FCC staff has a five-year plan for CATV regulation. p27
TV ratings get a basically clean bill of health. p52
CBS-TV plans fall start for its new rate plan. p30
Supreme Court drops boom on network affiliation depreciation. p64

COMPLETE INDEX PAGE 7
How to ‘crack’ the South’s most important market

HIGH TOWER WVEC-TV
NORFOLK/HAMPTON, VIRGINIA

Here is Virginia’s No. 1 Market.
Here is the largest concentrated military market in the free world.
Here is a vital market of over 1,200,000 viewers.
WVEC-TV reaches them all . . . because WVEC-TV’s new 1049 foot tower increases coverage 3000 more square miles — 60,000 more homes.
A nice nut to crack.

WVEC-TV
Norfolk/Hampton, Virginia

The KATZ Agency, Inc.
National Representatives
GLENN FORD in "CRY FOR HAPPY" POST 60's
WGAL-TV stands out in its Pennsylvania area

The multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas—looks to Channel 8 for television that is new and important. For instance, COLOR. 14% penetration* in this market makes your message much better remembered, far more persuasive. Put the WGAL-TV sales beacon to work for you.

**WGAL-TV**

Channel 8—Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KQAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

*BThis statistic is based on Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.
Political hangovers

FCC staff will query 10 AM’s on whether they have policy that precludes broadcasts by political candidates. If answer is yes, stations are going to have to explain how that policy conforms with commission’s statement on programming, which holds that political broadcasts are among elements “usually necessary” to balanced programming. Ten stations, in response to commission questionnaire following 1964 election, indicated they had carried no broadcasts by candidates, either on paid or sustaining basis, or in political spots.

FCC staff will also question 72 licensees who reported they editorialized on one side of issue but who didn’t make clear whether they had offered time for reply. In third batch of messages, commission will rap knuckles of five stations that reported they charged candidates more for time than they did commercial advertisers. Political broadcasting law prohibits discrimination, and it’s probably only commission’s tardiness in acting that saved stations from forfeiture. Forfeiture actions must be brought within one year of alleged violation.

More news

NBC Radio affiliates starting Feb. 14 will receive supplement to network’s “Hot Line” news bulletin service. Ten-minute news-highlight reports will be sent at 11:45 a.m. and 5:45 p.m. EST, Monday-Friday, with various domestic pick-ups (including Washington), transmissions of overseas correspondents’ analyses, stock market reports etc. Material will be presented so that it may be broadcast live or excerpted for local news broadcasts.

Horning in?

Some broadcasters see potential threat to television’s use of channels 4 and 5 in applications filed with FCC in behalf of cities of Beverly-Hills, Calif., and Boston. Both stations are seeking permission to operate fire-police call systems in 72-76 mc band within 10 miles of channels 4 (in Boston) and 5 (in Los Angeles). Although those channels bracket band, commission rules permit public-safety use of 72-76 mc, provided non-broadcast station is at least 10 miles from TV transmitter. Accordingly, Beverly Hills and Boston have requested waiver of rules. They are first such requests commission officials recall.

Avco beefing up

Ralph F. Glazer, national radio sales manager for Westinghouse Broadcasting Co., will move Feb. 14 to Broadcast Communications Group Inc., New York. Avco Broadcasting Corp. rep arm, as general sales manager. His move is in line with radio representation expansion of BCG which on June 1 adds WWDG-AM-FM Washington and WOAI-AM-FM-TV San Antonio—stations recently bought by Avco.

Back to the hustings?

Knowledgeable observers in Tallahassee, capital of Florida, are betting Leroy Collins, former governor and later president of National Association of Broadcasters, will run for U. S. Senate in 1968. They think he’ll seek seat that Senator George Smathers, 53-year-old incumbent, has announced he’ll vacate because of ill health. Furthermore, some think he will win. Mr. Collins left NAB to become director of federal community relations service when it was formed couple of years ago, later was reassigned to be under secretary of commerce, job in which he’s operated at lower visibility than he likes.

Survival kit

Bell has tolled for Wade Advertising, Chicago (BROADCASTING, Jan. 31), but agency’s Los Angeles office is expected to announce any day now that it will carry on. It has one of three directions in which to go. It can become West Coast affiliate of bigger agency east of Rockies, can merge with another western agency or go independent under aegis of Tom D. Scholts, executive vice president, and Snowden M. Hunt Jr., vice president and account supervisor. West Coast observers are betting on last mentioned move to take place before end of month. Los Angeles agency controls several modest-size accounts with broadcast budgets including both Signal Oil Co. and Bond Stores Inc.

Another try?

Will government appeal dismissal of its suit to collect $500 fine from four Minneapolis-St. Paul television stations (BROADCASTING, Jan. 24)? FCC lawyers, still studying ruling of U. S. district judge that omission of sponsorship identification was inadvertent, feel judge didn’t rule on legality of “willful or repeated” phrase used by commission in levying fines but decided case on factual basis. This still leaves up in air legal study of “words of art,” as lawyers say, and might be basis for asking higher court to review decision, FCC sources observe.

Brighter day

ABC-TV breaks into weekday daytime colorcasting for first time on March 28. Color series starting that day at 4-25-5-30 p.m. EST is Arlene Dahl’s Beauty Spot, sponsored by Clairol through Foote, Cone & Belding and produced on tape in Hollywood by Miss Dahl’s Bahlia Productions. Actress will present beauty clinic on program. Five-minute period will be taken from Never Too Young, half-hour soap opera on network. Clairol’s commercials will be in color.

Cable investor

Frank M. (Scoop) Russell, Washington broadcast consultant, during past five years has acquired substantial interests in four CATV systems for his family (wife, son and daughter). Through PGR Enterprises Inc., Russells last week bought 400-connection Big Stone Gap, Va., cable system, tying into two properties within eight-mile radius. Others, which have been held for three years, are Appalachian and Norton, both Virginia, having 1,800 connections with potential of 2,200. Mrs. Russell owns 50% of Elizabethus, Wash., system, with 2,200 connections, and PGR Enterprises holds 10% of system in Jasper, Ind. Mr. Russell, 70, retired from NBC as Washington vice president in 1958, after 29 years.

The writers

Proposed report and order that will form basis of FCC consideration of community antenna television question (see page 27) is product of small group of staff members. Major architects were said to be General Counsel Henry Geller and Broadcast Bureau Chief James B. Sheridan. In addition to preparing 93-page proposed report and accompanying documents, commission has holed down scores of comments filed in proceeding into 30-page digest for benefit of commissioners.

Published every Monday, 3rd issue (Yearbook Number) published in January. by BROADCASTING PUBLICATIONS INC. 1735 DeSales Street, N. W., Washington, D. C. 20036. Second-class postage paid at Washington, D. C., and additional offices.
Have you seen all those COLOR SHOWS on CHANNEL 2?

Say, there's a good movie on CHANNEL 2 tonight.

You bet!

Did you watch BONANZA last night?


In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.

KVOO-TV

Tulsa, Oklahoma

Represented by The Original Station Representative

BROADCASTING, February 7, 1966
WEEK IN BRIEF

Broadcasters would fare better than CATV operators under rules proposed by FCC staff. Report calls for grade B limit on signal pick-up and five-year controlled test in some market. See...

UP FOR ACTION ... 27

As FCC prepares to go behind closed doors and discuss CATV this week, NAB asks its members to make 11th hour drive supporting commission regulation of CATV. Congress swamped with mail on subject. See...

CONGRESSIONAL DELUGE ... 29

CONTAM study gives rating services clean bill of health. Says 1,000-person sample is adequate to measure nation and suggests firms use money to cut down possible areas of error rather than enlarge sample. See...

99 99/100% PURE ... 52

Fight for access to courts still going on. Hearing in San Diego produces some judicial support for film record of all court trials. Broadcasters unobtrusively video tape hearing. See...

RIGHT OF ACCESS DEFENDED ... 57

Foote, Cone & Belding's Edward Stern takes issue with high-priced sports programming. Notes CPM for total audience and male viewers is higher than in prime time and wonders if it's really worth it. See...

SOLID-GOLD SPORTS SHOWS ... 40

Corinthian falls short in its appeal to have Supreme Court review its case for depreciating network affiliations. High court's refusal to hear 10-year-old case leaves other cases in air. See...

COURT REFUSES CASE ... 64

CBS-TV's rate card with high discounts will go up in smoke on Sept. 11. New card will give maximum reduction of 3% to 52-week buyers. Network says idea was in works before Washington got interested in discounts. See...

BURN OLD RATE CARDS ... 30

Network program plans for 1966-67 are still at least month away from completion. All three are getting ready to sift out their proposed pilots. Rush to color and bad weather on West Coast have slowed schedule. See...

SIFT THEIR PILOTS ... 59

CATV, debated between operators and broadcasters and praised and damned in letters to Capitol Hill, has finally been given substantial niche in FCC annual report. CATV gets full chapter. It used to get paragraph. See...

BEEHIVE OF ACTIVITY ... 42

Seaboard Finance puts more than $1.5 million annually into spot radio and TV, and firm's Jim Felton admits radio built company. But he says improvement is needed in rates, ratings and reps. See...

CLIENT AIRS HIS GRIPES ... 30

—

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Effective in January 1966 WMAZ-TV, Macon, Georgia has a new tall tower, a new RCA Traveling Wave Antenna, and increased power . . . to the maximum 316,000 watts ERP. WMAZ-TV's Grade B contour now reaches 39 rich counties in middle Georgia.
Henry tries hand as "honest broker"

SEES WASILEWSKI AND FORD

FCC Chairman E. William Henry has met separately with presidents of National Association of Broadcasters and National Community Television Association in effort to resolve policy dilemma on community antenna television regulation (see page 27). Fact became known Friday (Feb. 4).

Meetings, however, did not produce any solution, according to accounts given Friday by NAB's Vincent Wasilewski and NCTA's Frederick W. Ford. Mr. Wasilewski said Chairman Henry was attempting to find compromise between NCTA and NAB on CATV regulation. But "situation doesn't look too hopeful," he said.

Mr. Ford said his conversation with chairman was largely "exploratory" on factual matters in dispute and that possibility of compromise, as such, was not discussed.

However, Mr. Ford expressed gratitude at what he regarded as chairman's "sincere" effort to understand all facets of controversy.

Meetings were another reflection of chairman's determination to devise policy on CATV that all sides can support—or at least accept.

Commission begins intensive effort Thursday to establish policy on cable systems. It plans to meet all that day and much if not all of Friday on CATV.

There was outside chance that commissioners would reach consensus—or at least agree they had reached impasse by Friday afternoon.

Basis for discussion will be staff-drafted report and order, which proposes tough regulation for CATV's. But situation at Commission Friday was described as "fluid."

There were continuing indications that commission might retreat from hard line. Some staff members and commissioners were discussing possibility of shortening length of time CATV's would have to protect stations from present 15 days before and after broadcast.

On other hand, there was increasing talk of making use of Section 325(a)—section of Communications Act which requires broadcasters to seek permission for rebroadcasting programs—in CATV regulation.

TV fees to ASCAP rose 76% since 1957

Television station payments to American Society of Composers, Authors and Publishers increased 76% between 1957 and 1964, rising from $6.4 million annually to $11.3 million, although stations use virtually no music themselves, except indirectly and incidentally.

That contention was advanced in motion on file Friday (Feb. 4) in U. S. Southern District Court in New York where litigation is pending for court determination of "reasonable" rates for TV stations' use of ASCAP music. Motion, filed by All-Industry TV Stations Music License Committee, specified issues committee wants designated for determination in rate-setting trial, which court has indicated may start by May (BROADCASTING, Jan. 17).

Motion said TV stations' ASCAP payments since 1957, when latest ASCAP contracts went into effect, have exceeded that year's levels by bigger amounts every year but one. During three years for which figures are available since contracts expired in 1961, station payments—which have continued on old rate pending settlement of litigation—were put at $9.3 million in 1962 (up $2.9 million from 1957), $10 million in 1963 (up $3.6 million) and $11.3 million in 1964 (up $4.9 million).

These increases, committee contended, are neither result of nor justified by increases in value or amount of music used by stations.

Station-payment figures did not include fees paid to ASCAP by TV networks and their owned stations. Other court papers indicate that these payments in 1961 totaled about $9.8 million. If they increased at same rate as station payments since then (about 28%), they would have been approximately $12.5 million in 1964, making ASCAP's total TV collections that year about $23.8 million.

Last week's motion said all-industry committee, which represents some 375 TV stations and is headed by Charles T. Ford of Corinthian Broadcasting, should be permitted to show, among other things, that current ASCAP fees are exorbitant because stations rarely use music in local programing except in feature films and syndicated programs, where music is pre-chosen, incidental, low in audience-attracting value and inexpensive to produce.

Comsat suggests meeting on domestic satellites

Communications Satellite Corp. announced Friday (Feb. 4) that it is ready to start talking business about putting up domestic communications satellite for TV and radio networks.

In letter to network presidents, Comsat emphasized that its objections to ABC-proposed domestic satellite (see page 68) was filed with FCC purely on legal grounds. Comsat maintains it's only entity authorized to put up satellites for communications.

Correspondence suggests that "seminar-type" meeting be held at future date for presentation of Comsat proposal for domestic TV-radio satellite. In meantime, Comsat said, it would meet with individual nets and others to discuss needs and desires.

Letter, signed by Comsat Chairman John McCormack, went to Leonard H. Goldenson, ABC; Frank Stanton, CBS; Walter D. Scott, NBC; Vincent T. Wasilewski, National Association of Broadcasters; John E. White, National Education Television, and Richard E. Bailey, Sports Network Inc.

TV producers hawking 70 pilots to networks

Here is what February selling market for TV producers has to offer:

Universal TV is marketing 20 pilots for network consideration this month. Warner Bros. TV division has 17 new series to show. Screen Gems has taken 12 pilots to New York for network selection. twentieth Century-Fox TV has 10 pilots produced in association with networks or sponsors and ready

CATV seminar planned

Pace of inquiries about community antenna television by agencies and advertisers in midwest has quickened to point where Chicago's Broadcast Advertising Club plans all-day CATV seminar March 25 on eve of NAB convention.

National speakers on CATV issues pro and con are to be invited. Coordinator is Harry Smart, Blair Television, Chicago.
to be sold. MGM-TV has six pilots, two for each network, in readiness for forthcoming season. Desilu is pinning its next season's hope on five pilots, all in color.

