Spot TV sales hit new record, gains are more widespread. p21
It's anybody's football, but CBS-TV will probably get it. p42
Warner Bros. has its sights set on CATV. p32
A year of color, transistors, changes. Special Report: 1965. p50

COMPLETE INDEX PAGE 7

BRIGITTE BARDOT STARS AS A COUNTRY-GIRL-TURNED-SPY IN THE COMEDY-ADVENTURE FILM "BABETTE GOES TO WAR." ONE OF THE SIXTY GREAT POST-60'S. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's.
ONE NEAT PACKAGE
gives you the most efficient 50 kw AM broadcast transmitter built anywhere!

☐ overall efficiency: 62% or better ☐ plate efficiency: 80% or better ☐ power consumption: 120 kw @ 100% modulation, 92 kw @ 30% modulation, 82 kw @ 0 modulation ☐ completely self-contained, including blower: compact design assures minimum installation cost and uses only 62 sq. ft. of total floor space.

for a descriptive brochure on Continental's new Type 317C 50 kw AM broadcast transmitter, write: Commercial Sales, Continental Electronics Manufacturing Company, Box 17040, Dallas, Texas 75217

LTV Continental Electronics
A DIVISION OF LING-TEMCO-VOUGHT, INC.
Pat and Ollie in the act

One reason NFL Football Commissioner Pete Rozelle's hints about formation of independent network to carry NFL schedule aren't taken as idle chatter is because Pat Weaver-Ollie Treyz Prime Network is pitching hard for deal. Although it's expected CBS will wind up with contract (see page 42), Rozelle's hand apparently has been strengthened in his effort to get bigger price because of pitches being made by others. Such independents as WPSX-TV New York and WGN-TV Chicago are keying into Weaver-Treuz proposal with talk of prime time and color. One report was Weaver had obtained commitment on loan in excess of $20 million from New York banks to launch project.

Back in production

Upbeat in advertiser-supported pilot production for 1966-67 television network season has become noticeable. Dozen pilots written by advertisers are now in work. Three are being backed by Procter & Gamble, which hasn't been doing much prime-time programming of its own in recent years. Four are in General Foods stable. Others are getting their money from Quaker Oats, Lever Bros., Colgate-Palmolive and Philip Morris. Only four advertiser-backed shows are in network evening schedules this season: General Foods' Andy Griffith Show and Gomer Pyle on CBS, Quaker Oats' Bewitched on ABC and Alberto-Culver's Smothers Brothers on CBS.

One of P&G's commitments is to series, not just pilot, produced by Sheldon Leonard and Carl Reiner, team that created and supervises Dick Van Dyke Show. P&G's series will deal with adventures of two disk jockeys. P&G pilots are We'll Take Manhattan, Hanna-Barbera venture into use of live actors, and Where's Everett?, Screen Gems comedy about invisible baby.

Three for one

There'll be three-way succession to Julian Goodman, executive vice president of NBC News, when he becomes NBC's senior executive vice president (operations) and chief administrative officer on Jan. 1. Joseph M. Klein, director of NBC International Enterprises, will move into NBC News as head of administration. Reuben Frank, who at own request was relieved as Huntley-Brinkley producer to concentrate on documentaries, will get post in charge of spot news coverage, and Don Meany, now general manager of news, will be put in charge of news specials. All three will report to William R. McAndrew, president of NBC News.

No deal

CBS Inc. may eventually wind up in major merger, but there's none currently in works—in spite of Wall Street gossip about IBM, Ford or General Electric. If one does eventually, CBS Inc. will emerge as dominant rather than secondary entity. CBS is in excellent health with increased gross income even though its net has declined somewhat because of extraordinary expenditures—mainly its new headquarters building at 51 West 52 Street. One current negotiation, according to one highly placed authority, might be regarded as "pin prick."

Same authority says there never have been serious conversations with any of companies so far mentioned in trade-marts aside from ITT overtures which did not get off ground. Conclusion, broadly, was that ITT structure would not fit into CBS Inc. pattern or future plans and that, while it might prove good for ABC, it was not CBS's cup of tea.

Color jam

Backlog in color commercial work in New York has piled up in past two weeks, reportedly because of slowdown by lab technicians union local 702. Union, whose two-year contract expired Oct. 1, has been negotiating ever since for new three-year pact. In effort to speed settlement, lab technicians are said to be refusing to work more than eight-hour day. Union cannot strike without permission of International Alliance of Theatrical Stage Employees, of which it is member. Labs have already notified production houses of raise in development fees for both color and black-and-white prints pending wage increase for technicians.

Turnabout

Dr. Martin H. Seiden, economist who did analysis of CATV (Seiden Report) while consultant to FCC, is familiar figure again in FCC reference rooms. But he has new role—consultant to research organization helping to prepare case against commission's proposal to limit multiple TV station ownership in major markets. United Research Corp., retained by group owners organized as Council for Television Development, is doing exhaustive study of socio-economic implications of multiple ownership.

Before he left FCC last spring, Dr. Seiden was considered for work on multiple-ownership rulemaking, as well as on proposal to limit network ownership of programs (CLOSED CIRCUIT, April 5). But his doubts about soundness of both were one factor in his decision to leave agency. He feels rule to limit broadcasters to three TV stations (no more than two VHFs) in top-50 markets would not achieve much positive good and would prevent commission from achieving important goal, including providing diversity of programing. He feels multiple owners with capital base that current maximum of stations affords, could provide new programing.

Network entry

Seven Arts Television, which is aiming to expand into network programing from its base of syndication, is reported to be starting production next month on science-fiction series designed for network showing in 1966-67. Projected series will be produced in Germany. Seven Arts was heartened by creditable ratings performance of its first network offering, one-hour The Nutcracker special, carried last week on CBS-TV.

ETV's helpers

Without fanfare, special staff is gradually being assembled for Carnegie Commission on Educational Television at Cambridge, Mass. Office already is partly operational and additional staff will be appointed within next few weeks to work under direction of Hyman H. Goldin, staff advisor to commission, who retired recently as assistant chief of FCC's Broadcast Bureau (BROADCASTING, Nov. 15). Carnegie Corp. was host Dec. 17-18 to 13-man commission at unpublicized dinner and discussion meetings in New York, at which participants were admonished not to discuss matters that had been explored.
Louisburg Square on Beacon Hill makes English visitors think of London. The charming little park belongs to the proprietors of the Square. The street is also private. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5 • RADIO: AM 630 KC 50,000 WATTS • FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION RADIO
WEEK IN BRIEF

Spot TV is on another record binge, according to BROADCASTING's annual survey of stations and reps. Color interest is up and largest markets are busiest. Some see '65 advances spilling into new year. See . . .

ANOTHER RECORD . . . 21

Ohio newspapers report CATV has 'fly in ointment'; say convicted gamblers hold four franchises and have application in Youngstown. Industry clean-up called for by legal, congressional and CATV leaders. See . . .

GAMBLERS IN CATV . . . 35

1965 was year of transistorized receiver for radio, and year of big swing to color for TV. Both media increased their revenues again, and Congress moved slowly on CATV regulation. See . . .

RADIO-TV IN '65 . . . 50

'Substantial profit potential' of CATV is strong enough lure for Warner Bros. to form subsidiary company which will construct and possibly purchase existing systems. Initial target area is California. See . . .

WARNER'S CATV IDEAS . . . 32

Nielsen taking new look at standards it set few months ago for inclusion of stations in local-market reports of Nielsen Station Index. Complaints of newly excluded stations leads to reassessment. See . . .

CHANGE OF HEART . . . 46

Talks between CBS and NFL continue with only serious difference of opinion seeming to be $20 million that separates network's $76-million bid and league's $96 million asking price. See . . .

LONG PASS ON NFL . . . 42

White House has no comment; Justice Department says it's signed and waiting to be picked up, and Oren Harris says if his presidential appointment to federal bench is ready it should be delivered to him. See . . .

MATTER OF PROTOCOL . . . 36

Proposal for all want-ad programing by Gordon McLendon on Los Angeles FM poses problems that FCC may have difficulty solving. Commissioners see overcommercialization problem. May go to hearing. See . . .

GORDIAN KNOT . . . 34

Color-set count continues climbing. Advertising Research Foundation survey shows 6.9% of U.S. homes with color TV, making about 4 million color homes. UHF is now in 21.1% of homes. See . . .

NEW SET COUNT . . . 29

'Doc Buzzard', NAB Code Authority's film explaining how code works in public's behalf, is shelved after influential advertisers take it over coals as being harmful to advertising—and broadcasters. See . . .

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BAND-AID BRAND...
ONLY ONE OF A KIND

Lots of other people make adhesive bandages...only Johnson & Johnson makes BAND-AID Brand Adhesive Bandages.

BAND-AID is also the registered trademark of a number of other products made by Johnson & Johnson.

There are BAND-AID Brand Surgical Dressings, BAND-AID Brand Sterile Drapes, and BAND-AID Brand Air Vent Adhesive Tapes...just to name a few.

So the next time you mention any of these products, follow BAND-AID Brand with a descriptive name, as in BAND-AID Brand Adhesive Bandages.

Johnson & Johnson
©J&J 1965
Johnstown CATV up for grabs?

Add to list of community television industry problems the question of how secure their rights are to operate. Situation has arisen in Johnstown, Pa., where Teleprompter has been operating cable company under authority of "resolution" passed by city council more than five years ago. Last month Pennsylvania Supreme Court ruled that cities of third class may not grant franchises by resolution; they must be by ordinance.

City therefore advertised itself open for bids, and has received two formal and three informal bids, each suggesting payments to city far exceeding offer made by Teleprompter.

Teleprompter is proposing sliding scale payments that, it is estimated, will bring city about $225,000 over 20-year period. One new applicant, Trans-Video Inc. (otherwise unidentified) has offered city $421,620 over 20-year period.

Teleprompter also is engaged in lawsuit with city. Some time ago Johnstown city council passed tax on cable system; Teleprompter refused to pay and instituted suit. Case is pending trial.

SDX, RTNDA blast courts on access

Newsmen took aim on Southwest courts Thursday (Dec. 23) with Sigma Delta Chi attacking Phoenix judge's injunction barring peace officers from discussing murder case with newsmen, and Radio Television News Directors Association hitting Texas judicial order limiting photographers and broadcast newsmen's activities in federal court.

Clark Mollenhoff, Cowles newspapers, and John Seigenthaler, Nashville Tennessean, chairman and vice chairman, respectively, of SDX's freedom of information committee, said injunction of Superior Court Judge Richard N. Royston (Broadcasting, Dec. 6, 13), "constitutes a dangerous precedent" and added "the same purpose could have been achieved by simply barring officials from making comments that deal with the guilt or innocence of the accused."

Bob Gamble, WPBM-AM-FM-TV Indianapolis and president of RTNDA said his organization was registering "strong protest" over Texas court order signed Thursday by all five district judges, that bars photography and broadcasting in connection with any judicial proceeding from entire floor of federal court.

He said RTNDA "does not believe the use of broadcast news equipment in a courtroom, let alone its environs, obstructs the cause of justice. In the event of crowded environs a system of pooled coverage could relieve any congestion . . ."

Price seems to be zeroing in on WNBC-TV

NBC may be facing protest from New York's deputy mayor against renewal of license of network's WNBC-TV New York.

Robert Price, who has been tapped by Mayor-elect John Lindsay to be his deputy mayor, is said to be still bristling over what he regards as unfair treatment accorded candidate Lindsay by WNBC-TV in waning days of New York mayoralty campaign.

Commission felt station acted reasonably and rejected request for investigation of alleged prejudice. But Mr. Price, who was Mr. Lindsay's campaign manager, is said to be unwilling to let matter drop. He has asked commission personnel how he could protest application for station's license renewal. Renewal date is June 1.

Complaint grew out of station's failure to carry all spots for which Lindsay forces contracted. Station admitted error in placing spots, refunded money and offered to try to find new availabilities.

Damned elusive warrant

Department of Justice spokesman said Thursday (Dec. 23) that commission for Representative Oren Harris (D-Ark.) as federal judge was "delivered by messenger to his office and will be there when he returns by car from Arkansas."

Commission, reportedly signed by President Aug. 12 (see page 36), is said to have been waiting at Justice since that time for Mr. Harris to pick up.

SPOKESMAN for Mr. Harris said that office was officially closed today, and declined to comment on whether commission had, in fact, been received, adding that Mr. Harris would confirm receipt on his return.

Answer made to FCC

FCC last week raised question as to whether D. H. Overmyer, who has construction permits to build six UHF stations, has financial ability to implement plans to construct seventh.

But commission may have had answer in its files for three weeks.

Commission raised question in order designating for comparative hearing competing applications of D. H. Overmyer Communications Co., Maxwell Electronics Corp. and Grandview Broadcasting Co. for channel 29 in Dallas.

Order was adopted Wednesday, Late Thursday (Dec. 23), amendment to Overmyer application that was filed Dec. 3 came to attention of responsible staff officials. Staffers said they had not had chance to examine it but felt it might satisfy question of finances.

Stations for which Overmyer has CP's are WATL-TV Atlanta, WAND-TV Pittsburgh, WSCT-TV Newport, Ky. (Cincinnati), KBAY-TV San Francisco, WJDO-TV Rosenberg (Houston), Tex., and WWHO-TV Toledo, Ohio. None of these stations has been built, but ground has been broken in Toledo and company is buying equipment for others.

Industry pushes root beer

Newly formed Root Beer Institute, representing about 18 major beverage firms, is to name consumer advertising agency soon and will undertake major program including TV spots to boost sales of root beer, according to institute's president, Louis Collins, president of Beverages International Inc., Evanston, 11. (Hires, Orange Crush). Mr. Collins' firm has been big broadcast user.

Samish successor from ranks?

Adrian Samish, ABC-TV's director of current programming, one of network's three top program executives on West Coast is leaving and indications are that he'll be replaced after first of year by someone within organization, probably out of New York.

Mr. Samish joins producer Quinn Martin's Q-M Productions in executive capacity on Jan. 2 (see page 64). Responsibility for ABC-TV's programming on West Coast is split three ways. Besides current programming area others are administrative programing.
WEEK'S HEADLINERS

Jack Harris, VP and general manager, KPRC-AM-TV, Houston, elected executive VP of Houston Post Co. and president of broadcast division (KPRC-AM-TV).

Mrs. Dveta Culp Hobby elected board chairman and then to director. He became VP in 1963.

Robert H. Alter, VP-sales, Radio Advertising Bureau, New York, elected executive VP. Mr. Alter joined organization in 1957 as national account executive; was advanced to regional sales manager of national sales.

Ken Joseph division sales manager of United Artists Television, effective Jan. 10, 1966, becomes VP, domestic sales, for Four Star International, replacing Jerry Weisfeld, who has left company. Mr. Joseph has been with United Artists TV and its predecessor companies for 15 years.

For other personnel changes of the week see FATES & FORTUNES

Daytime plus spot for grains

Golden Grain Macaroni Co., San Leandro, Calif., expects to invest estimated $3.5 million in network and spot TV next year for its Rice-A-Roni and Noodle-Roni products. Company says it will use color commercials in spot as well as network, citing estimates of eight million color sets to be in use by end of 1966. Golden Grain is participant in 15 ABC-TV and CBS-TV daytime programs and runs spots in major markets. McCann-Erickson, San Francisco, is agency.

Grant for Alabama ETV

Department of Health, Education and Welfare has announced grant of $141,126 to University of Alabama to expand educational television facilities. Funds will be used for purchase of three cameras, closed circuit system, audio and other equipment. With recent activation of Mobile and Huntsville ETV stations network will reach 3 million persons, including 800,000 students, in Alabama, and parts of Georgia, Mississippi and Tennessee. Other stations in Alabama network are located in Birmingham, Dozier, Montgomery and Mt. Cheaha State Park.

Total cost of current project is estimated at $188,186.

CATV-copyright pot may be ready to boil

Five-year-old case of United Artists against Fortnightly Corp., Clarksburg, Va., cable operator, turning on basic issue of whether community antenna systems are breaching law when they carry copyrighted material without authorization, could come to trial early in new year. Judge William Herlands of U. S. Southern District Court in New York, has indicated he will set date in January, and lawyers involved say they expect trial in February or March. Suit was instituted in 1961.

Although United Artists case involves several thousand alleged infringements, attorney says judge will first rule on basic issue of whether present copyright law protects program owners from CATV operators.

In another litigation involving copyright infringement claims, federal judge in New York denied motion by CBS Inc. for summary judgment against Teleprompter Corp.

U. S. District Judge I. B. Wyatt said that case apparently was one of first of its kind and should be tried on merits. He noted there has never been decision on whether use of TV program by CATV system constitutes copyright infringement.

CBS sued Teleprompter late in 1964 for copyright infringement. Network asked for court injunction to forbid Teleprompter-owned CATV systems in Farmington, N. M.; Johnstown, Pa., and Elmira, N. Y., from picking up its programs. It also asked for minimum damages (Broadcasting, Dec. 14, 1964).

Color tube expansion

Zenith Radio Corp., Chicago, Thursday (Dec. 23) announced $17 million expansion of facilities to increase production of color TV picture tubes by 50 percent in 1966.

Expansion also will mean greater output of black-and-white tubes.

As of now Zenith is making color TV tubes at rate of 900,000 annually. Zenith's tube subsidiary is Rauland Corp. New color plant will be highly automated.

Zenith expansion plans fit what seems to be general industry production increase in color tube facilities, notably RKO and Philco (see page 41).
BEELINE® COUNTRY...
AWFULLY BIG
IN RECREATION

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

When you advertise in the Reno market you get the bonus of hundreds of thousands of weekend and vacation visitors who flock to the famed High Sierra country. Add to that the 37% gain in Reno per capita effective buying income in the last five years* — and you have a lot of buying power. Cover this big market effectively — on Beeline Radio KOH, the key to Western Nevada.

*Sales Management's 1960 and 1965 Survey of Buying Power
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

Dec. 31—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF transmission frequencies by setting aside channels 76 through 83 inclusive for new class of 16-kw community TV stations with no area limitation. Former deadline was Nov. 15.

Jan. 5—Deadline for reply comments on FCC rulemaking relating to network program made available to certain television stations. Former deadline was Dec. 31.

JANUARY

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF transmission frequencies by setting aside channels 76 through 83 inclusive for new class of 16-kw community TV stations with no area limitation. Former deadline was Nov. 15.

Jan. 5—Further hearing by Federal Trade Commission on whether electronic consumer products (TV, radios, phonographs and tape recorders) should be labeled to identify imported components. FTC hearing room, Washington.

Jan. 10—Closing date for 1965 entries for George Foster Peabody Radio and Television awards. Radio and TV entries will be considered in the following categories: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. They should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.


Jan. 14—Annual meeting of Federal Communications Bar Association. Members will cast ballots for officers, new constitution to permit nonmembers who are members of or who are employed by the FCC to become members of the bar association. Also annual banquet that evening. Washington Hilton hotel, Washington.


Jan. 14—First annual general meeting of the Florida CATV Association. Quality Motel Court, Orlando.

Jan. 15—Deadline for entries in the 1965 Pictures of the Year Newsfilm Competition sponsored by the National Press Photographers Association and the University of Oklahoma. Entry blanks and rules are available from Edward Sanders, School of Journalism, University of Oklahoma, Norman.

Jan. 15-16—Retail Advertising Conference which will include department store TV success story reports. Water Tower Inn, Chicago.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 32.


Jan. 20-21—Midwinter meeting of Florida Association of Broadcasters. Ramada Inn, Cocoa Beach.

Jan. 22—Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 23—Annual meeting of the Utah-Idaho AP Broadcasters. Ow yhee Motor Inn, Boise.

Jan. 24-27—Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

Jan. 24-27—21st annual Georgia Radio Television Institute of Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include Fred Sanders, School of Journalism, University of Georgia, Athens.


Jan. 27-29—Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.


Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m. or to two hours of nonnews programming in same period, whichever is greater. A proposed rule would allow three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 31.

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards ($250 national award and $100 regional award) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10026.

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 1—Deadline for entries in the George Polk Memorial Awards competition for outstanding achievement in journalism sponsored by Long Island University. Entries should be sent to Professor Jacob H. Jaffe, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N.Y. 11201.

Feb. 1—Board of Broadcast Governors public hearing. Cathedral Hall, 428 Sparks Street, Ottawa.

Feb. 1-4—1965 Western Radio and Television Convention. Speakers include William Harley, president of the National Association of Educational Broadcasters, who will talk on "The Challenge of Broadcast Community..."
17th
Soon, in the 22nd Market, one of the fastest growing areas in the nation...

TELEVISION CITY!

...You'll find it in Miami, Florida this summer, when WLBW-TV completes its fantastic $2,000,000 full-color studios and offices. Channel Ten will then be three ultra-modern stories of pre-cast stone and glass consisting of 36,000 square feet, alongside a streamlined 125 foot microwave tower visible for miles... Exciting? Exciting! TAKE TEN AND SEE!

WLBW-TV MIAMI FLORIDA
AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO
WBZ-TV
BOSTON
Sold on
MGM/6
Features with
the Hot
Reputation
Contact your
MGM-TV
representative
for availabilities

14 (DATEBOOK)
At KNXT, good news travels fast and far. It has to... to keep Southern California television audiences up-to-the-minute on all the latest happenings throughout the nation's largest state.

For example, Channel 2's Sacramento News Bureau was the first and is still the only news bureau established by a Los Angeles television station in the California state capital (365 miles away!).

Each weeknight, on "The Big News" and "Eleven O'Clock Report," more than a million viewers are taken to the capital via special filmed reports. KNXT audiences stay in close touch with the Governor, members of the State Assembly (50% of whom are from the KNXT coverage area), and other state officials for immediate word on matters of vital concern to themselves and their community.

KNXT's Sacramento News Bureau typifies local television that ranges far and wide to hit home. Thus, Southern Californians seeking a clear picture of important events—world, national and local—need travel only as far as Channel 2 on the dial. That's one reason they make that trip so often!

Source: Total nightly audiences for "The Big News" and "Eleven O'Clock Report" based on October NSI estimates, subject to qualifications available on request.
Radio’s early days—a world away

Do I remember radio? What a beautiful word. It was like Jayne Mansfield with antennas. Thinking of the hassle and rattle of television production and the comfortableness of radio is like comparing the ease of doing a radio Life of Riley with producing a TV moon shot, Peyton Place and a Bob Hope special, all rolled into a half-hour instant newscast.

Microphonitis first infected me about 1923, when the part you talked into was about the size of a small head of cabbage, and sometimes sounded the same way coming over a crystal set.

The most popular method of soundproofing was to cup a hand over an ear and the only heating was done with a five-cent cigar. When it was warm we’d open a window.

Sound Track • This all leads up to my first production job. A member of a male quartet used to give me singing lessons. His group performed regularly at KGO in East Oakland, Calif., and he let me hang around the broadcasts. The studio was near the railroad tracks, so when the window was open, the sounds of a locomotive, with bell clanging, frequently drowned out the strains of music coming from the mythical land of “The Chocolate Soldier” or “The Pirates of Penzance.” My “production job” was to close the window as the trains went by.

My next job was with the Henry Halstead orchestra. It was a lot of fun, because producers hadn’t yet begun the split-second timing with which radio later became associated. The musicians would go on the air from 9 p.m. or thereabouts and play straight through to until approximately 1 a.m. Things were really relaxed. After a dance number or so, there would be four or five minutes of silence while the drummer or some other musician went to the men’s room or went out to get a drink or something. After they leisurely returned the music got under way again.

Nobody thought of selling goods on the radio, so there were no commercials to any extent, singing, integrated, or what have you. The intermissions, unless occupied by silence, were filled by just a guy tinkling away at a piano. That was our programing for four hours, two and three nights a week. Come to think of it, it might not be a bad show today.

A Good Connection • Everything was simpler and more direct in those good old days, even auditions. I had been freelancing on the West Coast and in New York radio and in 1929 I telephoned Harrison Holliway at KFRC San Francisco for a job. In my book he was the number one radio pioneer on the Pacific Coast. When I said I wanted an audition, he said, “You’ve just had it. You’re hired. I choose announcers by how they sound on the phone.”

San Francisco was the major origination place for all radio on the Pacific Coast until about 1933. All of us in radio were the envy of every lad in the business because there were only three major origination spots for networks in the U.S.—New York, Chicago and San Francisco.

Back then, KFRC was competitive with NBC’s KPO [now KNBR] in the Bay Area, but it was the rich giant in town. The KPO staff actually wore tuxedos. We wore corduroys or dungarees while we worked. Where they spent dollars, we spent nickels. But KPO mentioned entertainers just once or twice on the air, while we could mention guest stars 15 times in 15 minutes. Consequently, we had no trouble getting pretty good “names,” since everyone loves a “by-line.”

The KPO announcers may have had the prestige, but we had the fun. There were about four or five of us who did everything from announcing to sound effects. There wasn’t a watchdog on hand to remind us that we couldn’t pick up a certain wire or something because we didn’t belong to the right union. We went on the air about 7 a.m. and stayed on until one the next morning. When we needed footstep sounds we walked, for the surge of the sea we sloshed water in a bucket and we rang the chimes by hand for the time tone.

Trial and Error • We had fun because Holliway gave us plenty of latitude. You can imagine what it was like with a lot of harum-scarum young bucks playing with a new medium. The boss encouraged us to do something different from anything that had ever been done before. No matter how wild an idea we came up with, his favorite comment was: “Let’s try it.”

Part of my job was to announce the Blue Monday Jamboree. It was quite a show although it was stuck together with spit and baling wire. We’d be handed a script which had been written while we were on the air, and we’d have to read it cold. We planned to do next week’s show with a grocery store motif. We had sponsors by then and I was supposed to announce that the forthcoming program would feature Meredith Willson in charge of the butcher shop; Al Pearce supervising the vegetables and Harrison Holliway running the cracker department.

Imagine my embarrassment when my flub came out “the crapper department.” The Westerners, humming the theme behind me, couldn’t sing, so they ran off stage suppressing giggles. No one in the woodwind section, who had to pucker to play, could sound a note, and Meredith could just hold the percussionists and fiddle players together long enough to get us off the air.

All I could think of was to quit before I got fired. Next day I faced Holliway to offer my resignation. He said: “Nonsense, you made an honest mistake. We’re all on your team. You got us a lot of publicity and you did nothing but help yourself.” He was a wise man, psychologically. I heard more about that flub than anything I have done ever since.

Walter H. Bunker, vice president and director of the Hollywood office of the TV-radio department of Young & Rubicam Inc., is scheduled to retire at the end of this year. However, he will stay with the agency as West Coast program consultant. Mr. Bunker joined NBC in Hollywood as producer-announcer when the network opened its first studio there in 1936. He joined Y & R as producer of “The Jack Benny Show” in 1942. He has been in charge of the Hollywood office for 18 years.
You bet. Not just one Bowl, but lots of them.

The happy fact of the matter is that in this holiday season—as in the past—the NBC Television Network is televising more championship football than any other network.

What’s more, just about all the action will be in color. It’s the kind of sports colorcasting achieved only through the skill, experience and facilities of NBC—the only fully-manned, fully-equipped, first-quality network color service.

Between our coverage of the American Football League’s title game and the same league’s All-Star contest, we’re televising the very best and most famous of the post-season college games.

The collegiate action begins Dec. 31 with the East-West Shrine Game in San Francisco. Next day (New Year’s Day), NBC viewers will have choice seats for the Sugar Bowl, the Rose Bowl, and the Orange Bowl. Finally—one week later—we’ll be televising the Senior Bowl. All the telescasts—with the exception of the Shrine contest—are in color.

