and 24 were educational UHF's.

* W Two TV(TV) Terre Haute, Ind., (ch. 2) Illiana Telecasting Corp., permittee, last week announced that Peters, Griffin, Woodward Inc., New York, will be its national representative. The announcement was made by J. T. Gelder Jr., executive vice president and general manager of the station, and Lloyd Griffin, president-TV of PGW Inc. WTwo plans to go on the air Sept. 1 with 100 kw visual and 19.5 kw aural.

Mr. Gelder also said that construction of the station's 954-foot tower was complete. Channel 2 in Terre Haute will be a primary NBC affiliate and will carry some ABC programs. Station executives include I. R. Livesay, president; Robert B. Beall, commercial manager; Bill Evans, operations manager, and Nile Hunt, chief engineer.

* WHTV-TV Syracuse, N.Y., (ch. 43) Educational Television Council of Central New York, permittee, has received permission of WNYL-TV Syracuse, Channel 9 Syracuse Inc., licensee, to mount its proposed antenna atop the WNYL-TV tower. Agreement was signed by T. Frank Dolan, treasurer and vice president of WNYL-TV and John G. MacAllister of the ETV council. Also included is a WNYL-TV contribution of land for the ETV transmitter subject to the approval of the town of Pompey, N. Y. The ETV council is presently seeking FCC approval to broadcast on channel 24. The ETV group is also receiving legal, engineering and other services from WNYL-TV, WSYR and WHEN all Syracuse.

* WNYE-TV New York, (ch. 25), New York City Board of Education, permittee, last week awarded a $400,000 contract to RCA for cameras, tape recorders and other equipment. The new equipment will be installed during the summer and fall. James F. Mac-Andrew, director of broadcasting for the board, said WNYE-TV will offer programs for school viewing by pupils in kindergarten to the 12th grade as well as providing in-service teacher training.

New Yorkers explore market data, CATV

Broadcasters were urged last week by Stephen Dietz, executive vice president of Kenyon & Eckhardt, to provide advertising agencies with more detailed information on their TV-radio stations' audience compositions and on the relationship of this data to advertisers' requirements.

He told the New York State Broadcasters Association executive conference in Cooperstown last week that pinpointed information is required more than ever before with the segmentation of the broadcast media (radio, TV, FM radio, color TV, UHF, stereophonic broadcasting, all-talk radio, all-news stations).

The relationship between the national representative and the station was explored by Arthur H. McCoy, president of Communications Honolulu Ltd. (KONA-TV Honolulu) with particular emphasis on what a broadcaster may realistically expect from his rep. Mr. McCoy pointed out to broadcasters at the two-day session (July 19-20) that small market stations, particularly those in radio, can expect only slight support from a representative, but he outlined some suggestions that could strengthen the relationship. Mr. McCoy, until recently was president of the John Blair rep firm.

CATV Comments * A debate on the pros and cons of community antenna television featured James O. Marlowe, assistant to the president of WWLP(TV) Springfield, Mass., and William V. Rothrum, vice president of Newhouse Broadcasting Corp., whose company operates seven CATV systems.

Mr. Marlowe challenged sharply the practice of CATV operators who carry a TV program without regard to its origination, copyright protection or program ownership.

Mr. Rothrum asserted that CATV cannot be regulated out of business. The FCC, he said, is attempting to assert jurisdiction, but asked: "Can they legally?" He asserted that the public is demanding CATV and "they're going to have it."

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GULF COAST—High powered, well equipped, fulltime radio station serving marketing area of over 150,000. Tremendous potential for owner-operator. Priced at $240,000 with $100,000 down. Contact—Richard A. Shaheen in our Chicago office.

SOUTHWEST—Long time owned, fulltime radio station priced so that it could pay its way out from present profits. Total of $300,000 with $87,000 down and the balance over ten years. Contact—DeWitt "Judge" Landis in our Dallas office.

Hamilton-Lands & Associates, Inc.

John F. Hardage, President

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FCC hints it may have to reduce facilities of New York O&O's

The 25-year-old 770 kc case is headed for the U.S. Supreme Court if the U.S. Court of Appeals' latest decision in the matter means what the FCC thinks it does.

The case involves the FCC's decision to permit Albuquerque, N. M., to operate on the frequency as a class I-B station — and ABC's battle to maintain the frequency as an inviolate clear channel for its key radio network station, WABC New York.

The U.S. Court of Appeals sent the case back to the commission in February in an opinion that, the commission said last week, appears to limit the commission's options (Broadcasting, March 1). The commission said it might have no choice but to require all network stations in New York to be duplicated by class I-B stations, in order to treat them all equally.

The commission said it would seek a clarification from the appeals court. And if the court's decision does raise questions "warranting Supreme Court review," an appeal to the high court will be pressed. The commission has already filed a request for review, conditioned on the clarification provided by the appeals court.

The commission, in a 1963 decision, held that, in view of the needs of the Southwest for radio service, KOB should be permitted to operate as a class I-B station on 770 kc. This would make both KOB and WABC I-B stations, with each required to protect the other's signal at night. The commission's decision in the clear-channel proceeding in 1961 provided for two I-B's on 770 kc.

ABC Appeals * ABC appealed both the 1963 decision and that part of the clear-channel order affecting 770 kc. The network argued that it would be placed at a disadvantage with respect to CBS and NBC, both of which have New York stations operating on clear channels.

The CBS frequency (880 kc) is to be occupied by a new II-A station in Wyoming under the action in the clear-channel proceeding, and NBC's frequency (660) has long been occupied by a class II station. Class II stations, however, are required to protect the dominant station at night.

The court held that the commission must provide comparatively equal channel facilities to the radio networks in New York unless "compelling public interest reasons" exist for unequal treatment. The court rejected the commission's argument that such a showing had been made.

The court directed the commission to reopen the case to determine whether class II operation by KOB would meet the needs of the Albuquerque area. The court also instructed the commission to give ABC a hearing on whether the frequencies occupied by the New York stations of CBS and NBC should accommodate two I-B stations, "to the end that comparatively equal channel facilities may be provided for . . . the three networks in the manner most favorable to the public interest."

Case Reopened * The commission, accordingly, reopened the record last week to provide for the reception of updated data regarding the needs of the Albuquerque area. But it added that if it finds the needs to be unchanged, "as appears likely," it must be free to determine "whether the factor of flagship station equality" is outweighed by other public interest considerations.

The hearing will constitute an in-depth examination of the potential effect on ABC of class I-B operation by WABC, in view of the class I-A operations of WCBS and WNBC.

The commission also invited ABC to file suggestions as to other channels on which KOB might operate as a class I-B station, in the event a further hearing on an alternative channel is required.

But before proceeding with the hearing, the commission said it wants clarification of the course of action which it said is ambiguous as to the course the commission would be required to follow in the event the Albuquerque area was still considered to need class I-B service.

The commission also said it wants to know whether equality of network facilities "is required per se without regard to any effect on the network's service to the public or ability to compete with other networks."

May Raise Questions * If the court's order does "more than require the commission to conduct the proposed proceeding," the commission said, "it raises important questions warranting Supreme Court review."

The case, which has been before the court three times, began in 1941, when the then WJZ New York (now WABC) was shifted from 760 kc to 770 kc as a class I-A clear channel station, and KOB was moved from 1180 to 770 kc with 50 kw on a temporary basis. The

Senate OK's Marks's USIA appointment

The director-designate of the U. S. Information Agency, Washington communications attorney Leonard Marks, was approved Tuesday (July 20) by the Senate Foreign Relations Committee amid warm congressional praise. Confirmation by the Senate itself followed on Wednesday (July 21) by unanimous voice vote.

Mr. Marks listed his long experience in broadcasting, his service as a director of the Communications Satellite Corp. and his contacts with other information media as qualifying him for the post. He said he believed that "the United States has a way of life that speaks for itself. We should extol but we must tell the truth." He cited as a major difficulty presenting an accurate picture of this way of life without distorting the news to do so. Educational television to reach people in underdeveloped areas and communications satellites to "bring communications to remote parts of the world" are among his ideas for improving USIA service. (Mr. Marks has been active in U. S. ETV circles; is on board of National Association of Educational Broadcasters.)

The native Pittsburgher received bipartisan support from his home state's senators, Joseph S. Clark (D-Pa.) and Hugh Scott (R-Pa.). Several congressmen have praised Mr. Marks' nomination, including Senator Vance Hartke (D-Ind.), who said in the course of a long and complimentary speech that he "comes well equipped to carry out his new responsibilities." Senator Hartke concluded: "I would like to commend President Johnson for his nomination and congratulate the country on the appointment."

In response to questions, Mr. Marks told the senators that he has disposed of all his communications stocks except for a "minor interest in a little radio property" and the stock he and his wife, Dorothy, hold in the North American Newspaper Alliance. He doubted that either would constitute a conflict of interest and observed that they might be difficult to dispose of, but promised to try.

76 (THE MEDIA)
Community activity urged at Idaho meet

Activity of the broadcaster in community service, promotion and news at the local level was stressed at last week's (July 18-20) annual convention of the Idaho Broadcasters Association in Boise. Broadcasters also heard a plan for progressive community antenna regulation.

* Vincent Wasilewski, president of the National Association of Broadcasters, said a station that becomes a moving force in the community does not have to worry about "being shoved aside by satellite transmission, CATV, pay TV or any other development because you will be so necessary to that local community that its citizens will not permit it."

* Maurie Webster, vice president and general manager of CBS Radio Spot Sales, said favorable publicity at the local level can be achieved by "sponsoring community events, editorializing effectively, demonstrating civic leadership, introducing imaginative programs. . . ."

* Theodore F. Koop, vice president of CBS, Washington, discussed the forthcoming report of the All-Media Freedom of Information Committee, which he heads, on standards for mass coverage of news events. He said the report will be available on Aug. 7.

* FCC Commissioner Lee Loevinger said broadcasters and government officials should work together and adopt a progressive attitude toward expansion of TV and regulation of CATV's.

Mr. Wasilewski said it is "no secret that the real political muscle does not originate in Washington; it is developed in hometowns, counties and cities from which our national representatives moves resulted from the deletion of 760 kc and 1180 kc as U.S. channels under terms of the North American Regional Broadcasting Agreement. ABC has been trying to have TVS ejected from 770 kc.

Commissioner Loevinger dis- sented to that part of the commission order seeking clarification of the appeals court's order and the contingent appeal to the Supreme Court. He said the court of appeals simply wants the commission to "face squarely" the issue of whether ABC is entitled to have a New York station the technical equal of those of the competing networks.

The commission, he said, has never faced this question and has, instead, treated the case "as though it were simply a matter of technical interference and conflicting claims between two local or regional stations."

Microwave grants cause talk at NCTA

A little-publicized FCC grant of microwave applications to American TV Relay Inc. caused considerable talk among those attending the National Community Television Association convention in Denver last week. The reason for the talk—the distances involved.

American TV (formerly Antenna- vision Services Co.) was authorized to transmit the programs of four Los Angeles stations to community antenna television systems in Farmington and Silver City, both New Mexico—distances, respectively, of 600 and 575 miles.

CATV operators in Denver saw in the action a possible hint of commission thinking about the so-called leapfrogging question—that is, whether CATV's should be permitted to carry distant stations in preference to those of outlets that are closer.

However, the action was a routine one, taken by the staff, under delegated authority. And the grants do not set a record for distance. Western Microwave, a common carrier operating in the mountain states, has relayed the signals of Salt Lake City TV stations to CATV's near the Canadian border in Montana, a distance of some 700 miles, since 1960.

"But 'FIRST' in what, Joe? Your competition has a bigger market, better coverage, more advertisers, more response, lower cost per thousand, more of the right people, greater..."

When your opponent tries hard-sell
Just how will your good story fare?
Your Service-Ad protects you well,
In SRDS
YOU ARE THERE
selling by helping people buy

Another exclusive exposure opportunity for Service-Ads is SRDS
STANDARD RATE & DATA SERVICE, INC.
Harris cries:  
Stop 'bickering'  
At NCTA meet, he calls for end of arguments; criticizes FCC 'piecemeal' regulation

Representative Oren Harris (D-Ark.) urged broadcasters and CATV operators to compromise their differences and agree on basics to help Congress establish fair legislation governing the FCC's authority over CATV.

Speaking at the opening luncheon at the National Community Television Association convention (July 19), the House Commerce Committee called on broadcasters and cable operators to "get together and not have all this bickering back and forth."

The course of his talk, which disappointed some members in his audience (who had expected him to announce new negotiations between broadcasters and CATV'ers), Mr. Harris chided broadcasters who are "fearful and even resentful" of CATV.

"They have attempted to enlist the aid of governmental bodies in the competitive struggle that is going on in the communications marketplace," he said. But, he warned in discussing freedom of choice of TV programs for the public: "This freedom of choice under no circumstances should lead to the demise of local broadcasters... nor undermine... policies which the commission adopted when it assigned frequencies for television throughout our land."

Scarcity of channels, he added, is one of the fundamental problems in the CATV-broadcaster controversy. Mr. Harris said he sees the FCC and broadcasters finding new methods, boosters, translators and others, to give to most Americans "an adequate free choice among available television."

And, he added to applause, "CATV should and will play an important role in achieving this objective."

FCC Partial - Although the FCC claims it has jurisdiction to regulate CATV, Mr. Harris said he does not believe the commission now does have the authority, and certainly not the power to pre-empt state and local laws.

It is incumbent upon Congress, the Arkansas Democrat said, to lay down a policy governing the FCC's determination of how cable systems should operate in relation to other segments of the communications industry, including, he emphasized, broadcasters and common carriers. The latter, is assumed to be a reference to the problems of CATV operators and telephone companies.

Criticizing the FCC for its "piecemeal" approach to regulation, Mr. Harris suggested that the FCC's bias against CATV may come from "overrepresentation by the 'ins,'" which result, he said, in FCC rules and decisions reflecting the "fears and resentments of the 'ins' against the 'outs.'"