That's aggregate of 70 pilots just from these six major production houses, with maybe 20 more coming in from other sources. Of total, at most 25 pilots will make 1966-67 prime time line-up (see page 59).

Watch step on contests, FCC warns broadcasters

Broadcasters should temper exuberance with caution in planning promotions, FCC warned Friday (Feb. 4).

"Treasure hunts" which result in contestants digging up ground in public parks or ransacking contents of public libraries are not in public interest, commission said in public notice. Nor are contests which result in vast accumulation of scrap metal in certain places. And broadcast of scare announcements that "amoebas" are invading city, "implying that the amoebas were dangerous creatures," raises question of licensee's responsibility, commission added.

Commission, which has received many complaints about such promotions, said it was time to emphasize again they adversely affect public interest and can't be condoned.

LIN broadcast group registers with SEC

Another group station operator is headed for public ownership. LIN Broadcasting, owner of four AM outlets in south, WTVP(TV) Decatur, Ill., three community antenna television systems and 24 additional CATV franchises, filed preliminary prospectus with Securities & Exchange commission Friday (Feb. 4) looking toward public offering in four or five weeks.

LIN plans to offer 200,000 shares of treasury stock at initial price of $10 per share. With 200,000-share offering company will have 523,000 authorized shares.

Underwriters will be headed by brokerage house of C. E. Unterberg, Towbin, New York.

Principal current owners of LIN are its president, Frederick Gregg Jr. (54,362 shares), board chairman, John R. Ozier (48,466 shares), and Lehman Bros., New York (56,300 shares).

LIN operates WMAK Nashville, WAKY Louisville, KEEL Shreveport, La., KAY Little Rock in addition to Decatur, Ill., UHF. LIN bought WTVP(TV)—to be

WEEK'S HEADLINERS

Thomas C. McCray, VP and general manager, KNBC-TV Los Angeles, will retire on Apr. 30 when he reaches age 65. He will be succeeded by Robert T. Howard, station manager, WNBC-TV New York. Thomas Para, at present station manager, WRC-TV Washington, will replace Mr. Howard in New York. All changes affect NBC owned and operated TV stations. Mr. McCray has served NBC continuously since 1944, initially in New York, and has been VP and general manager of KNBC-TV since 1956.

Gordon Werner, VP at international division of Ted Bates & Co., New York, appointed senior VP. James Suydam Jr., formerly VP and account supervisor at Japan International division of Dentu, Tokyo, appointed VP in international division of Bates.

For other personnel changes of the week see FATES & FORTUNES

WAND(TV) next week—from Metro-media last December for reported $500,000 in cash and $1.5 million promissory note.

LIN has contracted to buy Hobbs, N. M., CATV with 4,750 subscribers and reported potential subscription of 8,500. It now operates CATV in McKenzie, Tenn., with 600 customers and potential of 1,600 and system in Huntingdon, Tenn., with current subscription of 300 and projected capacity of 1,500.

Company says 24 other franchises give it total CATV subscriber potential of 17,450. It holds franchises for CATV's in Alabama, Arkansas, Florida, Georgia, Illinois, Kentucky, New Mexico and Tennessee.

Preliminary prospectus says LIN had volume of $1,976,890 in last calendar year and net profit of $181,718, equal to 56 cents a share on 323,000 shares then outstanding.

Meredith first half good

Meredith Publishing Co. and its subsidiaries showed substantial gains in revenue and net income for first half of fiscal 1965.

Meredith Broadcasting, division of company, operates KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TVM Phoenix; WOW-AM-FM-TV Omaha; and WHEN-AM-TV Syracuse, N. Y. It also owns 50% of Meredith-Akco Inc., group community antenna television owner. Meredith publishes Better Homes & Gardens and Successful Farming as well as books.

For six months ended Dec. 31:

<table>
<thead>
<tr>
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<th>1965</th>
<th>1964</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.41</td>
<td>$1.02*</td>
</tr>
<tr>
<td>Revenue</td>
<td>49,724,143</td>
<td>44,680,304</td>
</tr>
<tr>
<td>Total costs and expenses</td>
<td>42,406,382</td>
<td>39,697,537</td>
</tr>
<tr>
<td>Operating earnings before taxes</td>
<td>7,317,601</td>
<td>4,982,817</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,827,081</td>
<td>2,712,597</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,714,130</td>
<td>2,688,728*</td>
</tr>
</tbody>
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*Adjusted or one-for-one stock distribution on Oct. 29, 1965.

Tourist TV spots begin


Campaign ties in with American's sponsorship of New York, New York, CBS-TV special with Gene Kelly scheduled also for Feb. 14 (10-11 p.m. EST). American in late April or early May will back similar special on CBS-TV on San Francisco and at that time airline will replace San Francisco in spot schedule with New York.

Doyle Dane Bernbach, New York, is American's advertising agency.

Keck heads new NH&S unit

Needham, Harper & Steers today (Feb. 7) consolidates functions of network and program negotiations for all its U.S. divisions in agency's New York office.

New department it to be headed by John Scott Keck, for eight years vice president-director of programming and facilities, Chicago. Mr. Keck continues to report to Blair Vedder, vice president in charge of media and programming.

Soviet moon pictures received

Reaction to first television pictures of moon taken from moon's surface was enthusiastic Friday (Feb. 4). At England's Jodrell Bank Observatory facsimile machine, of type used by TV stations and newspapers to get photos from AP andUPI, was installed to receive pictures being sent by Soviet spacecraft, Luna 9.

TV impulses were coming in at regular six-minute intervals and being picked up on Jodrell Bank's 250-foot radio telescope, world's largest, and then translated by facsimile machine into pictures.

Earlier, observatory tried unsuccessfully to get pictures using tape recorder to translate impulses.

WBKB(TV) promotes McMahon

John J. McMahon promoted to general sales manager of WBKB(TV) Chicago to succeed John Campbell who becomes general manager of WXYZ-TV Detroit (Broadcasting, Jan. 31).
at a million dollars per foot, our 2,000 foot tower creates the newest $2,000,000,000 market in the U.S.

SIOUX CITY, IOWA

Both Sioux City stations have been operating at full power from the new, 2000 foot tower since December 6. This makes Sioux City the television capitol of the 4-state Siouxland market (Iowa, Nebraska, South Dakota and Minnesota). Nearly four times greater height will multiply your profits, too.
“BIG TUBE” COLOR TV FILM SYSTEM
Get “Big picture” performance from your color films

The 1 1/2-inch vidicon in the luminance channel of RCA's color film camera provides a 50% larger image—50% larger than any used in other cameras. This gives improved signal-to-noise ratio, high resolution capability. Result: Unusually sharp reproduction of color films and slides.

All four of the vidicon pickup tubes are electrostatic-focus, magnetic deflection type. They require no focus coils—eliminating heat problems—and are independent of high voltage variations.

Completely transistorized, the TK-27 employs compact, plug-in circuit modules. They provide top performance and easier maintenance. Circuits are highly stabilized, assuring unvarying picture quality—over extended periods.

The entire “Big Tube” system is made by RCA, including camera, film projectors, slide projector and multiplexer. These are “matched” equipments—all designed to work together in an integrated system to best advantage. It’s ideal for turning out top quality color film programs and commercials.

Your RCA Broadcast Representative has the complete story on this “Big Tube” color film system. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.

RCA

The Most Trusted Name in Television
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

FEBRUARY

Feb. 7—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of low-power community TV stations with 200-foot antenna limitation. Former deadline was Jan. 5.


Feb. 9—Meeting of the northeastern Pennsylvania chapter of the Society of Broadcast Engineers. Guest speaker will be John H. Battison, founder of the society. WBRE-TV Wilkes-Barre, Pa.


Feb. 10—American Marketing Association/New York chapter, marketing distribution committees meeting. Dr. David Valinsky, professor of statistics at City College of New York, and research consultant, will discuss "Decision Models in Retail Management." Americana hotel, New York.

Feb. 11—Chicago chapter, American Marketing Association, presents annual marketing man of the year award to agency founder Leo Burnett at dinner meeting. Ambassador West, Chicago.


Feb. 14-17—Broadcasting workshop seminar sponsored by the Tau Delta, honorary professional radio-television-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.


Feb. 15—The second Elmer Davis Memorial Lecture presented by the graduate school of journalism of Columbia University. Speaker will be David Brickley, NBC correspondent. Columbia University, New York.

Feb. 15—Deadline for submission of study from Arthur D. Little Inc., independent research organization, on the business of TV program production and procurement and TV program syndication. The study, which is being prepared for the three major TV networks, relates to the FCC's proposed rulemaking to limit ABC, CBS and NBC to equal holding of 15% of all non-news programming between 6 and 11 p.m., or to two hours of nonnews programming in the same period, whichever is greater.

Feb. 15—Annual stockholders' meeting of National General Corp. Fox Wilshire theater, Beverly Hills, Calif.

Feb. 15—Forum on "the creativity of illusion" presented by the New York chapter of the National Academy of Television Arts and Sciences. Panel includes painter Salvador Dalí; George Schaefer, executive producer and director of the Hallmark Hall of Fame; and John Burrell, executive art director, CBS-TV. Gallery of Modern Art, New York.

Feb. 15—Dinner meeting of the Women's Advertising Club of Chicago. Speaker is Charles Revison, chairman, Revlon Inc. Ambassador West hotel, Chicago.


Feb. 23—Annual meeting of shareholders of Doyle Dane Bernbach to elect directors and to consider increasing the total number of shares in the capital stock option plan. Hotel Plaza, New York.

North Carolina’s largest metropolitan market is served best by WSJS TELEVISION Winston-Salem Greensboro High Point Peters, Griffin, Woodward, Inc.
WINZ has moved to Metro Radio Sales

WINZ, Miami, 50,000 watts/940KC
Serving all of South Florida.

STATIONS: WNEW New York, KLAC Los Angeles,
WCFL Chicago, WIP Philadelphia, KKHI San Francisco,
WHK Cleveland, WCBM Baltimore, WWTC
Minneapolis St. Paul, KMBC Kansas City, WINZ Miami,
KIMN Denver, WDRC Hartford, KSL Salt Lake City.

OFFICES: New York, Chicago, Detroit, Philadelphia,
Boston, Los Angeles and San Francisco.
KSL has moved to Metro Radio Sales

KSL, Salt Lake City, 50,000 watts/1160KC/CBS Clear Channel Voice of Mountain America.

NOW REPRESENTED BY
Metro Radio Sales
A DIVISION OF METROMEDIA, INC.
Monday Memo

from Adrian Michaelis, Standard Oil Co. of California, San Francisco

Good will is value to sponsor of one of radio's oldest programs

In the days before public relations had become a familiar term and a recognized profession, a Standard Oil Co. of California executive proposed adopting a public-service idea which immediately caught a challenge, of estimation from his sales-minded colleagues: "What is the practical value to the company of this proposal?" The executive replied: "Ask me that question 10 years from now."

The idea he had proposed was sponsorship of a series of radio lectures on music appreciation, without commercial advertising. This was in 1928, two years after the same executive had convinced the company it should sponsor broadcasts of symphony music, also without commercials. The impressive public and press response to the symphony series was strong evidence of the goodwill value of the programs, and executives knew that a well-liked company is usually a well-patronized one. But, the symphony music on the programs was new to the great majority of radio listeners and they asked for more information about music. It was to satisfy this need that an affiliated music-appreciation series was proposed. It was called the Standard School Broadcast, since it was designed to be received in school as well as elsewhere.

Continued Growth * Ten years after its inauguration, the executive revealed that its audience had grown from an initial 72 schools to a total of 3,500, representing about 375,000 students. Today, more than 8,500 schools, representing nearly 3 million students and 85,000 teachers, make up the in-school audience, plus thousands of adult listeners at home.

To survive nearly four decades, the School Broadcast has had to prove its public relations value again and again. Survey after survey has shown a constant audience growth, which parallels the development of the program's educational, cultural and entertainment values. When it first went on the air in 1928, the School Broadcast was live and was a simple music-appreciation lecture, voiced by a single announcer and illustrated by musical examples played by a trio.

From its original lecturer-trio format, it has advanced through various format changes, to its present weekly presentation of a half-hour of fine music of all types, dramatized through integration with geography, history, art, literature, folklore and other social science factors, with resultant wider appeal.

The announcer and trio have been replaced by a symphony orchestra and band, a choir, smaller instrumental and vocal groups, vocal and instrumental soloists and a dramatic cast. Radio stations carrying the School Broadcast have increased from 5 to 115; and the exigencies of modern radio have caused the replacement of the live show with one pre-recorded on tape.

In-School and Out * Though numerically the in-school listeners are by far the most important to the program's original purpose, the out-of-school adult audience has increased as the programs have achieved a greater appeal. Parents and grandparents, many of whom heard the School Broadcast in their school days, appreciate its being available to their children, and the students remember the programs into adulthood.

School Broadcast has become known internationally. It is heard on tape and disk transcriptions in Japan, Fiji, Samoa, Wake, Guam, St. Helena, the Pribiloff Islands, etc. In addition, The Voice of America is translating programs for release to audiences in Argentina, Bolivia, Ecuador, Hong Kong, Indonesia, Iran, Japan, Korea, Nigeria, Turkey and Pakistan; the Armed Forces Radio and Television Service is preparing to make the School Broadcast a regular part of its activities for servicemen.

Radio stations, noting that teachers wanted to hear the programs in advance of the regular broadcast, offered station time for preview broadcasts of each program, at a time convenient for teachers' home listening, so they might better prepare for classroom reception. Further to make public relations use of the School Broadcast material, the company has issued a 12-inch long-play, high-fidelity recording of patriotic selections recorded for the broadcast, which is available at cost.

Wide recognition, acceptance and recommendation of the School Broadcast by educators, parent-teacher associations, music clubs, women's clubs, civic groups and others have resulted in its winning more than 50 awards for excellence.

Recognition * The latest survey by an independent opinion research agency, to determine "What is its value to the company?" has resulted in one of the most gratifying revelations of the public's acceptance of the programs and its recognition of the sponsor as a public-spirited corporate citizen. And, in the unending stream of voluntary audience mail, there are frequent indications that many in the audience genuinely and practically appreciate the program's freedom from commercial advertising. As one listener put it: "We appreciate your giving us credit for being intelligent enough to know that Standard Oil Co. of California sells oil products."