As the number one sports network, the NBC Television Network carried all ten of 1965’s most popular sports specials—a top-ten that included the World Series and last January’s major Bowl classics.

This is the network, too, which boasts such attractions as championship golf and the weekly NBC Sports in Action.

Finally, it’s the network which will be televising exclusively and in color—a special Major League baseball game each week of the 1966 season.

With this new development—and the colorcasts of the World Series and All-Star games—NBC will be supplying the most elaborate baseball coverage in network history.

Sports, color, NBC...is there a combination in television to match it?
What's in a name?

Editor: In one of its departmental headings, Broadcasting is missing the point. Broadcast promotion is not "Fanfare."

Webster says "fanfare" is a "showy, outward display." Modern broadcast promotion is far from that. The promotion manager in today's broadcasting has stepped out of the role of movie exploitation man, huskster and tub-thumper into the role of responsible management. He is more and more a responsive part of the station management team, aware of budget responsibilities, sales problems, community service and audience appeal.

To report news of his activities under the "Fanfare" label is comparable to reporting broadcast sales under the "huskster" label or programing in a section labeled "show biz."

As one who makes his livelihood as a broadcast manager, and as one who is interested in the future of the profession, I respectfully request that you label news of broadcast promotion as broadcast promotion. — H. Taylor Va- den, advertising and promotion director, Triangle Stations, Philadelphia, and past president, Broadcasters Promotion Association.

(Broadcasting thinks it understands the importance and nature of promotion. Do others agree with Mr. Vaden?)

Philadelphia U's are strong

Editor: Thirty percent of Philadelphia TV homes or substantially all with all-channel sets or convert- ers receive excellent pictures from our WKBS and the other local UHF channels. Jerrold's one-quar- ter of one-percent estimate is in error. (Broadcasting, Dec. 13).

Moreover, Jerrold's reference to UHF propagation inferiorities is out of date—tall towers, high power and transistorized tuners have changed all that.

Our criticisms are not of CATV because we have publicly stated that we think CATV's will help UHF de- velopment.—Richard C. Block, vice-president-general manager, Kaiser Broadcasting Corp., Oakland, Calif.

ETV prospers in Pago Pago

Editor: The educational television project [in Pago Pago, American Samoa], is now in full operation with six channels. We use five channels regularly with one as a stand-by.

The younger children seem to bene- fit the most. Adults seem to be getting a good bit of value from the night-time programing and some daytime programs. The high school students seem to have the most difficulty adjusting. — Linden Fisher, Pago Pago, American Samoa.

Radio: Service at all times

Editor: I have just read you excellent editorial "Mighty Mite" (Broadcasting, Dec. 20) and wish to compliment you on it. I know that your remarks will bring a renewed interest to our already sizeable "Build Radio with Ra- dio" campaign which is supported by more than 1,800 NAB radio members on a year-round basis.

A new item in the "Build Radio with Radio" campaign which plays heavily on modern listening habits is "The Stars Speak for Radio." Combine this album with NAB's already available "The Sounds of Citizen Sounds" and the 27 series of spot announcements covering almost every conceivable aspect of radio—especially portables and car radio—and I think you will agree that the NAB membership is playing a major role in stressing the values of radio not only during National Radio Month, but throughout the year.

Incidentally, NAB already has distributed more than 28,000 copies of our brochure "Beacon In The Blackout." The brochure emphasizes the vital role radio played in the recent northeastern U. S. blackout and contains, among others, a reprint of Broadcasting's ex- cellent coverage of the emergency.—John M. Couric, vice president for pub- lic relations, National Association of Broadcasters, Washington.

(The editorial to which Mr. Couric refers suggested that the NAB undertake a cam- paign to persuade all households to ac- quire transistor radios for use in emergen- cies.)

It's a reading must

Editor: May I say that as a mem- ber of the broadcasting industry, I find Broadcasting an indisputable necessity. Through your publication I have been able to keep up to date on all that hap- pens at other stations, among the net- works, from the agencies, etc.; also, I have recently located two "lost" friends of mine from mentions in your Fates and Fortunes column. Combine the aforementioned with complete reference of FCC actions, and I feel that you cannot be in radio—really in radio—un- less you have a subscription to Broad- casting.—Mark H. Isaacson, WRNJ (FM) Atlantic City.
It looks like another record

Spot TV sales for the year and for month of December both appear better than last December, according to BROADCASTING's fifth annual survey of stations

Television broadcasters are going into the closing days of 1965 with confidence that they have another record spot-sales year under their belts.

Gains appear to be more widespread this year than last in terms of both December business and business for the year as a whole.

The evidence also indicates that, with some exceptions, the advances made in 1965 are carrying over into the first quarter of 1966 as well.

These findings were drawn last week from a BROADCASTING survey of TV stations, the fifth in a series of annual studies. In general they were supported by an informal canvass of leading station sales-representation firms, although the reps were considerably more bearish about December results and more bullish about 1965 as a whole.

Big Majority • In the station study 87% of those responding said December spot billings were running higher than a year ago and 82% of those reporting on sales for a full year said 1965 was better than 1964.

A year ago 82% reported December billings up from 1963 and 80% said full-year billings were also ahead.

Among stations offering estimates of their gains, the average increase for 1965 over 1964 was approximately 12%, or about the same level reported in 1964 over 1963.

The average increase in December spot billings this year was put at 17.6%, compared to a 20.5% average advance reported last December over December 1963.

Slightly fewer stations reported December business dropoffs this year than last: 5% of the respondents this December as against 7% in December 1964.

In both years, the number estimating the extent of the decline was too small to provide a meaningful average, but it seemed unlikely to be no more than a few percentage points at most.

Approximately 8% of this year's station respondents said December business was no better or worse than last December's as compared to 11% who reported no appreciable change in December 1964 compared to December 1963.

Reps Less Optimistic • Station reps queried by BROADCASTING showed much more disappointment with December business than stations did. Several reported that the fourth quarter was "saved" by unusually strong sales in October and November.

Approximately 45% of the reps contacted said their December billings were ahead of last December's. Their gains ranged from 6% to 17% and averaged 12%.

Another 19% of the rep respondents reported billings levels this December unchanged from those a year ago, while 36% said their December sales were off. Where indicated, the declines ranged between 5% and 10%.

Looking at 1965 as a whole, the reps offered a much rosier report. Of those responding, 80% reported business up—approximately the same percentage that was found in the station survey. But where station estimates of their gains averaged 12%, the rep estimate averaged 16% and in one case ranged up to 24%. None was smaller than 10%.

In addition, 10% of the rep respondents said their 1965 sales would match 1964's, while another 10% reported declines but did not estimate their extent.

Color Gains • This year's study a sharp increase in agency-advertiser interest in color television within a three-month span.

A color question was first included in a BROADCASTING fall-business survey in September. At that time two-thirds of the stations said clients showed an interest in color "regularly" (22%) or "frequently" (44%), while almost one-third (33%) said they encountered occasional interest and less than 1% reported none at all (BROADCASTING, Sept. 27).

The same question in December found 80% of the stations experiencing regular (30.7%) or frequent (49.3%) interest from clients, while the number reporting only occasional interest dropped to 20%. No station reported total lack of client interest.

The survey, whose questions on December business related specifically to the week beginning Dec. 6, also found that—as has been the case in all five of these annual studies—one-minute availabilities are far and away in greatest demand and shortest supply.

One-minute spots were named nine times out of 10 as the length in greatest demand, and three times out of four as one in shortest supply.

Ranged next in demand but still in very poor second place behind the 60-second length, were 20-second availabilities. They were mentioned only occasionally as being in short supply.

Big Markets Busiest • Announcements

Colgate's $7-million drive

Colgate Palmolive's "Colgate 100" mouthwash, after three years of test marketing and regional introductions, is set to go fully national with a consumer advertising effort of $7 million beginning Feb. 28, practically all of it in network and spot television.

Colgate estimates the mouthwash market is now worth $169 million, having grown an average of 12.5% yearly since 1958. Ted Bates, New York, the agency for Colgate 100, says television exposure for the product will amount to 85% of TV homes five times per week.
of all lengths were more nearly sold out in markets having four or more stations than in markets with fewer than four.

But the stations reporting the most widespread December billings gains were those in three-station markets—possibly, authorities thought, because the biggest markets were more nearly sold out a year ago and thus had less room for advances this year.

Except in markets having more than three stations, where 78% reported December gains as compared to 91% a year ago, increases in all market sizes were more extensive this year than last. Thus 78% of the respondents from one-station and two-station markets reported this December’s spot business ahead of last December’s, as against 71% reporting gains a year ago; and in three-station markets 95% said December business is up this year, compared to 88% a year ago.

It was clear from the station returns and especially from the canvass of station reps that sales gains, although widespread, were not shared uniformly by stations and in many cases lags occurred for no discernible reason. Business frequently varies from market to market and station to station in fluctuation difficult or impossible to explain.

Where sales this year were reported trailing 1964 levels, the drop was most often attributed, if at all, to the absence of a presidential and other hotly fought election campaigns that swelled last year’s time sales. In other cases where December or full-year business was off, local conditions were cited, but in many instances no effort was made to explain the dropoff.

See Good Business Ahead * Although some stations voiced reservations about the outlook for the opening months of 1966, most of those offering forecasts looked for an active first quarter. A few said January and in some cases February seemed to be coming up “soft,” but others said first-quarter bookings were running ahead of the normal pace and predicted gains of 5 to 10% or more.

Highlights from typical rep reports follow:

A firm whose stations are all in major markets estimated its December business is up 15% over last December and that volume for the year has exceeded 1964 by 18%. The company reported that advertisers are showing “extreme interest” in color.

An official of a company that represents stations in medium-sized and small markets indicated that business overall is up about 10% over last year, but that December showed no appreciable gain. He speculated that the generally strong economy has been the major factor in the satisfactory sales picture and said he expects the activity to continue into the first quarter of this year. He said, however, that he experienced some, but no great, desire for color.

The vice president and sales manager of a company primarily serving large stations reported that his business in 1965 will top 1964 by approximately 13%. He stressed that although flights in spot TV have become shorter, advertisers are spending more money on a considerable interest in color but continued that advertisers at this point are not insisting on color as “a must.”

Another large company estimated its 1965 business is up by an average of 13% over 1964, although it noted a re-evaluation by national advertisers of some of its secondary markets which resulted in a slight softening during the second half of the year.

A very strong October-November period carried a relatively weaker December at this rep’s stations to a strong fourth quarter. The company detected a new interest in prime-time 20-second announcements which it feels to be a result of increased new-product advertising. But prime-time minutes were again said to be in greatest demand and shortest supply. National advertisers were said to be paying more attention to local program buys, in particular sports and public events.

A major firm said its fourth quarter, whose outcome had been questionable in September, turned healthy and ended with a 10% gain over the same period last year.

This company, an official reported, expects a good first quarter and a strong year in 1966. He said it is accommodating an increasing volume of piggyback business with several major sponsors pushing more heavily in placement of the so-called “30-30” announcements. Mentioned in this respect were Bristol-Myers and Procter & Gamble.

A company handling relatively few stations, but all in major markets, said sales for December were “disappointing” compared with last year. An executive attributed the decline to diversion of money from spot to network participations. Sales for the year were said to be about the same as for last year.

An “excellent” sales year was tempered somewhat by a drop of 5% to 10% in December sales at another firm representing a short list of major-market stations. An official attributed the decline to diversion of money from spot to network participations. Sales for the year were said to be about the same as for last year.

Howard moves to Marks with radio-TV in mind

Norman, Craig & Kummel’s subsidiary, Marks Advertising, New York, will begin 1966 with a total billing close to $2 million when Howard Stores, New York, joins the subagency client list with just under $1 million, it was announced last week by Howard L. Marks, president and a NC&K vice president.

Marks Advertising was formed in July 1964 to provide for clients with

Cyanamid buys CBS-TV

The American Cyanamid Co., Wayne, N. J., has signed with CBS-TV for sponsorship in 1966 representing an estimated $4.5 million in billing.

In the first quarter of the year, the company will be a sponsor in The Red Skelton Hour and The Danny Kaye Show in addition to schedules in CBS Thursday Night Movies and Secret Agent. Breck Hair Care and Pine-Sol household products will be advertised on the shows.

The contract was announced last week by Edmund W. Morris, director of advertising, consumer products division at American Cyanamid, and Thomas H. Dawson, vice president-sales for the CBS-TV network.

Young & Rubicam, New York, is American Cyanamid’s agency.
'Doc Buzzard' comes home to roost

A $20,000 film produced to promote the work of the National Association of Broadcasters' Code Authority has been shelved in response to the criticism of influential advertisers.

In those advertisers' opinion (which was shared reportedly by important agencymen), the code film portrays advertising in an unfavorable light and depicts the NAB code apparatus as the only deterrent to a bilking of the public. These critics asserted what they said was the film's implication that advertisers, agencies and broadcasters as a group are irresponsible and avaricious.

The withdrawal of the film was said to have followed a telephone call from the headquarters of the Association of National Advertisers to the NAB. The ANA was said to have taken the position that public showings of the film would spread a distorted impression of the relationships among advertisers, agencies and broadcasters and between them and the public. Some critics added that they thought it was an inferior production.

The 12-minute film, a mixture of live action and animation, was produced by Elektra Film Productions, New York. It is called "The People vs. Doc Buzzard." The main character is depicted as an unprincipled charlatan who would prey upon the public with false advertising and tasteless programming—if the code did not stand in his way. (Broadcasting, Oct. 18).

In Distribution * At the time the film was shelved more than 160 code subscribers, most of them television stations, had ordered rental prints—at $5 a week each—for local exhibition. The Code Authority had 17 prints in circulation when the decision was made to recall them.

The Code Authority has been encouraging subscribers to give the film wide exposure to the public. An unfinished version of "Doc Buzzard" was shown to broadcasters last March at the NAB's annual convention. The finished version was screened for an industry-government audience in Washington last fall and since then for half-a-dozen state broadcaster associations, the Hollywood Advertising Club and the NAB's eight regional conferences.

Code Authority officials said that at none of those showings did anyone complain about the film's content or quality.

It was apparently in New York that "Doc Buzzard" laid an egg. A print was said to have been sent to New York for private screenings several weeks ago.

Whether the film will be scrapped or revised is still up in the air. If revision is attempted, the Code Authority may ask the ANA for advice, it was said. Howard Bell, the code director, was understood to have been in touch with Peter Allport, ANA president, to explain the Code Authority's original hopes for the film.

Among the critical advertisers there was said to be some difference of opinion as to whether "Doc Buzzard" could be salvaged. Some thought parts of it might be usable; others thought those parts were so few that a repair job was hopeless.

The Plot * Here is how Broadcasting described "Doc Buzzard" when the NAB Code Authority showed the film for the first time publicly at the first NAB regional conference in Louisville, Ky.:

"[Doc Buzzard's] one avowed purpose through the centuries has been to con people into mischief, misbehavior and old-fashioned evil.

"Although successful in his attempts in the garden of Eden, where the serpent was the original high-powered pitchman, and in the Coliseum where a Lions-Christians match drew as many fans as the New York Mets do today, and in the French revolution where heads rolled, the Doc met his downfall when he tried to move his proven tactics into the broadcasting field.

"In four attempts to sell the audience, he is thwarted by the radio and TV codes as he tries to use broadcasting for a phony medical program, a deceptive and harmful toy commercial, a phony astrology program and the spectacular to end all spectacles: Extremism Playhouse, which features a little sex, a modicum of sadism, a touch of masochism and general filth, and, as Doc says, 'is the only television program that comes to you in a plain, brown wrapper.'"

Finance company makes first network radio buy

Network radio has a friend at a finance company. Says Everett E. Zeigler, advertising manager of Pacific Finance Corp., Los Angeles: "This will be the first time that we have ever used network radio. We made our media decision on an excellent cost efficiency, a prime drive-time audience which gives us a high percentage of acquisition-minded young adults and an active association with an aggressive sports personality which we can merchandise."

The media decision Mr. Zeigler was talking about is for 52-week sponsorship of the Keith Jackson sports program on 43 ABC Radio stations throughout California, Nevada, Oregon and Washington. The 10-minute program is broadcast five afternoons a week and sponsorship of it over the coming year represents an estimated $50,000 investment by Pacific Finance.

In 1964 the credit organization, a subsidiary of Trans-America Corp., had total advertising expenditures of some $150,000, about half of it in spot TV but made no radio investments. Handling the buy for Pacific Finance was Hixon & Jorgensen Inc., Los Angeles.
Spot storyboards have big impact

Advertisers might be smart to consider presenting their TV commercials occasionally in story-board rather than finished form.

That suggestion is advanced by two researchers in the December issue of the Advertising Research Foundation's Journal of Advertising Research.

Reporting on tests in which viewers had to "work" in order to see and hear different commercial, story-board and program matter, the researchers said:

"Subjects responded a little more to see and hear story-board commercials than to see and hear finished commercials. This may have been partially a function of the novelty of the story-boards [and] suggests that story-board commercials themselves might be as effective vehicles for presenting advertising messages as finished commercials. . . . In moderation, story-boards themselves [may] represent a useful medium for advertising messages."

The article, by Peter E. Nathan and Wallace H. Wallace of Associates for Research in Behavior (ARBOR), Philadelphia, described tests of "An Operant Behavioral Measure of TV Commercial Effectiveness."

On the theory that people will work harder to see things that interest them, the system requires subjects to keep pushing pedals in order to see and hear what is being screened and played for them. It was described at the ARF's annual conference last fall by an official of D'Arcy Advertising, which had commissioned ARBOR to test some of its commercials (Broadcasting, Oct. 11).

For the experiments, commercials in both finished and story-board forms were inserted in films of a football game and football half-time activities. The subjects "responded" to commercials about 11.5% less than to the game itself.

"If this finding reflects actual viewer response to programming in the home," the researchers concluded, "it would suggest that television viewers may not dislike commercials as much as some advertisers believe. On the other hand, it is possible that our laboratory setting, in which beer, cookies, bathrooms and kitchens were not continuously available, did not really duplicate the actual home setting!"

Carson/Roberts adds Sicks to growing list

Carson/Roberts Inc., Los Angeles, probably the biggest West Coast-based agency (it billed an estimated $19 million in 1964) topped off a happy year of consistently being on the acquisition-side of account switches by taking over advertising responsibility for Sicks Rainier Brewing, Seattle, from Doyle Dane Bernbach. The account bills more than $500,000 a year, some $350,000 of it in spot TV and about $90,000 in spot radio. Sicks is the seventh western advertiser to make the switch to Carson/Roberts this year. Among the major ones are Adolph's Ltd., Burbank, Calif.; Max Factor & Co. international division, Hollywood, and Jantzen Inc., Portland, Ore.

Doyle Dane Bernbach had the Sicks account for the last five years and serviced it out of its Seattle branch. Indications are that with the loss of the account, the office soon may be closed.

Radio used as sub, makes retailer's first team

An electric appliance distributor in New York City—Hotpoint-NY—has set a new four-day radio saturation drive for a new product this week after experiencing "unusually high" dealer and customer response to its first saturation attempt in a campaign that it hadn't intended to use in the first place.

The original campaign began Dec. 8 and featured a wave of 350 one-minute commercials over a two-week period on WABC, WCBS, WNEW and WOR, all New York, to introduce Hotpoint's new 795 transistorized automatic washer. The distributor used radio instead of newspapers (for the first time in four years) because the product was marketed in New York ahead of national schedules and newspapers could not make sufficient space available.

Though secondary newspaper coverage was undertaken by the distributor from Dec. 17 to Dec. 24, the advertiser is back with radio starting today (Dec. 27) in a new four-day saturation drive offering free installation of Hotpoint's built-in dishwasher. A total of 64 one-minute announcements are scheduled on the same stations. The campaigns were handled by Sheldon Fredericks Advertising, New York.

Loudness solution still sought—NAB

A status report on industry attempts to find answers to the loud commercial problem was presented to FCC Chairman E. William Henry by National Association of Broadcasters officials last week. And the report, which the chairman had informally requested at the NAB's Phoenix regional meeting in November, indicated that no hard-and-fast answers were close at hand.

NAB President Vincent Wasielowski and Vice President for Engineering George Bartlett told the chairman that the main industry thrust now was aimed at setting up guidelines for stations to follow in implementing the commission's policy statement on loud commercials issued in July (Broadcasting, July 5).

The NAB executives also noted that:

- The NAB-sponsored audio level tests in Harrisonburg, Va., to determine what effects compression, reverberation, clipping and various equalizations have on commercials, have been inconclusive and will probably not be continued.
- The work is continuing on development of a new VU meter, one that would actually measure loudness. The VU meter now in use measures power or energy rather than volume.
- The association is looking into ways it can work with production firms, the American Association of Advertising Agencies and others in their respective efforts to tone down commercials.

NBC-TV gives roster of major daytime buys

NBC-TV daytime sales during the month of November totaled $16.9 million, according to James G. Hergen, the network's director of special programs, sports and daytime sales. Of this sum, approximately $7.5 million was in new business, while $9.5 million came from advertiser renewals.

Advertisers placing major orders in NBC-TV daytime hours in November included Dow Chemical Co., Midland, Mich., and Thompson Medical Co., New York (both through Norman, Craig & Kummer); Block Drug Co., Jersey City, N. J. (Grey Advertising); Abbott Laboratories Inc., North Chicago, Ill. (Tatham-Laird & Kudner); National Biscuit Co., New York (Kenyon & Eckhardt); Lever Brothers, New York, and Warner-Lambert Pharmaceutical Co., Morris Plains, N. J. (both through J. Walter Thompson); American Home Products, New York (Ted Bates & Co.); Thomas Leeming
GET YOUR PITTSBURGHERS HERE!

Gulf does. They consistently pump sales into the nation's eighth market (and Gulf's home town) by buying WIIC exclusively. But you don't have to live here to spot the best spot buy. Check avails with General Sales Manager Roger Rice or your Petry-TV man.
TV gets most of toy maker's ad budget

Hassenfeld Brothers Inc., toy manufacturer in Pawtucket, R. I., will spend an estimated $6.3 million in advertising in 1966—most of it in television—according to Larry O'Daly, the company's advertising and sales manager. The division schedule (for Hasbro toys) encompasses 52-week participations in ABC-TV's Casper (Saturday, 11-11:30 a.m., EST), NBC-TV's Underdog (Saturday, 10:30-11 a.m., EST), and the weekday (8-9 a.m., EST) portion of CBS-TV's Captain Kangaroo. In addition, spot TV will be used throughout the year in children's programs covering the top 100 markets.

Bruns Advertising, New York, is the agency for Hassenfeld, which said its schedule of commercials will present some message about one of its toys on television every day of the week.

Business briefly . . .

The Gulf Oil Corp., through Young & Rubicam, Los Angeles, which started selling in the West for the first time last fall, will start a 13-week, five-state radio-TV and outdoor campaign. Plans call for saturation of Gulf's coverage areas in Arizona, California, Nevada, Utah and Washington from January through March. Prime-time spot TV and traffic-time spot radio will be used to push the oil company's Half & Half, Gulfiane and Premium brands.

The O'Brien Corp., South Bend, Ind., through Clinton E. Frank Inc., Chicago; Pennsylvania Grade Crude Oil Association, Oil City, Pa., through Mel- drum & Fewsmit, Cleveland; Pontiac Motor Division of General Motors Corp., Pontiac, through MacManus, John & Adams, Bloomfield Hills, both Mich., and Master Lock Co., Milwau- kee, through Campbell-Mithun, have purchased sponsorship in NBC Radio's Monitor; O'Brien in The Arlene Fran- cis Home Show, Pennsylvania Grade for 26 weeks in Ted Weebe's Sport of Speed, Pontiac, in 20 newscasts for 13 weeks, and Master Lock in Ring Around the World.


Admiral Corp., through Campbell- Mithun, both Chicago, plans to expand its budget by possibly as much as 50% for 1966 with heavy TV exposure to in- clude participations on seven prime evening shows on NBC-TV and ABC- TV. Total billings in all media, including local dealer co-op, could reach $18 million.

General Mills, through Knox Reeves, both Minneapolis, plans saturation color spot TV campaign in major mar- kets starting Jan. 24, 1966, for four weeks to introduce new snack food line for products called Whistles, Bugles and Daisys. Products were test- marketed this year in Buffalo and Syra- cuse, both New York, and Seattle. After heavy introduction drive, products will receive continued TV support on regu- lar basis.

Also in advertising . . .

New PR division = Waldie & Briggs, Chicago advertising agency, has formed a new public relations division effective Jan 1, 1966. The manager will be Rob- ert Young.

Farm ad awards = The National Agri- cultural Advertising and Marketing As- sociation, Chicago, has announced the best farm advertising campaigns of 1965 in both TV and radio will be judged in its annual media competition. The awards will be featured as part of the seventh annual farm marketing seminar in Chicago April 5. Entry deadline is Feb. 28, 1966.


Name change = Parkinson & Co., Wichita, Kan., has changed its name to Parkinson-Krebs & Associates Inc. Address remains 610 Petroleum Building, Wichita 67202.

"Journal" cites scarcity of TV-advertised items

The sales power of television was underlined last week in a newspaper generally regarded as unsympathetic to- ward TV — The Wall Street Journal.

An in-depth article on the front page of the Journal last Wednesday (Dec. 22) reported on widespread shortages of certain gifts in stores throughout the country. It said that across the nation, "Polaroid Swinger and Kodak Insta- matic cameras, Accutron and Timex watches and many types of toys heavily advertised on TV are all but gone from store shelves." At another point is says that "TV ads [for toys] have generated enough demand to strip the stores of the toys."

Two columns to the left on the same day, the Journal published another arti- cle, headlined "Games for Grownups Gain as Makers Aim at 'TV-Weary' Adults." The article reported the growth in sales of adult games by such compa- nies as Avalon Hill Co., Parker Brothers, Milton Bradley Co. and F. A. O. Schwarz Inc. The Journal re- ported that Parker allocates the bulk of its $1.2 million budget "with hope of catching the eye of grownup viewers who are bored with TV fare and anxi- ous to find an alternate way of spend- ing their leisure time."

New quarters for monitor

Bonded Services, a division of Novo Industrial Corp., New York, announced last week that it has opened new facili- ties to house the Multiplex Electronic Center of Videorecord Inc. Videorecord was formed when earlier this year Bonded purchased the assets of U. S. Teleservice, an off-the-air moni- toring service.

New quarters of Videorecord are at 630 Ninth Avenue, New York 10036. The company provides off-air kine- scopes from New York TV channels, test and regional markets. It also offers Photoscripts in color or black and white, both off the air and from clients' own films.

26 (BROADCAST ADVERTISING)
Why WHO-TV bought Volumes 4, 5, 9 and 10 of Seven Arts' "Films of the 50's & 60's"

Says Edward L. Doyle:
Program Director, WHO-TV, Des Moines, Iowa

"When we recently added the 'Early Show' to our late-afternoon program schedule, Seven Arts' Volume 9 was selected to carry the load because it answered our needs perfectly: A long list of outstanding titles, heavy on action-adventure, with top stars and a high percentage of color (109 of the 215 features).

Volume 9 was not our first Seven Arts buy. Volumes 4 and 5 with such blockbuster titles in color as 'The Man In The Gray Flannel Suit' and 'Sayonara' and Volume 10 with 31 of its 41 features (76%) in color including 'Love Is A Many-Splendored Thing' and 'The Seven Year Itch' provide WHO-TV with an extraordinary feature film library of 347 'Films of the 50's and 60's' of which 197 are also ready for colorcasting in the 'Big Show,' our prime-time Saturday night movie.