N.D. stations form broadcasting job corps

Community service is many things. Among others, community service can be a locally organized job corps aimed at introducing youth to constructive employment. North Dakota Broadcasting Co. (KXGO-AM-FM Fargo, and KXJB-TV Valley City, both North Dakota) has organized a summer program to familiarize area teen-agers with the broadcasting industry, and particularly broadcast sales. At company expense 20 selected trainees from 10 communities in North Dakota and Minnesota went to Fargo for two days to be lectured intensively on radio-TV facilities and sales techniques.

Under the guidance of general operations manager, Constance Blackstead, the students returned to their communities as apprentice broadcast salesmen retained on a standard commission basis.

Fines for three stations

The FCC last week notified three AM licensees of their liability for total of $1,850 in forfeiture for rule violations.

KAPI Pueblo, Colo., was fined $750 for failure to employ a full-time first-class operator or to contract the services of a part-time operator. Centennial Radio Corp., KAPI licensee, was also cited for failure to file an annual financial report for both 1963 and 1964.

KTOO Henderson, Nev., was fined $750, the FCC said, for failure to identify a sponsor and nine other violations including operations and logging. KTOO Broadcasting Inc. is the licensee.

KALO Little Rock, Ark., also received commission notice to pay a fine of $350. The FCC said the licensee, Glen Harmon Corp., permitted the broadcast of teaser commercials for 15 days last February. The broadcasts were aired 300 times during that period the commission added. Each licensee has 30 days to contest or pay the fine.

FCC after WEKY's license

The FCC last week told Tinker Inc., licensee of WEKY Richmond, Ky., to show cause why its license should not be revoked. The order was issued for what the commission said was an unauthorized transfer of control, failure to report stock transactions and other violations, including double billing.
Is Simon out to get ABC?

Denies plan to take over, but some Wall Street analysts doubt him

Continued buying of American Broadcasting Companies stock by financier Norton Simon has revived speculation that the multimillionaire industrialist will make an all-out effort to gain representation on the ABC board and, perhaps, eventually make a bid for control of the company.

ABC and Mr. Simon, now the company's largest single shareholder with 400,000 shares, or 9%, were keeping their own counsel last week with regard to the possibility that Mr. Simon would once again seek a voice in the affairs of the company.

Most Wall Street analysts questioned by Broadcasting thought it doubtful that Mr. Simon is interested in ABC only as an attractive investment.

A high ABC official said Mr. Simon had not recently asked for board representation, meaning not since a year ago when the company had put a temporary end to his board membership ambitions by abolishing a cumulative voting procedure for directors. This means that if it comes to a proxy fight, a board candidate would need the support of 51% of voting stock to gain a seat.

Over one year ago it was understood Mr. Simon owned about 200,000 shares of ABC. His holdings are through Hunt Foods & Industries, of which he's the largest single shareholder, and McCall Corp., itself 30% owned by Hunt Foods. Mr. Simon sits on the finance committee of both Hunt Foods and McCall.

More Than Board • His 400,000 shares of ABC give him a greater share of the company than is held by all of ABC's current board members combined. Present board members own a total of 115,796 shares. Even when the 226,223 shares of the Edward J. Noble Foundation (controlled by ABC board members) are included, Mr. Simon still has personal control of more shares than all directors combined.

ABC director Alger Chapman is executive director and a trustee of the Noble foundation and Robert H. Hinckley, another ABC board member, is also trustee of the Noble shares.

One report last week suggested that Mr. Simon was negotiating to acquire the Noble foundation interest. Mr. Hinckley said he had no intention of advising the foundation to sell its ABC stock, or for that matter, of selling his own. He expressed confidence in present management "on the basis of its great performance." Mr. Hinckley has been intimately identified with ABC since its original acquisition from NBC by the late Mr. Noble, a close associate. He personally owns a substantial number of ABC shows.

It was reported from one source close to ABC that Mr. Simon had expressed a tentative interest in Noble foundation shares two years ago but that no recent overtures have been made.

Mr. Simon praised ABC's management last week, suggested that the company's affairs were running favorably, but was careful to add that things could change.

Wall Street analysts who doubted Mr. Simon would settle for less than eventual board membership pointed to his activities in other companies. In the words of one analyst: "He moves in quietly and then all hell breaks loose."

The Simon Pattern • Several pointed to the pattern he displayed in gaining control of Wheeling Steel. He's now board chairman of that company with approximately 10% of its stock. After initial small purchases of Wheeling stock in 1962 he gradually built his holdings to 7% of the company and asked for board representation, holding the threat of a special meeting of shareholders over management's head. He won his board seat, got other representatives onto the Wheeling board and eventually became chairman.

Some Wall Street observers thought Mr. Simon would be willing to remain outside of ABC affairs if the company continues its present rate of growth. Last week ABC reported record six-month earnings (see story this page).

The Ratings • Several analysts mentioned the importance of the ratings for ABC-TV programs in the future attitude of Mr. Simon toward ABC. One said: "I don't think Simon will move before the fall ratings." If the ratings take a tumble, he said, Mr. Simon might go into the open market and do more buying or even make an open tender for ABC shares.

ABC stock was trading around $55 last week, making the paper value of Mr. Simon's McCall-Hunt holdings approximately $22 million. At the $55 price it would take an investment of $127 million to gain 51% control of the company, $105 million more than Mr. Simon's present paper holding.

ABC earnings continue climb

Coming season TV business at highest for this time of year

American Broadcasting Companies Inc. last week said the firm reached record earnings during the second quarter and first half of the current fiscal year. Estimated earnings from operations during the second quarter exceeded those of last year by $920,000 during the same period. Net earnings, with capital gains, during the first half of 1965 exceeded those during the first half of last year by $2.23 million.

ABC said that TV network sales for the coming season are at the highest level ever for this time of year, adding that they are ahead more substantially and on a firmer price basis than last year. The reason for this stabilization

(Authoritative financial reports)

Broadcasting, July 28, 1965
Minow named executor

Newton N. Minow, former FCC chairman, and Adlai Stevenson III have been named executors of the estate of Adlai Stevenson. Mr. Stevenson's will, filed Thursday (July 22), calls for the family's approximately one-quarter interest in Bloomington, Ill., Panafgraph to be divided equally among Mr. Stevenson's three sons. The newspaper company owns 50% of Bloomington Broadcasting Corp. Licensor of WJBC-AM-FM Bloomington and WROK-AM-FM Rockford, Ill.

was that advertisers feel confident about the competitive position of the network's nighttime schedule and programming for the new season, ABC concluded.

Concerning its theater operations, ABC said that it is continuing to strengthen its position in that field with 19 theaters in various stages of construction.

For the second quarter ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.83</td>
<td>$0.55</td>
</tr>
<tr>
<td>Earnings before Federal income tax</td>
<td>6,713,000</td>
<td>5,256,000</td>
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<tr>
<td>Earnings from operations</td>
<td>8,051,000</td>
<td>6,491,000</td>
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<tr>
<td>Net earnings</td>
<td>3,488,000</td>
<td>2,568,000</td>
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For the first half ended June 30:

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<th>1965</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.74</td>
<td>$1.20</td>
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<tr>
<td>Earnings before Federal income taxes</td>
<td>14,415,000</td>
<td>10,870,000</td>
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<tr>
<td>Earnings from operations</td>
<td>18,065,000</td>
<td>13,452,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>6,551,000</td>
<td>6,474,000</td>
</tr>
</tbody>
</table>

Outlet splits stock

Stockholders of The Outlet Co., Providence, R. I., last week voted approval of a two-for-one stock split. The move, taken at a special meeting, increases the number of outstanding shares from 506,100 to 1,012,200.

The Outlet Co.'s board of directors had earlier revised the annual dividend payments of $1.20 with quarterly dividends of 25 cents and a 20 cent year-end dividend, to $1.25 on old stock and 62 1/2 cents on new thus discontinuing the year-end extra dividend and increasing quarterly payments. The 1966 dividend will be equal to $1.30 on existing shares and 65 cents on new shares with quarterly payments of 16 1/4 cents a share.

Diversification ups

Rollins net 94%

Rollins Inc., Wilmington, Del., announced last week that revenues, earnings and cash flow hit record highs for the fiscal year ended April 30. Rollins also predicted revenues for the first quarter of the new fiscal year would reach $18 million. The group-station owner with diversified nonbroadcasting interests disclosed that per share earnings have increased at a compound rate of 45.5% since the firm "went public" four years ago. Rollins' revenues for the first quarter of last year were $3.2 million, as compared to the present outlook of $18 million.

Revenues during the past fiscal year exceeded those of a year earlier by 369% or $33,683,364 while earnings were up 94% or $844,512 and cash flow increased 2011% or $4,359,130. Per share earnings increased 87% per 27 cents per share comparing the two fiscal years. Rollins split its common stock 3 for 1 on January 25 of this year.

To begin the current fiscal year Rollins purchased Arwell Inc., Waukegan, Ill., pest control firm.

For the fiscal year ended April 30, 1965:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.38</td>
<td>$0.31*</td>
</tr>
<tr>
<td>Revenues</td>
<td>42,814,322</td>
<td>9,130,958</td>
</tr>
<tr>
<td>Earnings</td>
<td>1,738,766</td>
<td>994,284</td>
</tr>
</tbody>
</table>

*Adjusted to reflect 3 for 1 stock split.

Who bought those 100,000 CBS shares?

Reports that conservative Texas millionaire H. L. Hunt had purchased 100,000 shares of CBS stock were denied last week by the brokerage house said to have handled the sale.

Mr. Hunt had been mentioned as a participant in a plan by a right-wing group, Medias Unlimited, to gain control of CBS Inc. and thereby direct the company's networks and stations to more conservative program policies. Medias Unlimited is headed by David Dye of Lubbock, Tex., who has initiated a plan under which a large number of people would purchase relatively small amounts of CBS stock and turn their proxies over to him (BROADCASTING, June 28, et seq.).

The Wall Street house of Oppenheimer & Co. acknowledged it had purchased 100,000 shares of CBS but disclaimed any connection with the Texas group.

Oppenheimer said "reports linking [us] with Texas interests purportedly attempting to gain control of CBS are without foundation. The firm did purchase 100,000 shares of CBS recently on behalf of one of its clients."

The brokerage house would not say whether the purchase had been made for an individual or an institutional client. An Oppenheimer representative did, however, deny the buyer is from Texas. CBS said it did not know who had bought the 100,000 shares.

At $35 per share a 100,000 block of CBS last week was worth about $3.5 million on the open market.

WIIC(TV) cited in Cox's first-half earnings

Cox Broadcasting, Atlanta, reports first-half earnings are 42% ahead of the same period last year based on a 44% increase in gross revenues.

The group station owner says all of its properties showed increased earnings in the first half. The recently acquired wiic(TV) Pittsburgh is reported to have contributed significantly to the profit picture.

Cox said that Buckeye Cablevision, Toledo, Ohio, of which it owns 45%, will soon begin construction of a community antenna TV system in Toledo. Plans for the system call for installation of 745 miles of cable.

Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.79</td>
<td>$0.67</td>
</tr>
<tr>
<td>Revenues</td>
<td>14,555,851</td>
<td>10,112,200</td>
</tr>
<tr>
<td>Pre-tax income</td>
<td>4,772,383</td>
<td>3,071,140</td>
</tr>
<tr>
<td>Net income</td>
<td>2,063,282</td>
<td>1,477,140</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,093,282</td>
<td>1,477,140</td>
</tr>
</tbody>
</table>

BROADCASTING, July 26, 1965
New rates for Early Bird
They set shorter periods of use and longer time for off-peak charges

The Communications Satellite Corp. and four international common carriers have filed new tariffs with the FCC covering charges for use of the Early Bird satellite for trans-Atlantic television. They are schedule to be effective today (July 26).

The new tariffs, by providing for shorter minimum periods of use and longer periods of off-peak time, meet some of the objections the networks raised against the tariff originally filed by Comsat on May 28 (BROADCASTING, May 31).

Comsat told the commission that the cost to the users will be lower than they would be under the May 28 tariff, even though Comsat's new rates are somewhat higher on an hourly basis.

Comsat’s rates will be paid by four carriers temporarily authorized to offer satellite TV services. The carriers’ rates are paid by the broadcasters using the international system.

The carriers, which filed a joint tariff, are American Telephone & Telegraph Co., ITT World Communications Inc., RCA Communications Inc. and Western Union International Inc. The commission authorized them to provide service on a rotating basis pending a determination as to which company should be designated as a carrier for TV signals.

Meanwhile, Comsat’s original tariff, intended to apply to the company authorized to deal directly with it, remains under study at the commission.

Markup • The carriers’ tariff contains a markup on Comsat’s charges and contains costs for transmitting signals between New York and Early Bird, via the station at Andover, Me.

The European members of the communications system were expected to announce charges for use of their part of the system on Friday (July 23).

The new rates filed by the carriers provide for a minimum time use of 10 minutes and for increments of consecutive individual minutes. The original Comsat tariff provided for a minimum time period of 30 minutes and for 15-minute increments.

The networks had complained that they would not normally require Early Bird for 30 minutes at a time—that most of their trans-Atlantic programs would be short news programs. The Europeans are expected to make available 10-minute TV services on their leg.

The tariff provides for a charge of $2,150 for the first 10 minutes of one-way, black-and-white service during nonpeak hours. Each additional minute will cost $45. Two-way black-and-white service in off-peak hours will cost $3,250 during the first 10 minutes and $65 for each additional minute.

The cost of peak-time use is $3,500 for the first 10 minutes of a one-way black and white service and $60 for each additional minute. Two-way black and white service during peak hours will cost $5,300 for the first 10 minutes and $95 for each additional minute.

Off-peak-hour transmission of color service one-way will cost $3,150 for the first 10 minutes and $60 for each additional minute. Peak-hour costs will be $5,200 and $90.

Peak Hours • Off-peak hours will be 5-7 a.m. and 4-9 p.m., Monday through Friday, and 5 a.m. to 9 p.m. on Saturday and Sunday. Peak hours will be 7 a.m. to 4 p.m., Monday through Friday.