Hence, the School Broadcast seems destined to continue into its fourth decade in the near future, reaching its third generation of listeners.

Adrian Michaelis, coordinator of institutional radio and television for Standard Oil Co. of California's public relations department, is one of radio's veterans, having devoted 40 years to the company's radio and television shows. As program manager of "The Standard Hour" (29 years) and "Standard School Broadcast" (38 years), he has been responsible for initial creative planning; selection of artists, repertoire and facilities; writing, producing, directing and promoting the program.
These organ grinders work like crazy!

PICTURE it to yourself. Here’s Fargo centered in one of the world’s very richest agricultural valleys, surrounded for many miles around by enormous farms (most “fields” are one mile square!). Money is almost literally dripping out of almost every pocket.

Yet Fargo is the only real “money magnet” anywhere near.

But we don’t spend our leisure time in the theatre, or gambling casinos, etc. We ain’t got none! So radio and television get extra-enormous listenership—and our commercials sell things to people whose time-pockets haven’t been picked by outside entertainment!

Now for our commercial! WDAY Radio and TV are “it” in this whole Red River Valley. In fact, the it-est, and there ain’t no itter! Ask PGW!

WDAY WDAY-TV

The Know-How Stations in

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
What's going on in

HARRIS-INTERTYPE'S

world of exciting COLOR
on the page . . . on the air

Harris-Intertype's advanced printing and broadcasting equipment gives higher fidelity in color reproduction to bring readers printing that captures the full range of the spectrum . . . to bring listeners sound that conveys the excitement and color of modern programming. A fascinating kaleidoscope of sights and sounds reproduced with increased clarity and brilliance by Harris-Intertype's accelerating technology.

Harris-Intertype Corporation, 55 Public Square, Cleveland, Ohio 44113.

Products with a Future—Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses
Intertype Composing Systems • Sheridan Bindery Equipment • Schriber Business Forms Presses & Collators
Lithoplate Chemicals and Sensitized Plates • Gates Broadcasting Equipment • PRD Microwave Instruments

This Gates Diplomat customized, solid-state, dual-channel audio console gives WXYZ, Detroit outlet for ABC, the complete flexibility necessary for colorful programming—the goal of any modern radio station in a highly competitive market.

The Cottrell Model V-22 web offset newspaper press brings better printing and economical color to smaller newspapers. This one, owned by Industrial City Publishing Co., San Francisco, prints its four colorful weeklies with a combined circulation of 60,000.
The new 10KW Gates FM 10-G transmitter brings listeners true "color" fidelity — rich sound with delicate gradations of tone. This transmitter is "on the air" at KTRH, Houston, Texas.

Intertype designers have provided a wide variety of skillfully designed type faces. Set in hot metal or photographic type, they give balanced color density to text matter and contribute to creating colorful effects in ad composition.
The Alfred I. du Pont Awards Foundation
in the field of radio, television and allied science

DEADLINE FOR NOMINATIONS—
FEBRUARY 28, 1966

THE AWARDS

STATION AWARD—Television
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NEWS, COMMENTARY AND PUBLIC AFFAIRS AWARD
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The Committee of Awards is empowered to make one or more duplicate awards in any category if, in its judgment, a station's service in the public interest, while not comparable with a large station's service by quantitative standards, is nevertheless outstanding in terms of the limited financial resources for programming available to it. A duplicate award is equal to other awards in importance and value.

Address all nominations and inquiries to:

O. W. RIEGEL, Curator
The Alfred I. du Pont Awards Foundation
Washington and Lee University
Lexington, Virginia 24450
'Memo' is widely read

Editor: I had great fun writing "Monday Memo" (Broadcasting, Dec. 27, 1965). Many friends have written or told of reading the article, all over the country, and that response is certainly a pleasure to receive.—Walter H. Bunk-er, vice president, Young & Rubicam Inc., Los Angeles.

Advance planning

Editor: Please send 50 copies of your Feb. 21 issue, "Perspective '66", together with your bill covering this order. —Eric Bremner, director of personnel, The Crown Stations, Seattle.

(Advance orders for the "Perspective '66" issue at 50 cents each may be sent to BROADCASTING Circulation Department, 1730 DeSales Street, N.W., Washington 20036.)

Back copy wanted

Editor: The Arizona State University library needs Volume 63, Number 15 (Oct. 8, 1962) of Broadcasting for binding. We would appreciate one of your subscribers sending us a copy. Thank you very much.—Periodical Department, Arizona State University Library, Tempe, Ariz. 85281.

Diversification addenda

Editor: You were kind enough to include Rollins in the article entitled "New horizons for broadcasters" (Broadcasting, Jan. 24).

Our company was correctly referred to as Rollins, Inc. in the quotation table, but in the capsule reports, we were incorrectly referred to by our former company name of Rollins Broadcasting.

In addition, your listing of our holdings was not wholly accurate. We do not have an FM station in Charleston, W. Va., but we do have a television station there in addition to the AM.

We also have the Arwell firm which is engaged in termite and pest control services in the Midwest. We have a building maintenance division known as Floors and Dettelbach Pesticide Corp., manufacturers of pesticides, insecticides and aerosols. Perhaps you would wish to bring your records on our firm up to date in these respects.—Tim Crow, Rollins Inc., Wilmington, Del.

Editor: In the chart entitled "Records of some diversifying broadcasters" an understandable error was made with
The standards dodge

EDITOR: The article titled “NBC reveals policy on sound” (BROADCASTING, Jan. 3) would be funny if it were not such an obvious proof of the well-known fact that nobody in the broadcasting business gives a damn about or has any intention of doing anything about excessively loud commercials.

All this talk about “standards” is just a dodge to avoid applying common sense to the solution of the problem. You know, and I know, that there is no such thing as an objective standard for loudness. The whole thing is subjective and can only be judged by subjective means.

I have proposed a simple, sensible test that can be applied in any control room. Let a responsible individual listen to the commercial in the context of associated program material. If the listener is slightly hard of hearing, so much the better. I have found that if I adjust receiver volume during most commercials, I cannot hear the program material when the commercial is over.

If that doesn’t mean that the commercial is too loud, by a reasonable standard, what does it mean?—Clarence W. Metcalf, Engineered Advertising, Stoughton, Mass.

ETV defense

EDITOR: I refer to the editorial entitled “Off the track” (BROADCASTING, Jan. 24). One is led to believe that perhaps the underlying reason for criticizing Bristol-Myers’s announced plans to produce programs for educational television is not the one stated in the editorial: “ETV has strayed from the purposes to which it was originally assigned.” The editorial should have admitted the more pragmatic basis for its protest, the loss of $250,000 from the commercial broadcasting industry and any trends that this action might portend.

But when a company such as Bristol-Myers becomes interested in producing a high quality program for purposes of institutional advertising, educational television is one of the few places to which it can turn for a broadcast outlet for its efforts. How many commercial stations will cancel Bonanza, The Sunday Night Movie and Perry Mason to run a series of “12 programs on the performing and fine arts” at 9 p.m. on Sunday nights?

This type of investment should be encouraged, not condemned, in BROADCASTING editorials. After all, the money that is invested in educational television, the better educational stations will be able to appeal to minority tastes. The more that the educated and influential persons possessing these minority tastes watch educational channels, the less they will call upon commercial television to program for their tastes. And, hopefully, commercial television would then be able to concentrate on the money-making programing—that with the broadcast, mass appeal—with less interference from this vocal minority.

I consider your publication outstanding in the field of broadcasting. I find it immeasurably valuable, not only as a means of keeping myself up to date in radio and television, but also as a teaching aid. Keep up the good work in your reportage.—F. Leslie Smith, instructor, Department of Radio and Television, St. Petersburg Junior College, St. Petersburg, Fla.

Color story available

EDITOR: Will you please send 100 copies of the “Special Report on Color” (BROADCASTING, Jan. 3).—Helen M. Gillingham, wcau-tv Philadelphia.

EDITOR: . . . eight copies.—Dr. Eugene R. Bertram, Lutheran Church—Missouri Synod, St. Louis.

EDITOR: Please ship 25 copies.—John L. Antalone, sales department KNTV(TV) San Jose, Calif.

(copies of the Jan. 3 color issue are available at $100 cents each from the BROADCASTING Circulation Department, 1735 Desales Street, N.W., Washington 20036.)

Yearbook around the world

EDITOR: Please forward cost of BROADCASTING Yearbook and availability of such to Australia via surface mail.—Mrs. Thomas Reid, Melbourne, Victoria, Australia.

Editorial: BROADCASTING Yearbook, published every January, is available anywhere in the world via surface mail at $5 a copy. For air mail service please include postage based on 3.7 per copy. Address orders to BROADCASTING Yearbook, 1735 DeSales Street, N.W., Washington 20036.)
"The results test the work."

George Washington (1732-1799)
First President of the United States

This idea so ably put by one of America's first great leaders has been adopted and nurtured as a basic operating premise by Griffin-Leake management. RESULTS comprise the most pertinent calling card for G-L stations.

GRiffin-LeAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY

BROADCASTING, February 7, 1966
EQUATION
FOR
TIMEBUYERS

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

*PICK A SURVEY—ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Up for action: tough cable rules

What staff wants FCC to do: Freeze CATV’s inside local-station contours, conduct five-year test of wire impact, build up shelter for broadcasters

The FCC begins consideration Thursday of a proposed report and order that, if adopted, would buy it up to five years of time in which to develop a long-range policy for the regulation of community antenna television.

But the price of the time would have to be paid by CATV operators who now have visions of importing distant signals into major markets. Systems not now hauling signals long distances would be limited to the role of a master antenna.

The commission, under the proposal, would prohibit CATV's for the next five years from transmitting signals of stations beyond the stations' own coverage areas without express permission of the commission. In general, permission would be given only to assure remote communities of full service from the three networks. The commission would establish the stations' grade B contours as the boundaries within which CATV's would be confined.

And during the five-year interim, the commission would, in effect, conduct a controlled test; it would permit CATV's to relay distant signals into one major market in a search for answers, from actual experience, to the troublesome question of CATV's impact on UHF development.

The Staff's Pitch - These were reported last week as major elements in the staff-prepared report and order that will form the basis of discussions as the commissioners, subjected to conflicting pressures of CATV operators and broadcasters, continue the difficult task of asserting control over the exploding CATV industry.

In another key proposal, the staff calls for an oral proceeding on the interim procedures, in which the commission would hear arguments on a host of related issues, including the question of whether it could equalize competition between CATV's and stations.

The staff specifically has in mind the possibility of requiring CATV's to ask permission of stations whose programs they pick up and retransmit—as broadcasters must do when they rebroadcast others' programs.

The commission staff feels action is required on two grounds—economic impact and fair competition. It is concerned about the competition that local stations face from multi-channel CATV's importing signals from distant stations into already well-served markets.

And it feels that CATV's have an unfair advantage in being free to ignore the rebroadcast requirements, exclusivity arrangements and blackouts of sports events that stations must observe.

Wanted: a guinea pig

The FCC staff's proposal to set aside one major market for a test of the effects of community antenna television activity raises some interesting questions in the view of one observer.

"Considering the bleak picture the staff has drawn of the likely effect of CATV's hauling signals of strong independents into markets already well served," he said, "who's going to volunteer this market for the test?"

"Can you see the local UHF operator going along with a test?" After he reads how much of a threat the commission feels CATV is to him, he's not likely to want to help the commission prove that point."

The staff feels action is required on two grounds—economic impact and fair competition. It is concerned about the competition that local stations face from multi-channel CATV's importing signals from distant stations into already well-served markets.

And it feels that CATV's have an unfair advantage in being free to ignore the rebroadcast requirements, exclusivity arrangements and blackouts of sports events that stations must observe.

All Under Control - A primary issue dealt with in the document is the question of commission jurisdiction over CATV's. And the staff, as expected, recommends that the commission assert jurisdiction over all CATV's—those served by microwaves as well as those that don't use them—and apply the same rules to all.

This would bring a total of some 1,600 systems under commission jurisdiction. The 450 systems using microwaves have been subject to FCC regulations since April 1965, when the commission adopted rules on the basis of its authority over common carriers that provide microwave service.

The National Community Television Association has campaigned against FCC assertion of jurisdiction over all CATV's, and has taken its case to Congress in a vigorous lobbying action. But the commission staff says FCC authority is based on the fact that CATV's engage in interstate communications by wire—a fact that are covered by the Communications Act.

The staff is said to feel that there is no reason for discriminating between microwave-served and nonmicrowave-served systems, and that all CATV's must protect stations putting a Grade B or better signal over them. Protection now required of microwave-served CATV's includes the requirement that all local stations be carried, to the limit of the systems' channel capacity, and that no commercial station's programs be duplicated on the cable by those of another station for 15 days before and after broadcast.

More Protection - The carriage and nonduplication provisions would be tightened for all CATV's under the FCC's staff proposals.

The nonduplication provisions would be applied to educational stations, which now are given carriage protection only. Signals of low-power translators would have to be carried if a system's capacity were large enough, and recently-authorized 100-w translators operating on assigned frequencies would have to be accorded simultaneous nonduplication. Satellite stations would have to be given the same protection as parent stations.

The staff, however, relax existing rules to the extent of waiving the nonduplication requirement to permit CATV's to carry in color programs that the local station is transmitting in...
UP FOR ACTION: TOUGH CABLE RULES continued

black and white.

The proposed report and order is said to have emerged only after considerable intra-staff debate, and it has already drawn criticism of some commissioners because of its bulk (it runs 93 pages, plus appendices) and the stringency of its proposals.

As a result, there was considerable speculation that the staff product would be sharply altered before it is put in final form. There was even some discussion of the commission reducing the amount of nonduplication protection the CATV's would have to provide.

Close Vote • The commission acted on the original CATV rules before Commissioner James J. Wadsworth filled the vacancy left by the resignation of Frederick W. Ford (now president of NCTA), and adopted those rules by a 4-to-2 vote. Commissioners Lee Loewinger and Robert T. Bartley dissented.

FCC Chairman E. William Henry was said to be attempting desperately last week to come up with a policy that would satisfy all warring factions. He isn't expected to do that, but his determination to try is regarded as proof he isn't committed to the staff's position.

The commission is under a kind of deadline to achieve at least a consensus on CATV by mid-March. Commissioner Loewinger is scheduled to leave the country next month for a seven-week assignment at an International Telecommunications Union Conference in Geneva, and the commission will be attempting to iron out major policy differences by the time he leaves. Chairman Henry hopes the order can be in the final drafting stage by the end of February.