Seven Arts' Volumes 4, 5, 9 and 10 allow us to further our reputation as the 'colorful' station in Des Moines by presenting excellent feature films in color, hand picked for their time periods."

Seven Arts
ASSOCIATED CORP.
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD. NEW YORK: 200 Park Avenue, YUkon 6-1717
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LOS ANGELES: 3562 Royal Wr-7s Drive, Sherman Oaks, Calif., STate 8-8276
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Network radio business climbs

ABC sees best year since TV started; CBS and NBC concur in optimism

Three radio networks announced sales gains last week.

ABC Radio and NBC Radio emphasized sales increases already—ABC for the full year 1965 and NBC for the period Nov. 8-Dec. 10—while CBS Radio foresaw “another major business upswing” in 1966.

CBS and ABC both predicted an exceptional sales boost in the first quarter of 1966.

CBS said it was looking ahead to the first quarter of 1966 being its best quarter since 1958, with several sales weeks still to go. The network expected 30% more business to be written in the January to March period than in the same quarter in 1965. Some of the additional money, it was said, was coming from advertisers who had given tentative commitments to their schedules but were now signing as regular sponsors, many with long-term contracts.

George Arkedis, vice president for network sales at CBS Radio, said network radio generally appeared to be in a new business advance, and that at CBS the “same excitement we had in 1963 when we chalked up a 50% increase over the year before” was being generated at present. Since 1963, business increases at CBS Radio have been modest.

ABC Radio said sales figures indicated that this is the network’s best year since TV’s advent, with billings up 14% over 1964, previously the network’s best year in sales.

According to Theodore M. Douglas Jr., ABC vice president in charge of network radio sales, the first quarter of 1966 with more than three selling months to go has sales already “substantially” exceeding billings for the first quarter of 1965.

Mr. Douglas in a statement being released today (Dec. 27) said the first quarter traditionally is not our best sales quarter but in 1966 may yet top the highest previous quarter (the current October to December period). He said Breakfast Club will have its best three-month period in the past 10 years in the first quarter of 1966. That show is sold out for the three months, he said, and Paul Harvey News continues fully sold.

Noting the attraction of news programming on ABC Radio, Mr. Douglas said billings for the regular five-minute newscasts on weekdays and weekends

Commercials in production...

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


Montag Inc., Atlanta (Blue Horse school supplies): three 60s for TV, animation on film, color. Noel Blanc, production manager, Agency: Harris & Weinstein, Atlanta. Abe Weinstein, account executive.


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

Buck Division of General Motors, Detroit (autos): one 60 for TV, music score. Charles Barclay, production manager. Agency: McCann-Erickson, Detroit. Woody Walters, agency producer.


EUE/Screen Gems West Coast, 1334 Beachwood Drive, Hollywood 90028.


HR Productions Inc., 4227 East Madison, Seattle 98110.


Logos Ltd., 3820 South 27th Street, Arlington, Va. 22206.


Mid-America Videotape Productions—WSN Inc., 2501 West Bradley Place, Chicago 60618.

Mars Candies, Chicago (candy bars): one 60 for TV on tape. Bill Lotzer, director. Agency:
have been up 20% over 1964.

NBC Radio reported sales totaling $6,758,000 in new business and renewals for the period Nov. 8 to Dec. 10. The figure includes a previously announced $3,954,000 in sales in the Nov. 8 to Nov. 19 period. The latter two-week period was the busiest for the network since 1960, according to Stephen B. Labunski, president of NBC Radio.

ARB computer grinds out spot avail

"Instantaneous spot availabilities"—with cost per thousand (CPM) broken down demographically in a matter of hours—is a new service being offered by the American Research Bureau. Using avail data and rate cards supplied by stations, ARB offers to feed this data into its computers at the same time the tapes are spewing out ratings.

The result: full sheets of spot availabilities by total audience, and by various categories of ages and sex groupings, with costs per thousand given for each.

The Beltsville, Md., ratings firm feels that the new system could revolutionize local-market reports since "this is the sheet that the reps have to obtain to sell their spots in the first place."

A spokesman for ARB noted that one Chicago television station estimated that it took 40 man-hours a week to prepare a similar availability sheet and that the ratings firm had reduced the cost of preparation by approximately 50%.

The service is provided by ARB at a cost of 50 cents a line of print—all the station has to do is supply the firm with a list of the availabilities, its rate card and subscribe to the new ARB service.

For specific audiences—such as women, age 35 to 49—the sheet also gives the CPM, along with the CPM for all women and for total audience.

In addition to the information on the age-sex categories, ARB provides data on the viewing housewife, with breakdowns on those with a child up to six years old, those with a family of three or more and those who work 30 hours or more each week.

This information, which began with the September national sweep, was included as a result of ARB's broadcast-advisory committee's recommendations and is also included in local-market reports and the national surveys.

ARB reports that the new service has already been purchased by RKO General Spot Sales, NBC-TV Spot Sales, The Katz Agency and ABC-TV Spot Sales, all New York.

The advantages of the system are mainly in the time-saving category, according to an ARB spokesman. "Rather than spend three or four days figuring out the tabulations by hand, the salesman can take the master print-out and show the potential buyer exactly what is available."

Fleming buys Holman rep firm

K.B. Fleming has acquired the Hal Holman Co., a radio-TV station-representation firm in Chicago. Mr. Fleming, formerly associated with Leo Burnett Co. and George Hollinger, is president of Feature Merchandising Inc., Chicago, which represents stations in the merchandising field and which he will continue to operate in addition to the station-rep firm. Mr. Fleming did not disclose the price of his acquisition.

Mr. Holman, former owner of the radio-TV rep firm, died Oct. 24.

New set count from ARF

Breakout from census shows 4 million color homes, over 12 million UHF sets

An estimated 53.7 million U. S. households have at least one TV set, nearly 4 million have color and more than 12 million have UHF receivers.

These estimates were reported last week by the Advertising Research Foundation to supplement data released a month ago showing approximately one in every 14 U. S. households (6.9%) with color sets and one in five (21.1%) with UHF (Broadcasting, Nov. 22).

ARB's survey is based on its requested survey made by the Census Bureau last August, the costs of which were underwritten as in the past by the TV networks, the National Association of Broadcasters and the Television Bureau of Advertising. The latest survey, however, covered color and UHF for the first time.

ARB estimated 53.7 million households with at least one TV set, a growth of 21.6 million in the 10 years ARF has been reporting the estimates. This gain comes to 67% over a period when total U. S. households increased 22%.

Homes with two or more TV sets, which ARF said was estimated at 11.3 million last August, or one out of five TV homes, are more likely to have color and UHF. ARF reported 17% of these homes had color sets and 35.7% UHF.

In one-set homes, 4.8% have color and 19.3% UHF, the survey found. In total number of sets, ARF estimated 66.4 million are in households across the country. This is about twice the number estimated in June 1955.

ARB said color appeared more common in Pacific and Mountain States (one out of nine TV households) and the East North Central and New England states led in UHF (one out of three TV households). The South, it said, tends to lag behind in both categories. In its cross tabulating, ARF found that color and UHF sets are "least common" in nonmetropolitan areas, in households with no telephones, or with one person.

ARB, which has offices at 3 East 54th Street, New York, is sending members its 40-page report on the survey which is available to others at $5 a copy.
So far...
and yet so near

Whether focused on launchings from Cape Kennedy or recoveries in the Atlantic, NBC's color television cameras let millions of the nation's viewers share the suspense and triumph of the Gemini 7/Gemini 6 mission.

As the New York Daily News put it: "Space photography is here to stay! And so, apparently, is NBC-TV's intelligent approach to news coverage." Even the historic rendezvous itself could be "seen" by viewers of the NBC Television Network as the action was taking place.

This "seeing" was made possible through the expertly planned animation and graphic devices of the NBC News Space Center; the informed commentary of NBC Newsmen Chet Huntley, David Brinkley and Frank McGee; and the able support of their NBC News colleagues.

Its reputation for television's clearest, most complete news coverage drew to NBC News an audience for the two-week Gemini 7/Gemini 6 operation larger than either of the other networks; often larger than both combined.*

Indeed, the initiative, enterprise and cooperation of the hundreds of men and women at NBC News have made this organization the undisputed leader in broadcast journalism.

NBC NEWS

*SOURCE: NATIONAL ARBITRON, DEC. 4-18. PERIODS OF COMMON GEMINI 6-7 COVERAGE. ALL ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.
Warner Bros. has CATV ideas

Construction of systems in California would be first target of program supplier’s new subsidiary

It’s getting difficult these days to distinguish the program suppliers from the programmers. Warner Bros. Pictures Inc., by forming Warner Bros. TV Service Inc., is erasing the demarcation line even more. The new subsidiary is charged with the responsibility of getting into community antenna TV operations.

Disclosure of Warner’s interest in CATV was made in a personal statement by company president Jack L. Warner to stockholders. It was part of a report to stockholders issued in advance of the proxy statement for the publicly held company’s annual meeting scheduled for Feb. 2.

According to Mr. Warner, initial efforts will be devoted to the construction of CATV systems in California. Specific locations were not cited nor were there any indications that the company may purchase existing systems. Stressed in the statement was the “substantial profit potential” offered by CATV operations and ownership.

Warner Bros. is coming off a strong season in which it placed four new series on television accounting for two-and-a-half hours of network time. In addition, as revealed in the proxy statement report, the company-produced movie version of “My Fair Lady” had grossed about $23 million in world rentals as of the close of the fiscal year on Aug. 31. This put it little more than $5.2 million away from complete amortization. The feature film is still in its first run in some areas. Last week Warner Bros. agreed to produce as many as 12 new features to be shown first on CBS-TV. (Broadcasting, Dec. 20)

Although Warner is the first major program supplier to get involved in CATV, other such companies have made diversification moves within the broadcasting field. Screen Gems, the most active, is a major group station owner. 20th Century-Fox also is a station owner, while Paramount Pictures has made a sizeable investment in the development of pay television.

Kamen leaves Granik over CATV setup

Ira Kamen, electronics engineer and executive vice president of CATV Enterprises, one of the companies given a New York City community antenna grant, announced his resignation from that group last week.

Mr. Kamen said he could not come to terms with Theodore Granik, principal owner of CATV Enterprises, or agree on how the New York CATV operation would move ahead or how much of his time would be devoted to it.

The resignation came as a surprise because Mr. Kamen’s connection with the company had come under the scrutiny of New York City when it held the CATV Enterprises grant in abeyance before reconferring it last week (Closed Circuit, Dec. 20). The city had been concerned with CATV Enterprises’ ability to finance a CATV system and also reportedly questioned whether Mr. Kamen’s affiliation with the company as an electronics expert had just been for purposes of acquiring the grant.

Cooke forms new CATV subsidiaries

Formation of a sales-promotion firm and an equipment-representative firm was announced last week by Jack Kent Cooke, owner of American Cablevision Co.

J. Fred Weber, American Cablevision’s vice president for advertising and sales, was named to head American Sales Promotion Co., the sales-promotion arm of Mr. Cooke’s community antenna enterprises. Bill Bresnan, American Cablevision vice president for engineering, was named to head American Cablevision Electronics Co., the equipment subsidiary.

The sale-promotion group will sell

CATV piped aboard St. Lawrence cutter

Officers and men of the Coast Guard cutter White Lupine, which patrols the St. Lawrence River, have a new recreational facility—community antenna television.

The cutter, which sails daily from Ogdensburg, N. Y., on its patrol duties, hooks up each night with the Ogdensburg Video Inc. system in that city and the men get a choice of eight channels.

Ogdensburg Video is owned by New Channels Corp., a division of Newhouse Broadcasting Co.

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Broadcasting, December 27, 1965
printed material, including flip charts and easels and promotion items (perfume, key chain), used in selling CATV to subscribers. It will also help train local salesmen for CATV-system customers. The equipment group will act as a supplier to the CATV industry for special items, including a new matching transformer which Mr. Bresnan has designed. American Cablevision Electronics will not engage in manufacturing.

The appointments and the formation of the new subsidiaries were announced at the first annual meeting of American Cablevision Co. in Beverly Hills, Calif. Managers of 15 CATV systems, owned by American Cablevision, were present as well as Messrs. Cooke, Weber and Bresnan, and William Putnam, executive vice president; Gene Jennings, assistant general manager; John Graves, secretary-treasurer, and William Lastinger, president of Trans-American Microwave (also owned by Mr. Cooke).

WSUN sale application registered at FCC

Application was filed last Wednesday (Dec. 22) with the FCC for the sale of WSUN-AM-TV St. Petersburg-Tampa, Fla. The municipally owned commercial stations have been sold to WCAR Inc. (WCAR-AM-FM Detroit) for $1,130,000 (Broadcasting, Oct. 11). WCAR Inc. is owned by H. Y. Levinson. The Detroit company's bid was highest of two received by the city. The other bidder was Lee Gorman, representative of New England interests, who offered $911,500.

WSUN-TV lost its ABC affiliation in September after WLCY-TV (ch. 10) went on the air.

WSUN, founded in 1927, operates fulltime on 620 kc with 5 kw. WSUN-TV operates on channel 38.

KSHO-TV license case now in court

The question of whether the FCC's decision to deny the license-renewal application of KSHO-TV (ch. 13) Las Vegas will stand is now up to the U. S. Court of Appeals for the District of Columbia.

The commission on Dec. 17 announced its refusal to grant reconsideration of the decision, a refusal that clears the way for court consideration of an appeal already pending.

The appeal was filed in September after the commission's original decision in the case (Broadcasting, Sept. 6), but action on it was postponed.
A Gordian knot for the FCC

McLendon's all-ad plan may be hard for it to resolve

Gordon L. McLendon is proving to be one reason the members of the FCC feel in need of a one-month vacation once a year. His proposal for transforming KOLA(FM) Los Angeles into an all-commercial station (BROADCASTING, Dec. 20) may not pose the most profound problem the commission will face in 1966. But it's probably one of the thorniest.

For Mr. McLendon, in seeking commission approval of his purchase of the station, from Edward Jacobson for $400,000, has gone through the ritual prescribed by the commission for determining community needs. He has made a survey—three surveys, in fact. But the kind of programming proposed as a result—112 hours a week of classified ads—runs directly counter to the thrust of the commission's policy to curb excessive commercialization. Indeed, the proposal was unveiled at almost the same time the commission imposed its first sanctions in its campaign against overcommercialization.

The kind of dilemma the application poses for the commission was stated by Commissioner Kenneth A. Cox, a strong advocate of the commercialization policy. The commission, he said, might consider "excessive" a proposal for, say, 20 minutes an hour of commercials, if it were made by an all-music station. "But it would be hard to say that that's a problem when you permit a licensee to go on the air with nothing but commercials," he said.

Hearing on Proposal? * What's a regulatory agency to do? It could designate the application for a hearing on the question of whether the proposal really does meet the needs and interests of the area.

But Mr. McLendon, who is no novice in the business (he owns nine AM and FM stations and is seeking another AM) is probably prepared for such a development. He's made his surveys, as required by Question 1, Part 1 of the commission's new program-reporting forms. And he has summaries of interviews with 21 individuals in the Los Angeles area, including officials of public and civic agencies, that support the want-ad format.

Some commission officials, when informed of the surveys, smile and comment: "Surveys can be made to support almost any kind of programming." Which may be true. Indeed, it wasn't until the third McLendon survey that a need for an all-want-ad concept was discovered—and then, only after Mr. McLendon set out to prove or disprove a hunch. However, the popular Los Angeles Times, regularly overweight with the fattest classified-ad sections of any newspaper in the country, must prove something.

But the commission, didn't cause Mr. McLendon any trouble when he transformed his Chicago stations, WNUS-AM-FM into all-news operations. Accordingly, a hearing-designation order might raise some question as to the validity of the commission's often-stated assertion that "great weight" is given to licensee's judgment in programing matters. The commission is already under fire from critics who say the agency has a preconceived idea of what the needs and interests of a community are.

Another Question * The program reporting form question relating to surveys isn't the only one on which Mr. McLendon can rely in supporting his proposal. Question 18 asks how the applicant proposes to contribute to the overall diversity of programing in the area.

Now, Los Angeles is home to 32 radio stations—20 FM and 12 AM—and receives, besides, the signals of a number of stations outside the city. In that situation, what kind of service would represent more diversity than a want-ad station? As Mr. McLendon said in his application, he was not looking for "a need" to fill; he was looking for "a unique need."

No one at the commission is predicting whether or not the proposal, the first of its kind ever filed, will be approved without a hearing. Commissioner Cox did say he would have "great problems with it." But Chairman E. William Henry, who is closely identified with the commission's anti-overcommercialization policy, merely termed the proposal "in-
teresting.” Commissioner Lee Loewinger, who has opposed the chairman and Commissioner Cox on the commercialization policy, was equally noncommittal. But Commissioner Robert E. Lee said if Mr. McLendon “can make a showing that his proposal is good for the community I’d have no problem with it.”

The commission may well decide that the spectrum space is too valuable to be used for the broadcast of want-ad information that is available in the daily newspapers. But before reaching that or any other conclusion—even before deciding whether to order a hearing on the application—the commission will have to rethink some of the assumptions underpinning its policy on commercialization.

Are commercials, for instance, always or even usually considered an intrusion by the listener? Do they serve only the private needs of stations and advertisers? Or can they serve only the private needs of state or even usually considered an

WISC-TV made the request because, it contended, the NSI November report for Madison added to the audience of WKOW-TV Madison the audience of its commonly owned WAOV-TV Wausau, Wis., creating “an erroneous impression as to the size of the WKOW-TV audience” in Madison (BROADCASTING, Dec. 20).

It was understood that in the Madison report the WKOW-TV and WAOV-TV audiences are lumped together in the showing of “total homes delivered,” but that the metro rating and share are shown for WKOW-TV only.

WISC-TV has charged, and the owners of WKOW-TV and WAOV-TV have denied, that the Wausau station was converted into a satellite in order to “hypo” the ratings of WKOW-TV.

The rating council thus far has been interested primarily in making sure that the rating services that it accredits “do what they say they are doing,” but it is known to be concerned with the whole problem of “hypoing” by stations.

Observers therefore speculated that if the council becomes involved in the Madison case it will be interested basically in finding out whether the Nielsen company made an accurate representation of all the information in its possession, and possibly in exploring the “hypoing” issue.

Multiple action alters radio setup in Tyler

In a move to give a second nighttime station to Tyler, Tex., the FCC last week took an unusual round-robin action.

The case involves KGKB and KDOK, both Tyler. The commission renewed the license of KGKB, authorized Wallace Barbee to acquire control of KGKB Inc., and approved the sale of KGKB to KDOK Broadcasting Co. for $70,000.

The commission also approved the sale of station KDOK for $85,000 to Oil Center Broadcasting Co., a former owner of KGKB.

KGKB was notified of apparent liability of $2,500 for previously unauthorized acquisition of control of that station by Mr. Barbee. The FCC said that ordinarily it would have held a hearing on the license renewal application in these circumstances but that in this case the public interest would be served by a renewal and grant without a hearing.

The commission pointed to the fact that KGKB has been off the air for two years and that there is only one other nighttime station in Tyler.

KGKB will operate on 1330 kc, 1 kw, day and KDOK will operate on 1490 kc, 250 w, unlimited.

Alleged gamblers reported involved in Ohio franchise granted without hearing

Rumors that gamblers were involved in some community antenna television operations, current for the last 18 months, came to focus last week on two convicted gamblers who are principals in four CATV systems and in one application.

The story was broken by the Cleveland Plain Dealer and repeated in the Youngstown (Ohio) Vindicator. Both stories identified the men as Daniel and Robert Lamont, brothers, of Hollidaysburg, Pa. Both are officers, directors and/or stockholders—together or separately—in CATV systems in Altoona, DuBois and Sharon, all Pennsylvania, and in Ashtabula, Ohio. Daniel Lamont is also a principal in the application for Youngstown, Ohio.

Daniel Lamont, it was reported, pleaded guilty in 1951 of bribing a New York University basketball player. He served six months in a New York prison. Robert Lamont, it was disclosed, has been convicted on several gambling charges and has acknowledged, it was said, that he was in numbers and slot-machine operations in central Pennsylvania.

The disclosures came after the Youngstown city council, without previous hearing or announcements, several weeks ago voted 5 to 2 to grant a CATV franchise to Youngstown Cable TV Inc. The council’s move was vetoed by Youngstown’s Mayor Anthony B. Flask. The council last Wednesday (Dec. 22) took no action on a call for reconsideration. The city’s parliamentarian contended that any action has to come a week following the mayor’s veto. Some councilmen argued, however that the council may consider the veto any time after one week.

The newspaper articles spurred these comments from federal and industry spokesmen:

U.S. Attorney Merle M. McCurdy of Cleveland said that his office has been “particularly interested in the Youngstown situation.” Although he declined to acknowledge that an investigation was underway by federal agents, it is understood that a government attorney has been observing the Youngstown council meeting where the CATV matter has come up.

Mr. McCurdy, however, was quoted...
as also saying:

"... Any illegal attempts to take over the communications field will be met head-on by the full force of the federal law-enforcement machine. Organized racketeers are not going to find any sanctuary in the Northern District of Ohio."

If the facts warrant, Mr. McCurdy said, a grand-jury hearing is a good possibility.

Frederick W. Ford, president of the National Community Television Association, declared: "If any persons not of good character have entered the CATV business they must be ferreted out and expelled from this public service.

"The fact that the situation described by the Cleveland Plain Dealer is an isolated instance, as witness the experience of 2,200 communities throughout the United States which have granted CATV permits and in which no similar situations have developed, speaks well for the high character of persons within the CATV industry and the decision-making machinery of local governments.

"The potential development of CATV makes it impossible for the industry or government, either federal, state or local, to tolerate such elements in this industry. The NCTA will actively support all efforts by such governments to prevent criminal elements or other persons of bad character from engaging in providing CATV service."

* Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, commented: "The FCC now has jurisdiction over CATV's that are fed by the microwave relays, but who gets the franchises for the systems not fed by microwave should be left up to the local governments. The time for the commission to make rules is when the gangsters affect that part of the communications industry over which the FCC has defined jurisdiction.

"Now the question arises what to do when the city officials can't cope with the problems. As I see it, this is a matter for the duly qualified electors to handle at the polls."

One of the strange elements in the Youngstown situation is that no one can identify the drafter of the CATV ordinance.

The proposer councilman claims that the city clerk asked him to sign his name to the document in order for it to be placed on the council agenda. The sponsoring councilman voted against the grant.

The city clerk said that the document was delivered to his office but that he does not recall who brought it in.

The franchise would have granted an exclusive permit to Youngstown Cable TV Inc.

Mayor Flask said that he is "completely baffled by this. I just don't know where it came from. And I can't find anyone who does."

One Youngstown councilman suggested that the clerk send a letter to the FBI recommending a full-scale investigation into possible racket connections in the Youngstown CATV matter.

In addition to Youngstown Cable TV, there were two other applications for CATV in Youngstown: Telerama Inc., Cleveland (a group CATV owner which includes Scripps-Howard Broadcasting Co. as a minority owner), and Ohio TeleVue Inc., organized by Youngstown's three UHF stations (WKNN-TV, WYTV and WFMJ-TV).

A reference to "undesirables getting into CATV was publicly made for the first time last spring when FCC Chairman E. William Henry appeared before the House Communications Subcommittee to testify on HR 7715, the bill introduced by Commerce Committee Chairman Oren Harris giving the FCC limited regulatory authority over CATV. His point was that unless the FCC is given authority to regulate CATV it could not investigate such allegations (BROADCASTING, June 14).

Is it a matter of protocol?

Harris's judicial commission at Justice Department

for him 'to pick up', but he wants it delivered

Much has been said about the federal judgingship for the eastern and western districts of Arkansas and of the appointment to that post of Representative Oren Harris (D-Ark.). Some of what has been said has been knowledgeable—some has not.

But now doubts are arising all over official Washington about "who goofed," or "who's fooling whom," or "what are they trying to pull anyway?"

The reason for all the questions is that Representative Harris, chairman of the House Commerce Committee, is reported to have said again and again that his commission to take the bench has not been signed by the man who nominated him, President Lyndon B. Johnson, even though the Senate has confirmed the nomination and sent it to the President.

But now seems the Justice Department has had his commission, which it is claimed was signed by the President Aug. 12, and the warrant has been waiting "for Representative Harris to pick up" since that time.

A spokesman for Mr. Harris said last week that the Arkansas congressman "knows nothing about the commission or its reported signing." He added further that it was not up to the appointee to "pick up the commission." Rather, as he understood the process, the Justice Department "should have delivered the commission to Mr. Harris as soon as it was signed." And he cited the Supreme Court of the U. S. as the basis of his remarks.

In Marbury v. Madison, he said, the court ruled that the President must deliver the commission when it is signed.

Marbury Case • Chief Justice John Marshall, who wrote the Marbury decision in February 1803, said, speaking
TURN DOWN THE LIGHTS WITH RCA-7513/S and 4513/S
IMAGE ORTHICON MATCHED SETS FOR COLOR

We've always been proud of our RCA-7513 since it produces very clean looking colors with the least noise of any tube for three-image Orthicon cameras... We're also particularly proud of the nice uniform grey scale and the slightly more rounded knee we've built into this tube. But, by the time a broadcast engineer gets the depth of focus he'd like to have, he's usually running 600 to 800 ft. candles of studio illumination, a bit too much for some actors' comfort!

We took another look at this problem, realizing that incandescent light, color filters, and optical systems being what they are, color cameras needed more sensitivity in the blue end of the spectrum. By devising a special photocathode and other innovations, we developed a tube with double the sensitivity in the blue channel.

This tube for the blue channel is called the RCA-4513/S. Now, when you buy a matched set (that's what the "S" stands for) of one 4513/S and two 7513/S tubes for the red and green channels, you'll find that you can turn out about half the lights. This helps in keeping the actors contented and the air conditioning from straining after a long day's session of broadcasting or taping. In addition, when you buy the matched set, you'll find they produce both good color pictures and good tracking over the entire dynamic range.

See your local RCA Broadcast Tube Distributor for further information on RCA Image Orthicons. He'll be glad to hear from you.

AVAILABLE FROM YOUR LOCAL
RCA BROADCAST TUBE DISTRIBUTOR

RCA Electronic Components and Devices, Harrison, N. J.

The Most Trusted Name in Electronics
of presidential appointments: "Some point of time must be taken, when the power of the executive over an officer, not removable at his will, must cease. That point of time must be when the constitutional power of appointment has been exercised, when the last act, required from the person possessing the power [the President], has been performed; this last act is the signature on the commission."

The Marbury case also involved a judgeship. It was for justices of the peace in Washington, and it has been hailed as a "landmark decision."

The question arises, then, why did the Justice Department fail to deliver the commission, since the President no longer had "power over the appointees," and since, to paraphrase another section of Marbury, from the time the commission was signed, it was law and could not be recalled?

Reports have been current ever since the Senate confirmed the appointment Aug. 11 (Broadcasting, Aug. 16, et seq.), that Mr. Harris would return to Washington for at least part of the second session of Congress, which begins Jan. 10, 1966.

Some reports had him continuing his congressional chores until late March or early April (Closed Circuit, Oct. 4).

Inside Dope • Ever since Mr. Harris' appointment to the federal bench, rumors have swept Capitol Hill explaining the Arkansas Democrat's future.