In Comsat’s original tariff, peak hours during the week are limited to 8 a.m. to 2 p.m. But Saturdays and Sundays were also listed as peak periods.

In a letter to the commission accompanying the tariff, Comsat said the new rates “will result in some minor increases and decreases in charges, depending upon the length of use,” but overall, because of the shorter minimum time period, charges will be lower.

The carriers, in filing their joint tariff, stressed that their proposed charges are based on limited knowledge of costs and problems involved in providing trans-Atlantic TV service by means of a satellite. They noted, accordingly, that the rates “would be reviewed after sufficient experience has been gained.”

Who should control CBC’s French networks?

French-language radio and TV networks of the Canadian Broadcasting Corp. should be controlled by the Quebec provincial government, rather than the Canadian federal parliament, delegates to the French-Canadian Junior Chamber of Commerce decided at Quebec City earlier this month.

A resolution was passed by a large majority to ask the Quebec provincial government to establish a state board under the Quebec Minister of Culture to run French-language radio and TV in the province. The French-Canadian Junior Chamber of Commerce was formed about a year ago when the Quebec section of the Canadian Junior Chamber of Commerce split from the national body.
Hoopla begins for fall TV season

ID'S, SPOTS USED IN ON-AIR SATURATION CAMPAIGNS

At a rate conceded by those involved to far surpass previous efforts, the three TV networks have begun to promote their 1965-66 prime-time schedules. The extensive on-air summer promotions, officials agreed last week, were being used in the light of two main situations: the close ratings in the season just passed; and the same opening week (Sept. 13) in the fall for all the networks.

NBC-TV got off to a head start, beginning its on-air promotion on July 5 and using a theme of "NBC Week." All available minutes in programs this summer are being filled with one-minute promotion announcements, and 9-10 second promos are slotted between network programs. The saturation campaign for the new season on NBC-TV, said one spokesman, will be interrupted only by occasional recognition of the Gemini-Titan 5 manshoot scheduled next month, of the fall football projects (National Collegiate Athletic Association and American Football League) and Tonight show, among other special programing aspects.

Similar to NBC-TV's approach, CBS-TV and ABC-TV will fill whatever unsold one-minute time remains in network programs. By August, there'll be teasers and trailers on all CBS programing set for the fall. ABC-TV, which declined to give details, indicated it expected all of its on-air promotion to be "at least" comparable with that of the other networks.

High Value = Promotion personnel at the networks said they could not peg costs for the saturation effort, noting that the periods in prime time alone represented an incalculable dollar value. Production costs, it was indicated, are above the levels of previous pre-season outlays.

The 10-second network identification promo carries along the NBC Week theme, with a series of 10-second ID's also emphasizing a "count-down" of so many weeks left before the start of the season. The one-minute spot features the programing for each night of the week. All NBC promo's are in color. In addition, radio spots have been sent to affiliates, along with the TV promo's.

CBS-TV and ABC-TV both began their promotional activity around July 15 and will step up the intensity as the summer wanes and the new season approaches. CBS by Aug. 9 will be sending affiliated stations about four promotional kits daily. The kits include films, slides and photos for on-air promotion locally. Some promo's prepared by CBS are in color (for shows which will be shown in color on CBS in the fall). Theme of the CBS on-air push: the tune of "Hey Look us Over" with special lyrics and art work for visual effect.

WCKT(TV) gives its reps some fun in Miami sun

Instead of the rep wooing the station, WCKT(TV) Miami congratulated its station representatives on exceeding the July and August sales goals with a weekend of "fun in the sun." However, there was a second reason for the 12 men representing Harrington, Righter & Parsons, New York, and Bo- mar Lowrance, Atlanta, going to Miami: WCKT wanted to prove that with the thousands of tourists visiting Miami and the percentage of resident viewers higher than at any other time of the year, there is no reason to have business drop off in the summer.

Among the weekend festivities: fishing, golf and two dinner parties.

Hurricane booklets available

What do two square red flags with square black centers mean? Persons living near great bodies of water would know this if they had a copy of WTTV (TV) Tampa-St. Petersburg, Fla., booklet, "1965 Hurricanes." The 34-page booklet describes hurricanes' causes, where their greatest damage may be, how the most deaths will occur and how to prevent injury. It gives maps of the most common areas for hurricanes and the geographic coordinates throughout the area for tracking. The booklet, in its eighth year of publication, is distributed throughout the Tampa area.

Drumbeats . . .

Team support = Last Friday (July 23) KTVH(TV) Hutchinson-Wichita, Kan., sponsored the U. S. National Team Track and Field Meet to help defray the team's expenses for their trip to Kiev.
Russia, where they will compete with a Russian team July 31 through Aug. 1. All the proceeds from the more than 10,000 people expected to attend will be presented by the station to the team.

'Mod' fashions — Recently a three way promotion was held by KNXZ Houston to keep area teen-agers up with British styles. The station, Foley's, an area department store, and The Houston Chronicle, sent Buddy McGregor, station disk jockey, to England for a week to study British fashions, called "mod," music and education and report daily on his findings.

Plaques not parties — WQUA Mo-
Ben Conroy succeeds Merrill at NCTA

Benjamin J. Conroy Jr., Uvalde, Tex., CATV owner-operator, was elected chairman of National Community Television Association last week at group's annual convention in Denver. Mr. Conroy, who has been director and chairman of the NCTA Pole Line Committee for last several years, succeeds Bruce Merrill, Philadelphia, president and owner of Americo American TV Relay Inc.

Other officers elected: Robert J. Tartton, Lansford, Pa., vice chairman; Alfred R. Stern, New York (TV Communications Corp. group), secretary, and Franklin R. Valentine Jr., New York, (Unicom Inc.), treasurer.

Directors elected: Robert Clark, Oklahoma City (Vumore); Irving B. Kahn, New York (Teleprompter); Albin J. Main, Laconia, N. H.; James Palmer, State College, Pa.; Buford Saville, Cumberland, Md.; Milton J. Shapp, Jerrold Electronics, Philadelphia; Frank P. Thompson, Rochester, Minn., for three-year terms; Patricia Hughes, Moses Lake, Wash., two-year term; Robert F. Jernigan, Hattiesburg, Miss., and John Morrissey, Durango, Colo., one-year term.

Elected to represent associate members was Edward P. Whitney, Entron Inc., Silver Spring, Md.


Clark Barnes, account executive with Kelly-Smith Co., Los Angeles, newspaper representative firm, assumes similar post with Avery-Knodel Inc., Los Angeles, station representative. He succeeds Don Bruce, who has joined The Katz Agency, Los Angeles.


Curtis P. Crady, board member and VP at Winius-Brandon Co., St. Louis advertising agency, elected senior VP.

Harold C. Sundberg, general manager of WZVM-TV Grand Rapids, Mich., named national sales manager of KMBC-TV Kansas City, Mo., responsible for national sales activities in connection with Metro TV Sales, station's representative.

Marvin Elkoff, supervisor of creative and account work at The Kuepper Co., New York advertising agency, named VP.

Norman D. Leebron, former local sales manager of WRCY (now KYW) Philadelphia, joins sales staff of WKBV (TV) Bloomington, N. J.-Philadelphia, as account executive.

James A. Gates, account executive for RKO General National Sales, New York, named sales manager of WNAC-TV Boston.


John Alexander, creative supervisor at W. B. Doner & Co., Detroit, joins Fred Yaffe & Co., that city, as creative director. Ted Steinbergh, writer-producer at L. H. Luckoff, there, and presently in media department of Yaffe, named media director. David M. Elle, assistant production manager at Doner, that city, joins Yaffe as production manager.


Robert G. Baal, director of sales for NBC Radio, New York, named executive assistant to president at Paul H. Ramsey Co., that city. Mr. Baal previously served CBS as senior account executive and sales supervisor at WCBS-TV and as sales service account executive at CBS-TV network.

Ellis J. Veech Jr., formerly media planner at Gardner Advertising, St. Louis, joins Knox Reeves Advertising, Minneapolis, as media supervisor. Horace M. (Sandy) Barba Jr., Minneapolis manager of Better Homes & Gardens, joins Knox Reeves as account executive.


W. Raymond Wingfield, formerly with Clinton E. Frank Inc., Chicago, joins Sander Allen Advertising there as account executive and writer.

Mack Stanley, formerly VP-executive art director at Geyer, Morey, Ballard, New York, joins D. P. Brother & Co., Detroit, as art director.


George S. Chappell III, art director at Fulton, Morrissey Co., Chicago advertising agency, named senior art director at Fred A. Niles Communications Centers, that city.

Robert A. Strauss joins sales staff of KTBC-AM-FM Austin, Tex.

John C. Bythrow, creative director at Erwin Wasey, Philadelphia, named art director at Al Paul Lefton Co., that city.

Richard L. Burns, director of advertising for Delux Reading Corp., subsidiary of Philadelphia Reading Corp., named VP and manager of San Francisco office of Edward S. Kellogg Co.

Catherine Noble, associate media manager of Marschalk Co., New York, named media director at Goodis, Goldberg, Soren Ltd., that city. James Ma-
son Plank, VP and account supervisor at Kenyon & Eckhardt Inc., Boston, named account supervisor for Salada Foods Inc. account at GGS, New York.


Leslie Aronow, in press relations for Chase Manhattan Bank, New York, named assistant director of public relations for The Katz Agency Inc., that city.

James J. Tommaney, director of research for C. J. Lake & Co., New York, named VP. Mr. Tommaney previously served as research account supervisor at D’Arcy Advertising, that city.

Thomas R. Blose, commercial manager of WWL-AM-FM Fort Lauderdale, Fla., named sales manager of WGMA Hollywood, Fla.

Gerard J. Albert, copy group head at BBDO, Boston, named VP and copy director at Reach, McClintock & Co., that city.

Bob Yates, in copy department of Tempo Advertising, Los Angeles, joins copy staff of The Bowes Co., advertising and public relations firm in that city.

John L. Patten, account supervisor on H. J. Heinz and Bristol-Myers accounts at Grey Advertising, New York, named VP and account executive of Potts-Woodbury Inc., Kansas City, Mo.

George B. Norris, account supervisor for Shulton toiletries and Erwin Mills Division of Burlington Industries, named VP for consumer products at Wesley Advertising Inc., New York.


John Rohrbach Jr., assistant sales manager at WJZ-TV Baltimore, made sales manager at WNBC-FM New York.

David L. Green, account executive at Hixson & Jorgensen, Los Angeles, joins Carson/Roberts, Los Angeles in same capacity.

William H. Aaron Jr., sales manager of WDTM-FM Detroit, joins NBC Radio Spot Sales, Chicago.

Don Peterson, manager of Des Moines, Iowa, office of H-R Television

Inc., New York, promoted to manager of H-R’s St. Louis office. Sam Maxwell, director of special program sales, NBC-TV, since 1963, joins H-R’s New York sales staff.

Jack Murphy, who joined sales staff of Metro Radio Sales, San Francisco, last year, transferred to sales staff of Metro Radio Sales, New York.

William K. Salomone, account executive at WMAL and WWDC, both Washington, named to similar capacity at WNCN-FM New York.

THE MEDIA

Edgar J. Forio, senior VP, Coca-Cola Co., Atlanta, appointed to serve on board of trustees, educational foundation of American Women in Radio & Television.

Bill Baker, assistant promotion director at KTVU(Tv) Oakland-San Francisco, joins KJH-TV Los Angeles, as research assistant.


Herbert Farber, manager of research at WABC-TV New York, named research director at KYW-TV Philadelphia.

Harvey Wittenberg, with news staff of WLS Chicago, has been named manager of WLS-FM which now programs separately from WLS in stereo sports, music and news. Michael O’Laughlin, formerly with WBBM Chicago, becomes WLS-FM sales manager. Chuch Kline, FM Group Sales, joins WLS-FM as program coordinator while Bill Frink, formerly of WCFL Chicago, becomes sports director.

C. Edward Little, radio manager of Mullins Broadcasting Co. (KBTR-KBTV TV) Denver), named VP.

Nathan Levine, with Community Operations Division of Jerrold Electronics Corp., Philadelphia, as chief engineer of Harrisburg Cablevision Inc., Jerrold-owned CATV there, named chief engineer for Community Operations Division, with responsibility for all Jerrold-owned systems.

Colonel Robert C. McDonough, U. S. Marine Corps (Ret.), joins WTN-TV Washington-New Bern-Greenville, N.C., as VP of stations and of Roberson Enterprises, station licensee.

Hal Tunis named general manager of KMAP(FM) Dallas.

Randall Fraley, assistant manager and chief technician of Decatur Cable TV, Decatur, Ala., named general manager.

George C. Lenfest, director of operations at WYCY-AM-FM-TV Cleveland, named director of station operations for NBC-owned stations with headquarters in New York. Mr. Lenfest, with NBC for 20 years, has worked at stations in New York, Chicago, Los Angeles, Philadelphia and Cleveland.

ALLIED FIELDS

Jonathan W. Sloat of Washington appointed chief counsel for Special Subcommittee on Investigations of House Commerce Committee, group with authority over federal regulatory agencies.

Clara Logan, founder and for 16 years president of National Association for Better Radio and Television, who has been on leave of absence for most of past year, last week resigned. James V. Bennett, former chief, U.S. Bureau of Prisons, first VP of NABFRAT, will be acting head of crusading organization until new president is elected. Other officers are: 2d VP, Garry Cleveland Myers, syndicated writer; chairman of executive committee, Henry Meyers, former Los Angeles advertising agency head, and executive VP, Frank Orme.

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such as FCC, FTC, etc. Mr. Sloat is graduate of Yale; on leave of absence from Washington law firm of Weaver, Glassie and Molloy.

Julius C. Holmes, former U. S. envoy to Iran, appointed by President Johnson to be chairman of U. S. delegation for 100th anniversary meeting of International Telecommunications Union at Montreux, Switzerland, beginning Sept. 14.

Dr. Frederick Breitenfeld Jr., project director of National Association of Educational Broadcasters' study on financing of educational TV stations, named associate director of Educational Television Stations Division of NAEB with offices in Washington.