Hard Choices • The proposed interim procedure reflects the dilemma the commission faces. On the one hand it is concerned with what the staff calls the explosive growth of CATV and its changing nature—its development of 12-channel systems, its entry into major markets, its plans to transmit the signals of New York and Los Angeles stations hundreds of miles.

On the other hand it has no basis for estimating CATV's growth potential in major markets. If that growth is substantial, the staff feels the results could be disastrous for UHF, the development of which is a goal of Congress as well as the commission.

Accordingly, the staff feels that the commission should test CATV in a major market for, say, five years, to get the answers to the questions of CATV growth, while at the same time banning the uncontrolled development of CATV in a way that would subvert congressional goals. Additional data could be developed from the experience of existing systems, whose present service would not be affected. (Under the staff's proposal, however, new systems in the top 100 markets might be barred from adding subscribers.)

The staff also feels that the interim would give Congress a chance to consider and act on what could be a fundamental policy decision regarding the future of the television system in the U.S. Without the interim procedure, the staff says, the decision on the future of television may be taken out of Congress' hands by events.

The staff also said the commission should seek legislation in the interim to afford more comprehensive authority over such aspects of CATV as local originations of broadcasts by cable systems.

During the interim period, the commission would assume control of beyond-grade-B signal carriage. The staff says the commission was, in fact, created to establish zones of station service.

CATV would still be able to function as it does now within a station's grade B contour. But the commission would not authorize extensions of signals beyond a station's grade B contour in large communities (other than the test city), nor would it sanction continuation of the present practice of moving large-city stations like New York and Los Angeles several hundred miles.

The staff feels the commission should permit extension of a signal beyond the station's grade B if the signal could be received by viewers in the CATV's community. But the principal basis for granting permission would be to permit one- and two-station communities to receive the programming of three distant network-affiliated stations.

The staff would bar the importation of programming from outside independent stations, contending that to permit them access would make more difficult the establishment of a local independent station. But the programming of distant educational stations would be permitted on the cable.

Rockford marks time to see how FCC marches

The city council of Rockford, Ill., has decided that it would entertain applications for community antenna television service there. It instructed its licensing committee to survey the five applications now pending and recommend one of them for a franchise.

But the chairman of the city's licensing committee announced immediately that his group would wait until the FCC's February hearing is completed.

The five applicants: Rockford Community Television Inc., in which Central Illinois Electric & Gas Co. has a 38% interest; WREX-TV Rockford (31% interest), and local businessmen including Verne Nolte, owner of WROK Rockford; CATV of Rockford Inc., owned by local businessmen; H & B American Corp., a group CATV owner, and Unicom Inc., a subsidiary of The Katz Agency Inc., New York.

The Rockford council's action came 23 months after the first CATV application was tendered.
Broadcasters to add CATV views to congressional deluge

An estimated 500,000 pieces of mail from CATV operators and their subscribers has already engulfed Capitol Hill. The letters request that Congress stop the FCC from regulating community antenna television without express legislation.

The National Association of Broadcasters is asking that its 3,500 member stations wire the FCC and Congress in support of commission action.

The NAB call-to-arms is coming today (Monday) in the form of an "important message" from President Vincent Wasilewski. He is telling broadcasters their "support of NAB's position on CATV is urgently needed" and asks them to send telegrams to the FCC in support of the NAB's basic principles. He also is requesting a telegraphic charge of Capitol Hill to urge Congress "to support action by the FCC and to overrule any delay."

Last week Mr. Wasilewski said the appeal is being made because NAB feels broadcasters generally haven't pushed as hard as some CATV operators in making their feelings known in Washington. He said the NAB has for the "first time" taken a position on limitations of imported signals. The position was taken by the NAB joint board at its January meeting and calls for limiting signals carried by a CATV to those falling within a CATV contour which, in effect, would extend about 10 miles outside a station's grade B contour (BROADCASTING, Jan. 31).

NAB Position - In addition, the NAB president said that the recent mail campaign spurred by members of the National Community Television Association may have obscured the real issues in the minds of some legislators and NAB wants to clear them up.

NAB's seven-point position says: The FCC has power to regulate CATV's and should do so; distant-signal importation limitations must be set; all TV set owners should have access to the national networks; CATV's should not originate programs; local stations must be carried and protected against duplication; CATV's should file ownership reports, and local on-air broadcasting services must be preserved.

The NAB request may produce a deluge of wires to a Congress and commission already very much aware of the CATV proponents' feelings. All congressmen have received at least 300 letters from their constituents and some have received 3,000 to 4,000. And although stacks of these letters still fill many offices, the main push has apparently ended. Where they were coming in hundreds at a time two weeks ago when the campaign broke (BROADCASTING, Jan. 24), the flow is down to a trickle of a few letters a day.

Most of the letters have been signed at the request of a third party. But some letters contain personal addenda that say "even though this is a form letter, I am well aware of the situation and want the Congress to stop the FCC from taking away my television service."

Others are individual notes calling attention to the FCC's meeting Thursday (Feb. 10) and asking Congress to "save the service that CATV provides."

Standard Replies - To answer the letters Congress has turned to form replies, having given up the personal letter approach as the mail kept pouring in. However, there are even a variety of form answers since the letters take somewhat different approaches, all with the same end: congressional action in lieu of FCC regulation.

In all the replies, the legislators follow standard operating procedure and thank the petitioners for their interest, and add that the FCC chairman has told Congress he will keep that body informed and Congress will reserve action until after the commission decides what to do.

The pro-CATV mail may have been too much of a good thing. Some staff members feel CATV has overdone itself with its letter campaign and that after the first hundred or so letters, the congressmen were more than well aware that the FCC planned to take some action and that the letter writers didn't like the idea.

In addition to the extra burden placed on staffs that are traditionally swamped by mail at the opening of a session, the letters also required some legislators to take cram courses in "what is CATV?"

Both House and Senate Commerce committees have forwarded information on CATV to interested members of Congress. These primers tell how the systems operate, what Congress has done in the past and the FCC position to date.

But for all the griping, the men who run for office know the letters have more meaning than just a CATV regulation battle. Representative Walter Rogers (D-Tex.), chairman of the House communications subcommittee, said: "Any congressman who doesn't appreciate these letters is crazy. They may be annoying, but you can figure that anyone who's interested enough to write is surely interested enough to vote."

Restrictions changed for Black Hills CATV

The FCC last week modified the carriage and nonduplication provisions imposed upon the grants of microwave renewal applications of Black Hills Video Corp. to serve Rapid City and Ellsworth Air Force Base, both South Dakota.

The commission said that because of the limited channel capacity of the Rapid City system it will require substitution of the programming of the local station for that of a distant station only when a program is being presented simultaneously by both stations. The commission also continued its order staying the conditions for carriage and nonduplication protection for KRSD-TV Rapid City at Rapid City and Ellsworth Air Force Base until it appears that the station is providing a signal of acceptable quality.

On Jan. 6 the commission, acting on a letter from Black Hills and a report from an FCC field engineer, had relieved Black Hills of the responsibility to carry the KRSD-TV signal or protect it against duplication. The commission acted after it received urgent appeals from Black Hills pointing out that the cable systems were losing subscribers by the score (BROADCASTING, Jan. 17, 1966).

The commission emphasized that in the future it would not authorize microwave facilities for use in connection with a system of such limited capabilities as the Rapid City system. The commission also said it expected Black Hills to submit a statement detailing its future plans looking toward compliance with the carriage rules.
CBS-TV to burn old rate cards Sept. 11

New no-discount plan set for next season, to be made public soon, may lead others to flat rates

The CBS-TV network's revolutionary new rate plan, virtually eliminating discounts (BROADCASTING, Jan. 24), has been tentatively scheduled to go into effect Sept. 11.

Network officials reviewed it with members of the CBS-TV Affiliates Board in a meeting in New York on Wednesday (Feb. 2) and planned to get letters formally announcing it into the mails to all affiliates, as well as to agencies and advertisers, as soon as possible.

The plan establishes two sets of prices, which vary according to time period and time of year to reflect varying levels of TV set usage. Discounts, which currently can top 30% or more off published rates, are all but eliminated. The only one left, said to average about 3%, is for 52-week continuity.

One set of prices is for facilities, or time. These prices are stated in terms of half-hours rather than the full-hour units used in conventional rate cards. They apply to advertisers, now relatively few, who supply their own programs, and also to those—similarly a dwindling number over the years—who wish to sponsor or alternate in sponsorship of programs supplied by the network.

The other set of prices gives the costs of minutes within network-supplied shows, now the dominant form of buying on all three networks. These prices cover both time and program costs, and vary not only according to time of day and year, but also according to the strengths and weaknesses of specific programs and of their opposition on the other networks.

For the Asking • The program price list will not be shown on the published rate card. It will be available, as minute prices are now, "on request." Nor will it be included in the letters being drafted last week for advertisers, agencies and affiliates.

Officials said last week that the minute prices had not been fully set—and couldn't be until the 1966-67 program lineup itself is established. Even then it was expected that the list would be subject to revision after the new season starts, depending on the performance of individual programs.

Minutes in a program that showed unexpected ratings strength presumably would be repriced upward, while those in a show with unexpectedly low ratings might be reduced.

Prices are being set up in three seasonal levels, plus a 52-week level. Of the seasonal levels, winter (roughly, mid-September to April) will be highest; spring (approximately April through June) will be next highest, and summer (June to the start of a new season about mid-September) will be lowest.

Some sources said that there would also be a price distinction between replacement shows and reruns.

Although officials said the package prices were still being developed, sources outside of CBS said they had been informed that the 52-week rates would vary from about $37,000 a minute to around $50,000 a minute, as compared to a range of about $35,000 to $50,000 now.

Network sources said it was virtually impossible, at this point, to estimate the revenue effect of the new structure. Some acknowledged that it would be natural to build in a moderate price increase, but they insisted that if there

A confirmed radio-TV client airs his gripes

An advertiser, who is investing more than $1 million a year in spot radio and about $500,000 a year in spot television, asked for broadcast help last week. Three areas of need were singled out. They were labeled "the three R's of broadcast today—rates, ratings and representation."

In a speech to the Hollywood Advertising Club, one of Southern California's most broadcast-oriented clients, Jim Felton, vice president and director of advertising and public relations for Seaboard Finance Co., criticized the integrity of rate cards, rating services and station representation. He said these were advertising media problems and invited his audience to solve them.

But Mr. Felton had some helpful suggestions of his own to make. He said that broadcasters should develop a rating system "that is beyond question, beyond doubt, beyond suspicion." Primarily what he wants audience measurements to do is to "tell me how many of these listeners heard my commercial and how many of them were qualified to respond to my product or service sales message."

He also pointed out that it would be helpful if there "be just one commission on a sale—and the commission the same—whether it's paid to a local salesman or a national representative." In this way, he explained, a national advertiser who provides his commercial on a professional acetate without any demand on local station personnel would not be penalized by having to pay the higher national rate.

Of station reps, he asked that they call for appointments, see him often or "than just the annual contract-renewal date" and "stay away from anyone in our company not identified with the agency or the advertising department."

He also asked for better time protection claiming that he would rather pay twice as much and have half as many commercial messages during the peak traffic times.

Despite his criticism of broadcasting, Mr. Felton was quick to acknowledge that "radio built Seaboard." The finance company, he indicated, will run nearly 150,000 individual radio spots during the year on about 300 different stations.
Take a more colorful view of San Francisco Bay on KTVU

Where can you find color programmed exclusively for San Francisco-Oakland tastes? On KTVU, the independent station that colorcasts unduplicated live sports, movie hits, travel adventure, dramatic shows. It’s KTVU, delivering the most attentive audience in America’s great quality market. It’s one more reason why KTVU is the Nation’s LEADING Independent Television Station.

KTVU
SAN FRANCISCO-OAKLAND
Represented by H-R Television

Cos Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHHD AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIRC-TV, Pittsburgh
How can a radio commercial compare with this?
The days when Jack Benny would stand in front of a radio mike and sell mountains of Jello are over. You know it. We know it. Today radio has another job. An important job. Radio can help the major television advertiser.

Let's say a housewife saw that Anacin commercial last night on a network program. And she caught it again as she enjoyed the late show. But this morning, when she was preparing her shopping list, one thing was with her. Radio. And radio was with her at 11:15 A.M. as she drove to the local supermarket. Only radio could deliver that final message for Anacin when she was seconds away from a shopping cart.

It boils down to this. No woman ever took her television set to the supermarket with her. No woman ever read a newspaper or magazine as she scrubbed her floor or fed her baby or did her laundry.

But millions of women have listened to Group W radio at these times. And that is why combining radio — Group W Radio with your television commercial can give you the most natural…most powerful media mix of all. Something that nothing can compare with.
is an increase it will not be substantial.
Some agencies and advertisers familiar with the plans have indicated, however, that they feel the result will be an increase closer to substantial than moderate. Procter & Gamble said it would have to review its advertising program if the plan raised P&G’s costs by 8 to 10% as some sources had suggested.

Other agency sources speculated that the plan would make no appreciable difference in the costs of their own clients.

Competition Silent • NBC and ABC have declined comment on the plan, but it is widely expected that if it proves successful they will follow suit or at least adopt some variation of their own.

The plan was said to have no effect on compensation paid by CBS-TV to its affiliates, so no outburst was expected on that score.

In virtually eliminating discounts the plan removes one of the chief objections that has led Sen. Philip A. Hart’s Antitrust and Monopoly subcommittee to plan hearings this year on media discount practices.

It was considered doubtful, however, that the plan would cause Sen. Hart (D-Mich.) to call off the hearings, which apparently are slated to explore discount practices of all major media.

CBS sources deny that the plan was inspired by Washington’s interest in discounts. They insist it is intended solely to bring the rate structure into line with modern selling practices and that it was under development long before Washington became interested in the subject.

CBS officials originally expected that the plan, if adopted, would go into effect this spring or summer for daytime programs, this fall for nighttime shows. They said last week, however, that it had been decided not to make a piecemeal introduction.

Sept. 11 was picked for the effective date because that is when CBS-TV’s 1966-67 season is expected to start. If the season-opening date should be changed, effective date of the new plan would be revised to conform.