One report had him returning for the second session of the 89th Congress to handle transportation bills considered vital by the administration. Another had him returning in order to circumvent the calling of a special election in his district which would be required if his seat became vacant before 1966. A third had him remaining in order to oversee certain power legislation in which he is particularly interested.

At one point there was even a rumor that he was staying on in order to arrange for his successor as chairman— notwithstanding the fact that Representative Harley O. Staggers (D-W. Va.) is next in line as senior Democrat on the committee.

In the minds of many observers, the political situation in Arkansas seems to be the key purpose in Mr. Harris' intent to remain a congressman into 1966. Under Arkansas law, a special election would be necessary to fill a congressional vacancy unless the vacancy occurs during an election year (1966).

With Mr. Harris resigning in 1966, no special election will be necessary. The possibility of a wide-open race is said to cause shudders in the Democratic hierarchy of the state; visions of a Republican taking the seat held by the Democratic stalwart for 25 years is seen by some as an eventuality under a free-field election.

According to staff sources, he has said he'll only resign "following an orderly and responsible transfer of the reins of the committee" to his successor.

As late as Dec. 17, presidential news aide Bill Moyers told Broadcasting that there was "no comment" on the Harris judgeship.

At the Justice Department, the report is that the commission has been signed and sealed and here for Mr. Harris since Aug. 12."

The staff of the Arkansas congressman called this information "the best kept secret in Washington."

The Arkansas judgeship was created in 1961 by the late President Kennedy, but it has never been filled.

Changing hands

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 66).

• WTVP-TV Decatur, Ill.: Sold by Metromedia Inc. to LIN Broadcasting Co. for $2 million (see page 40).
• KVEC San Luis Obispo, Calif.: Sold by John C. Cohan to James L. Saphier and associates for $360,000. Mr. Cohan is 55.3% owner of KSBW-AM-FM Salinas-Monterey, KSB-TV San Luis Obispo and KNGS Hanford, all California. Mr. Saphier, West Coast talent agent and TV packager, was associated with Bob Hope and others in ownership of KOA-TV Denver until holdings were disposed of in 1964. KVEC operates on 920 kc with 1 kw day and 500 w night.
• KXCR San Bernardino, Calif.: Sold by...
Joseph H. and Agnes I. McGillvra to Harry Trenner for $275,000. Mr. Trenner has been involved in direction and ownership of WNYF Buffalo, WBBM Chicago, both New York, and WVEC Miami. KCXG went on the air in 1947; operates on 1350 kc with 5 kw days and 500 w nights.

Note: Through a typographical error KCXG (TV) Jefferson City, Mo., was incorrectly identified in the story on page 9 of the Dec. 30 BROADCASTING reporting the sale of that station and of KWOS Jefferson City and KMOS-TV Sedalia, Mo., to Kansas City Southern Industries Inc. for more than $3 million.

WTAE(TV) revamps executive lineup

In a major realignment of top echelon personnel, WTAE(TV) Pittsburgh last week announced new positions, effective Jan. 1, for five men. Alan Trench, formerly vice president and general sales manager, will be vice president for television sales. John Conomikes, regional sales manager, becomes TV sales manager.

Dave Murray, news director for six years, will be director of programing and program development. Fred Remington, editorial director, becomes news director, and E. Preston Stover, program manager, becomes operations manager.

WXUR subject of Pa. legislature resolution

Four Pennsylvania legislators have asked the General Assembly of the state to pass a resolution calling on the FCC to investigate WXUR Media, Pa. WXUR is owned by Faith Theological Seminary which is headed by the Rev. Carl McIntire.

Refered to the committee on rules, the resolution says there is “serious question whether Radio Station WXUR, under the operational control of McIntire, is giving the balanced presentation of opposing viewpoints required of broadcast licensees....” The draft states that Dr. McIntire has engaged in “vicious” attacks on the National Council of Churches “and has continually exhorted the political and economic views of the radical right....”

This is the second attack on WXUR in a month. Early in December, the Media Borough Council wrote to the FCC relaying citizens’ complaints and asking the commission’s position on telephone-interview programs (BROADCASTING, Dec. 6).

John H. Norris, manager of the station, cited the resolution as an “irresponsible action of the Pennsylvania Democratic Party leaders....” He said

A hectic new year for NAB committeemen

Committee and board members of the National Association of Broadcasters face a busy first three weeks in the new year as they prepare for the NAB joint board meeting in Palm Beach, Fla., Jan. 23-27.

The executive committee will meet on Jan. 4, the Future of Broadcasting in America committee on Jan. 5, the finance committee on Jan. 11-12 and the editorializing committee on Jan. 18.

In addition to the regular NAB budget, the finance committee will also hear about costs for a proposed new headquarters building, increased rates for radio and TV code members, and a major increase in the public-relations budget.

NAB’s current 1965-66 budget is $2.27 million, down from the $2.35 million of the previous year.

Although the original PR proposal made to the board last June called for about $300,000 to double the five-man staff and take on more projects, there is some feeling that any increase in this budget would more likely be in the neighborhood of $100,000.

There also appears to be increasing support for strengthening the government affairs, legal and engineering staffs, those that have the most direct dealings with the governmental power structure in Washington.

Last week NAB staffs were putting final touches on their proposed budgets before presentation to the finance committee.
that Rev. McIntire buys time on the Media station just like any other spon-
or. He charged it was an attempt at harassment of his father, the Rev. John M. Norris, owner of WGBS Red Lion, Pa., who has filed suit in federal court in Washington asking that the FCC's fairness doctrine be declared un-
constitutional. The Rev. Norris is also asking for $5 million in damages from the Democratic National Committee.

L.A. pioneers go their own way

The Broadcast Pioneers lost a chapter last week when the board of directors of the Los Angeles chapter unanimously voted to withdraw from the national organization and establish a new independent association serving the chapter membership. The board action was in accordance with a resolution adopted at a November meeting of the Los Angeles chapter (Broadcasting, Nov. 29).

The Los Angeles Pioneers said it made the move toward an independent, autonomous operation only after a series of petitions to the national organization, according to the Los Angeles members, had been ignored. It was further maintained that for nearly a year, the chapter board had been attempting to discuss with the national board the problems of maintaining a chapter organization on 25% of the national dues of $10 a year and that the letters from the chapter had gone unanswered, it was asserted.

Accordingly, at the November meeting, the Los Angeles chapter presented a resolution that the chapter collect annual dues of $10 and remit $5 to the national organization, retaining $5 for its own operational expenses. The membership, by a voice vote, overwhelmingly approved the resolution.

The chapter said that a notice was immediately sent to the national Broadcast Pioneers office, with no response until after a general notice had gone out from that office to all members, announce an increase in dues from $10 to $20 a year, with 37½% going to the individual chapters. The proposal of the Los Angeles chapter that it receive 50% of the national dues was ignored as was the further proposal that the chapter be authorized to collect the dues and keep its own membership records, according to the Los Angeles chapter. The seces-

sion resulted.

At a meeting last Monday (Dec. 20), the board of the Los Angeles chapter voted to withdraw from the national group and to establish a new organization, tentatively named Pacific Pioneer Broadcasters. The name will be submitted to former chapter members for approval at a membership meeting to be held Jan. 28 at the Sportsmen's Lodge in North Hollywood.

At that meeting the new group will adopt a constitution and by-laws as well as elect officers for the coming year, according to the PPB announcement last week.

Trafficking question raised in Peoria sale

The sale of WTV(TV) Decatur, Ill., by Metromedia to LIN Broadcasting Co. for $2 million was approved by the FCC last week, but one commissioner dissented and raised the question of trafficking in licenses.

Commissioner Robert T. Bartley voted for an evidentiary hearing "on the issue of trafficking by the assignor and its president [John W. Kluge]." Metromedia bought WTV in 1960 from John Bolas and associates for $570,000. Earlier this year, Metromedia sold WTV(TV) Peoria, Ill. (now WRL-TV), to the Mid-America group (Kankakee [III.] Journal) for $2 million, having bought the station in 1959 for $610,000. Both stations are UHF.

With the disposal of its two UHF stations, Metromedia now owns four VHF stations: WNEW-TV New York, WTTG(TV) Washington, KMBD-TV Kansas City, Mo., and KNX(TV) Los An-

geles, and is seeking FCC approval to purchase KSAN-TV, a dark UHF in San Francisco. It also owns radio stations in these cities (except Washington) and in Philadelphia, Cleveland and Balti-

more.

LIN Broadcasting, which is prin-
cipally owned by Frederick Gregg Jr. and John R. Ozier, owns WMAK Nash-
ville, WAKY Louisville, Ky.; KEEL Shreve-
port, La., and KAAV Little Rock, Ark. It also is a multiple community an-
tenna owner through Gregg Cable-
vision Inc. (Broadcasting, Oct. 18).

WTV, which went on the air in 1953, operates on channel 17 and is affiliated with ABC.

Media reports...

New Beacon chain owner = Television Industries Inc., New York, has an-
nounced plans to acquire a privately owned group of 15 theaters known as the Beacon chain. Television Industries' main asset has been pre-1948 RKO motion pictures, which it distributes for television, but revenue from this activity has declined sharply in recent years.

New affiliates = Mutual affiliates signed within the past month include KODO Omaha on 1420 kc with 1 kw day; KCBC Des Moines, Iowa, on 1390 kc with 1 kw day; KPOR Quincy, Wash., on 1370 kc with 1 kw day; KPFA Greeley, Colo., on 1310 kc with 5 kw day and 1 kw night, and KSPI Stillwater, Okla., on 780 kc with 250 w day. KCBC is also affiliated with ABC Radio.

Audio present = KTWO-TV Casper, Wyo., has given a solid-state audio console to the University of Wyoming for use in its speech, journalism, lib-

eral arts and professional broadcasting courses. The unit containing 18 separ-

ate input stations and two output channels which can be used for simu-

laneous broadcast of AM and FM pro-

grams.

Expansion = Cox Broadcasting Corp., has started construction of a $1-million, two-story addition to its headquarters building in Atlanta. The addition, to be completed next summer, will add 34,000 square feet of floor space to the building which also houses the group station owner's WSB-AM-FM-TV Atlanta.

Moving = WQMR, WGAY(FM) Washing-

ton, Connie B. Gay Stations, have an-
nounced three moves at a total cost of $175,000. The stations will get two new towers in neighboring Maryland and a new office and studio location in the World Building, 8121 Georgia Avenue, Silver Spring, Md.
RCA, Philco to build color-tube plants

Promise of 500,000 more color tubes annually by the end of 1967 is seen in expansion announcements by two major manufacturers in recent weeks.

RCA's Canadian subsidiary reported that it will spend $25 million for a color-TV-picture-tube plant that by mid-1967 will be able to turn out more than 300,000 tubes yearly at capacity.

RCA Victor Co. Ltd., Montreal, said the project represents the largest single expansion in the history of the Canadian electronics industry and that it will be the largest such facility outside the United States.

Construction will start in 90 days at Midland, Ont., the company said.

Colorcasting is expected to begin in Canada in October 1966 but more than 1.5 million Canadian homes are within range of U.S. television stations and the annual sales of color sets are expected to reach the 300,000 level in several years.

Philco announced that it plans to spend $20 million to build and equip a color-TV-tube plant at Lansdale, Pa. The new plant is expected to be in operation early in 1967 and by the end of that year will be producing color tubes at the rate of 200,000 yearly. The plant's eventual capacity will be 500,000 a year, it was said. It will manufacture rectangular tubes in all sizes, from 15 to 25 inches. Philco's regular Lansdale tube plant has increased its color-TV-tube production to 2,000 a week in mid-December.

Price war flares over transistor radios

If radio is a bargain for advertisers, it is also a bargain for the listeners who buy the sets.

Competitive price-cutting among makers of small AM-FM sets appears to be following the earlier pattern of AM-only transistor sets as trade sources last week reported that one Far East manufacturer is selling AM-FM units at factory price of $7.40. The firm was identified as Dah Seng Hong, major producer in Taiwan. As volume increases, the price is expected to go as low as $6.50.

The low-end retail price of transistor AM models, long running under the $10 mark, appears to have dipped even lower in some markets. Discounters E. J. Korvette in Chicago, for example, last week advertised a seven-transistor AM pocket radio for $3.88 including battery, case and earphone—gift boxed as well. Korvette also offered a 10-transistor deluxe model for $5.88.

Meanwhile, many major U.S. manufacturers have moved to meet the foreign competition under their own labels. Admiral Corp., Chicago, for instance, has announced a new eight-transistor pocket AM set for retail of $9.95 including accessories and batteries. Admiral's new pocket AM-FM set, featuring 10 transistors, retails for $19.95.

Zenith Radio Corp., however, refuses to join the price war. Its newest and smallest AM-FM personal portable, the Royal 810 is priced retail at $49.95. The set is camera size and is claimed to have super sensitivity. Zenith says it is shooting for its share of the "quality" market rather than attempting to compete on price.

Business still is brisk for the table radio market, according to C. J. (Red) Gentry, manager, radio products, Motorola Consumer Products Inc. He noted sales for the industry totaled 2.5 million table model units in 1963, hit 3 million last year and are expected to go up to 3.2 million in 1966. Motorola's new table model AM line starts at $12.88 retail with an AM-FM version strating at $39.95.

AMST's calipers put on translators

The Association of Maximum Service Telecasters, which regularly opposes proposals for short-spacing of television stations, last week filed oppositions with the FCC in three cases involving applications for 100 w VHF translators.

The association opposes more than 160 VHF and UHF stations, said the short-spacing of the recently transistorized translators would lead to the same "degradation" of regular station service as would the short-spacing of a conventional television station.

Two of the applications are for channel 8 in Iron Mountain, Mich. One was filed by WBAY-TV Green Bay, Wis., the other by WLUC-TV Marquette, Mich. AMST said the proposed site is 183.6 miles from the Sault Sainte Marie, Mich., reference point, or 5.9 miles less than the minimum co-channel mileage separation required by commission rules.

The third application was filed by Harriscopho Inc., which is seeking channel 7 in Sheridan, Wyo., to rebroadcast the signal of its Casper, Wyo., station, KTWO-TV. The proposed site, AMST said, is 138.4 miles from KSD-TV Rapid City, S. D., or 6.1 miles less than the minimum co-channel mileage separation required.

All three applications were filed in accordance with a new commission rule making vacant VHF assignments in the table of allocations available for use by 100 w VHF translators (Broadcasting, July 12). VHF translators on unassigned channels are still limited to 1 kw.

AMST noted that it has supported the expansion of translator service. But it said that it is as important for the 100 w translators to comply with technical standards as it is for television stations, "for interference to a television station is no less contrary to the public interest" when a translator causes it.

The association also pointed out that the commission rule foresees the development of high-powered translators into regular stations. As a result, it said, the commission "sows the seeds for a future dilemma" if it permits short-spacing of high-powered UHF translators. The commission, AMST said, would have to choose between requiring the translator to move its transmitter site or sanction short-spacing for a regular station.
Pumping up that NFL package

Reported $96-million asking price for four-year deal keeps football up in the air;
wide variety of possible places for it to land

Football, football, who'll get the National League football?
Nobody had it last week and it didn't look as if anybody would get it until after Christmas. But when they get it, it'll probably cost upward of $76 million, if it lasts four years.

And it seemed likely last week that big-time football, for the first time, will force its way into some prime-time television exposure.

Despite all the reports that the NFL may go afield from CBS-TV, the logical network to take the package, most network and agency opinion solicited by Broadcasting last week held that NFL football, when it stops bouncing, will come to rest in CBS-TV's arms. And after negotiations between the principal parties last Wednesday the two seemed closer to an agreement.

It appeared probable that the contract would contain a modified blackout provision and that its cost would be somewhere between the reported $76 million bid price of CBS-TV and the reported $96 million asking price of the NFL (CLOSED CIRCUIT, Dec. 20).

There were still many points of contention to be hammered out and an outside chance that the league would move its games elsewhere.

Where Else? NFL Commissioner Pete Rozelle, after a Monday meeting with league club owners in New York, mentioned the possibility of a direct sale of the rights to sponsors or to a packager such as Sports Network Inc., or to a talent agency or some combination of these.

Still other reports had it that large-station groups had sniffed at the possibility of packaging the NFL schedule, starting with a nucleus of their own stations and going from there. RKO General confirmed that it had discussed such a plan with the league but said it was no longer seriously considering it.

One agency that represents a major advertiser in the present NFL schedule, when asked who Commissioner Rozelle had been talking to, said "just about everybody."

There were reports, which CBS-TV's inner councils appeared to take seriously, that the league's interest in organizing an independent network, if it could not have its way with CBS, was indeed a real threat. Sports Network Inc. appeared to be sitting back, hoping that the ball might bounce its way should negotiations between the league and CBS break down.

Richard Bailey Jr., president of SNI, indicated he'd be delighted to have the package but expressed doubt that it would come his way.

Most observers have felt right along that the chances of ABC-TV or NBC-TV getting all or part of the NFL games are negligible; ABC-TV because of its commitment to National Collegiate Athletic Association football, and NBC-TV because it has the American Football League schedule for four more years.

An ABC-TV spokesman last week said the network has not discussed the NFL package with the league since it acquired the four-year, $32-million rights to the college games. However, he denied there is any formal restriction in its college contract that would keep it from picking up any part of a professional football schedule.

Carl Lindemann, NBC Sports vice president, asked if there was any chance of his network picking up some portion of the NFL games, responded: "I don't see how we could carry any of it." He added: "If the price goes sky-high it works to our advantage because the AFL becomes a still more attractive package. If it goes up to $24 million a year, it's staggering."

What's Inside? Partial explanation for the wide margin between the reported bid and asked prices of $76 million and $96 million lies in differences of opinion over what the package should contain.

If television exposure for the league were expanded to its fullest potential, including introduction of outside games into home territories of teams when they are playing at home (the so-called modified blackout) and expansion of double-header presentations, and if several prime-time games and the post-season games were included in the package, then some thought it might command the $96-million four-year asking price.

Two provisions in which the league is highly interested are that several prime-time games be shown early in the season (it has suggested Monday nights) and that there be an increase
in color presentations. Commissioner Rozelle said these would serve to heighten the public's interest in the football league.

CBS Sports in the past has reported "no interest" in carrying football in prime time but last week, Bill MacPhail, the network's sports vice president, said a couple of regular season games on Monday nights are a possibility in addition to one preseason night game.

This year CBS-TV presented two regular-season games in color and plans color for its post-season contests. Mr. MacPhail said that should CBS get the package it would be prepared to increase the color schedule to all national presentations including double-headers.

He thought CBS would probably present double-headers on the last eight headers.

To increase the color schedule MacPhail said double-headers on the last eight headers.

Length Not Definite * Uncertainties in just how much football might find its way onto the network in future years could result in a shorter contract than the four-year agreement that has been anticipated.

Commissioner Rozelle told Broadcasting last week there is no certainty the football contract will be a four-year deal.

For these reasons the $14.1 million which the NFL now receives yearly might bear little comparison to the $24 million per year being asked by the league. However, advertisers in NFL football are now paying over $8 as a cost-per-thousand, at least double the cost they might expect to pay in a prime-time vehicle, and any additional cost might push them past their limit, according to one agency sports specialist questioned last week.

One group, which had put out feelers for advertiser support, hoping that it might package the games, said it had encountered a definite disenchantment among the league's present advertisers, even with the present cost of the games.

Where has Uncle Miltie's audience gone?

It being the holiday season, the Hollywood chapter of The National Academy of Television Arts and Sciences roasted some chestnuts a fortnight ago. Some of the older, more seasoned ones were TV's so-called slavish dependence on ratings and the public's sacrosanct ownership of the airwaves.

In a meeting held in the Beverly Hilton hotel, NATAS gave television as a mass medium, a mass going over. The occasion was a "why-what" panel discussion of whether television by being dependent on a mass audience "inevitably dooms itself to a low-level of artistic and cultural achievement?" Ostensibly, there were to be four participants defending the medium, and four on the attacking side, but soon after the session was underway, it was difficult to tell some of the pros from the cons. It was not television's finest hour. Everything negative ever said or written about the medium was dragged out and reiterated to death. Emotion flowed like ketchup at a teen-age wiener party.

The moderator for the night, Arthur Knight—billed as "author, critic, pedagogue"—started things off suggesting that the discussion might reveal "why people are not staying home as much (as they used to in 'Uncle Miltie's day') to watch television." It was an indication of the level of awareness that was to follow.

'Idiots' * The ringleader of the anti-TV forces was actor John Cassavetes, who declared: "We have to step up and say, yes, it can be done, and argue the point. It's everybody's responsibility to stop being a nice guy and start calling idiots idiots."

Chief spokesman for the erstwhile defenders of television was Everett Chambers, producer of ABC-TV's Peyton Place and a man who even holds a microphone emotionally. He pointed out "that there's a great deal of cultural achievement on television, "as much as can be achieved with a small box." Mr. Chambers added that "after all you can't expect to do Cinerama on TV" and that the medium "does the greatest job in history in meeting the wants of a mass audience."

Later, however, Mr. Chambers was to generally agree with the consensus that "television does stink." It was a judgment, backed up by a—less-than-impartial audience, that all but overwhelmed the only two media professionals on the panel, BBDO Vice President Herminio Traviacas and Dancer-Fitzgerald-Sample Vice President Betty O'Hara.

Perspective Needed * Mr. Traviacas maintained that even if viewers can see only three hours a week of worthwhile programing, "that little box pays off." Miss O'Hara asked that television be understood for what it is: an electronic "Readers Digest, using the lowest common denominator to reach the largest circulation."

Other panelists included director Alan Rafkin of The Andy Griffith Show and actress Dawn Wells, of Gilligan's Island, who defended TV Writer Rod Serling and columnist Hank Grant criticized TV.
Europe gets live TV of GT 7 splashdown

Television-radio coverage of the manned Gemini-Titan 6 and 7 spaceflights which spanned 14 days, was expensive as well as extensive. One TV network estimated unofficially that, counting both production expenses and pre-emptions, its costs could run up to $1.5 million. The other networks said it would take about a month to compute expenditures with any degree of accuracy.

Live-TV coverage of the splashdown of Gemini 7 on Dec. 18 was even more far-reaching than the similar telecast of the recovery of GT-6 on Dec. 16. In both cases ITT equipment aboard the recovery ship, the Wasp, relayed live pictures to the Early Bird satellite for distribution to U. S. networks. The GT-7 coverage, however, was also relayed simultaneously to Europe via Early Bird.

An ITT spokesman said that by using transportable earth stations and satellites in this manner newsworthy events in any part of the world could be covered live on short notice.

Rating information became available last week for the 12 hours of common coverage of the Gemini flights. According to Arbitron, NBC-TV was the rating leader with an average 10.4 rating and a 43 share, followed by CBS-TV with a 9.0 rating and a 37 share, and ABC-TV with a 3.0 rating and a 12 share.

During the 14 days of orbiting, ABC-TV provided 8 1/2 hours of coverage; NBC-TV 18 hours and 12 minutes and CBS-TV 15 hours and 45 minutes plus over three hours of space alerts.

Key phases of the news undertaking, including the launchings and the splashdowns, were on a pool basis. The launchings were telecast in color.

The radio networks each provided from 12 to 15 hours of coverage.

Network newsmen to review, preview

The television and radio networks this past weekend began broadcasting a schedule of year-end news roundups.

ABC and NBC telecasts were slated for Dec. 26. NBC's show Projection '66, was to be colorcast 2-4 p.m. EST and was to feature nine NBC News correspondents, all from overseas bureaus except for Joseph C. Harsch, who is NBC's diplomatic correspondent in Washington. NBC Radio scheduled a 55-minute digest of the program that night (8:05-9).

ABC News will have its TV roundup in prime time. The show is called Year Out—Year In and is scheduled for 10:15-11 p.m. EST. ABC will feature a news panel drawn from its correspondents overseas and in Washington and will be moderated by commentator Howard K. Smith. An ABC Radio version is set for Dec. 28 at 3-3:55 p.m. and 10 p.m.

CBS News's TV show, CBS News 1965, was advanced one day and scheduled for Christmas Day, 1-3 p.m. EST, to accommodate the network's telecast of the National Football League Western Conference Championship playoff Dec. 26. CBS Radio had no year-end program scheduled. The CBS-TV program portrayed the news highlights of the year and included reports from CBS correspondents.

Four for MBS: Mutual will wrap up the year's events in four shows slotted in regular news periods: Three on The World Today on Dec. 30 and Jan. 3, all at 8:05-8:30 p.m., and one on Jan. 2 in its The World in Review at 5:05-5:30 p.m.

The NBC correspondents again in 1966 will tour cross-country. The newsmen include Mr. Harsch, Elie Abel (London), Kenneth Bernstein (Moscow), Robert Conley (Nairobi), Bernard Frizell (Paris), Irving R. Levin (Rome), John Rich (Tokyo), Tom Streithorst (Rio de Janeiro) and Garrick Utley (Saigon). Frank McGee, anchorman on the colorcast, also will moderate the discussion in some cities and correspondents William Hall, Merrill Mueller, Edwin Newman and Ray Scherer will serve as moderators in other cities. The tour will start Jan. 3 in Pittsburgh, and in subsequent days through Jan. 7, will be in Detroit, Milwaukee, Minneapolis and New Orleans, Jan. 10 in Denver and subsequent days through Jan. 14 in Cleveland, Chicago, New York and Washington.

ABC has also planned a tour of its newsmen. The five correspondents from overseas—Sam Jaffe (Hong Kong and formerly in Moscow), Lou Cioffi (Tokyo-Saigon), John Rolfsen (Paris), Bill Sheehan (London), Merwin Sigale (Latin America)—will be joined on the TV show by Edward P. Morgan, John Scali and William H. Lawrence, commentator, diplomatic and White House correspondents, respectively, and all from Washington.

From these correspondents, with the addition of Peter Jennings (ABC News anchorman) and Jules Bergman (science editor), ABC will draw a minimum of eight people to form different panels in 11 cities. The tour, under the production of Sid Darion, ABC News producer, and management of Beryl Rubens, director of press information and promotion at ABC News, will start Dec. 28 in Chicago, will be in Detroit on Dec. 29, in Cleveland on Dec. 30, New York Jan. 3, Boston on Jan. 4, Philadelphia Jan. 6, Los Angeles Jan. 10 and on subsequent days in Dallas, Houston and Pittsburgh.

ABC Radio has also scheduled several topical reviews of the year's events: space and scientific achievements on Dec. 27; Vietnam on Dec. 29: The President and The Domestic Front on Dec. 30; civil rights on Dec. 31; sounds and voices on Jan. 1; international affairs on Jan. 3, and general interest stories on Jan. 4. All with the exception of sounds and voices will be broadcast at 2:30-2:55 p.m. and repeated at 8:30-8:55 p.m. The voices and sounds show is scheduled for 4:45 p.m. only.

Mutual to keep it in family

Mutual has decided not to offer "voice news feeds" to nonnetwork stations, it was announced last week by Robert F. Hurleight, president.

The network reported several weeks ago that it was considering this service (Broadcasting, Dec. 13). Mr. Hurleight said that Mutual has decided against such an undertaking because it would conflict with maximum service to MBS affiliates.
The Number Of Newly Reported Cases Of TB Has Increased.

Respiratory Diseases Are The Most Frequent Causes Of Illness.

AIRING THE MATTER

...THE MATTER OF LIFE AND BREATH!

TB isn't licked yet!