I. E. Shahan, midwest regional manager for Teleprompter Corp., Chicago, and director and major stockholder in Westronics Corp., multiple owner of community antenna television systems, joins Blackburn & Co., brokerage firm, as specialists in CATV activities. Mr. Shahan previously was owner of KNDE-AM-FM Aztec, N. M.

PROGRAMING

David Graham, talent agent executive, has joined 20th Century-Fox Television as program executive in development of new pilots for motion picture company. His former affiliations: Robinson and Associates talent agency, and Ashley-Famous Artists agency. At one time, he was producer on Off-Broadway shows.

Ron Polao, disk jockey at WPEN Philadelphia, named air personality at WBBF-TV, that city.

Douglas M. Schustek, unit manager for NBC-TV, New York, named staff producer for WOR-TV that city.

Stan Berk, producer at WCBS-TV New York, named producer-director at KYW-TV Philadelphia.

Jules Vistor Schwerin, veteran producer-writer most recently with Westinghouse Broadcasting Corp., New York, appointed president of VIP Films Inc., Los Angeles, newly formed subsidiary of Video Pictures Inc. to produce documentary, educational and industrial films.

Bill Elliott, announcer at WBEC Pittsburgh., Mass., joins WSLT Ocean City-Somers Point, N. J., in similar capacity.

Tony Graham, program manager of KYW Philadelphia, joins KDKA-AM-FM Pittsburgh, in similar capacity, replacing John Williams, who moves to same spot at WIND Chicago.

Jerry Briskin, associate producer of Bewitched and The Wackiest Ship in the Army, named associate producer of 20th Century-Fox TV's Lost in Space.

Bert Herbert, formerly director of TV advertising and sales promotion, Walter Reade-Stirling, New York, joins Thunderbird Films, same city, TV feature film syndicator, as director of advertising and sales promotion.

John L. Hutchinson Jr., producer-director at WNEP-TV Buffalo, N. Y., noncommercial, named program manager.

George Carey, actor and producer in Hollywood, joins KRHM-FM Los Angeles as personality on new The Traveling Bands show.

J. Patrick Tallman, disk jockey and newsmen at KBAT San Antonio, Tex., named program director.

Dick Cousins, with KALL Salt Lake City, and Phil Boller, with WKNR Detroit, join WCXY Cincinnati as disk jockeys.

S. Allen Ash, midwest manager for Official Films, Chicago, named midwest division account executive for Seven Arts Associated, that city.

Joseph Schackner, program consultant, appointed operations manager, television Affiliates Corp., New York.

Jack L. Williams, program manager at KDKA Pittsburgh, has been named program manager of WIND Chicago replacing Guy Harris, resigned. Mr. Williams has been with Westinghouse stations since 1952.

Bud Wiser named associate producer of Seven Days in the Life of the President, first documentary of March of Time series being produced by Wolper Productions and syndicated by Wolper Television Sales.

Dan Goodman, eastern sales manager of Screen Gems Inc., New York, named director of syndication sales for company.

Bill Gardner, engineer at WBBF-TV Philadelphia, named disk jockey at KLZ Denver.

Mel Stuart will direct and produce Wall Street, hour-long TV special dealing with stock market, high finance and American investor to be filmed this fall by Wolper Productions in financial districts of New York, Chicago and Los Angeles, for telecast next spring with Xerox Corp. as sponsor through Pappert. Koenig, Lois, New York.

Carl B. Morrison, retired Navy officer, appointed technical director of Mr. Roberts, series now in production by Warner Bros. Television for NBC-TV.

Pierre Salinger elected president of Carthay Productions, film production subsidiary of National General Corp. He continues as NGC VP for advertising.

Charles M. Eining, for past five years video tape supervisor for WMAQ-TV Chicago and with NBC for 18 years, named to newly created post of supervisor of technical personnel at WMAQ-AM-TV.


Ed Shaughnessy, staff producer at WBCN-FM Boston, named operations manager at WNCN-FM New York.

NEWS

Kendal J. Taylor, with WKHM, WPCM and WILX-TV, all Jackson, Mich., named news writer at WWO Fort Wayne, Ind., succeeding Mike Cusick, named director of special events.

Joe Doyle, newscaster at WTVT(TV) Tampa-St. Petersburg, Fla.; Bob Stewart, director of Rollins news bureau at Rollins College, Winter Park, Fla., and Dick Swanson, news and special events director at WTVS(TV) Chattanooga, all join news staff of WPTV(TV) Orlando, Fla.


Mark Davis, with ABC Radio News staff for several years, and liaison man between network and Ohio Valley area stations, named to news staff of WTRTV Wheeling, W. Va.

Bill McSpadden, newscaster at KOMN-TV Portland, Ore., and Don Dickson, radio-TV student at University of Washington, both join news staff of KOMO-TV Seattle.

Terry Carter, stage and television actor in New York, named news trainee at WBZ-TV Boston.

Gilbert Millstein, staff writer for The Saturday Evening Post, and William Wordham, executive producer for Canadian Broadcasting Corp. TV News, join writing staff for Hunterly-Brinkley Report on NBC-TV.

Ken Clarke, newswriter for AP in Knoxville and Nashville, Tenn., named regional membership executive for Tennessee replacing Bob Shipley, who
Ray Jordan retires


Mr. Jordan joined WDBJ as part-time announcer in 1924 when station was founded, became program director in 1928 and general manager in 1930. He was made managing director of TV outlet when station went on air in 1955, VP and managing director in 1956 and VP for broadcasting of Times-World in 1958. He has served as director, VP and president of Virginia Association of Broadcasters and recently was named life member of organization.

moves to Alabama, Mississippi and Louisiana in similar capacity. Paul M. Clifford, with AP news staff in Milwaukee, named AP broadcast membership executive for Wisconsin and Minnesota.

Theodore McDowell, manager of news and public affairs, WMAL-AM-FM-TV Washington; J. Parry Sheftall, president and general manager, WJZM Clarksville, Tenn.; Thomas Frawley, director of news, WHO-AM-TV Dayton, Ohio; James Brady, president and general manager, KIFI-AM-FM Idaho Falls, Idaho, and Richard D. Smiley, president and general manager, XXXL Bozeman, Mont., elected to Associated Press Radio and Television Association 16-man board of directors. They fill respectively following districts: McDowell—TV stations in eastern district; Sheftall—stations under 5 kw in southern district; Frawley—stations 5 kw and over in central district; Brady—TV stations in eastern district, and Smiley—director-at-large for western district.

Bob Stahley Moore, news director at WRCB Chattanooga, announces resignation from his post at WRCB-AM-FM-TV, Chattanooga. Mr. Moore previously served as sales promotion manager at WCFL Chicago.

Jorie Lueloff joins WMAQ-TV Chicago as on-air news personality. Miss Lueloff has been feature writer with Associated Press in New York.

INTERNATIONAL

W. Denis Whitaker, formerly president of O'Keefe Brewing Ltd., Toronto, and commercial manager of CHML Hamilton, Ont., named president of Canadian Radio Sales Bureau. Mr. Whitaker plans issuing monthly figures on radio advertising expenditures.

Peter Marriott, managing director of Desuil Sales in London, named to newly created position of continental director of TV sales for 20th Century-Fox TV International Inc., with supervision of sales for France, England and Switzerland. Alvaro Mutis, account executive for Stanton Pritchard Wood, S. A. de C. V., advertising agency in Mexico City, named manager of Latin America TV sales for 20th's international sales division.

FANFARE

John Dickson, publicity director at KLAC Los Angeles, and Gil Smith, publicity director of Los Angeles Lakers professional basketball team, have formed their own publicity firm, John Dickson & Associates, with offices at 9126 Sunset Boulevard, Los Angeles. Phone is Crestview 5-6101.

John L. Klucina, make-up editor for Clearwater (Fla.) Sun, named account executive and manager of newly expanded public relations division of L. E. Dawson Advertising, Tampa, Fla.

Daniel R. Kelly, manager of sales promotion and research for CBS Stations National Sales, New York, named advertising and promotion manager for Metro TV Sales, division of Metromedia Inc., that city.


H. V. (Mei) Wright, VP and account executive at Thomas C. Wilson Advertising Agency, Reno, named assistant promotion director at KIRO-TV Seattle.

Richard A. Fleppa, sales promotion manager of WOR-AM-FM-TV New York, named manager of advertising, promotion and publicity for WNBC, that city.

Ken Klein, advertising manager of WOR New York, named director of advertising and promotion at WOR-AM-FM-TV. Mr. Klein previously served as public relations director at The Katz Agency, national radio-TV representatives in that city.


Tom Cox, member of publicity and promotion staff of KRLD-AM-FM-TV Dallas, named director of radio publicity. Ray McFallen, director of continuity traffic for KRLD-TV, named director of promotion and publicity for station. Dennis Pace, with KERA-TV Dallas, replaces Mr. McFarland.

EQUIPMENT & ENGINEERING

Harry R. Seelen, manager of TV picture tube operations department for RCA, New York, named general manager of RCA Television Picture Tube Division, replacing John B. Fares, division VP for RCA electronic components and devices.

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BROADCASTING, July 26, 1965
DEATHS

Elliott Gove, 51, with wswr Syracuse, N. Y., as air personality since 1939, died July 14 following heart attack. Mr. Gove began his career in broadcasting at WWHO Auburn, N. Y. in 1937 and later served for short period at woko in Albany, N. Y. In addition to his radio work he also appeared on wswr-tv on several programs. He is survived by his wife, Helene, two sons, and his mother.

Norman D. Scherweke, 65, president of his own advertising agency in San Antonio, Tex., and previously with Pit- luc Advertising and Cusick, Scherweke & Wild Inc., both that city, for many years, died July 8. Mr. Scherweke was member of National Association of Ad- vertising Agencies. He is survived by his wife, Mary, a daughter and his brother.

Charles C. Green, 83, board chairman of Advertising Club of New York and club member for 48 years, died July 16 at Fairview Nursing Home, Forest Hills, N. Y. Mr. Green was one of best known advertising men, and was admitted to London 30 Club, advertising club with membership limited to 30 members. He became president of Advertising Club in 1925 and remained until 1927. He is survived by two daughters.

John M. Otter Jr., 57, for 32 years executive with Philco Corp., and most recently in charge of marketing, sales and distribution for Hitachi Sales Corp., died July 19, at Cedars, Pa. Mr. Otter had been executive VP and member of executive committee of Ford Motor Co.'s consultant Philco in 1963. Mr. Otter joined Hitachi, distributor of electronic appliances. He is survived by his wife, Ruth, sons John M. III (VP for national sales, NBC-TV), and Rich- ard C., partner of Anderson, S. C., law firm of Neely & Otter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 15 through July 21 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 ant-enna television, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatt, mc—megacycles, mph—miles per hour, mod.—modification, N—night, RCA—REycular communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter.

New TV stations

APPLICATIONS


Orlando, Fla.—Onicon Television Corp. UHF channel 35 (506-602 mc); ERP 277 kw vis., 55.4 kw aur. Ant. height above average terrain 220 feet, above ground 230 feet. P.O. address Barrenfield Road, Rowayton, Conn. Estimated construction cost $381,000; first year operating cost $290,000; revenue $330,000. Studio and trans. locations both Orlando. Geographical coordinates 28° 32' 24" north latitude, 81° 22' 45" west longitude. Type trans. RCA TFC-10A, type ant. RCA TFC-302. Legal counsel Welch & Morgan, consulting engineer Jules Cohen and Associates, both Washington. Principals: Sun- stand Corporation, K. F. E. Allen, Albert G. Hartigan, Frank N. Merklein (each 10.34%) and others. Sunstand is owned by Elwood Binne, John R. Gaines, J. M. Christie Fernandez, Jean G. Binneen, Jean E. Gaines and Barbara G. Fernandez (each 16.67%). Mr. Hartigan has 5% interest in applicant for new TV in Syracuse, N. Y. Mr. Merklein is manager of production operations for Time-Life Broadcast Inc. Mr. Binneen is pedestrian and has real estate interests. Mr. Gaines owns horce breeding farm. All stockholders in Sun- stand have interest in Lee Center Inc., real estate investment (76.08%). July 14.

Dallas—Grandview Broadcasting Co. UHF channel 26 (586-596 mc); ERP 700 kw vis., 74.5 kw aur. Ant. height above average terrain 1,238 feet, above ground 1,054 feet. P.O. address 19th Ave., Arlington, Va. Estimated construction cost $553,- 000; first year operating cost $1,000,000; reve- nue $330,000. Studio location Dallas; trans. location Cedar Hill, Tex. Geographical co- ordinates 32° 33' 22" north latitude, 96° 30' 22" west longitude. Type trans. GE TT-97A, type ant. GE TT-106C. Legal counsel Welch & Morgan, consulting engineer Russell F. May, both Washington. Principals: John G. Hitchcock, Louis J. Pompomulo Jr., and T. Eugene Smith (each 35.5%). Stockholders are the applicants. Channel 35 in Rich- mond, Va., for Horizon Tecincs Inc., and channel 33 in Phoenix as American Tele- casters Inc. Ann. July 14.

Existing TV stations

APPLICATIONS


By order of commission, on own motion, stayed until Aug. 18 effective date of June 17 memorandum order and order in effect as it denied application of Alfred Beck for additional time to construct UHF-TV station in Tulsa, Okla. Commissioner Bartley dissented. Mr. Beck had requested additional time within which to file petition for reconsideration. Action July 18.

WMBC-TV New Haven, Conn.—Granted CP to move trans. site to about one mile south/southwest of present location, de- crease vis. ERP from 316 kw to 120 kw and increase ant. height from 720 feet to 1,210 feet; condition. Action July 21.


WRFX-TV Linden, N. J.—Granted waiver of sec. 73.652(a) of rules to permit identifi- cation as "Linden," N. J.—Commissioner Cox dissented. Action July 21.

New AM stations

APPLICATIONS

Liberty, Mo.—KCV Broadcasters Inc. 1140 ke, 500 W. D. P.O. address 17 North Water St., Liberty. Estimated cost $35,028; first year operating cost $48,477; revenue $55,000. Principals: William H.