Letters explaining the plan were being prepared late last week and were expected to reach affiliates, advertisers and agencies as early this week as the mechanics of preparation and mailing would permit.

Chevy agency revamps its creative setup

A major policy change in the creative department of Campbell-Ewald Co., Detroit, calling for writers and others to work in all media rather than just broadcast or print, was announced last week by Thomas B. Adams, agency president.

“Such changes are always made for one basic reason,” Mr. Adams said. “better service for clients.”

Kensinger Jones, senior vice president creative director, will implement the new organizational structure. He explained that the change will allow all creative people “the opportunity to work in all media, bringing about more closely integrated advertising campaigns.”

This means that broadcast writers, both TV and radio, would involve themselves in writing for newspapers and magazines as well, he continued, while the reverse also will be true with print media people writing for broadcast. “The goal is to diminish as far as possible the departmental lines of distinction between broadcast audio and art and the print copy and art functions.”

Ford buys all of ‘FBI’

ABC-TV last week revealed it had landed the biggest single-program buy in its history from the Ford Motor Co.

Ford, through J. Walter Thompson, picked up full 52-week sponsorship of The FBI Story starting next fall plus some unspecified specials for $13 million.

The company is one of the current sponsors of the network’s FBI series that appears Sundays (8-9 p.m.).

Cunningham & Walsh draws Old Milwaukee

Jos. Schiltz Brewing Co., Milwaukee, for its Old Milwaukee beer billing about $4 million chiefly in the broadcast media, has named Cunningham & Walsh, New York, as agency succeeding Post-Keyes-Gardner, Chicago.

Schiltz will pay Compton Advertising and MacManus, John & Adams each $10,000 for expenses in preparing presentations to solicit the account. All three agencies were the finalists selected by Schiltz in competition for the business.

PKG continues to handle the Brewing firm’s Burgermeister beer on the West Coast and Primo in Hawaii. Leo Burnett Co., Chicago, is agency for Schlitz beer, company’s leading product.

10% rise looms for final tally of ’65 network TV billings

It’s expected that network TV billings (net time and program) in 1965 will show a gain of about 10% over the previous year. The Television Bureau of Advertising estimated the increase on the basis of 11-month compilations, released last week, that show the networks up 9.3% to over $1.2 billion for the January-November 1965 period. In November 1965 billings increased 12.9% over the like period in 1964. A full-year report is expected at the end of this month, TVB announced last week.
Easy CATV financing!

With Ameco Acceptance Corp., you write your own terms.

Ameco Acceptance Corporation "custom finance plans" enable you to obtain CATV financing with terms tailored to your particular needs. You can finance Ameco equipment and components for a complete turnkey installation. It's the fastest, easiest, most convenient way to finance. There is no red tape — no delay — you have the money you need within seven days.

How much does it cost? The cost is reasonable — interest rates are the lowest in the CATV industry. Dick Peterson, Ameco Acceptance Corp. President, has the background and experience to help you on your CATV equipment financing.

The Ameco Acceptance Corporation "custom finance plan" payback schedule is tailored to your cash flow with minimum payments in the first year. This flexibility of payback allows you to build a subscriber cash flow quickly and effectively without draining your capital.

How do I apply? It is easy and convenient. Here's what you do; just fill out the above check in the amount you need and the terms you want to pay and send to Dick Peterson. Or, if you prefer, call him collect. If you desire assistance in determining your engineering or equipment needs, contact your Ameco sales engineer or regional warehouse.

Remember Ameco is in business to help you with all your CATV needs. For engineering equipment, financing and promotion — Ameco means business!

Ameco Acceptance Corporation

"A WHOLLY OWNED SUBSIDIARY OF AMECO, INC."

2949 West Osborn Road - P. O. Box 11326 - Phoenix, Arizona 85017 - Phone (602) 262-5500
These are WOR Radio's versatile newsmen—long recognized as distinguished exponents of responsible journalism. Here is experience in depth... authoritative experience in astute news reporting that commands full listener confidence and attention. Behind this exclusive arsenal of
news experts stand WOR RADIO's comprehensive newsgathering facilities—instantaneous, coordinated, and on a global scale. On the local scene, each man exemplifies community reporting of a truly perceptive nature, unmatched in speed and flexibility.

This reliability in reporting accurately, with speed and thoroughness, is a major factor in WOR RADIO's identification as a discerning, full-text news operation. This is why WOR RADIO's "Men of the hour" deliver the largest total news audience of any station in the nation!
They're doing the frug to Alka-Seltzer theme

The stomachs that last spring shook up the commercial world are now giving the record business a whirl for its money. The stomachs in question belong to Miles Laboratories Inc. and its Alka-Seltzer product. They appear in a series of soft and humorous sell commercials devised last year by Alka-Seltzer's agency, Jack Tinker & Partners. In the background of the commercial is a lilting musical tempo specially composed by Sascha Burland. Liberty Records in Hollywood has taken this background beat, given it a new arrangement and made a smash hit commercial record out of it.

It all started last winter when Liberty producer Joe Saraceno decided the Alka-Seltzer music had all the elements of being a hit single record. He contacted Miles Labs in Elkhart, Ind., and received full rights to go ahead with the project.

Perry Botkin Jr. was called in to arrange the instrumental and he gave it a rock-'n'-roll top-40 type sound. Then a pick-up group of musicians—lead, rhythm and bass guitarists, drummer and organist—were thrown together to record the music. The record was called "No Matter What Shape (Your Stomach's In)" and the recording group was named the T-Bones.

The combination had instant success. In less than two months on the market, the record is already number three on most national popularity lists. Liberty officials feel it's well on its way to chalking up that recording business millennium: a 1-million record seller.

Following up the initial success, Liberty has just completed an LP album by the T-Bones which features the original hit Alka-Seltzer tune and other unusual TV commercial themes. The backliner on the album has storyboard pictures from the commercial and in a promotional tie-in Miles Labs includes a merchandising letter and a sample of Alka-Seltzer with each record.

Jack Tinker & Partners, the agency that produced the commercial, always felt that the background music made all the difference in the acceptance of the TV spots. From the beginning, the agency received requests from viewers for records of the music. The point of the commercial is that it takes all kinds of stomachs to make up the world and Alka-Seltzer is good for all of them. The commercial shows various stomachs (six examples shown here), shaking in tempo to the background music.

Ad man declares his own war on poverty

The president of one of the West Coast's fastest growing agencies suggested last week that the advertising industry should start giving some of its services away free to those who cannot afford to pay. Speaking before more than 500 business and community leaders who were honoring him as the Western States Advertising Association's Man of the Year, Ralph Carson, president of Carson/Roberts Inc., proposed a communications clinic in which advertising agencies would offer free advertising and marketing counsel to small business.

Such altruism would pay off in the end, he indicated, because by helping the smaller businesses, agencies would in turn be building and strengthening the entire national economy. Similarly, he said, agencies would at the same time be "strengthening our own marketplace for ourselves and our clients."

In addition to communications clinics which would be established by organized advertising and marketing groups both in the West and throughout the country, Mr. Carson cited some other...
specific areas in which communicators could contribute positively to a warmer, more personal and more productive climate in American business life. He called for more frequent management-to-management, person-to-person exchanges at the top levels of business and more frequent visits by communicators to college campuses to explain media's cause.

Bell spells out toy ad limitations

If a toy commercial is supposed to appeal to a child then it should fairly represent what the child is seeking to buy, and not mislead the child as to the nature of the toy or its true play value. This point has been one of the major areas of trouble for the National Association of Broadcasters Code Authority in its clearance of toy spots for television.

However, the cooperation between the code and the toy manufacturers has resulted in a "vastly improved atmosphere," Howard Bell, code director, said in Tampa, Fla., last week. He said the code now reviews about 85% of all toy commercials. About 300 spots were approved for the 1965 Christmas season.

He told the Florida Hurricane Chapter of the American Women in Radio and Television last Tuesday (Feb. 1) that much of the trouble that existed before the code began clearing toy spots has been cured. But, he added, "the issue of how to use fantasy situations in toy commercials without over-glamorizing continues to be with us."

Mr. Bell said the code doesn't aim to "stifle creativity in appealing to the child audience. We merely seek to avoid exploitation of the child's imagination."

As an example, Mr. Bell said, a spot for a toy rocket should not "project the child into a fantasy where he is an astronaut shown blasting off to the moon from Cape Kennedy in a realistic missile."

The code director noted that backdrops like western towns or safaris are properly used, as long as the child and toy are not made direct parts of the setting.

Business briefly . . .

Illinois Bell Telephone Co., through N. W. Ayer, Chicago, will sponsor semifinals and final games of the 59th annual Illinois High School Basketball Tournament March 19 on 13 Midwest TV stations. Illinois Bell has sponsored event since 1952.

General Foods, White Plains, N. Y., through Ogilvy & Mather, New York, is using spot TV and spot radio in Indiana markets in a test market campaign for its new Maxim concentrated instant coffee. The product has been tested for two years in Albany, N. Y.


Foremost Dairies Inc., through Honig-Cooper & Harrington, both San Francisco, will introduce its new Instant Breakfast, powdered food product, with a heavy spot-TV schedule on the West Coast.

REXALL DRUG CO., through Batten, Bar-

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**KCRF-TV**

FILL POWER AT 6,200 FEET

SACRAMENTO VALLEY TELEVISION, INC.
BOX 919
2770 PIONEER DRIVE
REDDING, CALIFORNIA

January 31, 1966

Maury Long, Vice President, BROADCASTING, Washington, D. C.

Je: Men you can find
Men who do what they promise—General Electric's men

On December 27th KCRF lost its main antenna from 100 mph wind pressure when the antenna was carrying unusual heavy ice. In the same storm another station also lost use of its antenna. Both stations went on their standby facilities.

On December 29th GE's Roy Duncan said GE would have a new 6 Bay antenna in Redding in just two weeks. Further, GE supplied parts and drawings for another temporary antenna which took full transmitter power. GE built the new antenna in Syracuse and delivered it to Redding within the 2 weeks. GE supplied men to assist, some of whom were called back from vacation.

All of this was done while most television people were involved in pre-New Year's activities and New Year's day celebrations.

Maury, believe us, we really appreciated this action. It enabled us to continue top service to our viewers.

Is it any wonder that we give a sincere thanks to these GE men even as we do to our own associates?

Cheerio,

WM. B. SMULLIN
Director

P.S. KCRF serves the North Sacramento Valley from a 6200 ft. mountain-top type tower that overlooks the entire Redding--Chico area.)
Election sold out

NBC-TV has obtained full sponsorship of its coverage of the 1966 elections with the signing of the Xerox Corp. and the Institute of Life Insurance, it was announced last week by John M. Otter, vice president, network sales. Mr. Otter noted full sponsorship of election coverage, which will begin in the early evening at a still undetermined time, comes nine months before the event. The Xerox order was placed through Papert, Koenig, Lois, New York, and the Institute of Life Insurance purchase was through J. Walter Thompson Co., New York.
	on, Durstine & Osborn, both Los Angeles, is making its most ambitious move in network TV. It's co-sponsoring an hour color special on ABC-TV on March 30. The program is Alice in Wonderland, a retelling of the Lewis Carroll classic in cartoons as produced by Hanna-Barbera. The same company also will use Alice cartoons to produce Rexall's commercials. Rexall has been an in-and-out network advertiser. It dropped the medium entirely in 1964 after spending more than $700,000 in TV in 1963.

The Great Southwest Ford Dealers Association, through J. Walter Thompson, Los Angeles, is running a saturation four-week radio-TV campaign in Arizona, New Mexico and western Texas. Before it's over, by the end of February, 540 TV spots and 7,600 radio spots will have been carried on Phoenix, Tucson, Yuma, all Arizona; Albuquerque, N. M., and El Paso television stations, and on 77 radio stations.

Bulova Watch Co., through Young & Rubicam, both New York, will sponsor Humor in Politics, an NBC-TV color special on May 19 (8:30-9:30 p.m. EDT). Jack Paar will narrate the show produced by David L. Wolper.

Maxon will resign Mohasco

Clyne Maxon, New York, will terminate its 11-year relationship with Mohasco Industries, Amsterdam, N. Y., effective June 1, because of a product conflict with the Armstrong Cork Co., Lancaster, Pa. The Armstrong account is handled by BBDO, New York, of which Clyne Maxon became a subsidiary last Jan. 1. Mohasco Industries has billings of approximately $600,000, with about one-half of it in network TV.

The solid-gold sports shows

Costs may be going up faster than ad values, says agency analyst

A top agency media executive expressed concern last week over the soaring costs of television sports sponsorships, based in turn on the escalating demands of sports groups for TV rights.

One suggestion: It might be cheaper in the long run for the networks to follow the lead of CBS (in buying the New York Yankees) by purchasing whole leagues. Another possible solution: pay TV.

Edward M. Stern, vice president and media director of Foote, Cone & Belding, Chicago, discussed the sports problem in a memo, made public to the agency's other departments.

"At some point in time," he said, "advertisers just won't be able to go along with the higher prices that result from competitive network bidding without commensurate increases in audience values."

NFL More Popular • Mr. Stern took note of the new two-year agreement under which CBS-TV will pay the National Football League $18.8 million annually, up from the $14.1 million a year under the old pact. "Sponsor appetite for the NFL-CBS games has been considerably keener" than for the American Football League games on NBC-TV, he said, but "this is natural since the NFL is the old established league with the best known star performers."

"While advertiser interest is understandably high," Mr. Stern continued, "these pro-football buys are surprisingly quite inefficient on a cost-per-thousand basis."

For example, he said, a good prime night network participation purchase in the fall will deliver audiences somewhere around $3.50 per thousand in terms of homes and about $5 per thousand men. But the 1965 pro games on CBS-TV averaged $7.75 per thousand homes and $8 per thousand men, while on NBC-TV they averaged $7.45 (homes) and $8.35 (men), he said.

The 1965 National Collegiate Athletic Association Saturday games on NBC-TV performed a little better than the pro games, he reported, with the CPM averaging $6.30 on homes and $7.70 on men.

Non-media Reasoning • "In view of the cost-audience imbalance," Mr. Stern said, "it's hard to escape the conclusion that some pro-football sponsors are buying on merchandising values, emotional involvement or other non-media reasons."

There are three points in favor of pro-football advertising, Mr. Stern explained: "It enables an advertiser to reach some men who watch little regular television fare." Media analysis "indicates that these audiences are generally better educated, have higher incomes and are more likely to be in managerial occupations. Commercials placed within this exciting form of mayhem may have greater advertising communication and effectiveness."