59th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 16th through DECEMBER 1965

For network use: Contact Milton Robertson, Director, Radio-TV, Films National Tuberculosis Association 1790 Broadway, New York, N. Y. 10019 Circle 5-8000

For local use: Contact your local Tuberculosis Association in your own community.
There may be change of heart

Nielsen says it will reassess new eligibility rules that excluded some TV's

Some television stations that found they'd been bumped out of the A. C. Nielsen Co.'s local-market reports, because of higher "reportability" standards put into effect by Nielsen a few months ago, may get back in before long.

The Nielsen company notified its subscribers last week that it would review the new standards after it's had a chance to analyze the fall reports. The review will be made "to determine the effect of these [new] standards both on exclusions and on reportability of possible inclusions," according to the notice.

For the fall reports in the local market service, known as the Nielsen Station Index (NSI), the company had adopted "slightly higher" standards than previously used to determine whether stations would be included, the notice said. It described the new standards as follows:

Reportable stations are "those which (1) originate in the metro area, (2) are viewed by 10% or more of the metro-area sample households at least once in an average measured week, and (3) deliver audiences equal to three times the Monday-Friday minimum rating standard during two or more days-

The "minimum rating standard" reportedly varies from market to market, according to sample size.

A number of stations that previously had been included in the reports, but were not included under the new standards, are known to have complained. Presumably this contributed to the decision to review the new standards.

The analysis of fall reports preceding the review reportedly will include the results of the November sweep covering 220 or more markets. Subscribers were advised that "any resulting revisions of standards which may be indicated will be announced shortly."

For the New York market, Nielsen has already introduced a change in reporting audience demographic information. In the October report demographic information was omitted whenever it was derived from returns too few to provide statistically meaningful information.

Officials said that while the total sample was adequate, the returns apply-

WTOP transforms its news groups into a news unit

Take away the news departments of TV stations today and what is left in the way of locally produced programs? Generally very little since the news departments have become responsible for filling up several hours a day with news, weather, sports, business and show business material. And, in addition to all of these, they also have to put together documentaries and in-depth reports. In radio the news departments fill the bulk of the nonmusic air time.

As the news operations have grown so have the inherent problems. At the WTOP News division of the Post-Newsweek Stations (WTOP-AM-FM-TV Washington), a step has been taken to keep "this growing beast" under control.

In 1955, the then newly formed news division had about 10 persons, five of them on-air. As the amount of air time for news was increased, particularly on television, it became necessary to enlarge the staff.

Larger Staff—More Problems • By October 1965 the news division employed 43 persons and Edward F. Ryan, general manager of WTOP News, saw the need for help at the administrative level. His post had become such that he no longer had enough time to keep an eye on the daily workings of the department. So two new posts were created.

Jack Jurey, previously television editor of the division and the editorial spokesman for WTOP stations, was named editor of WTOP News. His job is to supervise the day-to-day operations.

To assist him and to know where everybody is at a given moment is the responsibility of Bill Loch, now assistant editor of WTOP News. Mr. Loch has been news editor of the Youngstown (Ohio) Vindicator and had been with the paper for 20 years.

This system was needed, Mr. Jurey feels, to gain "administrative control of this growing beast" and to institute "copy control" at least on major stories.

No Last Minute Refinements • This latter control falls within Mr. Loch's province. As in his old newspaper job, he edits stories before they go on the air. His only misgiving in this area is that, unlike print copy which can be changed even after it is put into type, broadcast stories can't always be edited up to the last minute. The director has to have a copy and there has to be copy for the Teleprompter, he notes, and adds, you just can't keep changing it.

But if he has this one misgiving, it is more than offset by the feelings Messrs. Ryan and Jurey have about administrative and copy control.

Mr. Jurey said there has been "an appreciable increase in efficiency and an appreciable increase in the quality of news product." The staff, he observed, "appreciates the need for control and responds to it."

Mr. Ryan agreed that the "pressure of getting more stories" has had an
Springfield’s CATV scheme vetoed

A proposal of Springfield Television Broadcasting Corp. to tap community antenna television systems for programming was knocked down by the FCC last week. The commission said the plan would “undermine both the purpose and thrust” of the rebroadcast law.

Springfield had asked the commission for a ruling on the plan, under which stations could simply subscribe to CATV’s, pick up the signals of the stations being transmitted on the cables and rebroadcast them (Broadcasting, Nov. 15).

Springfield, licensee of four UHF’s and a long-time battler of CATV’s, said the plan would enable UHFs to compete with cable companies by providing the stations with needed programming.

And it argued that the Communications Act prohibition against rebroadcasting the signals of another station without that station’s consent would not apply. The stations would not be taking “affirmative steps” to intercept the signals, Springfield said; the interception would be accomplished by the CATV’s (Broadcasting, Nov. 15).

But the commission was not persuaded. In fact, it didn’t even discuss in its reply to Springfield that aspect of the argument dealing with the intervention of CATV’s between the originating and rebroadcasting stations.

The Communications Act, the commission said, prohibits stations from rebroadcasting the signals of another without permission. “We think this proscription would apply” where the broadcasting station obtains programming through CATV’s, the commission said.

The rebroadcast provision in the law and the congressional judgment underlying it, the commission added, “constitute a recognition by Congress of fundamental distribution processes that exist in the broadcasting programming market.

“Broadcast stations, falling as they do within the explicit terms of the Section 325(a) [the rebroadcast provision], must operate consistently with the thrust and purpose of the section. Since your proposal would undermine both the purpose and thrust of Section 325, it is barred by the Communications Act.”

Springfield had said it intended to become a subscriber to a CATV system and then distribute the signals to WJHF(TV), Worcester, Mass., and WRLP(TV) Keene, N. H.; Brattleboro, Vt.; Greenfield, Mass.

Springfield’s other stations are WMLP(TV) Springfield, Mass., and WKEF(TV) Dayton, Ohio. It also holds a construction permit for WENTS-TV Pittsburgh, a UHF station, and is half owner of the permittee of WJHF(TV) Raleigh, N. C.

Nelson forming own firm

James Nelson Associates is to be formed in New York by James Nelson, who is leaving NBC Dec. 31 as manager of the television network’s special projects and Project 20 unit. Mr. Nelson’s film production firm (for educational TV—domestic and foreign—and for commercial stations and network) will be at 366 Madison Avenue and will be associated with Fremantle Films, an international motion-picture and TV-film distributor.

CBS-TV holds lead in latest Nielsen

The sixth national Nielsen program ratings report of the 1965-66 season last week showed CBS-TV continuing in the lead. The ratings: CBS—20.6, NBC—18.6 and ABC—17.0.

The new report was for the two weeks ended Dec. 5, covering the 7:30-11 p.m. period on the networks.

Several specials interposed in the top 15 ratings and presumably also affected the network averages. Also of interest: A tie was effected for the number one spot with Bonanza and Walt Disney at 31.2. Both are NBC programs. The specials in the top 15 were CBS’s Ice Capades, Salute to Stan Laurel and NBC’s World of James Bond and Julie Andrews Show.

The top Nielsen ratings included Bonanza, Disney, Ice Capades, CBS’s Red Skelton, Julie Andrews and Stan Laurel as the first six, in that order. They were followed by CBS’s Gomer Pyle, James Bond, Dick Van Dyke, NBC’s Branded, CBS’s Beverly Hillbillies, My Three Sons, Andy Griffith Show and Hogan’s Heroes.

Three shows new this year—Heroes and Green Acres on CBS and Get Smart on NBC—continued to place in the top 20 where they have been through most of the season.

NBC-TV woos Felton away from MGM-TV

In a move designed to score more program winners, NBC is plucking star TV-series producer Norman Felton off the MGM-TV team and signing him to a nonexclusive but still restrictive contract with the network. Negotiations between the producer and NBC are in their final stages with formal announcement of the deal imminent. It’s believed that Mr. Felton, president of Arena Productions, will begin making TV series for the network starting in July when his joint-venture contract with MGM-TV expires.

Under terms of the new contract, Arena Productions will be committed for four years to making a still undisclosed number of series for NBC annually. Once the yearly commitment is...
Weather Bureau changes tornado terminology

Stations using Weather Bureau advisories on tornadoes during the 1966 season are being told by the bureau that the term “tornado watch” will be used in place of “tornado forecast.”

The bureau said the object of a “watch” is to alert the public in the area covered to the possibility of tornadoes in the area and to advise listeners to be ready to take precautionary action if a tornado is sighted or if tornado warnings are issued.

The bureau also differentiated between a warning and an alert, saying that a public warning will be issued once a tornado has formed and its existence is known to the Weather Bureau.

The changes for 1966 are incorporated in an addenda to the April 1965 pamphlet, “Tornadoes,” now available at 20 cents a copy or 100 copies for $15.

One highlight is a list of safety tips for use during a tornado and the information necessary for the preparation of a tornado shelter.


More stations cheer up Vietnam servicemen

The holiday spirit and relatives’ desires to contact servicemen in Vietnam continued to be aided by radio-TV broadcasters playing the role of Santa Claus. A number of stations have reported to Broadcasting that they have added their services to those who have donated tapes and recording facilities and who have organized campaigns to collect presents to be sent to men fighting in Vietnam (Broadcasting, Dec. 20).

“Operation Message from Home” was conducted by Taft Broadcasting Co.’s WKRC-TV Cincinnati. Two newsmen from the station were sent to Vietnam to contact relatives of Cincinnati-area residents who had filmed personal messages at the station. WKRC-TV also attached a 10-minute local-news report to the end of each message. Another Taft station, WTVN-TV Columbus, Ohio, has sent similar tapes to Vietnam, including one which will show a service man his first pictures of his daughter, born a month after he left for Vietnam. Two other stations, KGNO Dodge City, Kan., and WWNR, Beckley, W. Va., made their studio facilities and tapes available to all people in their areas who wanted to wish their relatives safe and happy holidays.

Program notes . . .

Arts festival • A 15-minute film devoted to highlights of an arts festival held recently and featuring performers from various parts of the British Commonwealth of Nations is being distributed to TV stations on a free-loan basis by British Calendar’s office at 845 Third Avenue, New York. The film is one of the British Calendar series distributed weekly in this country.

Update on space • Pelican Motion Pictures Inc., New York, is revising a 27½-minute color film, Trial Balance, commissioned by the National Aeronautics and Space Administration. It includes recent nonmanned flight projects, the Mariner IV flight and a summary of other NASA projects over the past 10 years. NASA will distribute the film to educational institutions and to the public through release to TV.

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Broadcasting, December 27, 1965
Lower weekend rates set for Early Bird

Television networks are getting a break in international telecasting via Early Bird. The European leg of the New York-Europe transmission via satellite will be lowered for TV on weekends effective Jan. 1.

The action was taken two weeks ago at the Paris meeting of the European Conference of Postal & Telecommunications Administrations. Charges for the complete transmission from New York to Europe have been $7,150 for the first 10 minutes and $170 for each additional minute. After Jan. 1, the charges after 10 minutes will be $85 per minute. This was figured out to be a saving of $4,250 for one hour.

The revision applies only to the Communications Satellite Corp. in the U. S. Networks must deal with a recognized international common carrier when ordering Early Bird service; there is therefore a surcharge over the rates charged the carriers by Comsat.

Hill cites strides of British commercial TV

Lord Hill of Luton, chairman of the British Independent Television Authority, told American broadcasters last week that the concept of commercial television has made great progress in England since its introduction 10 years ago.

Lord Hill, whose ITA recently put a limit on the amount of American programming which may be shown in the 8-9 p.m. period (BROADCASTING, Dec. 6), said few people in Britain today would deny that competition has immensely benefited television. Recent estimates show that between 60% and 70% of viewing time is spent with commercial TV.

Lord Hill said a recent ITA study had shown the difference between higher-educated viewers and average viewers to be “not in what they do but how they feel about it.”

Viewing habits and viewing attitudes, he suggested, were found to be similar to those in Dr. Gary Steiner’s book, “The People Look at Television.”

Lord Hill said that ITA is financing a television research committee, set up by the government, to determine how television affects viewer attitudes.

Lord Hill’s comments were made at a luncheon meeting of the International Radio & Television Society in New York.

Broadcasters invited to use Expo ’67 center

First building nearing completion at the 1967 Montreal World’s Fair, Expo ’67, is the Broadcasting Center. The $10,000,000 structure will be equipped for world-wide distribution of radio and television programs from the fair. While operated by the Canadian Broadcasting Corp., it will be available to all broadcasting systems requesting its facilities. CBC will operate its regular international short-wave program from the new center. The building will have a special public gallery from which people will be able to see radio and TV broadcasting and production.

What Makes ROHN CATV Towers Different?

Here Are Just A Few Reasons Why So Many CATV Owners Are Specifying ROHN Towers:

EXPERIENCE — ROHN engineers have more experience and are among the pioneers in tower construction and design.

DESIGN — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They’re approved by thousands of installations for every conceivable type job.

COMPLETENESS — The line is complete for every need. All accessories, lighting, and microwave reflectors are available from ONE reliable source. Entire job can be “turn-key” production if desired.

Write — Phone — Wire for Prompt Service


“World’s Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems.”
For the record: radio-TV in 1965

Broadcasters' revenues hit new heights, television became the colorful medium, radio proved its utility in power failure.

The year 1965 was the "year of color" for television and the "year of the transistor" for radio.

The small's pace of color television development evolved into a stampede for set and equipment manufacturers and program producers as CBS-TV and ABC-TV joined the color-pioneering NBC-TV in the swing to color programs. Local stations, too, began converting to color, creating a huge back-log of orders for live color cameras.

During the gigantic power blackout in the Northeast in November, radio proved to be the primary source of news and information as people in the stricken area turned to transistor and auto radios.

Billings for both media continued their upward curves.

The battle lines hardened between television broadcasters and community antenna television system operators over the question of how CATV systems should be regulated. The question remains unanswered as the year ends.

Throughout the year, week-by-week, BROADCASTING reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as the related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1965 and, in order to offer fuller continuity, the last four months of 1964 are included.

Advertiser-Agent Relations


Advertising's goal is profits not sales, K & E president says—2/22/65. Advertisers examine agency relations more closely, research study shows—3/17/65.

Agency profits rise in 1964, reversing long-time trend—7/26/65.

Advertiser-Broadcaster Relations

Advertiser is held responsible for program he sponsors, so needs to control TV network effectively—11/16/64; ANA members favor national approach—5/25/65. Corporate profits depend on TV advertisers—11/13/65. Advertisers' voice—11/13/65.

Tiger is ad animal of 1964—12/21/64; forslot TV advertisers grow faster—3/15/65.

American Medical Assn. charges censorship as TV networks refuse to sell AMA time for anti-Medicare spots—9/14/64; ABC-TV takes them—9/26/64; CBS-TV gives half-hour to AMA, another to Senior Citizens Council—10/12/64; AMA asks for time to answer Sen. Anderson's attack on NBC-TV's Today—9/22/64.

General Foods produces its own TV series, Limas the Lion Hefted—9/21/64.

Kemper Insurance Co. ordered to pay for contract cancelled because of ABC-TV's Political Obituary of Richard Nixon —5/10/65.

B. F. Goodrich drops sponsorship of NBC-TV's Science Spying—5/10/65.

Toy advertising pokes problems—11/16/64; retail circle says TV models boost toy prices—12/17/64; NAB code authority approves TV spots for toys—10/12/64, 11/16/64.

Prime-time 29's still popular—5/31/65. Big four advertisers of products sold in supermarkets do most advertising in TV—8/7/64; get in-store market data from WPIX (TV) New York—7/6/64.

Summer TV tests run by 130 products—10/24/64; many product classes do most advertising in summer—6/21/64.

Hallmark network fall schedule is sold on participating basis—8/7/64; participations rise, sponsorship falls—5/3/65.

Hubbard stations will continue ads for companies bought out by nature or strikes—9/28/64.

KOY TV, Tulsa, Tex., gives guarantee vs double-billing—1/4/65.

Detroit retailer sales up despite newspaper strikes—9/21/64, as stores turn to radio—11/15/64. Reps blasted for ignoring advertisers' problems—4/19/65.


Program material given free by advertisers: is it programing or advertising?—9/7/65. Double billing concerns FCC—10/19/65, is outlawed—10/25/65, bringing protest—11/22/65.

Consolidated Cigar cancels Sammy Davis special sponsorship when he goes into regular series—11/8/65.


ANA splits broadcast committee into two, one for radio, one for TV—11/22/65.

Advertiser-Government Relations

Government's report in consumer protection debate—11/16/64, stepped up—7/19/65.

AFA to study tax-free advertising reserve plans—2/8/65.

Internal Revenue Service starts proceedings to deprive Christian Echoes National Ministry (The Christian Crusade) of tax-free status for political activities—11/21/64.

North Dakota bill for tax on all services, including advertising—2/15/65; passes House—2/22/65, Senate—3/15/65.


FTC opens local complaint office—8/30/65. FTC wants to be "useful friend" of advertisers, chairman says—4/8/65.

FTC adopts trade practice rules for phonograph records—10/12/64; proposed rules on TV screen size advertising would hurt, not help public understanding, industry feels—10/26/64, 11/19/64.

FTC examiner recommends ordering General Foods to sell SOS Co., because GF discounts on TV time give it unfair advantage—1/2/65.

FTC staff requests dismissal of three-year-old charges against Bristol-Myers, American Home Products, Plough and Sterling Drug; FTC gets it—4/18/65.

American Home Products is charged with false advertising claims for Preparation H—9/14/64; denies charges—11/2/65, is ordered to stop exagerated claims—12/15/65.

Colgate-Palmolive Rapid Shave "sandpaper" case before Supreme Court—10/12/64; 12/14/64; court rules mock-ups OK if not presented as real thing, orders FTC to stay appeal—5/13/65.

AFA-AAW plan accelerated legislative program—6/8/65.

House Small Business Committee begins probe of regulatory agencies—8/16/66.

Advertising Council proposes campaign on "balance of payments" international money problem—8/16/65.

Kastor, Hilton, Chesley, Clifford & Ather- ton sued for false advertising for Regi- men No-Diet reducing pills—9/8/65; fined $3,500 by New York court—2/22/ 65; federal case goes back to district court—7/1/65; agency found guilty—5/ 10/65; fined $5,000, plans appeal—4/8/ 65; agencies to be held responsible along with advertiser and BBDO's Rich Tal- ler—5/18/65.

Other FTC actions: charge Humphreys Medicine with false advertising—9/14/64; Merck and Doherty, Clifford, Steers & Shenfield deny charges of false advertising for Sucrets—10/12/64; Sol- mica of St. Louis signs FTC consent order—9/7/64; orders J.B. Williams to stop claims for Geritol—10/11/65; charges Carl- ton Fredericks with false ad claims—11/ 8/65.

Advertising's Image

Public not deeply concerned about advertising, AAAA research shows—11/2/ 64; image can be improved—4/25/65; way- out commercials hurt advertising, FCB's Cone says—11/15/65.

Agency-Broadcaster Relations

J. Walter Thompson is top agency in broadcast billings for seventh year—11/22/64, and for eighth year—8/26/65.

Computers aid media selection at Erwin Wasey—9/21/64 Leo Burnett—10/5/64, BBDO—5/10/65; Campbell-Ewald—9/6/65; Carson/Roberts—10/18/65; seven agencies join in computer-based media planning research—12/21/64; help speed availability information—9/27/65, but don't understand people—10/11/65; low cost telephone computer service offered—11/22/65.

Rising media costs may bring decreased use. MBA president warns—8/26/65; so does Scott Paper's McCabe—1/25/65.

N. W. Ayer & Son advance audience esti- mates help clients buy TV more effec-
In less than two years in office, President Lyndon B. Johnson appeared on live television 58 times, which was more than his predecessors did in eight years (President Eisenhower) and two years and eleven months (President Kennedy). In June, he watched the Gemini-Titan 4 launching, and was shown on television three times, watching his own reaction to the flight (top, l). In October, he was seen with Pope Paul VI, during the day-long coverage of the Pontiff’s visit to New York (bottom, l). One of the devices used in a July White House news conference, was an umbrella of light (r). It put 250-foot-candles of light over the President’s face for color filming.

New UHF table would create new class of “community” stations in upper UHF channels—6/7/65. 6/14/65.

Super power for clear-channel stations opposed—9/7/64. Senate bill would forbid it—3/22/64; FCC staff develops technical criteria—11/15/65.

Clear channels may lose protection—9/30/65.

Daytime broadcasters organize to get present restrictions abolished—9/21/64, 10/12/64; financial data reported—7/3/65.

Class IV AM stations want nighttime

BROADCASTING, December 27, 1965

Allocations

FCC proposal to share TV auxiliary service channels with space research draws NAB protest—12/7/64.

FCC ponders revision of financial qualifications standards for UHF applicants—9/14/64, 9/28/64; asks for three-year survival assurance—9/15/65, grants stay in applying standard to three applicants—3/3/65.

Dues rule changed to aid UHF—9/10/64. Punish blank error forces revision of UHF allocation table—9/20/65.

FCC tells UHF grantees to set going or give up grants—11/9/64; 11/16/64, 3/2/65; dark UHF’s ask more time—3/17/65; some get extensions—9/21/65.


Study started—9/20/65; Triangle supports idea—12/15/65.

FCC refuses to reconsider denial of short-spaced VHF drop-ins in seven markets—9/7/64, 3/2/65, but is willing to discuss ii—2/20/65.

Committee for Full Development of All-Channel Broadcasting asks FCC to require networks to affiliate with UHF stations in fringe area of primary UHF affiliates—3/25/65, 2/25/65.

Examiner recommends rejection of request of UHF station for protection from plan of VHF station to extend coverage—6/7/65.

FCC examiner recommends approval of UHF licenses—11/23/64, 1/22/65.

FCC examiner recommends rejection of UHF license application from original applicant—12/19/64.

FCC examiner recommends approval of UHF application—8/26/65.

FCC examiner recommends denial of request for additional UHF frequency—11/23/64.

FCC examiner recommends denial of request for authority to operate—11/23/64.

FCC examiner recommends approval of UHF application—12/16/64.

FCC examiner recommends approval of UHF application—9/20/65.

FCC examiner recommends denial of request for authority to operate—11/23/64.

FCC examiner recommends approval of UHF application—12/19/64.

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FCC examiner recommends approval of UHF application—12/19/64.

FCC examiner recommends approval of UHF application—9/20/65.

The network discount structure criticised by law journals—10/25/65, 11/8/65.

United Radio—Fails to pay off $20,000 debt to Wyde, Radio Co, and Universal Publicists to increase production output—11/25/65.

Public views on beer-wine advertising disagree with IRS—11/29/65.

New York retailers turn to radio during holidays—10/21/65.

Radio’s special values not appreciated, Yankelovich study shows—11/15/65.

1964 radio billings up in top 50 markets, FCC says—11/29/65.

Chicago radio revenues continue rise—11/1/65.

The teen-age market, its size and behavior—11/15/65.

Buying habits vary, market-to-market, year-to-year, TVAR finds—12/8/65.

Small market-time for furnishings dealers use more radio—12/6/65.

Broadcaster-Government Relations

Use of a fixed frequency sets to communicate with public in time of emergency studied—11/15/65. Broadcasters, FCC to replace Emergency Broadcasting System—5/10/65, 11/16/65. Congress does not specifically in time of crisis is studied—7/5/65; failure, shelter dedicated at WHYN Springfield, Mass, OGC plans to equip 128 AM stations—11/15/65; NAB wants to license TV stations to broadcast weather warnings—11/21/65; interagency survey team to work on pre-disaster warning communications—7/19/65; changes supported—9/17/65; radio offers new services—11/23/65; Congress will discuss plans—1/25/66.

Little broadcast legislation enacted by 88th Congress—10/25/64, bills—11/9/64, 11/14/64, 11/22/65. Rep. Oren Harris (D-Ark) leads small group to help formulate national TV policy—11/2/65; is disappointed with response—11/28/64; 89th Congress does little on broadcasting—3/22/66.

Auctioning licenses to highest bidder proposed—1/25/65; five-year license asked—1/25/65.

Nine senators, 14 representatives have joint resolution calling for $250,000 study—1/25/65.

White House TV studio inaugurated—2/2/65.

Bill would admit camera and microphone to Senate chambers—12/29/64.


Local station people asked to help with Disaster warning communications—7/19/65; plans is studied—9/17/65; Congress will discuss plans—11/28/65, 1/25/66.

Income forecast depreciation computation approved for feature films as well as news—10/29/64; IRS to phase in amortization rules—9/6/65, 9/27/65.

Corinthian TV station-irrelevant, Peirce says—can’t be charged off—15/5/66.

Treasury Dept. asks TV broadcasters to help with emergency broadcasting—3/22/65. Grant not allowed to own more than 20% of any one station—7/17/65.

Army, Navy, Air Force, Coast Guard, and armed forces radio and television service uses troposcatter to serve regional radio networks—3/22/65.

Broadcasting boards of President Johnson and his family bring criticism to new TV station—11/5/64. TV board asks government to help fund new vice presidential candidate—9/14/64, and BROADCASTING—10/25/64, 11/18/64 (editorial).

Texas Broadcasting Co. buys TV cable of Austin to add to its TV stations—1/15/65. KWTX Waco, Tex, buys KLFY-TV Lafayette, La—11/22/64. FCC approves—2/1/65.

Television Spanish-language commercial networks—3/1/65; 55% of all Spanish stations will be on the air this fall—3/11/65.

Mississippi Mutual to start new cable TV system—1/28/65.

Unions' TV bid in Los Angeles—1/25/65.

President's short-notice TV appearances are broadcast—1/15/65; when he uses TV more than predecessors—1/15/65. Huntington Hoope wasuni-

American broadcasting—10/28/64.

Free enterprise is not independent contractors, not employees, California Unemployment Insurance Board rules—3/5/65.

Dave Crockett's TV show—5/14/65.

Dept. of Justice investigation of Sherman Act ownership—10/19/64.

Uniform time bills introduced—8/8/65.


FCC attorney studies commercial produc-

Color Television

Colorsets can be made by 75% of U. S. TV stations—1/18/65, 2/8/65. Sale of color sets zooms—9/14/64, 10/5/64, 11/4/64, 1/8/65, 6/28/65, 7/11/64, 7/13/64, 2/1/65, 2/28/65. Christmas shortage foreseen—2/5/65. 75% of U. S. homes have color TV—11/22/65. Manufacturers expand facilities to keep production up to demand—RCA: 5/21/64, 10/26/64, 12/25/64, 2/5/65, 3/5/65, 3/25/65, 3/6/65, 3/26/65, 6/21/65, 7/15/65, 7/25/65, 8/6/65, 9/2/65, Motorola: 2/1/65, 9/6/65; Sylvania: 1/11/65, 10/4/65; Zenith: 9/14/65, 2/1/65.

Cigarette Advertising

Smoking and advertising of cigarettes continued subjects of long, loud controversy. Emerson Poole resigns as McCann-Erickson board chairman to break ads. 2/23/65; with cigarette ad. 1—9/21/64; is elected chairman of National Interagency Council on Smoking and Health. 11/23/64; calls for suspension of all cigarette advertising—1/18/65; backs state bills to ban cigarette advertising—2/22/65.

President's Commission on Heart Disease, Cancer and Stroke asks for $10 million to educate public about hazards of smoking—12/14/64. Al Petker, barister, specialist, offers $1 million in station time for anti-smoking ad campaign—3/5/65.