BROADCASTING, July 26, 1965
APPLICATIONS

Ames, Iowa.—Grant of waiver of see. 73.37 of Rules and accepted for filing application for new Full Time operation on 100.3 mc, 316.36 kw. Ant. height above average terrain 210 feet. P.O. address 604 Fifth Street. Estimated construction cost $4,034, first year operating cost $38,000, Ope. revenue $28,680 (60%), and Operating expenses $14,000 (40%).

Corinth, Miss.—Grant of permit to operate under new call sign W2CQH. Estimated construction cost $19,500, first year operating cost $18,000, Ope. revenue $20,000, and Operating expenses $2,000.

Permittee, B. L.—Grant of permit to operate under new call sign W2CQH. Estimated construction cost $19,500, first year operating cost $18,000, Ope. revenue $20,000, and Operating expenses $2,000.

Gazarian, Mr.—Grant of assignment of license for new station to Miss. R. Gazarian.

Dunaway, W. C.—Grant of assignment of license to Mr. W. C. Dunaway.

Martin, T. C.—Grant of assignment of license to Mr. T. C. Martin.

Worzell, George W., and others.—Grant of assignment of license to Mr. George W. Worzell and others.

Gurley, R. L.—Grant of assignment of license to Mr. R. L. Gurley.

Gazarian, Mr.—Grant of assignment of license to Miss. R. Gazarian.

Falk, W. C.—Grant of assignment of license to Mr. W. C. Falk.

Gazarian, Mr.—Grant of assignment of license to Miss. R. Gazarian.

APPLICATIONS

KNOX Purdue, Ind.—Grant of assignment of license for new station to Mr. A. L. Baker.

Falk, W. C.—Grant of assignment of license to Mr. W. C. Falk.

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APPLICATIONS
Russell, caretaker of Ann.

George of Ithaca, Ann. of KSIL Inc., owned by Lenwell July in KOAM corporation, of WETT and Hubert Investment casting KMBC.

Positive control financial consideration, before, none Mr. R. Cooper and William J.

Business license from Eugene Television Inc., owned by same

%)

Consideration in CATV firm Lester Jr.

-Mihalevich

15.

1%.)

-WOIV(FM)

Cherry Township. WOIV(FM) in Oakwood, all 1%.

-Mark.

-WOIV(FM)

12%

S. Duncan, to May 1965

25%

and Ttshelle

Midwest Broadcasting program proposals, for new VHF translator in Tallahassee, subject to outcome

Commission granted application by Acaboa Radio Corp. for new VHF translator on Mountain Brook, Ala., respectively. In Doc. 15680-1, granted denial by Beacon Broadcasting program proposals, and denied motion by Beacon Broadcasting for new translator.

Action July 19.

For new translator by Beacon Broadcasting to increase daytime power of WMIA, Archibe, P. R., on 1700 kw to 5 kw, continued nighttime operation with 500 kw, in light of deleting board's findings that, among other reasons for denial, no compelling need for new translator in WMIA's proposal is reflected in multipliers.
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JOSEPH R. HOLDING
Consulting Engineers
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Washington 37, D. C. 296-6400

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CONSULTING RADIO ENGINEERS
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CONSULTING ENGINEERS
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Washington 37, D. C. 296-6400

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1000 W. Abem
ARLINGTON, TEXAS

GUY C. HUTCHESON
CONSULTING RADIO ENGINEERS
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Crestrvew 4-8721
1100 W. Abem
ARLINGTON, TEXAS

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San Francisco 28, California
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308 Monterey Rd. S. Pasadena, Cal.
Phone 213-682-2792

JAMES C. McnARY
Consulting Engineers
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member APFOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member APFOE

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
Drexel 8903

H. E. HANNEMAN
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JOHNNY F. MULLANEY
CONSULTING ENGINEERS
3712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone. 301-427-6666
Member APFOE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 230
Coldwater, Michigan—49036
Phone: 217-278-6733

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
P.O. Box 4318
342-6281
Charleston, West Virginia

WILLIAM B. CARR
CONSULTING ENGINEERS
P. O. Box 13287
Fort Worth, Texas
BUTLER 1-5511
Member APFOE

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 6, D. C.
Phone: 347-9061
Member APFOE

Oscar Leon Cuellar
CONSULTING ENGINEER
Suite 207 Pima Building—85701
Phone (Area Code 602) 263-1121
TUCSON, ARIZONA
Member ASPE

J. W. KIRKSEY
17 Years TV Engineering
TV CATV and Microwave
Phone 612-935-7133
Box 8068
55416
Minneapolis, Minnesota

D. P. KIRKSEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

SILLIMAN, MOFFET & KOWALSKI
1705 G St., N.W.
Republic 7-6646
Washington 5, D. C.
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Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JOHN M. KIRKSEY
CONSULTING ENGINEERS
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

R. E. KIRKSEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

E. F. KIRKSEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JAMES F. KIRKSEY
FM and TV Engineering Consultant
Applications and Construction
Precision Frequency Measurements
TELETRONIX ENGR. CO.
308 Monterey Rd. S. Pasadena, Cal.
Phone 213-682-2792

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Washington 37, D. C. 296-6400

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Box 8068
55416
Minneapolis, Minnesota

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
Among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ABR Continuing Readership Study
### SUMMARY OF COMMERCIAL BROADCASTING

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CP's</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>ON AIR</td>
<td>CP's for new stations</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4,039</td>
<td>38</td>
<td>69</td>
<td>453</td>
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<tr>
<td>1,330</td>
<td>16</td>
<td>246</td>
<td>291</td>
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<td>551</td>
<td>42</td>
<td>116</td>
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<tr>
<td>OFF AIR</td>
<td>CP's for new stations</td>
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<tr>
<td>19</td>
<td>41</td>
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<td>77</td>
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<td>4,094</td>
<td>1,540</td>
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<td>229</td>
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<td>76</td>
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<tr>
<td>201</td>
<td>48</td>
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1. Does not include seven stations licensed off-air.
2. Includes three noncommercial stations operating on commercial channels.

### AUTHORIZED TELEVISION STATIONS

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<tr>
<th>Type</th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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<tbody>
<tr>
<td>COMMERCIAL</td>
<td>Commercial 509</td>
<td>165</td>
<td>674</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>59</td>
<td>56</td>
<td>115</td>
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### COMMERCIAL STATION BOXSCORE

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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,998</td>
<td>1,292</td>
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<tr>
<td>CP's on air (new stations)</td>
<td>19</td>
<td>41</td>
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<tr>
<td>CP's on air (new stations)</td>
<td>77</td>
<td>207</td>
</tr>
<tr>
<td>Total applications for new stations (not in hearing)</td>
<td>4,094</td>
<td>1,540</td>
</tr>
<tr>
<td>Total applications for new stations (in hearing)</td>
<td>229</td>
<td>186</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>78</td>
<td>59</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>298</td>
<td>248</td>
</tr>
<tr>
<td>Total applications for major changes (not in hearing)</td>
<td>201</td>
<td>48</td>
</tr>
<tr>
<td>Total applications for major changes (not in hearing)</td>
<td>35</td>
<td>10</td>
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<tr>
<td>Licenses deleted</td>
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<td>0</td>
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<tr>
<td>CP's deleted</td>
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</tr>
</tbody>
</table>

### ACTIONS ON MOTIONS

#### By Commission
- **Commission granted requests by Tri-State TV Transistor Association, Association of Maximum Service Transmitters Inc., and National Association of Educational Broadcasters to extend time of July 16 to Sept. 20 to file comments and from Aug. 5 to Oct. 5 for replies in matter of fostering expanded use of UHF television channels (proposals to establish new class of low power community-type TV's on UHF channels 70 to 83) in Doc. 14229. Action July 16.

#### By Hearing Examiner
- **Chief Hearing Examiner James D. Cunningham**
  - Designated Examiner Herbert Sharfman to preside in re-education proceeding for applications for 770 ke facilities of Hubbard Broadcasting Inc. (KOB), Albuquerque, N.M., and American Broadcasting-Paramount Theatres Inc. (WABC), New York; date of hearing to be specified by further order of commission. Action July 20.
  - By Hearing Examiner Basil P. Cooper
    - Rejected proposed amendment to AM application by WHOO Radio Inc. (WHOQ), Orlando, Fla., without prejudice to right of applicant to file another petition for leave to amend with properly worded and attached agreement or amendments and dismissed as moot all pleadings filed in response to petition for leave to amend. Action July 21.
    - Scheduled further prehearing conference for July 26 in proceeding on applications of Ultravision Broadcasting Co. and WEBB Inc. for new TV on channel 25 in Buffalo, N.Y., in Doc. 15224-3. Action July 14.
    - By Hearing Examiner Thomas H. Donahue
      - By separate actions in proceeding on applications of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind., (1) granted application to extend time from July 15 to July 22 to file replies to proposed findings; and (2) granted motions by applicant and Broadcast Bureau and corrected transcript as requested with one exception. Actions July 15, 28.
      - Pursuant to agreements reached at July 15 prehearing conference, scheduled certain prehearing conferences in proceeding on applications of Clay County Broadcasting Co. and Wilderstream Broadcasting Co. for new FM in Manchester, N.Y., in Doc. 18060-1. Action July 15.
      - By grant motion by KGMO Radio-Television Inc. (KUMA), Pendleton, Ore., to extend time from July 15 to Sept. 30 to exchange on air dates and dismissed received KUMA pending motion, scheduled July 20 to proceed with applications of Lebanon Valley Radio and Cedar Broadcasting, Lebanon, Pa., and Catonsville Broadcasting Co. Radio Inc., and Girardeau. Action July 13.
      - By Hearing Examiner Charles J. Frederick
        - Upon mutual agreement and request of all parties, proceedings continued to July 22 in proceeding on AM application of Tri-State TV Transmitter Corp. (WLOL), Thomasville, Ga., in Doc. 14760. Action July 13.
      - By Hearing Examiner Millard F. French
        - By Hearing Examiner Arthur A. Gladstone
          - Formalized rulings made at July 16 further prehearing conference in Doc. 16070 regarding the rates, terms and conditions of tariff schedules filed by Communications Satellite Corp. to carrier services to common carriers, and scheduled further prehearing conference for July 28 to receive report concerning suspended proceeding and deletion of suspended tariff items and to establish such further procedures as may be appropriate herein. Action July 20.
        - By Hearing Examiner Walther W. Guenther
          - On own motion, continued July 24 further prehearing conference to July 30 in proceeding on applications of WMEN Inc. and Tallestah Associates Application Corp. for new FM in Tallahassee, Fla. Action July 19.
          - In proceeding on applications of Eastern Broadcasting Co. (KXBR), Eugene, Ore., and Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Deschutes Broadcasting Co. (KUMA), Sisters, Oregon, and Valley Radio Corp. (WLOR), Mesilla, N.M., both denied pending petition by Storer Broadcasting Co. (KGBO) for clarification and ruling with respect to issues 6 and 9. Action July 18.
  - By Hearing Examiner Gifford Irlon
    - Granted petitions by American Colonial Broadcasting Corp. and dismissed, but with prejudice, application to change facilities of WJSU-TV channel 9, Ponce, P.R. Action July 15.
    - By Hearing Examiner David I. Kraushaar
      - By Hearing Examiner Jay A. Kyle
        - Granted request by Broadcast Bureau to extend time from July 21 to Aug. 3 to file proposed findings and from Aug. 3 to Aug. 9 for replies in proceeding on application of Television was Broadcast Co. for new FM in New Philadelphia, Ohio. Action July 20.
        - By Hearing Examiner Forest L. McConnan
          - In proceeding in Doc. 15752-95 denied denial petition by Storer Broadcasting Co. (KGBO) for clarification and ruling with respect to issues 6 and 9. Action July 18.
      - By Hearing Examiner Chester F. Naumowicz Jr.
        - Closed record in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, and specified Aug. 9 as filing of proposed findings. Action July 20.
        - Scheduled prehearing conference for July 15 in proceeding on applications of Chi-cagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago. Action July 15.
        - Scheduled prehearing conference for July 21 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Inc. for new TV on channel 25 in Houston. Action July 12.
        - Scheduled a prehearing conference for July 20 in proceeding on applications of TV Network Inc. and Chapman Radio and Television Co. for new TV on channel 34 in Fairfield, Homewood, Ala., respectively, in Doc. 15460-1. Action July 15.
      - By Hearing Examiner Sol Schildhause

KSTER and Herbert Sharman

On request to release Air, Herbert Sharman.

On request of applicants, continued July 29 hearing to Sept. 7 in proceeding on applicants' Motion for relief for not being served in person by KODA FM Station Co. and Anniston Broadcasting Co. for new TV on channel 70 in Anniston, Ala. Action July 26.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 20

WYSR Franklin, Va.—Granted renewal of license to AM; conditioned to no pre-surrender operation with daytime facilities. KODA-FM Houston.—Granted license covering increases in anti-trans. location, ERP, and.
Classified Advertisements

Payable in advance. Checks and money orders only. (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word. 25¢ minimum. A wanted ad is $2.00 minimum.
- ADVERTISEMENTS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES requiring display space. (26 X rate—$22.50, 52 X rate—$20.00 Display only.) 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Applicants: If tapes, films or packages submitted, $1.00 charge for handling (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

Qualified manager needed 250-1000 only local station growing city under $50,000. County population 200,000. You are now employed but for good reason may want to make change to permanent spot where pay is good and opportunity participation in established successful well financed station ultimately. Salary and incentive pay five figures based on history operation. Proven experience in N.Y. or Southeast preferred. Must be good salesman with ability to manage, direct and create an environment of success. A successful locally owned station. Write fully with snapshot in strict confidence. Box G-17, BROADCASTING.

Sales manager to man in one year! You could be this guy, top rated number one... mobile unit... two... two radio... small... but fast growing, exciting, looking for a young salesman on the rise. We’re searching for the man with the plan. If you are looking for your last job, contact: Dan Luh, WLW, Pocatello, Idaho. Experienced, sales oriented manager for WGUI, Bangor. Salary open, Send qualifications to Box 413, BROADCASTING.