Mr. Stern felt that CBS-TV's 1965 package "was certainly for blue-chip advertisers only." A sponsor buying two minutes in each of 18 games had a bill of $2.3 million, he said, and some had up to four minutes in each game.

Study shows Negroes are brand conscious

Statistics supporting a marketing belief that the Negro is "intensely brand conscious" are being released today (Feb. 7) by Bernard Howard & Co., New York.

The study was conducted for the rep firm last August and September by Louis Harris and Associates Inc. The sampling covered 1,604 households (786 Negro and 818 Caucasian families) throughout the country. Their similarities were matched by market taste on economic, social and geographic levels. The survey encompassed both product-category usage and individual-brand selection.

Results of the study showed the Negro as a distinctive marketing class, not to be stereotyped as low-income. The data pointed to the appliance field as the first important area underscoring the Negro's social mobility and eagerness to share with the rest of society. The refrigerator represented a symbol of progress for 96% of the Negro homes polled, with 25% having bought one within the last three years. The Caucasian scored a 97% ownership in this category. Next item in demand was the automatic washing machine: 64% Negro homes against 78% Caucasian.

For home food freezers, the Negro showed 23% ownership against 27% for Caucasian.

The product categories that best
Can TV serve the community better? We think so. That's why we plan to get deep into the heart and mind of every town we serve. We'll show what makes our city tick, what makes it grow, what makes it good. And we'll do our bit to add to the satisfactions of living there.

We know it takes all kinds of people to make a good town.

And all kinds of interests to make a good life. And all kinds of programs to make a good station.

Maybe we won't be the biggest station in town, or the richest, but we'll be the one to watch.

Overmyer Communications Company
201 East 42nd St., New York, N.Y.
reflect the Negro's progress were said to be butter, wax paper, household cleansers, cream deodorants, baby foods and drugs. In four categories the Negro exceeded the Caucasian in ownership: corn meal, evaporated milk, shortening and lard, and dry starch.

**Rep. appointments**

**Agency appointments**
- Ice Capades has appointed M. J. Beckman Associates, Los Angeles, to handle advertising and promotion in Southern California area. Media budget is more than $100,000.
- Block Drug Co., Jersey City, N. J., has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to replace Grey Advertising, New York, as agency for Corega denture adhesive, effective March 1. Grey was given three new Block Drug products scheduled to be test marketed within the next few months. Billings were not disclosed, but it was said radio-TV are expected to play a major part in future advertising campaigns for the four products.
- 3M Co., St. Paul, effective May 1 moves its $750,000 Magnetic Products division account from MacManus, John & Adams to BBDO, Minneapolis. Broadcast tape products are included. BBDO already handles other 3M accounts.
- Toni Co., Chicago, assigns its Casual hair color to Jack Tinker & Partners, New York, and its Deep Magic line of skin products and its Epic line of hair straightening products to North Advertising, Chicago. Total billing tops $3 million and has been handled by Wade Advertising, Chicago, now being dissolved (BROADCASTING, Jan. 31).
- Unidyne Industries Inc., Denver, has appointed Frye-Sills & Bridges Inc., same city. Unidyne, which makes Q-Plus car care products, will include television in its advertising campaign plans.
- Igloo Foods Inc., San Fernando, Calif., has appointed Siteman/Brodhead Co., Los Angeles, to handle its national advertising and publicity programs which will accompany the planned expansion of the corporation. Igloo Foods makes ice-cream products and king-size pretzels.

**Also in advertising**
- C/R expands * Carson/Roberts Inc., Los Angeles, which grabbed off the Sicks Rainier Brewing Co. account in Seattle last December and which already was handling advertising for Jantzen Inc. out of Portland, Ore., has expanded its facilities for these clients by opening offices in Seattle and Portland. Named to supervise the agency's new northwestern facilities is Wolfe Tone, who was previously a production supervisor at Cole & Weber Inc., Portland.

**West Coast rep** * ABC International Television, which serves as sales representative for TV stations throughout the world, will be represented on the West Coast by Jack Mann, ABC vice president in charge of the western division for the radio network and his ABC Radio West sales staff.

**Rep relocates** * Mort Bassett & Co., has moved its New York office from 743 Fifth Avenue, to 551 Fifth Avenue, New York 10017. The new telephone number for the rep firm is (212) 682-6960.
The big issues before FCC

FCC report to Congress pushes CATV forward as a major problem

The importance that the FCC attaches to community antenna television has been given a kind of official recognition. A chapter in the commission's 31st annual report to congress, out last week, is devoted exclusively to the cable television business. In previous issues of the report, CATV was disposed of in a paragraph.

The chapter, which runs seven pages (the one on broadcasting runs 47 pages, the longest one in the report), capsulates the history of CATV, from the first experiments with community antennas in Astoria, Ore., in 1949, to current commission efforts to regulate an industry that includes some 1,600 systems serving over 4 million viewers.

And although the text is written in detached, bureaucratic style, official commission concern with CATV breaks through. In explaining reasons for conflict between CATV's and television stations, for instance, it states: "A local TV station has to program on a single channel, and . . . has to compete with the CATV's offer of a choice of network and other programs on multiple channels."

The text also reports there are complaints of CATV's degrading the quality of the picture of the local station they carry and says that CATV installers sometimes dismantle the home antenna, preventing the set owner from receiving signals off the air.

"The commission recognizes the valuable contribution of CATV," the report goes on, but, it believes that CATV should be a supplementary service to the local TV station. CATV, it adds, should not cripple or impede a local TV's growth.

"A TV station is a medium for community news and expression," the report states, "and otherwise serves local needs" beyond a CATV's ability.

Major Move • In one of its major actions in fiscal 1965, the commission adopted rules regulating CATV's served by microwaves and proposed applying the same rules to CATV's that do not use microwaves. The commission will begin considering these matters at a special meeting this week (see lead story page 27). (Feb. 10).

In other highlights of FCC activity in the fiscal year ending June 30, 1965, the report noted the inauguration of commercial communications service by way of satellite. The Communications Satellite Corp. began service via Early Bird, stationed over the Atlantic, after the commission authorized common carriers to lease channels.

Meanwhile, terrestrial broadcasting continued to grow. The report noted that authorized AM, FM, TV and translator and booster stations increased in number from 8,377 in fiscal 1964 to 8,771. The sharpest increase was in commercial FM's, going from 1,371 to 1,565. There were 4,097 authorized commercial AM's at the end of fiscal 1965 and 689 commercial TV's.

The year saw the largest expansion...
in any year of noncommercial educational television, as 15 new ETV stations went on the air. ETV became available to almost every community, with 621 VHF and UHF channel assignments now reserved for the educators.

Along with the increase in commercial broadcasting, there was a lengthening record of sanctions. The commission revoked the license of one station (WCLM(FM) Chicago), and designated nine renewal applications for hearing. It also dismissed or denied renewal applications of 12 stations, held 38 stations liable for forfeiture and put 21 on short-term probationary licenses.

But in two cases involving three stations, commission actions revoking or denying renewal of license were overturned in court, and the proceedings were remanded to the commission for further hearings.

Programming draws complaints • The commission received 21,000 complaints about broadcasting with most of them, 34%, about programming. Advertising was the subject of 32% of the complaints.

One of the reasons for audience annoyance with advertising, loud commercials, was the subject of a policy statement on July 9, 1965. The policy requires broadcasters and commercial producers to take steps to curb "objectionably loud commercials."

The year also saw the commission issue a number of controversial proposals. One would limit network financial interest in television programs. Another would require networks to make their programing more widely available. A third would set new limits on the number of television stations broadcasters could own in the top 50 markets. A fourth would provide for the establishment of antenna farms in cooperation with the Federal Aviation Agency.

The commission also completed action on a number of projects:

• The freeze on applications for new or changed FM facilities was lifted with the adoption of tough new assignment rules.

• Rules were adopted prohibiting more than 50% duplication of AM's by commonly owned FM's in communities of more than 100,000 population.

• A policy statement on criteria the commission will consider in deciding comparative hearing cases was adopted.

• The commission required stations and applicants to keep local public files.

The commission continued its efforts to spur the development of UHF. It proposed new low-power community type stations to operate on channels 70 through 83 and began requiring holders of long-dormant UHF authorizations either to turn them in or to put their stations on the air.

Major station group meets

Over two dozen representatives of major-station interests met in Chicago last Thursday and Friday to explore the progress and plans of the public-relations committee of the Council for

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**Schools closed, but stations worked overtime**

It might have been a great week for Santa and his sled, but the snowfall that smashed into the East Coast last week taxed the ingenuity and endurance of more than a few station personnel. It also provided another example of broadcasters having need of modern equipment to cope with emergencies.

Some examples of the snowy week reported to Broadcasting were:

In Utica, N.Y., three staff members of WRUN were marooned for three days in their one-story building just outside the city. The station is located on a main state road, but drifts of up to 30 feet prevented a breakthrough. Because other staff members couldn't get from their homes to the station the trio kept WRUN on the air and found nourishment in the kitchen at the station. The marooned ones were Al Cole, news director; Richard Thomas, program director, and Gordie Hood, disk jockey.

In Washington, Jackson Weaver, one-half of the early morning team of Harden and Weaver on WMAL, got to the station on Monday (Jan. 31) via helicopter. The chopper, which is used for traffic reports during morning and afternoon drive times, picked him up at his home and de- posited him at the station's transmitter, located far from any main route.

Going my Way? • In Milford, Del., WXSJ didn't go on the air Sunday (Jan. 30) because no one could get there. However, the following afternoon Aubrey Brickhouse, chief engineer and announcer, put the station back on the air. He had hitched a ride on a National Guard tank.

In Laurel, Md., Pete Hayes and Dick Krause, announcers at WLM, went into self-inflicted exile on Friday (Jan. 28) with enough food—they thought—to hold out. By Sunday they had to start serious food rationing. Some on-air comments about their plight produced a hot dinner that night courtesy of the Laurel rescue squad, which had pushed three-quarters of a mile through eight-foot drifts to play waiter.

Helicopters were used by stations to take supplies to cut-off areas and to bring out those who required hospitalization.

In Clinton, Md., a Washington suburb, the WWRC traffic helicopter on Monday took out a woman from her drift-covered home and got her to the hospital (see picture). Less than 30 minutes later she gave birth to a son.
Television Development. A large research study is one project underway. The group met at the studios of WGN-AM-TV Chicago. Washington attorney W. Theodore Pierson was named spokesman for future reports on the committee's work.

Seminar to explore complexities of ratings

The first annual Television Audience Measurement Seminar will be held at the University of Nebraska, May 16-20. The five-day seminar will be addressed by representatives from the A. C. Nielsen Co. and the American Research Bureau, along with specialists from advertising, broadcasting and educational fields.

The seminar, under the guidance of Dr. William E. Hall, director of the university's school of journalism, will explore the advantages and limitations of TV audience measurement statistics.

Enrollment will be limited to 50 participants and will cost $195. Further information can be received from: University of Nebraska School of Journalism (Broadcast Sequence), Room 319 Nebraska Hall, Lincoln, Neb. 68508. Telephone: (402) 477-8711. Or call Mike Levine, Richards Associates, Washington. Telephone: (202) 659-1500.

TV course to be taught by industry experts

A college-credit lecture series featuring a dozen professional experts on television will be given by Roosevelt University, Chicago, starting Feb. 17.

The course, in cooperation with the Chicago chapter of the National Academy of Television Arts and Sciences, is open to all college students in the area as well as the public and is being arranged for the third year by program packager Walter Schwimmer. A prize of $500 is to be given for the best paper written on the completed series.

Guest lecturers include FCC Commissioner Robert E. Lee; TV writer Rod Serling, former NATAS president; David Echols, senior vice president and Chicago office manager of Fuller & Smith & Ross; Carl Lindemann Jr., NBC-TV vice president in charge of sports; Richard M. Pack, senior vice president, programming, Westinghouse Broadcasting Corp., and Harry Smart, vice president and Chicago manager, Blair Television.

Mr. Schwimmer said the symposium will be titled "Television Today." He personally sponsored the $500 writing prize earlier. This year it will be given by the NATAS chapter.
Richardson sale of properties OK'd

The second move by a nonprofit foundation that is getting out of the broadcasting business received FCC approval last week. This was the sale by the Sid R. Richardson Foundation of its 62.1% interest in Bass Broadcasting Co. to Perry R. Bass. In a second move, Gene L. Cagle sold his 19.6% interest in Bass Broadcasting in return for sole ownership of KRTX McAllen, Tex. Total consideration in both transfers came to $2,295,000.

The move was forced, the foundation stated, because of congressional and Treasury Department criticism of eleemosynary corporations, such as the foundation that owns controlling interests in business corporations that compete with business organizations not so owned.

This was taken to refer to a decade-long investigation by Representative Wright Patman (D-Tex.) of nonprofit foundations and their business interests. One of the first results of this campaign in the broadcast field came last year when the Jesse Jones foundation withdrew from majority ownership of KTRH-AM-FM and KTRK-TV Houston and the Houston Chronicle (Broadcasting, Nov. 8, 1965).

In the series of stock transfers in the Bass Broadcasting approval, Mr. Bass moved up in ownership from 16% to 80%. Mr. Cagle disposed of his 19.6% interest by turning back to the company some of his shares in return for full ownership of KTRK and sold his other holdings to a company controlled by Mr. Bass. A group of eight other stockholders retained their holdings, all adding up to minority ownership.

Mr. Cagle remains as president and a director of Bass Broadcasting Co.


In the FCC approval, the commission waived the three-year rule to grant the transfer of control. Bass Broadcasting bought KFDA-TV only last year.

KRML back on the air

KRML Carmel, Calif., silent since April 1, 1965, returned to the air Jan. 15 under new ownership. Station was purchased late last summer from Car mel Broadcasting Co., Sam Smith, president, by KRML Inc., consisting of Clifford Gill, Lisle Sheldon, David S. Drubeck, all of Los Angeles, and Alan Lisser of San Francisco (Broadcasting, Aug. 16, 1965). Included was an FM construction permit for 101.7 mc with 3 kw. KRML is a 500-w daytimer on 1410 kc. General manager is George (Bud) Zimmerman.

Changing hands

ANNOUNCED • The following station sale was reported last week subject to FCC approval.