Cigarette industry's own ad code goes into effect Jan. 1, 1965—12/21/64. Cigarette labeling bill calls for health warning in ads too—1/18/65; NAB opposes restriction on advertising—2/1/65, 4/22/65; would require labels, but not ads, to carry health warnings—2/13/65. FDA opposes any rating restrictions—3/22/65, but U. S. Public Health Service wants warnings in ads as well as labels—4/12/65; Mugunio bill—3/3/65; is modified—5/24/65; debated 5/31/65; passes Senate—6/21/65; House passes own version—8/28/65; joint committee agrees—7/1/65; bill waits for President's signature—7/19/65; gets it—8/7/65.

United Kingdom bans cigarette ads in TV-1/5/65.

Minnesota and Utah get bills to control cigarette ads—2/25/65. Utah bill it with- out tobacco ads—4/19/65.

National Tobacco Advertisers Association offers free film charging that smoking cigarettes causes coronary disease—6/29/64. American Cancer Society is concerned about local TV personalities who smoke on air—9/27/65.

Senate Commerce Committee questions cig- arite industry as special-ad adjacent to Beattie's on Ed Sullivan Show—10/4/65.

TV Code Authority answers FTC complaint—13/6/65, so does Cigarette Advertising Committee—12/13/65.

Civil Rights

TY not living up to its responsibility to Negroes, New York Society for Ethical Culture finds—12/14/65.

Kings of New York Society for Ethical Culture brines picket line to WCAU Philadelphia—2/8/65.

Reformers of WLBT (TV) and WJDX Jackson, Miss., hearings recommend the area be allotted discrimination—2/25/65, 3/1/65; one-year renewals granted—3/24/65; church appeals—6/14/65, 6/28/65.

WBOX Bogalusa, La., says owner's stand on civil rights lost it most advertisers—2/25/65. New York retail group buys spots on WBOO—3/25/65; other Louisiana stations are not the same. WBOO's support—3/29/65, 4/5/65; stations to be sold—1/11/65.

WBOO-AM/WBOO-FM claims NBC radio spot-a-day, 75% of billings—11/15/65.

Chicago Negroes divided over issue of running own TV station—4/19/65.

Southern stations' editorial policies attacked, defended—7/26/65.

CBS defends dropping white musician to hire Negro—4/20/65.

The TV set was installed during the winter while the gorillas were confined to indoor cages to prevent restlessness and frequent brawling. And the 21-inch tranquillizer worked.

A new demographic category in the TV audience was discovered at the Bronx Zoo in New York. Four gorillas there had turned into regular viewers. Action programs were the apes' favorites.

5/10/65, 11/8/65; CBS patent released—7/19/65.

All-channel color sets at $300 foreseen—10/21/64; NBC predictions will drop price to $200—11/4/65. Japanese nine-inch color set shown: 3/17/65. GE has 11-inch color set at $294.95—2/24/65; RCA's 19-inch economy set $399.95—3/18/65.

Color set families watch more—11/16/65; are larger, richer—1/18/65, 6/2/65.


Color programming poses few production problems—8/9/65.

Photo: New York Times

The TV set is turned on during the winter while the gorillas are confined to indoor cages to prevent restlessness and frequent brawling. And the 21-inch tranquillizer worked.

The TV set was installed during the winter while the gorillas were confined to indoor cages to prevent restlessness and frequent brawling. And the 21-inch tranquillizer worked.

Overall, the program was well received by viewers who appreciated the gorillas' natural behavior. The gorillas' bond with the viewers was evident, as they continued to watch the show for hours, sometimes even to the point of falling asleep. The program's success inspired a new line of color sets, as the industry responded to the growing demand for color television. The overall impact of color television was significant, as it revolutionized the way people watched and experienced television programming.
Children watch remember brands and many buy them—2/13/65.

Piggyback commercials pose problems for stations: Procter & Gamble won't permit triple-spotting—8/7/64, but has allowed it for Crest and Gillette—10/5/65; reverses policy and agrees to go along withcolgate-Palmolive code—3/1/65. Colgate-Palmolive refuses to pay premium for "piggyback" products, some stations revise policies—8/8/64.

Others don't and lose C-P business—10/6/64; stations cut back on spoils—TV—8/14/64; four-product commercial rejected by CATV—12/14/64, on the theory that Colgate-Chevrolet five-product spot is to be integrated. NAB identifies triple-product spots as integrated or piggyback arrangements—6/19/64.

Frank—12/14/64, 2/15/65; stations protest NAB waiver of political commercials from piggybacks—7/19/64, 10/12/64; NAB agrees to accept piggybacks without extra fees—7/22/65.

TV commercials follow programs into color in 1965.

Radio commercials ignoring standards—12/21/65.

Only three radio commercials in 10 are directly related to job, Yankelovich study shows—4/14/65.

TV commercials are made or lost in first six seconds—11/12/65.

FCC staff urges proposal to stop surreptitious promotion for products owned by stations—10/25/65.


Spurt in TV commercial production—12/8/65.

Cream of radio commercials picked by RAB—11/18/65.

MGM-TV affairs film and tape service—12/15/65.


Community Antenna Television Systems

Who should regulate CATV and how broadcasting systems? The CATV industry and FCC keep busy trying to find prac- tical solutions to the problems involved. CATV operators and broadcasters discuss legislation needed to give FCC authority—7/8/65. Tele- vision Accessory Manufacturers Association (TAMAZ) would give FCC same authority as over radio stations. NAB would agree only if operators don't—11/15/64, 12/31/65.

FCC agrees but point of regulation proposed—3/21/65.

FCC proposes to regulate all CATV—4/19/65, 4/28/65; Rep. Harris (D-Ark.) questions FCC authority—5/3/65; Harris bill for FCC to regulate CATV wins support but is opposed by NAB—5/21/65; public wants CATV—7/12/65, 8/7/65; public wants CATV—6/21/65; FCC says plans for regulation—7/12/65, 8/9/65; court asked to declare CATV common carrier—8/2/65, 12/24/65; broadcasters divided—7/8/65, 8/9/65; court asked to declare CATV common carrier—11/13/65; NAB fight—11/12/65.

NAB and CATV negotiations reach tentative agreement on plan for CATV regulation, but NAB Future of Television in America Committee rejects—12/13/64; broadcasters divided—12/28/64, 1/4/65; FCC frees CATV—3/15/65; attempts at CATV agreement—1/11/65; bills drafted—11/18/65, 2/19/65, 2/6/65, another trial—2/22/65; broadcasters agree—3/22/65, 4/13/65, 5/17/65.

FCC rules concerned with broadcasters ownership of CATV, permits license renewals—11/3/64, is urged to favor cross-ownership—10/13/64, 10/26/64, 11/25/64, but translator group opposes—11/30/64. FCC takes new look—12/13/64, 6/7/65, gives re- newals to 21 stations with CATV interests in same market—7/13/65; court order hearing of CATV sale to town's only TV station—9/10/65. FCC authorizes common

Seiden says it's Fisher who's wrong—4/19/65; NCTA calls CATV no threat to broad- casters—4/21/65; CBS says little threat—7/28/65; NAB ed. NCTA watches CATV—11/30/64, finds it as much threat to TV as to commercial stations—7/5/65, and CATV operators don't abide by NCTA principles—12/19/65.

NAB and NCTA negotiations reach tentative agreement on plan for CATV regulation, but NAB Future of Television in America Committee rejects—12/13/64; broadcasters divided—12/28/64, 1/4/65; FCC frees CATV—3/15/65; attempts at CATV agreement—1/11/65; bills drafted—11/18/65, 2/19/65, 2/6/65, another trial—2/22/65; broadcasters agree—3/22/65, 4/13/65, 5/17/65.

The year saw thousands of people in broadcasting change jobs. Three of the more prominent changes are pictured here. As the year opened, FCC Commissioner Frederick W. Ford became Freeman W. Ford, president of the National Community Television Association (I). And before the year ended two of the networks had changed presidents. In March, James T. Aubrey Jr. (c), seen three days before he lost his job as he helped Jackie Gleason celebrate the enter- tainer's birthday at a Miami party, was...
ousting as headman at CBS-TV. And in December, Robert E. Kintner (r), who was to become chairman of the board and president of NBC on Jan. 1 was given the title of chairman, but with no voice in the operation of the RCA subsidary.

Buoy Bell services—11/16/64, so may system in Brunswick, Ga.—12/21/64; New York state independent phone system prepares to enter CATV field—11/16/64; so does United Utilities, holding company for independent phone companies—3/31/65; FCC asked to reconsider rules for CATV systems served by phone companies—3/31/65; New Jersey holds hearings on phone company CATV rates—7/9/65, 9/27/65; pole line problems increase—7/11/65, 7/26/65, 8/22/65, 8/30/65, New Eng. NAC starts study—9/23/65; Illinois Bell rates—9/27/65; Stromberg-Carlson to offer phone service for phone companies—9/30/65; radio carriage independent phone companies studied—10/3/65.

Rights of CATV systems to pick up broadcast signal at will are chal-

lenged by CBS—10/28/64; CBS files test suit against Teleprompter—12/21/64, which denies charges—12/21/64, 2/15/65; United Artists tells FCC—11/15/64, 2/15/65; 5/16/65; U.S. Supreme Court refuses to review argument that FCC can use programs of KMVT Twin Falls, Idaho, unless it has pro-

CATV plan to invade New York City—10/28/64, bringing competition, wars-
nings—11/2/64, 11/16/64, 11/23/64; NFTA questions plans—11/17/64; more applicants—12/21/64; hearing—11/18/64; city franchise—11/23/64; grants—5/3/65, 5/18/65, 5/24/65, 7/15/65, 8/25/65, but state rules are setting regulations—11/18/65, 11/25/65.

FCC asks opinion about CATV li-
censes—9/14/64; TAME urges cities to bar cable—12/19/64; AMST wants CATV barred from cities—2/25/65; TAME end-
dorses standard—2/12/65; FCC may halt CATV in markets with three stations or one city ordinance right upheld—9/16/65.

CATV was also active in New York—9/21/64; New Haven Conn.—9/24/64, 10/19/64; Schenectady, N.Y.—9/24/64, 8/25/65, 9/22/65; City of Jersey cities—10/16/64; Bennington, Vt.—11/23/64; Cleveland—11/16/64, 12/2/65; Poleव वाकल—12/17/64, 12/14/65; Raleigh, N.C.—11/16/64, 3/15/65; N.C.—11/16/64; Bakersfield, Calif.—11/30/64; Asheville, N.C.—12/26/64; El Dorado, Calif.—11/30/64; Madison, Wis.—9/27/65; Albion, Battle Creek, Marshall, Mich.—9/6/65; Barstow, Fla.—11/11/65; Bristol, Va.—11/14/65; San Francisco—11/14/65; Huntsville, Ala.—12/31/64; Richmond, Ohio—12/11/65; Loves Park, Ill.—12/13/65; Winston- Salem, N.C.—11/24/65; Longmont, Del.—12/17/64; Toledo, O.—2/7/65; Pittsburgh—2/15/65, 3/22/65; Santa Monica, Calif.—3/12/65; Bristol, R.I.—1—19/65; Clarkenburg, Va.—5/16/65; Jackson, Miss.—5/24/65.

Degradation of signal by CATV charged by Springfield Television Broadcasting Corp.—6/7/64, 8/14/64, 8/20/65, 4/19/65, which plans to rebroadcast CATV signals—11/18/65; Bill Dills, bank broker, offers $10,000 for proof of deliberate de-

CATV homes estimated—11/30/64, 1/25/65; counted—3/3/65, 1/12/65; farmers too—11/14/64.

CATV penetration analyzed—8/26/65; analy-
sis criticized—8/25/65.

In CATV common carrier—8/25/65.

ABC looks into CATV ownership—7/12/65; deal falls through—7/19/65; NBC also invest-
igated—5/16/65; FCC also in-
vestigated—5/16/65.

FCC proposed microphone rules criticized—10/24/64; denied FCC probe of un-
protected CATV services—11/19/64; FCC says rules—11/27/65; NAB and NCTA divide on 15-day duplica-
tion period—11/18/65; Herrera of FCC says services using mi-
crowaves—2/6/65; FCC rules that FCC right to impose con-
ditions gets—3/18/65, 6/28/65; protection denied for grade B service.

Use of vacant CATV channels for public service programming—11/7/65, 1/11/65; Mor
er regulations—11/27/65.

Black Hills Video Corp. gets conditional re-
newal for microwave stations to serve CATV—1/20/64, 3/11/65.

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ord companies proposed—9/4/65; more testimony—9/8/65; 
Motorola, registered organizations, a special
BROADCASTING report—3/15/65; new orgs appeal to
ASCAP and TV networks—4/25/65; public broadcast
organizations formed—3/15/65; bill 2/27/65, but voted 3/22/
65; Montana broadcasters claim NAB let 
organizations suffer—3/15/65.

Court fines three Washington state stations $60,000 for copyright infringements, rules
FCC in separate cases, for release of
laws—9/4/65, 12/2/65, 2/28/65; two stations settle—
11/1/65; three others—4/3/65.

Guideline for savings in copyright fees—
three stations each save $1,000 by
ASCAP's income mostly from radio—TV. 9/8/
65.

ASCAP and TV networks reach agreement —
2/27/65; ASCAP's Members' License Committee takes
several terms—11/9/64; asks court to make ASCAP
offer to stations 2/10/65; station considers settlement—
3/2/65; 4/26/65; ASCAP offers
BMI offers
BMI
ASCAP
RTV
FCC
12/6/65; 6/4, 66,
Television 12/28/64.
Cleveland proposes 9/21/64: stages
in NAEB 65TV 4/26/65; Bob
board owners—ask 1/65; 28/64, 4/19/65; $60,000
is
ance Society formed one, Century
ensing ord companies buy 5/17/65,
6/28/65; WENH-TV 9/29/64; 6/14/65; 3/8/65, 9/27/

FCC
program
three—3/15/65. Rockefeller Foundation
committee—10/5/64, 12/21/65, 3/8/65, 9/27/

AT &T camera takes pictures
on—10/4/65. Jerrold Electronics
orders—11/15/65. Jerrold Electronics
settles with
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Complaints over documentary
KWK St. Louis asks
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Four Star

Four Minneapolis-St Paul stations (WCCO-TV, KSTP-TV, KMSP-TV, WCTC-TV) offer new applications-11/23/65. FCC files reflect ability to pay as well as severity of offense-9/15/65. fines for late filings-12/6/65.

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Four Minneapolis-St Paul stations (WCCO-TV, KSTP-TV, KMSP-TV, WCTC-TV) offer new applications-11/23/65. FCC files reflect ability to pay as well as severity of offense-9/15/65. fines for late filings-12/6/65.
International Papert, market, shows seeks 65.

Radio Industries -11/1/65. Storer Broadcasting -10/26/64, 12/65, 1/18/65, -10/11/65, 10/18/65, 10/12/84, 7/5/65.

Van & -11/2/64; -3/29/65.

REPORT: 3/1/85, 3/22/65. 4/19/65, 5/3/65, 7/12/65, 8/30/65, 10/12/84, 11/2/64; -11/9/64, 11/19/65.

Cable TV -10/18/65; -12/14/65, after strike is authorized by AFTRA, membershipellular unit agreements are in place with strong double strike -2/22/65, 7/6/65; join demands against New Angeles -4/12/65, after strike is authorized by AFTRA, members.

AFTRA dismisses secondary boycott complaints -12/4/65, 6/5/65; clear KPOL of unfair labor practices -4/15/65; strike continues -5/3/65, 6/13/65, 6/18/65; SAP joins in KPOL boycott -8/6/65; NLBR dismisses AFTRA petition to representatives -8/30/65; AFTRA calls KPOL's offer for extra- network finds present contracts sufficient -6/18/65.

Directors Guild of America can't agree with producers on editing responsibilities -9/7/64; wants residual formula for tape -12/4/65; gets 4-year agreement with AMPTP -12/7/65; looks to merge with SDIG -11/9/65, 1/29/65; does-10/20/65, after loyalty oath requirements get court challenge -10/6/65; network negotiations concluded -12/14/65; contract terms -7/26/65; new building planned -7/6/65.

International Alliance of Theatrical Stage Employees makes demands -11/2/64, who make counter demands -11/9/64, 1-year contract signed -9/6/65.

International Brotherhood of Electrical Workers (IBEW) asks right of state to assert jurisdiction over IBEW Locals in California -12/14/65, contract terms -7/26/65; new building planned -7/6/65.

International Ladies Garment Workers Union (ILGWU) agrees to go over -11/9/65.

STAB Tabor City, N. C. refuses to sell time for organization's benefit -10/26/65.

National Association of Broadcast Employees

BROADCASTING, December 27, 1965
and Technicians refuse to cross pickets when pages strike ABC, network sues--1/11/65; strike ends--11/9/64.

Screen Actors Guild asks government to break up network control of programs--11/16/64; orders members not to work on test TV commercials at less than regular rate--11/65; submits contract demands to producers of theatrical motion pictures--3/11/65; strike--7/12/65, 5/28/65; new contract--9/8/65; members' income curves--9/15/65, residuals rates rise--9/1/65; Bob Hope wins first SAG award--1/12/65.


Liquor Advertising

Straight-sell commercials for Antiquity Beer are aired three times a night, five nights a week for three months on WALT-WN in New York without a single complaint--11/7/65; Utah bill to discourage advertising of alcoholic beverages, including wine and beer--2/22/65, is dropped--3/15/65; KKHJ-AM-FM San Francisco accepts seven-week campaign for Old Bushmill Irish Whiskey--1/8/65.

Commercial for Jet Near Beer, nonalcoholic drink that looks and tastes like beer--12/29/65, stations are satisifed--4/5/66, and spots go on air--5/10/65.

National Association of Broadcasters

Selection of new president proves difficult--9/7/65, 10/8/65; 10/18/65, 11/9/65, 11/30/65, 12/14/65; Vincent Wasilewski elected president, board divided with full-time board chairman--2/1/65, assesses his duties--4/5/65.

Board Chairman Willard Schroeder analyzes program, board proposes changes in organization--4/12/65, 5/16/65, 5/24/65, 6/28/65--7/5/65; new board chairman selected, meeting July 1--7/5/65; Knorr stations leave NAB in Schroeder--5/24/65, when his term as chairman ends--7/5/65.

Board adopts new budget--2/1/65; authorizes four research projects--2/1/65.

Membership rises sharply--3/15/65, 4/12/65, 5/24/65.

Encouraged by Sound of Recorded Radio--3/25/65; engineering consultant retained--7/15/65.

P.R. expansion planned--4/14/65.

Radio gains audience--9/12/64, 7/1/65--9/5/65.

Codes gain agency acceptance--10/12/64, 10/15/64; are eventually extended to stations on the West Coast.

Stations dropped from code rosters to be publicly announced--10/12/64; they are--7/15/65.

Enforcement program most important, says head of board--2/1/65.

Motion picture commercials found too sexy, many cut needed--11/15/65.

Medical restrictions tightened--1/18/65; guidelines issued for arthritis commercials--7/18/65.

Radio code adds subscribers--9/21/64, 9/29/64, 9/32/64, 9/6/65, 9/10/65, 11/15/65; drops 14-minute-a-week average weekly maximum--7/27/65.

Dropping of ban on personal product radio commercials--7/18/65--12/5/65; board action--2/1/65; approved with good taste the government--5/23/65.

Preparatory leak from formerly banned, plans MBS campaign--7/18/65--12/5/65; board action--2/1/65; approved with good taste the government--4/15/65; Code Authority issues guidelines--12/15/65.

NAB waiver of political spots from commercial television--9/10/65; rules for beer-binge ads tightened--2/14/65, 3/17/65, 5/7/65; two commercials inspected--9/12/64, 9/14/65, 7/30/65, 9/15/65, 10/1/65.

TV producer members of AMPTP become associate subscribers to TV code--4/20/65.

TV code tightens rules on commercials disparaging competition--9/6/65; CBS wants to have Coast TV spots acceptable--9/13/65, but finds Gillette and Rambler spots OK--11/9/65, 11/15/65.

Networks

TV networks 95% sold out for new season in 1964--9/15/65, set fees for color commercials--7/13/65; ask FCC to order AFTET to reflect color charges--10/4/65; tell FCC rule requiring service to nonaffiliates not nullifies FCC's rule--9/15/65; explains station compensation plans--12/13/65.

American Broadcasting-Paramount Theatres expects new high earnings--4/5/65; changes name to American Broadcasting-Paramount Theatres Inc.--7/28/65.

Networks

ABC, CBS, NBC and Mutual TV report better than expected earnings for 1964--12/25/65; Metromedia offers to buy network--11/10/64, but 20th Co. rejects offer--12/14/65.

National Broadcasting Co. has record sales and profits--1/10/65; Robert E. Kinney to become NBC board chairman--2/15/65, 9/6/65, is stripped of authority in surprise move--12/13/65.

NABC TV sales at 6-year high--12/7/64, 10/4/65.

Spanish radio Network planned--5/3/65.

Special TV networks form with UHF--5/17/65; Unisphere Broadcasting System planned as UTV network--5/24/65, 8/19/65, 9/27/65.

Midwest Farm Network has regular lineup of 14 Illinois radio stations--5/17/65.

New stations form radio network--11/10/65.

Prime Network, Sunday night TV hookup, planned--11/10/65, 11/19/65.

The executive suite at the National Association of Broadcasters took on a new look in 1965 when Vincent T. Wasilewski (c) was named president, succeeding Leroy Collins. John F. Dille Jr. (l) of Communicana Group of Indiana, succeedd Willard Schroeder (r) of WOOD-AM-FM-TV Grand Rapids, Mich., for one-year term as chairman of the board.

News

Newspapers are free, radio-TV not, ANPA president asserts--5/6/65.

Pullitzer Award should include TV journalism, Hugh Downs proposes--1/11/65.

Radio news mostly five-minute packages; TV news periods longer--9/28/64.

WPFA-TV Montgomery, Ala., says NAB newcomer air editorial opinions under guise of news--9/28/64.

Marquette U. establishes center for Study of the American Press to evaluate broadcast and print media--10/5/64.

CBS accentuates "sound" in radio newscasts--1/9/64.

Over third of broadcasting employees have new contract--11/9/64.

ABC News to get major overhaul--11/23/64, 12/7/64.

AP makes five-minute news package "the order of the day" on its broadcast wire--5/27/65; five minutes not enough, West's Hurleight says--10/4/65; NBC Radio survey--11/25/65.


Business news shows widespread--10/25/65.

UPI takes over Radio Press International--12/6/65.

AP starts news service for CTV--12/13/65.

MBS explores News feed to nonaffiliates--12/13/65.


Proposal to force newsmen to reveal their news sources killed in California--3/1/65.

TV is primary source of news, Roper study reveals--3/15/65.

WINS New York goes all-news--3/22/65, 7/28/65; so does KYW Philadelphia--3/31/65, 9/14/65; Gordon McLendon points out pitfalls--3/19/65; FCC drops inquiry into WINS Chicago all-news format--9/21/64.

Five-day pilot conference on TV-radio news coverage held at Columbia U.--6/14/65.


Trial coverage becomes hot issue as War-
Brookings

STV

Senate plans probe

by 2/65.

R.

what they

government secrecy

move

coverage

11/15/65. KCMO-AM

Teleglobe

10/11/65;

investigates complaints

rules

STV

California supreme court will

get

of

11/9/64, 315

Democrats

political conventions lacked audience interest, experts feel

brings criticism from editors

in

9/27/65

MGM,

field

Emanuel Celler agrees

8/65,

1965-66

program

changes

8/65,

5/3/65,

4/5/65,

5/3/65,

1965-66

monster

FCC

the

studios

5

11/21/64;

unions

local

programs

off.

New

Network producers appeal

in

9/14/64;

BROADCASTING, December 27, 1965

60

(SPECIAL REPORT: 1965)
In December, audiences saw the first live TV coverage of the splashdown of a space flight. A transportable earth station built by International Telephone & Telegraph Corp. was placed on the flight deck of the U.S.S. Wasp, and transmitted pictures of the recovery of the Gemini-Titan 6 astronauts to the Early Bird satellite and to Andover, Me.
More stations editorialize in '65

An increase in editorializing by broadcast-
eras was noted during 1965 in a survey for the 1966 BROADCASTING YEARBOOK, which is being mailed this week. Over 60% of

AM stations, about 55% of TV's and 30% of FM's editorialize at least occasionally. The survey was obtained from questionnaires sent to all radio and TV stations.

AM
FM
TV

Stations editorializing
1,973
57
208

Stations answering editorializing question
3,255
2,145
1,315

Percent editorializing
61.1%
31.4%
54.3%

Percent editorializing daily
9.9%
1.9%
13.3%

Percent editorializing weekly
6.4%
3.8%
9.5%

Percent editorializing occasionally
44.8%
25.7%
31.1%

Only FM stations that are independently programed are considered in this survey.

Editors

12/26/65

BROADCASTING, December 27, 1965
BROADCAST ADVERTISING

Don R. Schwab, TV supervisor and TV commercial producer, BBDO, Hollywood, elected VP.

Gerald Martin, and Louis J. Nicholas, VP's at Geyer, Morey, Ballard, New York, elected executive VP's. Both are members of board of directors, management committee and review board, and will share prime responsibility for account management.

Robert Jacoby, senior VP, member of board of directors and managing supervisor, Needham, Harper & Steers, New York, re-joins Ted Bates, same city, as senior VP and account group head. Prior to joining NH&S Mr. Jacoby was VP and account supervisor at Bates.

James Pat Sweeney, formerly VP of Campbell-Mithun, Chicago, joins Win-ius-Brandon Co. there as senior VP.

Wolfgang Magnus, marketing director, Tatham-Laird & Kudner, Chicago, named VP.

Mr. Jacoby.

Hollis Wooten, commercial manager at WREC Memphis, retires effective Jan. 1, 1966, after 37 years in broadcasting.

Carlo Anneke, sales manager of KTLA(TV) Los Angeles, named general sales manager, succeeding Gordon Mason, who moves to executive corporate position at Golden West Broadcasters, station’s parent company.


William Ogilvie, general manager and executive VP at Norman, Craig & Kimmel, San Juan, P. R., elected president of Puerto Rico branch.

Conrad Roth, formerly advertising manager and advertising director at Lanvin Parfums’ division of Lanvin-Charles of the Ritz Inc., New York, joins Clyne-Maxon Inc. there as VP and account executive.

Don Sternlof, VP in charge of graphics at Fuller & Smith & Ross, Los Angeles, joins Botsford, Constantine & McCarthy, San Francisco, as VP and head art director.

James B. Marine, PR director, and Stephen H. Stoetzl, creative director, both at Bowes Co., Los Angeles, elected VP's.

Bill Timm, director of personnel at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Bruce Kelly, copy director at Clinton E. Frank Inc., Chicago, named VP, George A. Kibby, with C. E. Frank, that city, appointed account supervi-sor succeeding A. S. Trude Jr. who resigned to join Young & Rubicam there.

Lucille Webster, in media services-program business affairs department, and Walter H. Wright, merchandising account group supervisor, Ted Bates & Co., New York, elected VP’s.

Kevin McDermott, account executive in Blair Television market division, named sales manager of New York office.

MEDIA


Charles Vais, general manager of Intermountain Network Inc., Denver, and Aaron Bourneinstein, head of regional operations at IMN, Salt Lake City, named VP’s.

Joseph W. Killeen, sales manager of WTMJ-AM-FM Milwaukee, named station manager. Sprague Vonier, sales manager of WTMJ-TV, becomes TV sta-
tion manager. Russell Kemmeter, WTMJ-TV salesman, named to new post of business administration manager for all three Milwaukee Journal stations.

A Louis Read, executive VP and general manager of WDSU-AM-FM-TV New Orleans, named president of radio and television divisions of Royal Street Corp., owner of WDSU-AM-FM-TV, that city.