Regional sales managers (3) for new division of 30 year-old million dollar company. Background in advertising helpful. Income with proven performance. Excellent potential. Send full resume and photo to Box G-7, BROADCASTING.

Cincinnati—solid salesman. Proven track record—managing capability—multiple groups... good starting salary, plus... Box H-2, BROADCASTING.

Attention Radio account executives and sales managers. Top job for top money! Opportunity for old—school radio professionals. Guarantee plus commission for top sales prospect... send resume to Box 409, National Network, 440 Forest Ave., Portland, Maine. All-around Manager. Small market radio station located in Wisconsin lakes area. Write Box 328, Rice Lake, Wisconsin.

Sales

Baltimore, Experienced salesman with proven field record. Select situation leading to management with multiple group. Box G-49, BROADCASTING.

regional

Sales managers (3) for new division of 30 year-old million dollar company. Background in advertising helpful. Income with proven performance. Excellent potential. Send full resume and photo to Box G-7. BROADCASTING.

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Announcers

Announcers—(Cont’d)

Immediate opening for announcer-engineer for network station. Must be qualified. No beginners. Send tape and resume. Good pay.

Top 40 station. Send resume to Box G-104, BROADCASTING.

Excellent opportunity for top imaginative talent with new Ohio large market fulltime radio station. Box G-142, BROADCASTING.

Downstate Illinois kilowatt, in modern, program oriented market, looking for a showmanship announcer. Must be familiar with modern and adult music, be able to keep things selling. A light production and sales on the air for advertisers, help create lively and exciting established fulltime station. Excellent pay, fine fringe benefits. No experience necessary. Write Box G-184, BROADCASTING, with details of experience, reference, tape.

Announcer needed with experience. 5 kw AM, 50 kw FM, Michigan, fulltime. Box G-183, BROADCASTING.

Top 50 market station needs professional, experienced dj for C&K station, not necessarily a C&K jockey. Send audition tape, resume, salary requirements and recent photo immediately to Box G-195, BROADCASTING.

Fall season coming. Good hours, staff and Southwestern city, needs top 40 man. Could you be him? Send tape, resume. Box G-229, BROADCASTING.

DJ, Smooth professional delivery required by number one Top 40 type station in Great Lakes area. Immediate opening in daytime shift. Don’t reply unless you’re really good. Many unusual opportunities! Photo, resume. Box G-253, BROADCASTING.

Top rated C & W station in top 100 market seeking experienced announcer and TV producer. Call Bob Poole, 218-724-0250 after 8 p.m. or Box G-287, BROADCASTING.

Immediate openings for qualified announcers-newmen with Ohio FM group. Send complete information. Box G-258, BROADCASTING.

have an immediate opening for top-notch announcer with first phone license. Man can swing with a top format as well as write and produce commercials and station promos. Must be good with a future with a 5000 watt station. Has 21 for the past six years in one of the South’s fastest growing markets. Ability to do engineering future. Top pay for the right man. Send tape, complete resume including photograph to Box G-396, BROADCASTING.

NYC area station seeks experienced announcer. Must be polished delivery, thorough knowledge of middle of the road music. Excellent salary. Send aircheck and resume to Box G-295, BROADCASTING.

Play-by-play sports announcer—this can be in combination with sales or with a first class ticket. Salary plus commission or straight salary. Primarily day-time. KRKN, Lexington, Nebraska.

Announcer with first ticket, $400 monthly. Send qualifications. KSEN, Shelby, Montana.

Announcer—WANTED

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Announcer with first ticket, $400 monthly. Send qualifications. KSEN, Shelby, Montana.

Technical

Transmitter Engineer: Opening in September for thoroughly experienced professional ground floor engineering position. VHF, in major midwest city. Salary to $100,000 depending on qualifications, experience and picture. Box G-220, BROADCASTING.

Chief engineer to take charge of 5 kw AM and powerful FM separately programmed, both 24-hour operations. Must have Mexican, Spanish Show experience and qualifications. Excellent compensation plan, future opportunities. Box G-27, BROADCASTING.

Engineer—combination man, first phone, announcing, 25,000 watt regional station. We merge into a town of 6,800 population. Salary depends on experience and qualifications. Will have to stand part time transmitter watch. Box G-273, BROADCASTING.

Chief engineer—FM, strong on management. Manager, WBRD, Bradenton, Florida.

1st class engineer for 5 kw AM-FM station. Must be sharp on control board operations. WLBZ, Post Office Box 1360, Hartford, Conn. 06112.

Chief engineer—FM, strong on maintenance. Manager, WREM, Zeeland, Michigan. Discuss your background, your experience, your potential. Prefer a written or a telephone contact. Jim Armstrong, WESB, Wellsville, N. Y.
Engineer able to keep 250 watt daytimer on air and handle maintenance. Some board work required, must be detail oriented. Send resume and requirements to Manager, WMST Radio, 401 Market St., Monticello, Ky.

Immediate opening—chief engineer-announcer. Announcing duties light but must have good voice. Airmail training, experience, picture, WMK, Middletown, Ky.


Teacher wanted to handle wide range of broadcasting subjects especially operation of studio equipment. College degree and experience preferred. Also first class engineer to maintain school equipment. Cambridge School of Broadcasting, 632 Beacon Street, Boston, Mass.

Join the Society of Broadcast Engineers. Details Secretary, 1210 North Buchanan, Arlington, Va.

News

Big ten journalism faculty needs young, enthusiastic, and ambitious newscaster to teach in growing department. Assistant well-paid writer and photographer. Box G-181, BROADCASTING.

Florida AM-FM news needs director to run comparison staff and three-man department. If you're qualified for the job, you'll know that the kind of man we're looking for. Tell all first letter. Salary and requirements sent on request. Position open now! Box G-215, BROADCASTING.

News director for good music format station. Strong local newsman needed for large Florida resort market. Immediate opening. Box G-237, BROADCASTING.

Broadcast news teaching assistantships can open at big ten journalism school for candidates with some professional experience. In addition, master's degree, assists in news laboratories and occasionally works months experience in paid job on metropolitan broadcast news staff. University stipend paid. Box G-251, BROADCASTING.

Newsman—top rated contemporary music station in upper Midwest. Experienced, with mature authoritative delivery. A commanding voice that moves. Write and up-date stories as they develop including actualities, and air major morning newscasts. Mobile unit advancement possible. Tape tape, history. Box G-255, BROADCASTING.

Wanted: Radio newsmen, with or without first class ticket. Station in metropolitan New York Area. Good, experienced radio newsmen are needed. Send picture and resume. Salary open. Send resume to your time. Send information to Box G-254, BROADCASTING.

Newsman wanted for active newsminded, ambitious, experienced writer and air man. Apply at once to radio station WKHM, 441 Wildwood, Jackson, Michigan.

Production—Programming, Others

Immediate opening for combination person- sonality-program director excellent pay commensurate with ability if you're good enough. Contact Robert Michael, Manager, WABJ, Portland, Maine.

Production engineer with background in religious programming. J. O. Terry, P. O. Box 12345, Ft. Worth, Texas.

Technical—(Cont'd)

RADIO

Situations Wanted—Management

Major market "pro" wants station management. Excellent new sell with sound formula. Box G-78, BROADCASTING.

Final move to solid opportunity. 20 years sales and management. Clean cut, family man. Box G-171, BROADCASTING.

Want to manage small market where ability to handle all personnel, including engineering, is an asset. Excellent sales record. Electrical engineering college. Objective is future at your station, not top to major market. Box G-225, BROADCASTING.

General manager—available September 1. Eminentely qualified, competent, productive, honest. 30-year experience management and sales includes national, regional and local plus all phases of good music and/or modern operation. Excellent background. Real pro. Worth $18,000 per year. Box G-281, BROADCASTING.

Sales

26 years old recent college graduate (both BA and MA degrees), seeks position in AM-FM. Numerate, unique ability to persuade potential clients. A native of Southern Ohio, interested in bringing music to that vicinity. However, other areas will be considered. Box G-225, BROADCASTING.

Experienced salesman—Top quality man in every respect. State potential earning if you think $1 man could make. Box G-260, BROADCASTING.

Announcers

If your top forty station is progressive and likes individuals, you are for me and for you. College graduate, seven years in business, heavy production, strong personality. Full Sing! Available August First. Box G-122, BROADCASTING.

Need number? High Hoopers and "powerful Pulses" my specialty! Nine years in business, always #1. DJ, PD, MD. G-189, BROADCASTING.

1st phone, 3½ years experience in middle of the road and top 40. Available immediately. Box G-169, BROADCASTING.

Experienced, for adult programed station. 33, single, 3rd ticket. Box 580, Winter Haven, Flis., or Box WPTH, BROADCASTING.

Beginner, trained by top professionals in Area, board experience. Want small station experience. Box G-212, BROADCASTING.

Good music announcer. Top rated locally. Eight years experience, news, programming, production. Extra voices. Taliale. Fifteen thousand per year. Box G-218, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box G-222, BROADCASTING.

Top 40 lock, fast pace, no screaming, sharp on news. Box G-226, BROADCASTING.

Announcer desires position in progressive, broadcast minded station. Can do news, continuity, and weather for sales or sales. Personal interview can be arranged, 3rd with endorsement. Box G-227, BROADCASTING.

Experienced, play-by-play sportscaster and disc jockey, with 1st ticket. Wants to relocate. Family currently employed. Box G-231, BROADCASTING.

D.J., Announcer, Bright top 40 lock. Experienced with certificate endorsed. Versatile, tight board, will re-locate. Box G-232, BROADCASTING.

Just completed two years of college. Wants to work in radio one year so that I can return. Prefer full time job. Good news and commercial delivery, smooth voice. Hard worker! Box G-234, BROADCASTING.

Light, all around experience. College, third, good voice, hard worker. Box G-236, BROADCASTING.

Announcers—(Cont'd)

Announcer-DJ. — Announced with third, tight Board. Enthusiastic, top 40 sound. Looking to settle. Box G-248, BROADCASTING.

Want to do smooth, relaxed, afternoon or midnight show in good station. Music and how to put it together. Program in good market. Your format or mine. 15 years experience in radio, TV, recording. 1st phone. All inquiries answered. Box G-249, BROADCASTING.

I'm the greatest, I'm the prettiest, I'm the king. I'm only kidding, but I'm not kidding when I say I'll make a major market station with problems. Fifteen years of aggressive station administration, programming, production, and sales promotion can work for you. Box G-270, BROADCASTING.

D.J.-newscaster—bright, mature sound, experienced, willing to travel, 3rd class. Box G-276, BROADCASTING.

Talented beginner able to roll with swingin' top 40. Box G-282, BROADCASTING.

First phone operator. Year experience as engineer. Will relocate. Box G-284, BROADCASTING.


Negro dj, announcer, newscaster, 2 years experience, tight board. Married. Willing to relocate. Not a prima donna or floater. Box G-285, BROADCASTING.

Spanish speaking—disc jockey—announcer; good newscaster. Experienced "combo man" with 3rd class permit work in New York City or vicinity. A family man. Not a prima donna. Box G-288, BROADCASTING.

Female dj-announcer, continuity, personable, will relocate, not a floater. Box G-290, BROADCASTING.

Negro dj/newscaster, experienced, broadcasting school, third phone. Married. Will relocate. Box G-291, BROADCASTING.

Penna., Ohio. W. Va.—Top 40 personality dj, wants to locate in your area. Experienced and dependable. Salary secondary to good working conditions. Available. Box G-292, BROADCASTING.

Major market job—top with background ready. Settle in metropolitan market and raise family. Must be top line person. Salary negotiated. Consider cd Pb job. Box G-293, BROADCASTING.
TELEVISION

Help Wanted

Sales

Hard-working go-getter needed to set up complete sales department for new independent TV station opening this fall in top 10 market. Opportunity to work in new facilities with first quality equipment. Call or write: Robert E. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, national origin, sex or age. Address Box G-216, BROADCASTING.

Technical

Staff radio-television engineer for university broadcast stations equipment operation and maintenance. Must have 1st Class license required plus radio-television station experience. Opportunity to work in new facilities with first quality equipment. Call or write: Robert M. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, national origin. Address Box G-146, BROADCASTING.

Chief engineer for New England states VHF, UHF. Multiple stations; 150 year experience. New Hampshire and Maine television technicians. Immediate openings. Address Box G-209, BROADCASTING.

Enthusiastic, experienced man needed for brand new station in top 10 market. Must be talented, driven, easy to work with, and have excellent references. Call or write: Robert E. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, national origin. Address Box G-146, BROADCASTING.

Attend the Society of Broadcast Engineers Northwest Regional Convention October 4 and 5, Dave Sather, KKLJ, Lewiston, Montana.

Television technicians: Immediate openings. Must have good technical background. First phone required. Send resume to Leo W. Rees, Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Transmitter engineer also studio engineer TD. Experienced broadcasters preferred. Clean operation, air conditioned. Telephone collect. Address Box G-276, BROADCASTING.

TV studio technician. Only experienced need apply. Send full resume to Mr. Bibeau, KOB-TV, P. O. Box 1391, Albuquerque, New Mexico.

Channel 7 TV, under construction, seeks technical chief, studio and transmitter engineer. Channe for new operation. Interested? Write Gen. Mgr., WEMT-TV, 7 Main Street, Bangor, Maine.

Experienced TV transmitter engineer needed to fill permanent position at maximum power VHF station. Responsibilities commensurate with abilities. Excellent working conditions. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

News

Newsmen—Preminent VHF group station seeks a young TV newsmen. Must have some experience in reporting, photography and on-air. Good growth opportunity. Attractive company benefits. Send resume, including salary requirement and complete background information to Box G-216, BROADCASTING.

TELEVISION—Situations Wanted

Sales

On-air newscaster-writer, capable of covering news. Experience with 16 mm. equipment helpful but not essential. Salary: to learn. Send complete details on qualifications and educational background with recent picture in first letter to Hal Wilson, WITN-TV, Washington, North Carolina.