- KERN-AM-FM Bakersfield, Calif.: Sold by Ray V. Hamilton (broker) to Edward E. Urner for $250,000. Mr. Urner had ownership in KEEB Nacog doches, Tex., and was one of founders of KLYD-TV Bakersfield. He is presently general manager of KEWB Oakland-San Francisco. KERN went on the air in 1932 and operates fulltime on 1410 kc with 1 kw. KERN-FM went on the air in 1948 and duplicates KERN on 94.1 mc with 9.1 kw. Broker was Hamilton-Landis & Associates.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 76).

- KFDA-TV Amarillo, Tex.; KFDW-TV Clovis, N.M. and KSWB-TV El Paso, Tex.: Sold by Sid W. Richardson Foundation to Perry R. Bass for total consideration $2,295,000 with sale of KRTX McAllen, Tex. (see story this page).

- KRTX McAllen, Tex.: Sold by Bass Broadcasting Co. to Gene L. Cagle (see story this page).

- WZOE Princeton, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Russell Wellington Holcomb and Ruel Burdette Van Wert for $125,000 plus $40,000 for agreement not to compete. Mr. Holcomb was formerly part owner of WCNR Hillsdale, Mich. WZOE operates on 1490 kc with 1 kw day and 250 w night.

COMMUNITY TELEVISION

- Wisconsin Theater Video Corp., Eau Claire, Wis.: Sold by Gene Grengs and Arthur Rubenstein to Wisconsin CATV Inc. for approximately $2 million. Eau Claire system serves 6,200 subscribers and brings in 10 TV signals from Eau Claire, Wausau and LaCrosse, all Wisconsin; Minneapolis-St. Paul, and Rochester, Minn. The system also includes a weather channel, charges $10 installation fee, and $5 monthly. Potential is 10,000 subscribers. Alvin H. Hartman, Providence, R.I., is chairman of the buying group; Monte Rivkin, Daniels Management Co., is president.

Wisconsin CATV Inc. is principally
owned by Narragansett Capital Corp., Providence, R.I., which owns 10 other CATV systems, in Nevada, California, Oklahoma, Kansas, Louisiana and Minnesota. Broker in the Eau Claire transaction was Daniels & Associates.

* Hobbs TV Co., Hobbs, N.M.: Sold by National Trans-Video Inc. to Gregg Cablevision Inc. for $1.5 million. Gregg Cablevision, a subsidiary of LIN Broadcasting Inc. which is principally owned by Frederick Gregg Jr., is building CATV systems in Illinois, Kentucky and Florida. This is Gregg Cablevision's first CATV acquisition; an announced purchase last summer of Valley-Telecasting Inc. (owning systems in Yuma, Az.; El Centro, Holtville, Brawley and Calexico, all California) from Bruce Merrill's American Cable Television Inc. for $4 million (BROADCASTING, July 26, 1965) was never consummated.

LIN Broadcasting owns WMAK Nashville; WAKY Louisville, Ky.; KEEL Shreveport, L.A.; KAAT Little Rock Ark., and WTVP(FM) was to be changed to WAND(FM) Feb. 14, in Decatur, Ill., which it bought from Metromedia Inc. in December for $2 million.

National Trans-Video is a group CATV owner, principally owned by C. A. Sammons who also controls KTRN Wichita Falls and KIXZ Amarillo, both Texas; KELI Tulsa, Okla.; KHOG Fayetteville, Ark., and KWAT Watertown, S. D.

The Hobbs CATV system serves 4,700 subscribers with TV signals from Roswell, N.M.; and Lubbock, Midland, Odessa and Monahans, all Texas. Charges are $35 installation and $5 per month, or no installation fee and $7.50 per month. Broker in the Hobbs sale was Blackburn & Co.

New TV stations

As of Feb. 1 there were 125 construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 79 were commercial UHF's, 6 were educational VHF's and 21 were educational UHF's.

Stations which have recently gone on the air:

WJKS-TV Jacksonville, Fla. (ch. 17), has completed construction of antenna and is undergoing 50 kw transmitter power tests, according to Fred Weber, executive vice president of Rust Craft Broadcasting Co. Station is fifth Rust Craft facility and its first UHF. WJKS-TV is authorized for 1.03 megawatts visual, 102 kw aural. Station's representative is Petry. It is affiliated with ABC-TV.

KWCM-TV Appleton, Minn. (ch. 10), noncommercial station received authorization to go on the air Jan. 19 with 316 kw visual, 37.1 kw aural. Licensee is Twin City Area Educational TV Corp and West Central Minnesota Educational TV Co.

WCMC-TV Wildwood, N.J. (ch. 40), went on the air Jan. 25 with 14 kw visual and 2.5 kw aural. Station is licensed to Jersey Cape Broadcasting Corp. and is affiliated with WCMC Wildwood. Station's representative is Robert S. Dome, Philadelphia.

ABC Radio in L.A. to get new facilities

ABC Radio's facilities in Los Angeles are going to get a facelift. About $1 million will be spent to give the ABC Radio Network, ABC Radio West and ABC-owned KABC Los Angeles a modern home.

The existing building at 3321 South La Cienega Boulevard, will be more than doubled. The addition will contain all operational facilities, including KABC and network control rooms and studios, transmitters, editing and recording areas, tape library and listening room, transmission area, news department and network production. Custom-built, solid-state consoles, turntables and cartridge machines will be installed.

The $1 million investment, approved by the board of directors of ABC Inc., will be for the expansion of the building, remodeling of studios and for new electronic equipment and transmitter. Completion is expected by December. All the equipment will be installed by Gates Radio Co., Quincy, Ill.

NAB lists additions, withdrawals from code

For the period Nov. 15 to Dec. 15, 1965, 37 stations were added to the radio code of the National Association of Broadcasters. Twenty-five stations withdrew from the code during the period.

Stations added: WBYE Calera and WCMT-AM-FM Birmingham, both Alabama; KAPR Douglas and KKFIF Tucson, both Arizona; KVEE Conway, Ark.; WNLC New London, Conn.; WFOY St. Augustine and WSLC Clermont, both Florida; WDHF(FM) Chicago; WPOK Pontiac, Ill.; WNGE New Orleans; WESX Salem and WJDA Quincy, both Massachusetts; KDCE Espanola, KENM Por-

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis and Associates, Inc. have appraised many millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance reasons. And many because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our services are thorough and the price reasonable.
WTVX(TV) Fort Pierce takes to the air on a 'shoestring'

Is it possible for a television station to go from an idea to the air in less than nine months? And is it possible to do it with an outlay of less than $100,000? WTVX(TV) (ch. 34) Fort Pierce, Fla., which goes on the air Feb. 15, has succeeded in both of these categories.

The station's license is held by Indian River Television Inc., and its story was explained last week in an interview with William Minshall, Indian River Television's president and general manager. He stated that the station was able to move rapidly through procedural phases, starting with the FCC application last May, because of the "wonderful cooperation" of the FCC's Broadcast Bureau.

How were pre-on-the-air expenses kept to such a minimum?

"We handled all the paper work ourselves without the benefit of lawyers or consulting engineers," Mr. Minshall said. "We bought our equipment from UHF stations that had gone off the air—and the BROADCASTING YEARBOOK was a big help in locating these outlets—and from stations that were going to color and were willing to give up black-and-white equipment economically."

Indian River Television was able to buy a building that had housed WTVI(TV) Fort Pierce, a UHF outlet that ceased operations in 1960, for a down payment of $10,000, he stated.

Good Year for UHF • Mr. Minshall observed that 1966 seems to be a more propitious time for a UHF operation than 1960.

The station is owned by a group of Fort Pierce business executives. In addition to Mr. Minshall, the group includes R. W. Koblegard, secretary of the corporation; R. N. Koblegard, treasurer, and J. P. Beacom, vice president. R. M. Chambelin will be chief engineer.

WTVX will be a prime affiliate of CBS-TV and will be able to telecast network programs in color. It will be represented nationally by Robert Eastman TV.

The station will cover an area in which 75,000 people live, according to Mr. Minshall. It has set an operating budget of $12,500 a month for 1966 and will operate with a staff of 13, from 7:30 a.m. to 12:30 a.m. It faces competition from stations beaming from West Palm Beach, Fla., 60 miles to the north.

Mr. Minshall is a broadcast veteran of 22 years and has been sales manager of KMOG Tulsa, Okla.; manager of WOCO Gainesville, Fla., and sales manager of WCPO Cincinnati.

Walters, KBRY Roswell, KZKE Farmington and KBRY Albuquerque, all New Mexico; WAER(FM) noncommercial, Syracuse, N. Y.; WHCC Waynesville and WLNC Laurinburg, both North Carolina; WERE-AM-FM Cleveland; WNNO-FM Mansfield, WHOP Canton, WGLN-FM Logan and WWIN Canton, all Ohio; KBNQ(FM) Bethany, Okla.; WJUN Mexico and WMRP-AM-FM Lewistown, both Pennsylvania; WMSR-AM-FM Manchester, Tenn.; KKA Seattle; KXLE Ellensburg, Wash.; WKAU Kaukauna, Wis.


West Coast pioneers officially underway

The board of directors of a new industry organization, Pacific Pioneer Broadcasters, was elected last Wednesday (Feb 2) and papers of incorporation were immediately issued by the state of California. The officers of the new group are announcer Art Gilmore, president; W. J. Beaton, president and general manager of KIYV Glendale, Calif., and George Allen, TV account supervisor in the Hollywood office of Dancer-Fitzgerald-Sample Inc., both vice presidents; Lisle Sheldon, principal in an advertising agency bearing his name, secretary; Robert P. Myers, Hollywood copyright attorney, general counsel and assistant secretary and Evelyn Bigsby, former magazine publisher, treasurer.

The name of the new organization is tentative. It's made up of members who seceded from the parent Broadcast Pioneers, a national body. As of Feb. 1, the Pacific Pioneer Broadcasters claimed more than 200 fully paid members. The next meeting of the group is scheduled for April 1.

Speakers lined up for NAB convention

The speakers' list for the management luncheons at the 44th annual convention of the National Association of Broadcasters is now complete. And the concurrent Broadcast Engineering Conference has lined up two of its luncheon speakers.

The convention will be held March 27-30 in Chicago.

NAB President Vincent Wasilewski will make the keynote address at the Monday (March 28) luncheon; FCC Chairman E. William Henry will speak Tuesday (March 29), and General Maxwell Taylor will address the delegates Wednesday (March 30).

Georges Hansen of the European Broadcasting Union, and John Chancellor, director of the Voice of America, will speak at the engineering conference Monday and Tuesday, respectively.

Mr. Hansen, director of the technical
Why doesn't someone invent...

Don’t blink your eyes, or someone will. It seems that no idea is beyond the power of electric service. And that's what makes the future happen—imagination, plus energy.

The imagination of people, plus the energy of industry in meeting the needs of people, has helped create many of the good things Americans enjoy today. Playing a large part in this partnership have been the people of the investor-owned electric light and power companies—and the people they serve. Together they have built an electric power industry that has helped America grow.

It's the system that has always worked best for a free people. Call it free enterprise—the American way—or what you will. This partnership of imagination and energy has always led to progress.

**Investor-Owned Electric Light and Power Companies**

*Names of sponsoring companies available through this magazine.*

Watch for “Hollywood Palace,” with host Donald O'Connor Saturday, February 12, 9:30 P.M., Eastern Time, on ABC-TV.
Groundhog Day but the shadow was the FCC’s

A small California community educational TV station, KRU (channel 33) Oxnard, went off the air last Wednesday (Feb. 2) after trustees of a local educational district learned it had been operating illegally for almost a year.

How did the educators wind up on the wrong side of the law? Last year they received a certificate 330P from the FCC, built their station and began broadcasting in April to the 2,300 students in the five primary and secondary schools in the Rio School District. But the certificate, which the district staff believed was a construction permit, was actually only a license to operate the station. The permit expired last Oct. 18, before 330L, an application to operate, was filed.

“We're small,” explains District Superintendent Morris Weber. “We can't afford Washington attorneys to tell us what to do.”

The FCC at first didn't accept the explanation. The station was told to cease broadcasting and start the filing process from the beginning. But Mr. Weber made a hurried call to Washington and was given a 30-day emergency license to operate until a conventional license can be issued.

As a result of these difficulties, KRU, one of the first of the new class of television stations set up by the FCC for communities of 25,000 population or less, has lost a major source of its programming. The nearby Oxnard Air Force Base was providing programs but now will not participate in the educational station's activities until a formal license is granted.

center of the EBU since 1956, has been active in Belgian and European broadcasting since 1932 when he joined the Belgian Broadcasting Corp. He has participated in several International Telecommunications Union conferences and is vice chairman of the International Radio Consultative Committee's Study Group XI—the television group.

Media reports...

Request refused • The California assembly rules committee has turned down a request for a $20,000 appropriation to be given for a research project on the subject of "fair trial vs. free press." The request was made by Assemblyman George A. Willson (D-Huntington Park), chairman of the assembly judiciary committee. Mr. Willson cast the only dissenting vote in a state judicial council decision last year to bar all photographers and broadcasters from courtrooms (also see page 57).

Join MBS • Mutual has announced new affiliation agreements with WMAD Madison, Wis., on 1550 kc with 5 kw day; KCLU Rolla, Mo., on 1590 kc w. As a result of these difficulties, KRU, one of the first of the new class of television stations set up by the FCC for communities of 25,000 population or less, has lost a major source of its programming. The nearby Oxnard Air Force Base was providing programs but now will not participate in the educational station's activities until a formal license is granted.

Plan for the Finest in High Band VTR Color Performance

THE CONTINENTAL

Visual/Allen Model V/A 100G
Master Color Video Tape Recorder

The only complete color VTR

The total number of U. S. color-TV households as of Jan. 1 was 5,220,000 according to NBC estimates.

Hugh M. Beville Jr., vice president, planning, NBC, noted that the total represents an increase in one year of 2,410,000 color-TV households, a gain of more than 85% over the Jan. 1, 1965 color figure of 2,810,000.

On the basis of several favorable prospects, Mr. Beville predicted that by the end of 1966 color home circulation would approach the 10 million mark. He cited as positive factors the enlarged capacity of color-tube and receiver manufacturers and the outlook for increased consumer purchasing power in 1966.

NBC estimates that 9.7% of all TV households are color homes.