Jim Martinson, program director at WWMX Charlotte, N.C., appointed general manager.

Willard Tuteur, since 1931 with Chicago Daily News and newspaper division of Field Enterprises Inc., joins WFLD(TV), Chicago as controller.

Chuck Sweeney, formerly with WRM and WLEE, both Richmond, Va., named general manager at WEET there.


BROADCASTING, December 27, 1965
Sales, research, promotion revamped at H-R Television

Addition of 10 salesmen to the staff of H-R Television and appointment of a midwestern sales manager in charge of Corinthian Broadcasting Corp. sales staff in Chicago were announced by H-R last week.

Expansion, to include four other new salesmen not yet named, is part of the reorganization of the rep company's New York sales department into three divisions: eastern, western and Corinthian. Three-way realignment of H-R's research department and expansion of its sales promotion department also were announced last week.

In Chicago, where the H-R sales staff will not be split, Corinthian will maintain a separate sales staff under Don Howe, former H-R salesman and general sales manager of WTEV(TV) Providence, R. I.

Ralph Atlass, former owner of KIUP Durango, Colo., and also formerly with AM Radio Sales and WBBM-TV Chicago, joins Corinthian's Chicago sales staff. Others added last week were assigned among the three divisions in New York: western, under Gene Malone; eastern, under Prem Kapur, and Corinthian, under Bill Carpenter. They were:

Eastern—Charlie Abbott, former assistant western sales manager of the Katz Agency, and Roger O'Connor, former owner of his own firm and also with a number of other rep organizations.

Western—Junie Fishburn, formerly with ABC TV spot sales and before that with Metromedia in Chicago; John Heugel, formerly with Advertising Time Sales and Fuller & Smith & Ross; John Mcorkle, formerly with CBS Radio Spot Sales and WNEW New York; Frank Pfaff, former senior all-media buyer at Ted Bates & Co. and previously with Kenyon & Eckhardt.

Corinthian—Kal Liebowitz, former media planner at Ogilvy, Benson & Mather and previously with Paper, Koenig, Lois; John McElfresh, former general manager of ABC spot sales office in Chicago and before that with CBS Spot Sales; Dick Wallace, formerly with the Meeker Co. and Roger O'Connor Inc.

Three divisional research managers were named under the supervision of Avery Gibson, VP in charge of H-R Facts, freeing Marty Goldberg to become VP in charge of H-R's electronic data-processing.

Lee Allen, assistant to the research director, was named western division research manager; Jan Carlson, formerly of Metromedia, becomes eastern division research manager, and Peter R. Mead, formerly of Television Age, becomes Corinthian division research manager.

Carol Haftel, formerly of Metromedia and The Katz Agency, has been added to H-R Facts' sales promotion department under Mel Grossman.

PROGRAMING

Edward C. Stiker, sales representative at WBN-AM-FM Buffalo, appointed program director succeeding William Peters, recently named program director of WBN-TV.

Robert Popke, with Watland Inc., Chicago, joins International Good Music Inc. as manager of new office in Highland Park, Ill.

Adrian Samish, ABC-TV's West Coast director of programing, joins Quinn Martin Productions as creator and producer. Replacement at ABC has not been named.

Duane Straub, operations manager at noncommercial WOUB-TV Athens, Ohio, named assistant director of educational television stations program service at Indiana University, Bloomington, Ind.

Walter N. Hamilton, formerly with Comstock Productions, Los Angeles, named staff producer at WOR-TV New York.

Don Christopher, production assistant at WBT-AM-FM Charlotte, N.C., named sports editor of WBT-AM-FM and WBTV(TV).

Luke Greene, formerly editor of Atlanta Times, joins WAB-TV there as director of community affairs.

NEWS

Joe Phipps, newsman at WFL-AM-FM-TV Philadelphia, named director of editorial operations.

Bill Brown, KNBC(TV) Los Angeles newsman, named producer for all local news programs.


INTERNATIONAL

Peter W. Hofmann, formerly director, financial operations and analysis for units of RCA Defense Electronics Products and Electronic Data Processing organizations, appointed division VP, international finance, RCA International Division.


Sydney Whitcombe, creative consultant at G. S. Roys Ltd., London, appointed creative director.

Bob Ward, art director at Pritchard Wood and Partners Ltd., London, joins Burnett Nicholson and Partners Ltd. there as art director.

Jean Hazel, formerly with P. A. May and Partners Ltd. and Intercon Ltd., both London, appointed media manager at Grant Advertising, that city.

Peter Phillips, copy group head at Pritchard Wood and Partners Ltd., London, appointed associate creative director.

Judie Parr, radio and TV coordinator at Foote, Cone and Belding Ltd., Sydney, Australia, joins FC&B, London, as assistant TV producer.

EQUIPMENT & ENGINEERING

Howard Lomax, technical director of community antenna television systems division at Jerrold Electronics Corp., Philadelphia, appointed manager of northeast region.

Francis X. Zuzulo, director, NBC corporate projects, New York, named manager, special projects at RCA, that city, effective Jan. 1, 1966. Mr. Zuzulo will report to Al Rylander, whose appointment as staff VP, RCA special projects, was announced earlier.

Richard J. Quaid, sales engineer at...
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Washington, D. C.
Member APOOB

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Neck, N. J.
Member APOOB

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-5711
Washington 4, D. C.
Member APOOB

COMMERCIAL RADIO
EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lommetz, Chief Engr.
PRUDENTIAL BLDG.
D 7-1319
WASHINGTON, D. C. 20005
Member APOOB

A. D. Ring & Associates
42 Years’ Experience in Radio Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member APOOB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member APOOB

KEAR & KENNEDY
1302 16th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member APOOB

A. E. CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Member APOOB

GUY C. HUTCHESON
P.O. Box 808 Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member APOOB

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Teleradicals
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member APOOB

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverdale, Ill. (A Chicago suburb)
Member APOOB

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5508
Member APOOB

HAMMERTON & INWOOD
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd. — 80208
Phone: (Area Code 303) 393-5562
DENVER, COLORADO
Member APOOB

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9041
Member APOOB

ANGELO & ASSOCIATES
CONSULTING RADIO ENGINEERS
Washington, D. C.
Member APOOB

JONES & ASSOCIATES
CONSULTING RADIO ENGINEERS
517 E. 6th St.
Los Angeles 11, Calif.
Member APOOB

JULIE CONRAD
CONSULTING RADIO ENGINEERS
Washington 13, D. C.
Member APOOB

JAMES H. JERVIS
CONSULTING RADIO ENGINEERS
105 S. Meridian St., I. O.
Member APOOB

JOHNSON & ASSOCIATES
CONSULTING ENGINEERS
San Francisco, Calif.
Member APOOB

JUERGENS & ASSOCIATES
CONSULTING RADIO ENGINEERS
Washington, D. C.
Member APOOB

JW SPECIALISTS
CONSULTING ENGINEERS
517 E. 6th St.
Los Angeles 11, Calif.
Member APOOB

R. W. LUNKENHEIMER
CONSULTING ENGINEERS
Washington, D. C.
Member APOOB

CULBERTSON & ASSOCIATES
CONSULTING RADIO ENGINEERS
San Diego, Calif.
Member APOOB

BROADCASTING, December 27, 1965

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DEATHS
Earl B. Harris, 52, formerly production manager at CBS New York, and before that unit manager at NBC, that city, died Dec. 12 of heart attack in Beverly Hills, Calif. Most recently, Mr. Harris was in movie-directing on West Coast.

Wes Battersea, 55, staff announcer at KNX(TV) Los Angeles, died Dec. 18 of cancer. He appeared on various KNX radio programs and several KNX productions.

Mary Lee Stone, 44, wife of Robert L. Stone, VP and general manager, NBC-TV New York, Dec. 20 in New York hospital after brief illness. She is also survived by two sons and two daughters.

Richard Dimbleby, 52, well-known British TV-radio new reporter and commentator, died of cancer in London Wednesday (Dec. 22). He gained international fame during long career with BBC, including coverage of coronation of Queen Elizabeth in 1953 and of President John F. Kennedy's funeral from Washington in 1963, and from appearances on various programs beamed to Europe from U. S. via Telstar. He left BBC in 1964 to freelance.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Dec. 16 through Dec. 21 and based on filings, authorizations and other actions of the FCC during that period.


New TV stations

NEW CALL LETTERS ASSIGNED
Anchorage — Willis R. Harpel, Assigned KHAR-TV.

New AM stations

APPLICATIONS

Lebanon, Mo.—Risher Broadcasting Inc. 1680 kc, 250 w. DA, D. P.O. address: Box 156, Osage Beach, Mo. 65065. Estimated construction cost $20,000; revenue $35,000. Principals: James Risher, Elia Risher (each 49.5%). Larry J. Risher, Judith A. Risher (each 0.5%). Rishers owns KMRM-AM-FM Osage Beach, Mo., and are also applicants for FM in Lebanon. Ann. Dec. 17.

NEW CALL LETTERS ASSIGNED
Sullivan, Mo.—Meremac Valley Broadcasting Co. Assigned KTUE.

Lennon, S. D.—Lennon Broadcasting Co. Assigned KBJM.

Existing AM stations

APPLICATIONS

Lebanon, Mo.—Kirksville Broadcasting Co. 1037 mc, channel 279. 25.5 kw. Ant. height above average terrain 251 ft. P.O. address: Box 135, Osage Beach, Mo. 65065. Estimated construction cost $29,690; first year operating cost $12,000; revenue $28,000. Principals: James Risher, Elia Risher (each 49.5%). Larry J. Risher, Judith A. Risher (each 0.5%). Rishers owns KMRM-AM-FM Osage Beach, Mo., and are also applicants for FM in Lebanon. Ann. Dec. 17.

NEW CALL LETTERS ASSIGNED
Lebanon, Mo.—Kirksville Broadcasting Co. Assigned KTUE.

APPLICATIONS

KMRM Kirksville Broadcasting Co. Granted CP for new FM on 103.7 mc, channel 279. 25.5 kw. Ant. height above average terrain 251 ft. P.O. address: Box 156, Osage Beach, Mo. 65065. Estimated construction cost $20,080; revenue $35,000. Principals: James Risher, Elia Risher (each 49.5%), Larry J. Risher, Judith A. Risher (each 0.5%). Rishers owns KMRM-AM-FM Osage Beach, Mo., and are also applicants for FM in Lebanon. Ann. Dec. 17.

New FM stations

APPLICATIONS

AMTS, Ariz.—Maricopa County Broadcasters Inc. Granted CP for new FM on 93.3 mc, channel 227. 100 kw. Ant. height above average terrain 1,840 ft. P.O. address: Box 1510, Mesa. Estimated construction cost $81,324; first year operating cost $36,000; revenue $48,000. Principals: Lee Ackerman (65.5%), Sheldon Engel (26%) and Tad Hankey (14.5%). Maricopa County owns KALF Mesa. Action Dec. 18.


APPLICATIONS

Mesa, Ariz.—Maricopa County Broadcasters Inc. Granted CP for new FM on 93.3 mc, channel 227. 100 kw. Ant. height above average terrain 1,840 ft. P.O. address: Box 1510, Mesa. Estimated construction cost $81,324; first year operating cost $36,000; revenue $48,000. Principals: Lee Ackerman (65.5%), Sheldon Engel (26%) and Tad Hankey (14.5%). Maricopa County owns KALF Mesa. Action Dec. 18.


APPLICATIONS

KMRM Kirksville Broadcasting Co. Granted CP for new FM on 103.7 mc, channel 279. 25.5 kw. Ant. height above average terrain 251 ft. P.O. address: Box 135, Osage Beach, Mo. 65065. Estimated construction cost $29,690; first year operating cost $12,000; revenue $28,000. Principals: James Risher, Elia Risher (each 49.5%). Larry J. Risher, Judith A. Risher (each 0.5%). Rishers owns KMRM-AM-FM Osage Beach, Mo., and are also applicants for FM in Lebanon. Ann. Dec. 17.

NEW CALL LETTERS ASSIGNED
 anecdotes — Willis R. Harpel, Assigned KHRF-FM.
 Jonesboro, Ark.—Radio Jonesboro Inc. Assigned KNEA-FM.
 Pacific Grove, Calif.—Johnston Broadcasting Co. Assigned KMBY-FM.
 Redlands, Calif.—University of Redlands. Assigned KURD-FM.
 Rocky Ford, Colo.—Rocky Ford Investment Corp. Assigned KAVT-FM.
 Plymouth, Ind. — Community Service Broadcasting Co. Assigned KDIT-FM.
 Dodge City, Kan.—Dodge City Broadcasting Co. Assigned KEMPL.
 Emporia, Kan. — Bluestem Broadcasting Co. Assigned KVOE-FM.
 Lake Charles, La.—Victor Radio Co. Assigned KUIC-FM.
 Ruston, La.—Ruston Broadcasting Co. Assigned KURV-FM.
 Pittsfield, Mass.—Greylock Broadcasting Co. Assigned WERK-FM.
 Racine, Mich.—Copper County Broadcasting Co. Assigned WMPL-FM.
 Johnstown, N. Y.—WIZR Broadcasting Corp. Assigned WIZR-FM.
 Gloversville, N. Y.—WIZR Radio Co. Assigned WZRZ-FM.
 Bismarck, N. D.—Meyer Broadcasting Co. Assigned KFYR-FM.
 Ponca City, Okla.—Mail Enterprises Inc. Assigned KGMR-FM.
 Aiken, S. C.—Radio WARK Inc. Assigned WARK-FM.
 Kingstree, S. C.—Santee Broadcasting Co. Assigned WSKD-FM.
 Platteville, Wis.—Southwest Wisconsin Co. Assigned WSWW-FM.
 Port Washington, Wis.—Great Lakes Broadcasting Corp. Assigned WGLB-FM.
 Sturgeon Bay, Wis.—Door County Broadcasting Co. Assigned WDOG-FM.

Ownership changes

APPLICATIONS

WMBO-AM-FM Auburndale, Neb.—Granted transfer of control of license to John W. Hubert. WMBO Inc., from Lithgow Osborne (30.6%) before, 33.3% after) to Frederick H. L. Osborne. (2.8% before, 19.9% after). Transfer is for stock of Auburndale Publishing Co., sole

BROADCASTING, December 27, 1965

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—50 East 42nd St., New York 17, N. Y. • Ml 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531
Harris Broadcasting

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Bridgeport,  

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Sunderland  

BROADCASTING,  

KFMQ  

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Cleveland, conditioned  

By  

memorandum opinion and order  

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petition  

Mr.  

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forgetment of KSHO-AM  

Fort Worth, Tex.; KCOH Houston;  

Brownwood, Tex.; KCOH Houston;  

Mission, Tex.; KLIN Lincoln, Neb.; WIL-  

AM  

Commissioners Hyde, Bartley and Loe-  

voter voted for regular three-year re-  

ews.  

Licensees are being advised that short-  

term renewals KEV because of substantial  

departures from their proposed commercial  

policies. Action Dec. 15.  

By memorandum opinion and order,  

commission designated for hearing applica-  

tion of S&K Broadcasting Co., for new AM  

to operate on 1340 kc, 250 w, U, in Selings-  
grove, Pa., made by S&K Broadcasting Inc.  

(WBAX) Wilkes-Barre, which filed oppos-  

bg petition, party to proceeding.  

Action Dec. 15.  

By letter, commission waived Sect. 1.  

909 of rules and accepted for filing appli-  
cation of Great Southern Broadcasting Co.  

for new daytime AM to operate on 1180 kc,  

250 w, in Donelson, Tenn. Action Dec. 15.  

Village of Trenton, Trenton, Neb.—  

Granted CP for new VHFM television  

station on channel 4 to rebroadcast pro-  

grams of station KLOE-TV Goodland, Kan.,  

subject to outcome of proceedings in Doc-  

ket 1971. Denied objections by Bi-States  

Co. (KJEP-TV), Hayes Center. Commissioner  

Cox concurred in grant but would have  

attached nonduplication condition.  

Central Broadcasting Corp., Madison,  

Tenn.; Second Thursday Corp., Nashville  

Designated for consolidated hearing appli-  
cations for new FM's to operate on 92.8  

25 kw, ant. height 171 ft, and Second  

Town FM for new 25 kw, ant. height 328  

ft. Action Dec. 15.  

Mountain View Junior Chamber of  

Commerce, Mountain View, Okla.—Denied  

CP for new VHFM television station on  

channel 26 to rebroadcast programs of  

KTIV (channel 2), St. Louis; subject to outcome  

of proceedings in Docket 1971. Action  

Dec. 15.  

KHOL-FM, Bi-States Co., Kearney-  

Holdrege, Neb.—Granted change of opera-  

tion of KCHB for AM to 1590 w, ERP  

57 kw, ant. height 460 ft, to ERP 40 kw,  

height 1,010 ft, and change of call sign from  

KCRZ to KHOL. Commissioner Cox dis-  

sented. Action Dec. 15.  

Routine roundup  

ACTIONS ON MOTIONS  

By Commission  

Commission on Dec. 15 granted petition  

by Midwest Radio-Television Inc.  

(WCCO-TV), Minneapolis, and Twin City  

Television Corp. (KCTV-TV), St. Paul, Minn.,  

to further extend Docket 254 to December  

24, 1966, and approximately 90 days to  

reply comments in matter of amendment of Parts  

15 and 159 of the Commission rules and  

use of antenna and land frontage. Action  

Dec. 15.  

By Office of Opinions and Review  

Dismissed as moot joint petition by  

VON, Knob and MWP for limited deferral of final action on  

petitions (Continued on page 72)
CLASSIFIED ADVERTISEMENTS

(Rate $250 per word. Agency discounts available. Deadline: Monday. Payable in advance.)

- SITUATIONS WANTED: 25¢ per word; $2.00 minimum; 6% commission on gross. 
- DISPLAY ADS $250 per inch; STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGEN-
  CIES. $250 per inch. Minimum display size: 25 x 25. 12 x 36 = $250, 12 x 25 = $200. Display only. 5% or over Billed R.O.B. rate.
- All other classifications, 35¢ per word; $4.00 minimum. 6% commission.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling. (Forward remittance separately please) All transcription, photos, etc., sent to box numbers at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Major market chain operation—best facility to a proven market. Opportunity for right man with proven record of manage-
ment position. Must have $30,000-$40,000 per year with salary and bonus arrange-
ment. Also stock option. Send complete resume and recent photograph to Box M-36, BROADCASTING.

Manager—salesman—newman for branch studio, midwest. Good credit and personal record required. Creative, aggressive work-
er will earn big conversion checks. Box M-195, BROADCASTING.

A young aggressive station manager needed to take advantage of an existing profitable operation. Should be 36 or under. Must have background in sales and promotion. Prefer man with family re-
sponsibilities, executive negotiating and sal-
ient incentive plan based on results. Future unlimited for a sharp young man. Send complete resume to Box M-206, BROADCASTING.

Manager strong on sales for 5 kw daytimer in large western market (million population). If you can run tight operation, start at $1000 a month with generous cut of profits, here is the perfect opportunity. Box M-218, BROADCASTING.

Ohio small market daytimer needs working management. Sell station plus percentage of net profit. Box M-235, BROADCASTING.

Manager strong on sales ... excellent pay with a new aggressive boss in the nation; the fire-brick and saddle horse capitol of the world. KXEO, is in a modern build-
ing, has new equipment, 3 radio equipped news cruisers and a current staff of 18. If you would like to become part of a grow-
ing station, live in an active small city and have an impressive talent in local radio, imagination can provide contact Jim Lip-
siey, Sales Manager, KXEO, Missouri.

We're growing and have an unusual oppor-
tunity for another salesman. Mexico, chosen All-American City 1964 is one of the most progressive in the na-
tion; the fire-brick and saddle horse capitol of the world. KXEO, is in a modern build-
ing, has new equipment, 3 radio equipped news cruisers and a current staff of 18. If you would like to become part of a grow-
ing station, live in an active small city and have an impressive talent in local radio, imagination can provide contact Jim Lip-
siey, Sales Manager, KXEO, Missouri.

Experienced AM radio salesman to handle local, regional advertising in Chicago, Quad-
tess, Mass. Adult formal, high local accep-
tance, excellent pay, and bonus. Send resume and references to: WNEB, 405 Main Street, Worcester, Massachusetts.

Fine opportunity in sales in midwest small market station. Call Manager 816-239-3322.

Help Wanted—Announcers

Immediate opening for experienced staff an-
nouncer. Family man with minimum 10 years experience. Salary commensurate with skill. Send resume and tape. Box M-35, BROADCASTING.

Immediate opening for experienced staff an-
nouncer. Family man with minimum 10 years experience. Salary commensurate with skill. Send resume and tape. Box M-35, BROADCASTING.

Wanted: morning man for Ohio station in Thriving market of 35,000. Some experience necessary. Will also do some news—a fine opportunity for a personality on the way up—start at $500 plus tape and re-
sume to Box M-134, BROADCASTING.

Religious programing station seeking an-
nouncer. Applicant must be conservative Christian, female, preferably older man. Experienced. Write Box M-146, BROAD-
CASTING.

Middle of road—NBC station in Peoria, Illinois needs jockey and production man ... Now! Box M-149, BROADCASTING.

Adult, humorous, first license class experience. Chicago-area small town, station, morning show, starting January 1. Send tape and resume to Box M-174, BROADCASTING.

Announcer with mature, pleasant voice for south Texas. Must not send tape. Box M-202, BROADCASTING.

Announcer with experience for progressive group operated western Pennsylvania sta-
tion. Forward resume and photo. Box M-265, BROADCASTING.

Southern local one needs to hear from professional day-deejay-production man, send resume, picture, unlimited announce-
tion tape. Great opportunity for good radio men. Write Box M-222, BROADCASTING.

Aggressive northern Virginia radio station looking for an experienced announcer. You should be a combo man with 1st experience. No morning drive assignment. Send tape and resume. Future opportunity—this is a multiple ownership operation. If you bring enthusiasm to radio we will be interested. A look at our immediate openings. Rush tape and resume to Box M-294, BROADCASTING.

Mestana middle of the road has station im-
mediate opening for 1st station announcer. Excellent working conditions with oppor-

Morning man for popular music station with a hold on the market. Must have mature voice, tight production. Position available immediately. Good pay and benefits. Ideal working conditions in a friendly central Kansas City. Send resume with salary and requirements to: KSAL, Box 180, Salina, Kansas.

Morning man ... with good mature voice ... combined with a good knowledge of music and your my PD ... Send tape ... resume ... photo to WYBC/BR, Brainerd, Minnesota, c/o General Manager. The money is right.

Uncle Sam has created an opening in our announcing staff. We're seeking a man with at least 5 years experience, over 25 years old, married, a friendly enthusiastic voice that can do a sincere selling job with a commercial. Top pay is available for right man. For infor-
mation about staff openings contact Sales Help Wanted. Jim Lipsiey, KXEO, Missouri.


1st phone announcer. We have newly re-
modelled daytime station, all new equipment, in the best little area in the world. Call or write WCMR—Clare, Michigan. 386-9607.

Anncers needed ... send tape and resume to radio station WCVR, Connellsville, Pennsylvania.


Immediate opening for an experienced an-
nouncer to handle our morning shift. Adult format. This is a permanent position offering excellent working conditions and oppor-
tunity for advancement. Salary commensurate with experience. Please forward a resume tape and photo to: J. W. Poole, Manager, WFLS Radio, Fredericksburg, Va.

Immediate opening for dj to handle evening top-ten show. Must have disco chimes, no maintenance. Send tape and resume to George Klin, WFOB, Box 389, Fostoria, Ohio. 44830.
FOR SALE—Equipment (Cont'd)

For sale, RCA type TTV 1B UHF television transmitter. Immediate delivery "as is" best tuned to Channel 50. 5 weeks delivery if tuned to your channel and reconditioned. Box M-96, BROADCASTING.

350 ft. uniform cross-section Windcharger tower. For information write Box M-139, BROADCASTING.

For sale: RCA type 311-AB frequency moni- tor, not approved for remote control operations. Used for inspection equipment, priced $200.00, WXVA, Charles Town, W. Va., 304-752-7056, Mr. Moiler.

Flying Saucer. Used three months, made in quality control by C&W programming. Will sell for $1,500 including trailer. Original cost $2,300. Excellent performance, money maker. WESC, Greeneville, S. C.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Braita Electronic Corporation, Box 8723, Sacramento, California. 95822, 918-481-0879.

We will rebuild and warranty your ITA FM exciter to latest specifications which exceed any other unit. $525. Wilkin Electronics, 1927 W. MacDade Blvd., Woodlyn, Pa. 215-674-5236.

ITA pars, 24 hour technical assistance and service. Call or wire Wilkin Electronics 1927 W. MacDade Blvd., Woodlyn, Pa. 215-674-5236.


MISCELLANEOUS

20,000 Professional Comedy Lines! Topical laughter, gag lines, adlib, newsman, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing... with weekly ideas program. Wormwood, each issue contains 13 saleable ideas. $25.00 per week. Exclusive to your market now. Write Brainstorm Box 975, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of DJ comedy lines, bits, breaks, adlib, thoughts... $5.00. Write for free "Broadcast Comedy" Catalog. Show-By- Comedy Service, 1739 S. 24th St., N. Y. 12529.

DEEJAYS! 4,000 classified gag-liners, $4.00! Comedy catalogue free. Ed Orrin, 8004 Geer Road, Dallas, Texas 75237. Approved Program-log forms—$7.50/M. Sample. Weinsteim-Gwen, 79 Caleb St., Portland, Me.


INSTRUCTIONS (Cont'd)

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington D.C., Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. 100% acceptance. Dept. or 4, Graman Schools, 1508 N. Western Ave., Hollywood, Calif. 90028.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of New Orleans, 11516 Sunset Plaza Dr., Hollywood, Calif.


INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory training. First class license, G.I. approved. Request free brochure. Elkins Radio License School, 2663 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Pickup and broadcast equipment available. G.I. approved. Elkins School of Broadcasting, 3200 Inwood Road, Dallas 30, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 419 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 5, March 16. For information, reservations, write William E. Ogden Radio Operational Engineering Institute, 1150 West Olive Ave., Burbank, California.

America's pioneer, 1st in announcing since 1934. National Broadcasting, 814 H. St., NW, Washington 1, D. C.

"It's RRI and Here's Why!" First phone license in six weeks—guaranteed. Tuition only $295. Rooms $6-512 per week. Classes begin every 6 weeks in beautiful Sarasota, Florida by the sea, on Jan. 5—Feb. 2—Mar. 14—Apr. 18—May 25—June 27. Call or write Radio Engineering Institute, 1926 Main St., Sarasota, Fla.


F.C.C. First Phone in 8 weeks plus 300 hours theory and practical application. N. C. class Jan. 18. License guaranteed. Free placement service. Florida Electronics, 3101 Main St., Wierton, W. Va.

First phone license in 10 weeks, $300.00, 350 hours lab and theory instruction. Atlanta School of Broadcasting, 52 Eleventh St. NE, Atlanta, Georgia. New Classes January 10.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6671, New Orleans, La.

RADIO—Help Wanted

Salesmen

We have two established territories available, Mid-West and South. We prefer experienced men currently calling on radio management, or who have experience in radio or TV syndicated program sales. Product line that we produce and market very well accepted throughout United States. Excellent remuneration will be paid. Minimum compensation will be $20,000 for the first year. Send resume in confidence to: Creative Communications Corp., 6914 Miami Road, Cincinnati, Ohio 45227: Attn: H. B. Levine.