Production Programming & Others

Scene Designer—Immediate need for create- ing a design in nation’s 3rd market. Should be experienced in color TV production. Ex- pecting staff to meet an immediate need of live programming. Salary: open. Address Box F-153, BROADCASTING.

Entire staff—Sales, production, program- ming, studio management. National coverage and accounting for new UHF station in top 10 market. Excellent opportunity. Call or write: Dr. Duane E. Tucker, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, national origin. Address Box G-146, BROADCASTING.

Producer-director-instructor to direct ETV and telecourse production. supervise student productions, and teach radio and/or television production courses at a university offering a professional production experience. Instruc- tor rank. Annual salary depends on qualifi- cations. Address Box G-146, BROADCASTING.

Art director for Florida station. Immediate opening for experienced person, heavy on creative visualization, design and construc- tion, graphic design. B.A. desirable. Salary $1500 to $2500 depending on experience. Address Box G-146, BROADCASTING.

BROADCASTING, July 26, 1965
Announcers


Technical


News

News Director—Currently shooting, writing, covering and airing six and ten P.M. news in two-station southern market. Eight years Adorno, College Journalism. Box G-151, BROADCASTING.

Production—Programming, Others

A writer with Wit, an announcer with polish and director with imagination. All for a 5-cent stamp. Box F-284, BROADCASTING.

Producer-Director. Six years experience in live television, location pictures, B.S. degree. Married. Box G-228, BROADCASTING.

Producer-director with top flight experience seeks challenging situation. Twelve years major market experience. References. Box G-24, BROADCASTING.

WANTED TO BUY—Equipment

RCA TK-41 Color camera in good condition. Reply Box G-37, BROADCASTING.

250 watt transmitter for use as standby. Must be in operating condition or will swap for triplet control unit complete. State make, model, condition and price. WPTW, P.O. Box 10, Ft. Walton Beach, Florida.

Used AM transmitter—1, 5, and 10 kw. State condition and price. P. O. Box 763, La Jolla, California.

Wanted: Ampex 3300, 4 track duplexer. Complete or components. Box G-273, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind. 440 Columbus Ave. N.Y.C.

Co-axial cable. Helix, Strofex, Spolrine, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.


The complete source of used Radio-TV broadcast equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Tunis, 150 ft., excellent condition, self-supporting, $1,500 standing; $2,000 F.O.B. WEAW, Evanston, Illinois.


FM station equipment. ITA 1 kw Xmr 2400, HewPack 235B Freq & Mod monitor $1100, new $1350. Also SCA 4 bay and Helax $1100 or all for $4300. Perfect. Williams 465-826-6457.

FOR SALE—Equipment—(Cont’d)

RCA BR-84 racks, used with bases and top cover—$500, without—$250, and no ventilator—$100. Side panels $5.00 FOB Albuquerque to Danziger, Box 1351, Albuquerque, New Mexico.

Used 236 foot SS BLAW-KNOX BASE in-towered tower complete with lighting, KWIC, P. O. Box 16, Lake Oswego, Oregon.

Hobart generator model KVA, 220 volts, 3 phase—$1,400. Federal 101-C field intensity meter—$75. Johnson R. F. contactor 25 Amps—$45. KG1B, Jamestown, N. D.

RCA type TP-6EC film projector, excellent condition with less than 600 hours running time. Price: $8,500.00. Box G-225, BROADCASTING.

For Sale. Hercules, gasoline driven motor generator, 225-250 volts, 3 phase, 60 cycles AC, 35 KVA, in good condition. (Ordinance generating unit M-7.) Unit complete with starting and control panel is mounted on I-frame beam. $500. Can be seen at WSM transmitter, Concord Road, Franklin, Tennessee. 522-5861.

Attention FM broadcaster: Ready to meet FCC requirements of separate programing? Schafer—B. S., $1,500.00. Box F-763, Mobile, Alabama.


H.F. frequency and modulation monitor 325-B in use on 90.5 mcs—available $500. KNEV, Reno, Nevada.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring today's most popular. Free catalog, Orbem Comedy Books, 15th and Madison, New York, N.Y.


Add 30% to your billing... with weekly uses from the Brainstorm. Each issue complete with tested modules. Thorough, intensive practical training. Proven methods, proven results. First phone license in six weeks. Over 450 hours instruction and over 200 hours guided discussion at school. Required by FCC. Enrolling now. Starting August 18 & October 20. For information, reservations and references, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1916. The famous radio announcers' school. Box 214 H St. NW, Washington, I. D. C.

FCC First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition $200.00. Also $10.00 per week. Classes begin Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1338 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proven by many time tested graduates. Allied Technical Schools, 207 Madison, Memphis, Tennessee.


Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Broekhoven, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message to explain training courses. Both classroom and home study programs. Write for your copy today to R.A.C.A.-DEMY. School of Famous Broadcasters, 16 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

FCC first phone license preparation. Resident classes. Six weeks. Starts September 13. Basic Electronics course online. Write: J. J. Gallagher, Vice President, Western Technical College, Central Avenue N.E. Alberta, Albuquerque, N. M.

INSTRUCTIONS—(Cont’d)

FCC first phone license preparation by correspondence or in resident classes. Also, advanced technical training available. Gran- tham Schools are located in Hollywood, Seattle, Dallas, New York City and Washington. Phone 100% free 52-page brochure write Dept. 5-K, Grantham Institute, 1500 N. Western Ave., Hollywood, Calif. 90007.

Be prepared. First class FCC license in six weeks Top quality theory and labora- tory training. Elkins Radio License School of Atlanta, 1159 Spring St. N.W., Atlanta, Georgia.

The nationally known 8 weeks Elkins training for an FCC First Class License. Outstanding Broadcast Training Instructions Elkins Radio License School of New Orleans. 533 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont’d)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods found in the FCC First Class License. 14 East Jackson St., Chillicothe, Ohio. Phone 951-8279.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. C. J. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, Texas, 11.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4113 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 450 hours instruction and over 200 hours guided discussion at school. Required by FCC. Enrolling now. Starting August 18 & October 20. For information, reservations and references, 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 $200.00. Also $10.00 per week. Classes begin Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1338 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proven by many time tested graduates. Allied Technical Schools, 207 Madison, Memphis, Tennessee.


Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Broekhoven, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message to explain training courses. Both classroom and home study programs. Write for your copy today to R.A.C.A.-DEMY. School of Famous Broadcasters, 16 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

FCC first phone license preparation. Resident classes. Six weeks. Starts September 13. Basic Electronics course online. Write: J. J. Gallagher, Vice President, Western Technical College, Central Avenue N.E. Albuquerque, N. M.

Mr. Broadcaster

Everyone reads BROADCASTING'S Classifieds.

The Classifieds reach qualified personnel seeking immediate employment and those who would relocate after seeing your ad.
RADIO—Help Wanted—Management

General Manager:
Salary five figures—Plus bonus—Market regional in midwest—Established 1946—Original ownership—Power 5,000-AM, 50,000-FM—All equipment completely new—Conditions excellent. Required qualifications: Minimum twelve years experience in all phases of industry—Complete executive knowledge and organization ability—Must be married—Furnish complete history of experience and references with recent photographs—Interviews describing experience per annum plus overseas assignments—Equipment layout. Recording antenna are needed to:

Box G-186, BROADCASTING

Announcers

WPTR 50 KW Giant needs 2 D.J.s
One with 1st phone.
Rush tape, resume, salary requirements to:

Dick Lawrence
Operations Manager
Box 1540
Albany, N.Y.

Technical

ENGINEERS:
CIVIL, CONSTRUCTION,
ELECTRICAL, ELECTRONIC AND
MECHANICAL ENGINEERS
with experience in design or construction
are needed by the U.S. INFORMATION
AGENCY, VOICE OF AMERICA, to work
overseas in its construction program. Civil
and construction engineers will supervise
and inspect both power radio relay station
construction of multiple transmitter instal-
lations, power up to 1,000
kilowatts. Electronic, Electrical and Me-
chanical engineers will plan and super-
vision construction and installation of broad-
casting and communications systems, includ-
ing microwave and VHF radio link systems,
antenna systems, audio distribution, tape
recording and playback systems; electrical
lighting, power generation and distribution,
hazarding and ventilating systems, and equip-
ment layout. Salary based on experience
and education ranges from $9,940 to $13,655
per annum plus overseas allowances. U.S.
citizenship required. Relocation expenses
paid per Government regulations. Applica-
tions describing experience in detail should
be sent to:

U.S. Information Agency
Personnel Division, Room 718
Box PD 1-66
1776 Pennsylvania Ave., N.W.
Washington, D. C. 20547
An Equal Opportunity Employer

NEWSDIRECTOR

Midwestern network affiliate is seek-
ing an experienced, professional radio
newsmen to direct a four man
newsmen department. Excellent oppor-
tunity. Salary range $7,000-10,000.
See particularly to:

Box G-268, BROADCASTING

Situations Wanted

Announcers

ATTENTION STATION MANAGERS . .
Available immediately: Djs, Newsman, Pro-
duction men. Announcers. People with
showmanship and imagination able to take
over any task under any station format.
Some first rates, some third with endorse-
ment. Well trained, experienced, profes-
tional broadcasters.

Southern California School of Radio
San Diego 10, Cali.

Production—Programming, Others

Major Market or
National Group
PROGRAM MANAGER

desires major market contemporary, talk or
middle of road station. Top references in
industry. Fulfilled on request. Available
immediately.

Box G-277, BROADCASTING

TELEVISION—Help Wanted

Announcers

RADIO/TV PERSONALITY
Excellent opportunity for proven personality in TV weather. Middle of the road personality with a
top mid-western CBS affiliate. Send VTR and resume to:

Box G-230, BROADCASTING

Technical

Field Service Engineer

Prefer some college and military electronic training. Minimum 3 years experience in servicing broad-
cast or closed-circuit television rec-
orders. Apply in person or send resume to:

Len Hase
Ampex Corporation
Midwest Regional Office
2N-537 York Road
Suite 1A, Elmhurst, Illinois 60127
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**INSTRUCTIONS**

**EARN MORE!!**

**LEARN MORE**

Television Camera Operation, Production & Directing
1653 No. Cherokee
DON MARTIN SCHOOL OF RADIO & TV
HO 2-3281 Hollywood Calif. 90028

**EMPLOYMENT SERVICE**

**CONFIDENTIAL NEGOTIATIONS**

Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, P.D.'s, etc. Write for application.

**CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY**

1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-563-3558 day or evenings

**LARGE MARKET OPENINGS**

Applications are now being accepted from all broadcast personally presently working in a top 100 market. Immediate openings Nationwide for top-flight air personalities, newsmen, engineers, copy writers and salesmen. Remember—you must presently be working in a top 100 market to qualify for these high-level positions. Send tapes and resume today.

**NATIONALWIDE BROADCAST SERVICE**

925 Federal Blvd., Denver 4, Colorado
Phone area code 303-292-0996
Station Inquiries For Personnel Invited.

**THE AMPS AGENCY**

**BY BROADCASTERS FOR BROADCASTERS**

For the attention and consideration of Radio and Television Stations, packagers, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these men and women are the people you need. Phone or write us now.

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Telephone 213-4661

**BROADCAST PERSONNEL AGENCY**

Shirlee Barth, Director
527 Madison Avenue, New York, N.Y. 10022

More and More Broadcasters from Coast to Coast are using our services. May we help you?

**C.B.I. PLACEMENTS**

707 Colorado Bldg., Denver, Colo. 80202
Phone (303) 292-3750
If you need a job, we need you!

**MISCELLANEOUS**

**WARNING**

Applicants for employment, or persons seeking favors and representing themselves as relatives of Bill Elkins or other Elkins staff members, or claiming to have been associated with Elkins School System as an instructor or in any other capacity should immediately be reported to Elkins Institute of Radio Electronics, Inc., 2603 Inwood Road Dallas, Texas

**WANTED TO BUY—Stations**

**SMALL GROUP INTERESTED**

in acquiring another AM facility. Will consider any station in any market. Contact:

JIM BONNETTE
BOX 66
PERRYSBURG, OHIO

Want To Retire?
If you own a Radio Station, and would like to retire on a gradual basis, let’s get together. I offer you experience, capital, and a desire to succeed. Please write to:

Box G-39, BROADCASTING

AM or FM Wanted

Small group interested in acquiring an AM or FM in small to medium market.

Write Box G-224, BROADCASTING.

**DO YOU HAVE A MEDIUM MARKET AM AVAILABLE**

If so: I would like to hear your terms. Rush details to

Box G-233, BROADCASTING

**FOR SALE**

**FOR SALE**

300 shares of Stainless Inc. North Wales, Pa. Manufacturers of world’s tallest steel towers.

Shares outstanding—750

Write to:

Box E-294, BROADCASTING

**FOR SALE—Stations**

California AM good growth area asking $115,000 with excellent terms. Owner wants offer. EXCLUSIVE.

Charles Cowling & Associates
P. O. Box 1496, Hollywood 28, Calif.
Phone HO 2-1133

Northeast UHF

Fully equipped; well-established in large market. 1,500,000 homes potential.

Box G-23, Broadcasting

**FOR SALE—Stations**

1. Texas. Single Station Daytimer.

2. Southwest Fulltimer. Multiple Market. Annual Gross $200,000. $325,000 cash including FM.

3. Southwest Daytimer. Annual cash flow $40,000. Low down and 8 years.

Red River Broadcasting Company
16 Texoma Terrace
Denison, Texas

**FOR SALE**

Midwest UHF TV in smaller market—on air several years, with highly improved prospects. Other unusual benefits—pieded about like a radio station. Low payment, terms. Excellent for Owner-Operator.

Box G-189, BROADCASTING

**FOR SALE**

La Rue Media Brokers Inc.
654 Madison Avenue
New York, N. Y.