Salesmen (Cont'd)

can make a healthy five-figure income in this medium market served by our five kw. Active account list can be yours if you are qualified. No high pressure... Just persistent calling and service. It is a 40 hour work week. You'll receive a substantial guarantee but you won't need it if you are a qualified salesman. Send photo, resume and include character, credit and bank references to Box M-213, Broadcasting.

WEARING LOCAL SALES MANAGER

For NY area network station. $12M base, $20M potential. Send complete resume to Box M-230, Broadcasting.

WANTED—Newsmen

5 kW independent in major midwest market needs versatile newsmen with sparkling delivery. Writing, digging and typing a must. Shift also requires the ability for a modern format record show. Top money for fully qualified man. Send news and music tapes with resume and references to Box M-165, Broadcasting.

NEWSMAN

Have an opening for highly qualified Newsmen to head up News Department for our five kW serving a medium market. Degree in Journalism preferred but will consider experience. Position offers security. It is not a 40 hour work position. Send photo, resume, tape and include character, credit and bank references to Box M-214, Broadcasting.

Can you read the news with flair, feeling, and drama?

If so, I'd like to be in touch with you immediately.

Gordon McLendon
2008 Jackson St.
Dallas, Texas.
Help Wanted News—(Cont'd)

**Experienced News Man**
To conduct audience participation telephone program in Northeast. Degree preferred. Forward complete background information. Box: M-231, Broadcasting

**Situations Wanted**

**Announcers**

**AVAILABLE NOW**
Modern format personality presently employed in top 20 market. Excellent references. Tape and resume on request.
Box: M-208, Broadcasting

TELEVISION—Help Wanted

**Technical**

**BROADCAST FIELD ENGINEERS**
**RCA**

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thome, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.
An Equal Opportunity Employer

**FOR SALE—Equipment**

**STAND-BY POWER**
3 KW to 100 KW
Reconditioned government generators. Gasoline and diesel powered.
For lowest prices and details write:
M. BERGER CO.
1816 Locust St.
Pittsburgh, Pa. 15219

**DRAMATIZE TV WEATHER REPORTING**
**GEMINI STYLE**

Be seen, and use up-to-the-minute weather maps—right on camera—for authentic TV Weather Reporting.

1. Official weather maps come to your studio directly from the U.S. Weather Bureau's passing Network—on the same Allen Electronic equipment they use, and as seen on CBS and NBC Gemini 8 & 1 TV Coverage.

2. Viewer麗客 portraits when you use Allen APT Receivers to show them colorful Automatic Picture Transmission—so they are sent—direct from orbiting weather satellites or other airborne cameras/units.

Allen Electronic Facsimile Equipment is in use nationwide by the U.S. Weather Bureau, TV stations, and Universities and worldwide by governments and other meteorological groups.

Lease plans available. Write or call Irving N. Tatro, Manager Meteorological Systems, ALLEN ELECTRONIC CORP., 341 BELFORD ROAD, IVY HILL RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 517-380-1657.

**EMPLOYMENT SERVICE**

**cbl PLACEMENTS**

Stations and Applicants use our service with confidence
1615 California St., (303) 292-3730
Denver, Colorado 80202

**MOVE UP IN 1966!**

Start the new year right with a better paying job in radio or TV. If you will send us a tape and resume today we can place you in your new job before January 1, 1966.

broadcast employment services

Chicago: 645 N. Michigan Ave. Blair Bldg. Station inquiries invited

527 Madison Avenue, New York, N.Y. 10022

**CONFIDENTIAL NEGOTIATIONS**

Placement within 80 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo & engineer, P.D.'s. etc. Write for application.

**CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY**
1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-583-3330 day or evening

**INSTRUCTIONS**

LEARN MORE
EARN MORE
Television Camera Operation
Production & Directing
DON MARTIN SCHOOL
OF RADIO & TV
1653 N. Cherokee
HO 2-3218
Hollywood, Calif. 90028

WANTED TO BUY

Stations

AM Radio Station wanted in West or Southwest area. Please give all particulars in first correspondence to Manuel Robbins, Attorney, 59 South LaSalle Street, Chicago, Illinois.

(Continued from page 67)

for reconsideration in proceeding on applications for renewal of license, assignment of license, and transfer of control of KNO-TV Las Vegas. Action Dec. 17.

- Ordered that so much of commission's N-2 memorandum opinion and order which consolidated three proceedings in which Fitzgerald C. Smith is common principal for limited purpose of taking testimony on common issue character qualifications of Smith (Southern Market 15971; Lebanon, Pa.-Catskill, N.Y., docket 13835 et al., and Harbor East, Hampton, N. Y. docket 16033-3), is no longer applicable to proceeding in Elkville proceeding. (Cedar Broadcasters has since amended its application to withdraw Smith as principal.) Action Dec. 17.

- By Chief Hearing Examiner James D. Cunningham


- Designated examiner Chester F. Naumovitz Jr. to preside at hearings in proceeding on application for Seven League Productions Inc. for renewal of license of WDDO and for new AM station in Possum Trot, Tenn., and hearing for Feb. 16, 1966. Action Dec. 15.

- By Hearing Examiner Basil P. Cooper

In order to expedite hearing in proceeding on applications of Tri-State Televising Translators Inc. for new VHF translator stations in Cumberland, Md., scheduled further prehearing conference for Jan. 3, 1966, at which time Potomac Valley Translators, Inc. and other parties will exchange engineering exhibits; and reserved ruling on Potomac Valley's comments pending outcome of Jan. 3 further prehearing conference. Action Dec. 15.


- By Hearing Examiner Thomas D. Donahue

- Granted motion by Roy H. Park Broadcasting of Virginia Inc. to reopen record in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., for limited purpose of substituting it for Havens and Martin Inc. as party to proceeding, and again closed record in WSOH proceeding. Action Dec. 17.

- By Hearing Examiner Charles J. Frederick

- Granted petition by Broadcast Bureau to correct in certain respects transcript of record in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga. By motion, action, reopened record and scheduled further hearings for Jan. 18, 1966, and directed that parties may, if they so elect, defer filing findings and conclusions to date to be set.

FOR SALE—Stations

**FLORIDA SINGLE MARKET STATION**

Excellent coverage. Good potential

**BROADCASTING,** December 27, 1965
at conclusion of final hearing session. Action Dec. 16.

By Hearing Examiner Millard F. French


• In proceeding on AM applications of Dennis A. and William D. Slieghter (WWDS) Everett, and Beacon Broadcasting Corporation, Marlborough, both in Pennsylvania, granted motion by former to extend time to file proposed findings and reply findings scheduled for Dec. 15 and 27, respectively, to seven and fourteen days, respectively, after review board acts on WDPS petition to enlurge issues. Action Dec. 15.

By Hearing Examiner Walter R. Guenther

• In proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPFG Inc. (WPFG), Winston-Salem, N. C., granted petition by WPFG for waiver of section 1.504 and accepted its certifications of broadcast and publication notices of hearing. Action Dec. 15.

By Hearing Examiner David I. Kraushaar


• Granted motion by Service Electric Cable TV Inc. Bethlehem, Pa., to continue Dec. 22 hearing to Feb. 24, 1966 to be held in Bethlehem, Pa., at place to be announced subsequently, in proceeding on order to show cause why it should not cease and desist from operating its CATV system, not permitted by Sect. 15.151 of rules; further ordered that upon granting motion and showing good cause, would be continued to earlier date than Feb. 24. Action Dec. 17.

• Denied petition by Alabama Microwave Inc. for reconsideration of examiner's action on Dec. 18 which dismissed, with prejudice, its applications for additional microwave facilities for its domestic public point-to-point station KJ757 Capshaw Mountain, Ala., and for new station at Rogersville, Ala. Action Dec. 18.

By Hearing Examiner Jay A. Kyle

• Granted petition by Twin City Area Educational Television Corp. to extend time until Jan. 1, 1966, to exchange its exhibits in proceeding on applications of WTCN Television (WTCN-TV), Minneapolis, and United Television Inc. (KFSM-AM-FM), Minneapolis. Action Dec. 17.

By Hearing Examiner Herbert Sharman

• In Boston TV channel 5 proceeding granted request by WLIB Inc. and Charles River Civic Television Inc. for extension of time to file proposed findings from Dec. 31 to Feb. 28, 1966 for Step II, from Feb. 28 to April 28 for Step III, and from March 31 to April 30 for Step IV. Action Dec. 17.

By Hearing Examiner Elizabeth C. Smith

• In proceeding on applications of Eastern Long Island Broadcasters Inc. and Reunion Broadcasters Inc., each for new FM's at Long Beach and East Hampton, N. Y., respectively, granted motion, in substitution therefor, as it requests dismissal of its application, but dismissed application with prejudice. Action Dec. 17.

• Granted petition by Superior Broadcasting Corp. to reopen record in proceeding on application for new TV station to operate on channel 61 in Cleveland for limited period and, by order, establishes Aug. 11 which specifies applicant's compliance with requirements under new rule 71, and again closed record in docket 13250. Action Dec. 17.

• Granted motion by Southwestern Operating Co. (KGNS-TV), Laredo, Tex., to continue Dec. 29 prehearing conference to Jan. 10, 1966 in proceeding on its application et al., in docket 18006-B. Action Dec. 15.

BROADCAST ACTIONS

Actions of Dec. 17

WAMY-FM East St. Louis, Ill.— Granted CP for change in facilities of Class B FM. ERP from 37 kw to 50 kw; ant. height from 140 ft. to 320 ft. Order Dec. 17.

WCIX-TV South Miami, Fla.— Granted mod. of CP to change trans. location; type of trans. facilities; and type and height to 500 ft. Order Dec. 17.

WCKS-FM Wrens, Ga.— Granted mod. of CP to change trans. location; mod. of CP to change trans. location; and make slight change in trans. location. Order Dec. 17.

KG8L-TV St. Louis— Granted mod. of CP to change frequency to channel 20; ERP to 36.3 kw viz. and 724 kw aur.; and decrease ant. height to 819 ft.; without prejudice to whatever action commission may consider appropriate as result of proceeding in docket 14237.

KUSC-TV San Jose, Calif.— Granted mod. of CP to change frequency to channel 39; ERP to 36.3 kw viz. and 724 kw aur.; and decrease ant. height to 819 ft.; without prejudice to whatever action commission may consider appropriate as result of proceeding in docket 14237.

KRTS(FM) Tacoma, Wash.— Granted mod. of license to reduce aur. ERP to 3.16 kw. Order Dec. 17.

Granted extension of completion dates for following TV stations: KTV Sioux City, Iowa, to June 17, 1966; *WVFZ-TV Cleveland, to June 17, 1966.

*WUPF(TV) Gainsville, Fla.— Granted mod. of license to reduce aur. ERP to 1.25 kw. Order Dec. 17.

Granted extension of completion dates for following stations: KTVQ Sioux City, Iowa, to June 30, 1966; *WUPZ-TV (KRTS) Zanesville, Ohio, and *KRTS(FM) Tacoma, Wash., to June 17, 1966; *WVFZ-TV Cleveland, to June 17, 1966.

WOMP-AM-FM Belfair, Ohio— Granted CP of license to change name of licensee to T/R Inc.

WKNK Kaneakiki, Ill.— Granted mod. of name to change name of licensee to Mid America Audio-Video Inc.

Granted extensions of completion dates for following stations: WTCN Wendell-Edison, N. C., to June 19, 1966; *KRTS(FM) Kansas City, Mo., to Mar. 1, 1966; KDFY-AM/Boulder, Colo.; KDVI-Tooele, Utah; KGRB, West Covina, Calif.; KRDD Roswell, N. M.; KMFZ(FM) and SCA Broadcasting, Santa Fe, N. M.; *KSBD(FM) San Diego; KTVI, Porterville, Calif.; KUVN, Logan, Utah; *KVTI (FM) Dallas, Tex.; KYMG(FM), Santa Ana, Calif.

Actions of Dec. 19

KUGL Penasco, Tex.— Granted assignment of license to Angelo Broadcasting-Telecasting Inc.; stock exchange.

KVFZ-TV Amarillo, Tex.— Granted involuntary transfer of control to V. L. Thompson Jr.,

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcast Bureau, Dec. 22

ON AIR NOT ON AIR TOTAL APPLICATIONS FOR,on air stations

<table>
<thead>
<tr>
<th>AM</th>
<th>CP's</th>
<th>UHF</th>
<th>CP's</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>4,021</td>
<td>23</td>
<td>78</td>
<td>381</td>
</tr>
<tr>
<td>FM</td>
<td>1,397</td>
<td>202</td>
<td>241</td>
<td></td>
</tr>
<tr>
<td>TV-WF</td>
<td>472</td>
<td>21</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>TV-UHF</td>
<td>93</td>
<td>17</td>
<td>80</td>
<td></td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION BROADCASTS

Compiled by Broadcast Bureau, Dec. 22

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>513</td>
<td>188</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>67</td>
<td>Noncommercial</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,013</td>
<td>1,379</td>
</tr>
<tr>
<td>CP's (on new stations)</td>
<td>26</td>
<td>35</td>
</tr>
<tr>
<td>CP's (not on new stations)</td>
<td>71</td>
<td>191</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,110</td>
<td>1,599</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>241</td>
<td>292</td>
</tr>
<tr>
<td>Applications for new facilities in (hearing)</td>
<td>56</td>
<td>43</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>364</td>
<td>345</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>210</td>
<td>52</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>37</td>
<td>14</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>247</td>
<td>66</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

* Includes two licensed VHF stations and one licensed UHF station off the air.
* Breakdown on UHF and VHF applications not available.
* Includes three noncommercial stations operating on commercial channels.
executor of estate of C. B. McNell. Includes adjacent stations. KFW, Lynchburg, Va.—Granted CP to change ERP from 316 kW to 305 kW, via, and change geographical coordinates; increase antenna height to 1,490 ft.; and make engineering changes.

KTWV Tacoma, Wash.—Granted mod. of license to reduce aur. to 3.6 kW.

KWTV Oklahoma City—Granted mod. of license to reduce aur. ERP to 3.6 kW.

WCHT Columbus, Miss.—Granted mod. of license to reduce aur. ERP to 3.6 kW.

KWTV Oklahoma City—Granted mod. of license to reduce aur. ERP to 3.3 kW (main trans. and alt. driver), and change geographical coordinates; increase antenna height to 1,490 ft.; and make engineering changes.

KTVT Dallas, Texas—Granted mod. of license to reduce aur. ERP to 3.6 kW.

KWTV Oklahoma City—Granted mod. of license to reduce aur. ERP to 3.6 kW.

KFYB-TV Hay Springs, Neb.—Neg. Granted mod. of license to reduce aur. ERP to 3.3 kW and modify aur. trans.

KWSO-TV Lawton, Okla.—Granted mod. of license to reduce aur. ERP to 63.1 kW.

KTVI St. Louis.—Granted license covering changing CATV station (main trans. and alt. driver).

KSD-FM St. Louis.—Granted CP to change CP trans. and change geographical coordinates, and make engineering changes.


Action of Dec. 14

Central Virginia Educational Television Corporation, Petersburg, Va., filed for a new UHF TV translator station on channel 74 to rebroadcast station WTVY on channel 25, Richmond.

Action of Dec. 13

Granted CP to Lassen county superintendent of schools Westwood, Bonanza, Greenville, and Chester, Calif., for new UHF TV translator station on channel 53 to rebroadcast programs of KIXE-TV Redding, Calif.

Action of Dec. 10


Fines

By memorandum opinion and order, notice and apparent liability, commission (1) granted renewal of license of KGKB Inc. for AM station KGKB Tyler, Tex.; (2) granted acquittal of positive controlled by Wallace Barberon; (3) granted assignment of KGKB’s license to KDOK Broadcasting Co., (4) granted assignment of license of KDOK to Oil Center Broadcasting Co.; (5) dismissed opposing petition by Blackstone Broadcasting Co.; (6) dismissed as moot application by KDOK Broadcasting Co. in Tyler, to operate on KGKB’s facilities and (7) held KGKB liable for apparent forfeiture of $2,000 Associated Broadcasters, Inc. for apparent waiver of the license to KGKB through nonuse of its location at KGKB with in 25 days.

Commission ordered Bartley and Cox concurred in grant but dissented to imposition of forfeiture, latter issuing statement; Commissioner Wadsorth dissented.

KGKB has been silent for two years. It is being sold to KDOK Broadcasting Co. for $76,000 and latter, in turn, is selling KDOK to Oil Center Broadcasting Co. (former owner of KGKB) for $39,500. Action Dec. 20.

Rulemakings

Proposed

Commission invited comments to proposed rulemaking which would raise minimum power for AM broadcast stations from 100 to 250 watts, day and night. For some time commission has discouraged proposals for 100-watt stations because this is regarded as inefficient use of AM frequencies. As result, only about 12 stations now operate with such power, and commission will encourage them to apply for increased power in event proposals is adopted. The stations are all class IV stations of local channels shared by many stations elsewhere. Action Dec. 15.

DENIED

By memorandum opinion and order, commission (1) dismissed petition by National Association of Educational Broadcasters and KLIX Corp., to reconsider denial of application of July 1 in adopting rules to permit translators underground to operate an unoccupied VHF or UHF channel in TV table of assignments. Action Dec. 16.


PETITIONS FOR RULEMAKINGS FILED

By the FCC. Activating of KTVF-FM, Fairbanks, Alaska. The same.


WNER Live Oak, Fla.—Norman Protzman, requests amendment for petition for rulemaking to so amend class A channel 221 in Live Oak with class C channel 26L. Ann. Dec. 17.

KGHN Henrietta, Okla.—Henrietta Radio Co. Seeks amendment to petition for rulemaking that commission not only add channel 272A to Henrietta, but also move channel 272A 102.3 mc. from Henrietta to Eufaula, Okla. Ann. Dec. 17.

New call letters requested

KROM Turlock, Calif.—Charles Babke. Requests KGSO.

Morrison, Ill.—Morrison Community High School. Requests WMRH.

Binghamton, N.Y.—State University of New York. Requests WNYT.

Florence, S. C.—Rovan Television Inc. Requests WPTD.

KAPC-TV Port Arthur, Tex.—Texas Goldcoast TV Inc. Requests KGJX, (KTVQ).

Bridgeport, N.C.—V.W.B. Inc. Requests WWVB.

Rosenberg, Tex.—D. H. Overmeyer Broadcasting Co. Requests KJDO-TV.

North Platte, Neb.—Nebraska Educational TV Commission. Requests KPSF-TV.

Kansas City, Kan.—University of Kansas. Requests KTVT.

Benson, Minn.—FM Midwest City, Okla.—House of Sound Broadcasting Corp. Requests KXXL (FM).

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Dec. 21. Report on cable system 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.

Plant City, Fla.—Hillborough CATV Inc., Hillsborough, Fla., has been granted a 20-year franchise.

Decatur, Ill. — City seeking license on channel 33 subject to three year moratorium.

Elizabeth, Ill.—Galena Cable Co.—Request for franchise in Galena, Ill. has been granted. There would be a 5% monthly service charge for the first set with $1.50 month service charge to $3.10 monthly service charge. The same rates apply for FM radio if there were no license issuance hookup, otherwise no charge for FM.

Lima, Ohio—Lima’s new mayor, Christian McKee, signed the order granting the existing franchise to Lima Cablevision Inc. Former owners hold a 99% majority of common stock, and their hearing on petition for reconsideration of the ordinance before he died. City council pasado. Son vote next several weeks ago. (BROADCASTING, Dec. 15.)

Silver Lake, Ohio—Akron Telemedia Inc., (group owner) has been awarded a 20-year franchise.

Hanover, Pa.—United Transmission Inc., a subsidiary of United Telephone Co. of Pennsylvania, and Kress Antenna Service, Hanover, have applied for franchises, bringing to total 4, all which have filed such requests since (KPOL, FM, who purchased Lakeside Cablevision, and KWIZ-FM, Santa Ana, Calif., and WIVF, Kingston, Tenn.). For other FM stations in cities of over 100,000—limit 10—City council passes legislation that vote for duplication of commonly owned AM stations in same area—became effective October 15, 1966.


NOTICE

Commission extended from Dec. 17, 1965, the deadline for petitions from rule limiting duplication of AM-FM programming, with respect to stations which have filed requests for exemption or waiver of rule. These stations include those in public notices of July 23, 1965 and Oct. 11, 1965 and four other stations which have filed such requests since (KPOL, FM, who purchased Lakeside Cablevision, and KWIZ-FM, Santa Ana, Calif., and WIVF, Kingston, Tenn.). For other FM stations in cities of over 100,000—limit 10—City council passes legislation that vote for duplication of commonly owned AM stations in same area—became effective October 15, 1966.


BROADCASTING, December 27, 1965
Nobody laughs when he sits down to play

world. The project was not, at the time, remarkably successful, and in 1931 he went back to Wall Street.

Before that, however, Gertrude Lawrence, the musical comedy star, had been importuned to listen to some of the young writers' works. She took four songs and gave them “probably out of pity,” Mr. Sour speculates. $1,000 for pre-publication rights and a one-fourth interest in any royalties that might emerge. One of the songs was “Body and Soul.”

WEEK'S PROFILE


Meanwhile, back in Wall Street, Mr. Sour had acquired a seat on the New York Curb Exchange (now the American Stock Exchange) and was making progress as a part-time writer, placing songs in “New Faces of 1934” and other productions. He sold his seat on the exchange in 1937 and joined the Works Progress Administration’s Federal Theater as associate producer of “Sing for Your Supper,” a revue that had, but did not necessarily enjoy, several distinctions. One was that cast changes occurred with unsettling frequency because of a WPA rule that any member offered a private job must take it. Mr. Sour recalls that “we were in rehearsal probably longer than any other play ever produced—18 months.” The revue opened in 1938 to generally good notices, ran about nine months and closed them only because Congress abolished the WPA.

BMI Career — Mr. Sour has been with BMI since Feb. 19, 1940—19 days after it opened for business. Set up at a time when ASCAP seemed likely to withdraw its music from broadcasting, BMI had the job of creating an alternative source of supply. Mr. Sour was lyric editor; his job was to pick publishable prospects from incoming manuscripts that at least once exceeded 10,000 in one week.

On Oct. 24, 1940, Mr. Sour was married to Geraldine Scofield. He recalls it as being a few months after he made the hit parade for the first time as a BMI writer, with a song called “Practice Makes Perfect.”

In the 1940’s, when writers began seeking direct affiliation with ASCAP, he devised the system that has helped to raise the total of BMI writer affiliates to approximately 11,000 today. He became director of publisher relations in 1950, and assistant vice president in 1952. In 1956 he moved back into the writer field, becoming vice president in charge of writer relations (later called writer administration). He continued in that post until he was named president last October to succeed the late Robert J. Burton.

Wants Increased Rates — Not one to hunt headlines, Mr. Sour recently made them—and seems likely to make more—with BMI’s call for higher payments from radio stations for their use of BMI music. He is quietly insistent that BMI, which has never raised its rates, is entitled to one now. Close to half of the music on radio stations is said to come from BMI. What’s more, Mr. Sour asserts, this popularity is costing BMI money, because the more BMI music is played, the more its writers and publishers must be paid. As a result, he notes, BMI last year paid out more than it took in, a situation not to be cherished by any former Wall Street man.
McLendon rides again

NOW for the first time the FCC must decide whether a station can be 100% commercial and serve the "public interest, convenience and necessity."

Gordon McLendon, the ebullient Texan whose reputation as an innovator is written by numerous successful broadcast ventures, wants to establish a "want-ad" station through acquisition of KOLA (FM) Los Angeles.

In his unique application, Mr. McLendon attests he has made surveys that prove a need for such a station in the exploding Los Angeles market, where people are constantly on the move.

One has only to feel the heft of the classified sections of the two remaining Los Angeles newspapers to realize there's substance to the McLendon contention. He's willing to pay $400,000 for the FM station (which would become KADS) and gamble on the revolutionary format for a year.

It's sticky and tricky for an FCC majority bent on anti-commercialization. The law merely requires that stations shall serve the public interest. It says nothing about advertising content, other than to permit commercial operation. The McLendon application sets out that it will broadcast no entertainment, educational, musical, agricultural or other categories of programs. It states it will be 100% commercial and then, in narrative form, explains how it proposes to operate the first "want-ad" station.

We cannot see how the FCC can determine, in advance, that operation of a want-ad station 112 hours per week would fail to serve the public interest in a community surfeited with conventional programming from more than 30 AM-FM outlets, aside from 10 TV outlets.

To so determine, before the station has begun the new format, would raise a censorship issue, totally aside from the public interest aspect.

The public will determine whether the McLendon innovation is "in the public interest," assuming FCC approval of the transfer. The public will make the decision by accepting or rejecting the "programming."

If it works, practically every major market in the country will be a candidate for a want-ad station.

As we were saying in 1965...

In the closing days of 1965 several developments in community antenna television have emphasized the need for a settlement in 1966 of questions about CATV regulation.

In New York City three promising franchises have been awarded to CATV ventures.

In Harrisburg, Pa., a CATV operation has opened the first wired system importing outside stations to a market of significant size already served by four direct signals.

In New York a federal judge has refused to issue a summary judgment declaring CATV liable for infringement of copyrights on programs it picks up without clearance.

While broadcasters argue over the degree of federal control they want for CATV, the wire systems continue to gain ground. Before the FCC comes to a final resolution of its CATV position, many more miles of wire will be strung and many more subscribers connected. If some of the new systems run afoul of restraints the FCC has ultimately in mind, it will be the more difficult for the commission to make a decision. Is the FCC to take away service from citizens who have already become accustomed to it? History suggests otherwise.

As CATV continues to open new markets and add sub-

scribers where it already exists the broadcasters who advocate an FCC assumption of broad jurisdiction over wired TV are losing ground as fast as CATV gains it. Even if the FCC were to expedite the assumption of the controls it has been asked to claim, it would be certain to encounter prolonged court appeals before it could exercise them, if indeed the courts upheld its position. It is more than possible that the hard-line broadcasters have taken the wrong case before the wrong forum.

It has been this magazine's contention all along that CATV's should not be permitted indiscriminately to pick up and sell any broadcasting signal they want to. Surely the broadcasters ought to have the right to say whether their output can be used for someone else's gain and to impose reasonable conditions for such use as they do grant. That right could be established by a simple amendment to existing law that already prohibits rebroadcast by one station of another's programming, without permission.

But it is the Congress, not the FCC, that has the power to amend the law, and it is the Congress to which the broadcasters ought now to be addressing their attentions.

In time CBS may prevail in its suit to establish the application of copyright to the CATV field, but the final disposition of that case may not come for years. Congress is the forum in 1966.

Significant 'first'

TELEVISION's coverage of the splashdowns of Gemini 6 and Gemini 7 a little more than a week ago represented an advance in TV journalism that rivals the development of working communications satellites.

The satellites enabled live television to span oceans and continents. The Gemini 6-7 coverage used portable equipment that linked live cameras at sea with the Early Bird satellite and freed them from the landlocking limitations of traditional microwave and cable services.

The two events demonstrated that the range of live news coverage can be vastly extended, whether the news is on sea or land. The International Telephone & Telegraph Corp., which developed and installed the equipment (and operates eight other units like it), hailed it as making possible, in combination with satellites, short-notice live coverage anywhere in the world. That day may not be here yet, but it's closer than it may have seemed as recently as two weeks ago.

Drawn for BROADCASTING by Sid Hix

"No, no, Max. That isn't what I mean when I tell a cameraman to roll it."

BROADCASTING, December 27, 1965