HA 1-0618
TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9666 - CL 3-8080
AUSTIN, TEXAS 78756

Me. single fulltime $100M terms
Calif. medium profitable 225M terms
Tenn. medium fulltime 175M 70M
S. E. major fulltime 300M 29%
M. W. major daytime 583M cash

CHAPMAN COMPANY INC
2045 Peachtree Rd., Atlanta, Ga. 30309

**STATIONS FOR SALE**

1. SOUTHWEST. Major market. Gross $10,000 a month. Open to offer.

2. EAST. AM-FM Combination. $180,000 Terms.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California
COMMUNITY ANTENNA FACILITIES ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through July 21. 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 of CATV franchises and sales of existing installations.

Indicates a franchise has been granted.

Alabama, Ala.—Athens TV Cable Inc. (William Schmidt has been granted a franchise. Subscribers will pay $5 monthly and $25 per year.

Oklahoma City, Okla.—Clear View TV Co. has applied for a CATV franchise. The firm will serve 9,000 households for a gross monthly fee of $3.50.

San Bernardino, Calif.—City council has received an application from Empire Cable TV Co. and Storer Cable TV Inc. (Storer Broadcast Inc.). San Francisco Communications Co. has represented the firm.

Goodland, Kan.—Clear View TV Co., Inc. has applied for a CATV franchise. The firm will serve 300 households for a gross monthly fee of $5

Burlington, Vt.—Washburn Broadcasting Co. has represented the firm.

Corunna, Mich.—Proposed system will serve 2,000 households for a gross monthly fee of $5.50.

Franklin, Ind.—United Telephone Co., represented by Charles H. Jessup, and Community Television Inc. (Bruce Storm, Bloomington, Ind., president) have applied separately for a franchise. Community Television would remit to the city 3% of annual receipts from the projected $150,000 system. United Telephone estimates a minimum subscriber cost of $20 for installation plus $5 monthly.


Owosso, Mich.—Owosso Broadcasting Co. (WOAP Owosso) has applied for franchises in Owosso and Corunna, both Mich. Plans call for bringing in nine TV signals. Subscribers could pay a $25 installation fee and $4.50 monthly for residences and $5.95 for businesses.

Saginaw, Mich.—Booth Broadcasting Inc. (David C. Booth, Saginaw, Mich., president) has applied for a franchise. Subscribers would pay $4.50 monthly. The city would receive 2% of the annual gross receipts.

North Platte, Neb.—City council has voted to reject the Colorado Televents, Denver, Meredith-Ave Inc., both multiple CATV owners, and Televis Corp. (Tom and Melville Gleason, York, Neb.) which would bring six TV signals plus a time-weather service. Subscribers would pay $4.50 monthly and the cities would receive 2% of the annual gross receipts.

New call letters requested:

Roanoke, Va.—Roanoke Telecasting Corp., Requests WRPT-TV.

Wellesley, Mass.—Duval Television Corp., Requests WDVT-TV.

Washington, D.C.—Horseooth Broadcasting Co. Requests KFMY.

WCTA-FM Andalusia, Ala.—Andalusia Broadcasting Systems Inc., Requests WRSC.

WMJF-AM Philadelphia—Rust Credit Broadcasters of Pennsylvania Inc., Requests WRCR.

WMJF-FM Philadelphia—Rust Credit Telecasting of Pennsylvania Inc. Requests WAFM.

To remit yearly either 1½% of annual gross revenue or $100 to the city. Olean TV has been operating in Allegany without a formal franchise ordinance.

Pittsburgh, Pa.—Auburn Valley Telephone Co., (William Schmidt has been granted the subsidiary ASCOM Inc. to construct and operate a CATV system in Pittsburgh. The firm will have the facilities of Illinois Bell System.

Edenton, Ill.—General Electric Cablevision Corp. subsidiary GE Electric Co., New York, has applied for a franchise. The firm will represent the facilities of the Columbia Broadcasting System and Walnut City and REXX Inc. (William Schmidt, Ill., a subsidiary of the Gannett Co.

Mattoon, Ill.—Prairie Amusement Co., operator of the local movie picture theaters. The city would receive 3% of the annual gross receipts.

Goodland, Kan.—Community Television Antenna System is now serving the city under a 1961 franchise.

San Bernardino, Calif.—City council has received an application from Empire Cable TV Co. and Storer Cable TV Inc. (Storer Broadcast Inc.). San Francisco Communications Co. has represented the firm.

Contra Costa county, Calif.—Franchises have been granted to Cable Vision North, Crockett TV Cable System and Walnut Creek Cable TV. Applications have also been filed by KPIX-TV (Westinghouse Broadcasting Co.) and KRON-TV (Chronicle Publishing Co. (San Francisco Chronicle), both San Francisco.

Richardson, Texas—Applications for franchises have been granted to American Cablevision Co., Beverly Hills, Calif. (Jack Kent Cooke, president), a multiple CATV owner, and Miller and Frost. American Cablevision proposes a monthly fee of $4.50 for installation plus $6 monthly and Miller and Frost will charge $5.50 for installation plus $6 monthly.

Holladay Broadcasting Co. represents the firm.

Salt Lake City—Salt Lake City council has received an application for a CATV franchise. The firm would serve 9,000 households for a gross monthly fee of $3.50.

The company would receive 3% of the annual gross receipts. The city would receive 3% of the annual gross receipts.
DURING his 13 years in the broadcasting business, Ted O'Connell has held seven different jobs. His assignments have shuttled him several times back and forth between New York and Chicago.

But Mr. O'Connell is by no means a "job-hopper" in the conventional sense of the phrase. His entire TV-radio career has been with the CBS organization, which has a penchant for testing young men-to-watch in a variety of different posts before elevating them to top-rung executive positions.

Apparently, Mr. O'Connell has acquitted himself most creditably in what has come to be known as the "CBS farm system." Last October, short of his 36th birthday, he was appointed vice president, CBS Television Stations National Sales, the group that represents the five CBS-owned TV outlets for spot business.

**Importance of Spot TV**

- He speaks easily and knowledgeably of spot TV's role in the advertising community, and is confident that the medium will continue to flourish despite certain competitive developments.

- "For some time, the TV networks have been selling aggressively to advertisers who had been regular spot customers," Mr. O'Connell pointed out. "There have been increased uses of regional networks and expanded use of piggyback commercials. All of these factors have tended to keep us on our toes."

Mr. O'Connell stepped into his current post at a time when his sales and executive skills were to be tested most strenuously. It's axiomatic that a key consideration in spot business is the TV network with which stations are affiliated. Last fall and winter a close battle developed among the three networks for audience supremacy with CBS-TV's NBC-TV and ABC-TV virtually tied in the national ratings.

- "But I'm happy to say that spot business at our stations nevertheless continued to be good," Mr. O'Connell commented.

**Spots and Color**

- He is optimistic regarding prospects for 1965-66. He believes that the movement to color on the local and network levels will be a catalyst for expanded business on a long-range basis.

- The proliferation in color programming and advertising on the networks, he said, will be accompanied by a build-up in color at stations throughout the country. An informal survey by his organization indicates that spot advertisers are planning to widen their participation in color.

- "The best estimates we have after checking leading advertising agencies and advertisers throughout the country is that by this fall there will be 180 advertisers using color on a national and regional spot basis," he reported. "By January 1966, the number of companies planning to use spot advertising in color should rise to about 290."

Mr. O'Connell noted that the five CBS-owned TV stations will be able to transmit color by this fall. They will be equipped to originate local live color by the fall of 1966.

- "We feel confident that the increase in local color is going to offer more opportunities for local and national spot advertisers," Mr. O'Connell ventured. Aside from planning for an upsurge that color hopefully will engender, Mr. O'Connell, along with other spot TV executives, maintains a busy schedule aimed at bringing new advertisers into the medium and keeping old-line customers signed on the dotted line.

**Busy Schedule**

- "Since the first of this year, our organization has had talks with and made presentations to 70 out of the top 100 advertisers," he reported.

In recent weeks CBS Television Stations National Sales has been concentrating its efforts on the automobile industry. He believes that the auto business, which in recent years has invested the bulk of its television dollars in network, is a logical area for development by the spot field, and adds:

- "We have been stressing to car manufacturers that through the use of spot TV, they can develop a better reach and frequency pattern on a market-by-market basis. The outlook seems promising in this field, particularly since the growth in color will give us another dimension to sell auto companies as well as other advertisers."

Mr. O'Connell is pleased with the sales pace in daytime periods, which continues to be "good," he remarked. His staff has been devoting considerable time and energy to keeping prime time sold, with particular emphasis on 10, 20 and 30-second availabilities.

- "Prime-time minutes, of course, are in heavy demand and there is no problem there," he explained. "Selling the shorter-length time periods has been more difficult, but I can say that we have been relatively successful."

Mr. O'Connell noted improved business during the past year from retailers and described this category as one that "shows promise of continued growth." His organization is stepping up its sales presentations to retailers throughout the country to consolidate the gains that already have been made.

**Traveling Executive**

- Colleagues confide that Mr. O'Connell maintains a whirlwind travel schedule, leaving his New York headquarters frequently for business trips to CBS-TV National Sales branches in Detroit, Chicago, St. Louis, San Francisco and Los Angeles. Outside of secretarial help, Mr. O'Connell supervises a staff of 35 executives involved in sales, research, promotion and related services.

- "Ted has shown growth potential in every job he has held with CBS," an executive who has been close to him over the years reported. "He has tremendous drive and energy, though he is not a super-talker."

- "He is a thoughtful man and thinks before he talks and acts. But when he does, he moves quickly. He has shown too that he can get along extremely well with both people in the CBS organization and with clients and prospective clients."
EDITORIALS

Moment of truth

If the 44-man board of the National Association of Broadcasters had attended the annual convention of the National Community Television Association in Denver last week, a swifter solution of the CATV problem would be possible.

Most broadcasters would have seen themselves in another era—when they were younger, leaner and hungrier. It was the era during which they were seeking to establish themselves as members of the communications elite, against the onslaughts of many newspapers, do-gooders and advocates of government ownership. And when newspapers were told: “If you can't lick us, join us,” many did in droves.

There were about 1,500 in Denver for the NCTA 14th annual convention—about the number that attended NAB conventions two decades ago. Included were many broadcasters of the first flight, and a good many ex-broadcasters.

There were also numerous lawyers and bankers, possibly following the thesis that money goes where money is.

There was an uncommonly interesting exhibit of equipment that excited cable operators and prospective operators. Advances in equipment quality and design, including an around-the-clock news channel using AP radio wire service, piqued imagination as to the future in programming over cables.

Enlightened cable operators realize they're in a fight, not only with television broadcasters but with copyright owners and syndicators and with various telephone companies. They are shooting for more than they can possibly hope to achieve, but they are confident the public wants their service and that the public won't be denied by Congress, the FCC or the courts.

They know that an important segment of the public is willing to pay a fee for good diversified television service. CATV operators won't be able to get all they want—and shouldn't. Nor will their opposition be able to legislate or regulate them into oblivion.

The prudent, sensible, tidy way of meeting what now is a stalemate would be for the NAB and NCTA to promptly resume their interrupted negotiations and come forward with a plan under which each can live and benefit. It is a job for cool heads.

If an accommodation cannot be reached, the outlook is bleak indeed. There will be litigation, legislation and inevitable regulation from which neither side can benefit, nor can the public.

Wall-to-wall boredom

Dick Salant, vice president of CBS Inc. and former president of CBS News, has raised a point about television's coverage of political conventions that is valid and, regardless of competitive considerations, ought to be faced and settled before the 1968 conventions come around.

It is time, Mr. Salant suggests in a speech reported elsewhere in this issue, for television to re-examine its convention coverage practices and decide whether gavel-to-gavel preoccupation is justified.

The politicians who arrange and attend conventions want maximum exposure on TV. Because television is a regulated business their whims probably get more attention than nonbroadcast news media would give them. But coverage of some of the "programing" they concoct in their efforts to get maximum exposure is defensible possibly on entertain-ment but certainly not on journalistic grounds.

The networks have recognized this in the past, cutting away from some of the duller speeches and siller goings-on to present other reports or commentary and analysis. What Mr. Salant is suggesting, if we read him correctly, is that even this is too much, that the real news might ordinarily be compressed into a period of one or two hours of live coverage and edited recaps each night—and that, in any case, TV newsmen should take a hard look at what they've been doing and decide for themselves whether it is journal-istically sound.

Persuasive reasons can be cited for both gavel-to-gavel and selective coverage. NBC and ABC officials, who incline toward full treatment, reason that conventions are major political spectacles that the public wants to see, and that when things get dull or trivial, it is easy enough to switch to more meaningful matter. On the other hand there is the argument, advanced by Mr. Salant, that apart from the essential newslessness of many convention events the ratings have proved that many viewers prefer normal entertain-ment but that in a large number of markets they have no alternative choice when the conventions are on.

Departure from traditional wall-to-wall coverage would raise problems, as Mr. Salant noted. But if all three net-works should decide to compress their live-and-tape coverage into, say, the 9-11 or 10-11 p.m. EDT period, plus perhaps special "bulldog editions" recapping highlights at later hours, many of the problems—preemptions, audience-promotion and competition and prestige generally—might be mini-mized if not solved.

We would like to see the conventions shortened, and think they probably could be cut in half without impeding democracy. But whatever time the parties want to spend on their goings-on, each network’s responsibility is to cover whatever is there that it thinks worth covering—and to do so according to its best judgment.

The nature of television competition would probably make it hard for one network to go it alone on a radically different course. For whatever it’s worth, however, the newspaper field offers many examples of approaches that are at once different and successful. The New York Times comes closest to (but still doesn’t approach) TV’s full-text treatment. But more people read the New York Daily News, and many widely respected newspapers offer depth of cov-erage that lies somewhere between those extremes and that is still considered perfectly adequate by the people they serve.
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**TK-22 TRANSISTORIZED CAMERA.** Works week after week without adjustment, for production of finest pictures. Latest technical features include 1½ inch big-picture vidicon tube, with electrostatic focus for ultra-stable performance. Automatically maintains control over black level, white level and gain. Modular construction affords fast service, greater reliability.
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