It was pointed out that the NBC figures are based on a variety of authoritative sources and special surveys and encompass such factors as color-set production, inventory (at the factory, distributor and retail levels) and set scrapage.

Broadcasting seminar planned for summer

The Academy of Commercial Broadcasting, Sharon, Mass., will open its doors this summer for a two-month seminar, June 27-Aug. 26. Additional seminars or continuing courses may follow. Edward C. Obrist, founder and president of the academy, has had diversified broadcast experience in the Northeast and most recently has been assistant professor of communications at Boston University.

Technical orientation and study will be conducted at wwlP(Tv) Springfield, Mass.

Mr. Obrist said the academy will
place heavy emphasis on government-industry relationships, as well as concentrated courses in programming, advertising, marketing, sales, management and other related phases concerned with broadcasting.

More detailed agenda will be announced at a later date.

**CATV planned for Westchester county**

The New York Telephone Co. was reported last week to be principal backer of a new community antenna television project being organized in three communities in New York's Westchester county, suburb of New York City. A New York Telephone Co. representative, however, denied the phone company has any knowledge of the project.

The new company, Clear Vision TV Corp., would be set up to deliver New York City television signals to White Plains, New Rochelle and Mt. Vernon.

Clear Vision has made applications to the three Westchester communities over the past several months through Edwin Dooley, one of the principals.

Attorney for the group, Herbert Stone of Rye, N. Y., said Clear Vision would be "virtually a subsidiary of the telephone company."

According to Mr. Stone, the phone company would build the systems and have a majority holding in the antenna venture.

He said the CATV's would probably limit themselves to signals available in New York City. He thought one antenna would be sufficient to service the three projected systems. Mr. Stone suggested that affiliation with New York Telephone is essential in these areas because use of underground duct space owned by the phone company is involved.

Unanimity required

The FCC last week held that two of three parties to a share-time agreement cannot change the terms of the agreement without the participation and consent of the third party.

The commission reached that conclusion when it dismissed the application of WHAZ Troy, N. Y. (which shares hours of operation with WVEP and WPOP, both New York City) for assignment of license of nighttime hours to WVEP and its daytime privileges to Troy Record Co. WPOP opposed the agreement.

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**Draw a bead on Lincoln-Land**

When you're out to trigger big ad response in Nebraska, set your sights on the other big target—Lincoln-Land. It's the 78th largest market in the U.S., based on the average number of homes per quarter-hour delivered by all stations in the market.*

In Lincoln-Land you can zero in on more than half of all Nebraska's buying power. And the best way to bag your share of this market is with a schedule on KOLN-TV/KGIN-TV.

Let Avery-Knodel be your guide. They'll provide the ammunition you need—the facts about KOLN-TV/KGIN-TV, Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

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**AVERAGE HOMES DELIVERED —**

10:00 - 10:15 News Times

(March, 1965 Nielsen)

LINCOLN-LAND "A"........106,000
KOLN-TV/KGIN-TV.......81,800
OMAHA "A"...............62,100
OMAHA "B"...............50,400
OMAHA "C"...............47,000
LINCOLN-LAND "B".......17,800
LINCOLN-LAND "C".......12,400

*ARD Ranking. Rating projections are estimates only, subject to error and limitations of source material and methods, and may or may not be accurate measurements of true audience.

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**KOLN-TV/KGIN-TV**

CHANNEL 10 - 314,000 WATTS
CHANNEL 11 - 314,000 WATTS

1900 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OWN NIO MARKET

Avery-Knodel, Inc., Exclusive National Representatives

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**Revolt backfires**

At noncommercial KCET(TV) Los Angeles, last week, a palace revolt took place but it was dissident rather than loyalist heads that rolled. Allegations were made by members of the station's creative staff against James Robertson, KCET general manager. Among other things, Mr. Robertson was charged with poor management and with causing a large-scale turnover in personnel. The complaints were filed by about 25 members of the station's staff.

Dr. Lee DuBridge, board chairman of KCET, flatly rejected the allegations and suggested staff members resign if they cannot get along with management. First to do so was Jim Case, director of special projects. He was followed by Russ Burton, public relations director.

According to Dr. DuBridge, the antimanagement allegations were found to be mostly minor and part of the station's normal growing pains.
Ratings found 99 99/100% pure

CONTAM study says audience measurements provide reasonably accurate estimates, but further improvements can still be made

National television program ratings were given a basically clean bill of health last week as the Committee on Nationwide Television Audience Measurements reported on studies it has been making since 1963.

The committee attempted to answer, with as much finality as possible, major national-ratings questions raised during the 1963-64 congressional investigation of program services—questions that in most cases had also been raised before and in some cases have persisted since.

There has been some, and should be more, improvement in ratings as a result of the congressional probe, the committee said. But it also found that ratings furnished reasonably reliable national audience estimates even before the probe.

The committee, known as CONTAM, was formed by the three TV networks during the 1963-64 hearing. One phase of its work was a 94,000-interview project for which it called in an independent research firm and paid $100,000. Other phases included the drawing and testing of some 16,000 different survey samples.

The findings, as reported last week, included these:
- Small random samples are effective in measuring TV viewing. Specifically, a random sample of 1,000 homes (approximately the size of A. C. Nielsen Co.'s national sample, which has been widely criticized as too small) is enough to provide satisfactory national ratings. The money needed to increase a sample above the 1,000 level would be better spent in controlling other sources of possible error.
- Sample members who cooperate with rating services (those who keep viewing diaries, for example, or allow meters to be attached to their sets) watch TV more than noncooperators do. At levels of cooperation formerly achieved, this cooperator bias caused ratings to be significantly inflated. The error, however, was rarely big enough to change the rank order of programs, and the level of cooperation has since been increased to a point where the error has become much less important.

Even so, cooperation levels should be increased further.
- The cooperators in a sample tend to be younger and better educated than noncooperators, and also to have larger families. Thus the ratings of programs having the highest proportions of young, well-educated and large-family audiences are inflated more than the ratings of programs having fewer of these viewers.
- As a result, contrary to widespread belief, the ratings of the so-called better programs would be even smaller than they are now, if the viewing of noncooperators could be taken into account. (In a special study that did include noncooperators, it was noted, the ratings of That Was the Week That Was, documentaries and The Danny Kaye Show all were substantially lower than when based on cooperators alone.)
- Although there's been a lot of talk about conflicts between Nielsen and American Research Bureau ratings figures, they are remarkably similar when they are measuring the same programs at the same time. When they differ substantially, it's usually because their measurements were made in different weeks or different areas.
- This doesn't necessarily mean that both Nielsen and ARB are right. It does suggest that all the questions raised thus far—the possibility of error in the recording or reading of the Nielsen meter tapes or the ARB diaries, the chance of cheating or mistakes by field personnel, etc.—are not likely to represent more than minor errors in either service. Both face the problem of cooperation bias. But it seems unlikely that either is subject to a major error not affecting both.

CONTAM reported many of its findings to the House Investigations Subcommittee of the House Commerce Committee in executive session while its hearing was still in progress, and they were reflected in the subcommittee's report, issued last month (Broadcasting, Jan. 17).

Last week was the first public disclosure of details, however. It was made Wednesday (Feb. 2) at a luncheon meeting of the International Radio and Television Executives Society in New York.

The presentation was by the three CONTAM members: Julius Barnathan, ABC vice president in charge of broadcast operations and engineering; Hugh M. Bevillé Jr., NBC vice president, planning; and Jay Eliasberg, CBS-TV network research director.

The committee's work and findings have also been summarized in a 26-page booklet, "How Good are Television Ratings?" by Martin Mayer, well-known writer on education and communications. Copies of the booklet were distributed at the IRTS luncheon, and it will be put into national distribution by the Television Information Office on Thursday (Feb. 10).
8,000 Samples • To establish whether sampling is applicable to TV viewing, CONTAM took 56,385 diaries collected by ARB in its March 1963 national sweep. From these it drew, by computer, 8,000 different samples of varying sizes— 800 samples for each of 10 network programs chosen to represent different program types, lengths, days and times of presentation, network origin and size of rating. For each program there were 100 different samples in each of eight sizes—25, 50, 100, 250, 500, 1,000, 1,500 and 2,500 diaries.

The true rating for each of the 10 programs was determined from the total universe of 56,385 diaries. Then the 800 different smaller samples for each program were checked to see how close each came to the true rating. They came close.

Out of the total of 8,000 samples, CONTAM noted that statistical theory predicted that 5,460 would produce results falling within the first standard error (a statistical measure of dispersion); actually, 5,475 of the samples produced results within that range. Theory said about 7,637 would be within two standard errors; 7,668 were. Theory said about 7,979 would be within three standard errors; 7,975 were.

While these tests established that statistical theory is applicable to audience measurement another question remained: Is theory correct in predicting that for a given size sample, accuracy is virtually the same for any size “universe”? To get the answer CONTAM took, out of the 56,385 ARB diaries 4,927 that had come from a single section of the country. These were used to develop another 8,000 samples of different sizes for the same 10 programs. The samples drawn from the 4,927 diaries produced results substantially identical to those drawn from the total universe of 56,385.

Small Difference • Because Nielsen's approximately 1,000-home sample had been under fire, CONTAM made a special analysis of its own 1,000-diary samples. There were a thousand of these (100 for each of the 10 programs), and 61% were found to differ by no more than one rating point from the true ratings as determined by the entire 56,385 diaries.

Finding the effects of cooperator bias called for a different approach. By definition, noncooperators do not reveal their viewing habits to rating services. In the past, these had represented about two-thirds of those originally asked to keep diaries and about half of those drawn for TV meter installations.

Cooperation in telephone interviewing is much higher, however. ARB furnished the phone numbers of approximately 175,000 homes solicited in its November 1963 sweep, together with information on which ones had refused to keep diaries. CONTAM then called in Eric Marder Associates, an independent research firm, to determine and compare the viewing of cooperators and noncooperators.

With the help of Dr. Gerald Glasser, professor of business statistics at New York University, the Marder firm worked out of these phone numbers a nationally balanced sample that contained more than 94,000 homes. These were interviewed by phone from 89 locations scattered across the country. They produced, after eliminating some 4,600 calls by interviewers whose work seemed unreliable, a total of 84,302 completed interviews.

Of these, 27,635 were with people who had cooperated initially with ARB and 56,667 were with people who had refused ARB diaries.

The interviewing dealt with 14 network evening time periods in the week started March 25, 1964, and was done during those periods. On the average, 6,000 homes were tabulated for each of the 14 periods. Mr. Mayer's booklet summarizes the findings as follows:

Confirmation • “The results confirm the long-standing and logical belief that cooperators watched television significantly more than noncooperators.

Of the 42 programs (actually, 40 different programs, because two of them ran over into other measured half-hour segments), five ran 20% higher in the ratings given by the cooperators than they did in the ratings given by the total group—Outer Limits, East Sidel West Side, New Australia (a documentory special), Danny Kaye and That Was the Week That Was. Seven ran lower in the cooperators' ranking than in the total ranking, though only three—Breaking Point, Rawhide and The Price is Right—by as much as 5%.

In rating programs as most popular and least popular, however, the cooperators agreed quite closely with the total sample. Of the 10 ranked highest by the cooperators (on whose reports the published ratings had been based), nine were also ranked highest by the total sample. The three top shows were identical. Of the 10 ranked lowest by the cooperators, nine were also ranked lowest in the total.

“...In 11 of the 14 half-hours, the total sample gave the networks the same 1-2-3 rank order of programs that had been estimated by the cooperators. . .”

The Mayer summary concluded: “It is clear that network ratings have furnished network decision-makers with reasonably reliable estimates of program audiences. 'Cooperator bias' does not drastically misstate the popularity of television programs.”

Even so, CONTAM felt that even better cooperation levels are needed, at least the 80% level recommended by the Advertising Research Foundation for all surveys. It was noted that Nielsen now has brought its cooperation rate up to 75%, and that ARB has consistently reduced the effects of cooperator bias in its studies by arbitrarily reducing its ratings to take this bias into account.

ARB vs. Nielsen • CONTAM's comparison of ARB and Nielsen ratings was undertaken to see whether their different techniques might involve signi-

Griffin tries do-it-yourself ratings

Mr. Nielsen, watch out. Merv Griffin is getting into your act.

Actually, the host of the nightly Merv Griffin Show, which is syndicated to 37 stations, is not going into the ratings business. But he has installed opinion meters in the seats of the Little Theater in New York, where the program is taped. He asks his audience to register their preference for each of the prime-time network programs they watch if they were at home at that time. The segment will be a daily feature of the 90-minute, five-day-a-week program.

The electronic device, manufactured by the General Electric Co., also will provide instantaneous ratings for each time period, a program spokesman said. Approximately 400 persons attend the taping of each Griffin program, with about 85% of the audience in the adult category (over 21 years of age). From time to time the device will be used to poll the audience on vital issues of the day.
Curtain lifts as TV cameras tape special on movie lot

Electronic cameras have established a foothold in what was once an enemy camp. Setting the precedent was NBC-TV's Danny Thomas special, *My Home Town*, scheduled to be shown last Sunday (Feb. 6). Produced at Metro-Goldwyn-Mayer in Culver City, Calif., it's believed to be the first television show to be taped completely on a motion-picture studio lot.

For the Mark Armistead Television Co. the telecast also represented the culmination of a seven-year itch. When the company started in the business of leasing video-tape production facilities and personnel in 1959, it wanted to bring about the blending of the best techniques of motion pictures and live television. But the International Alliance of Theatrical Stage Employees, the union which controls the finest technicians in the motion-picture industry, had to be convinced.

The film union considered the electronic camera a foreign tool. Its rules called for a film crew to be hired on a standby basis any time a live TV crew worked on a movie lot. This threw costs for tape and live productions up at least 20% and, in effect, perpetuated movie lots as a sacred preserve for film-makers.

As its first step in bringing about the wedding of the best of live TV and film, Mark Armistead TV enlisted the aid of IATSE. It gave demonstrations of tape techniques on studio lots while emphasizing that television would not destroy or undermine film but would join forces with it. Next it induced the union to add trained broadcast-engineering personnel to its ranks. Finally, a year ago, the IATSE curtain was parted. The union and the major Hollywood film-production companies came to an agreement that allows TV shows to be taped on studio lots at rates comparable to movie rates.

Until recently few TV productions had taken advantage of the opening. Some pilots and commercials had been taped in the movie domain. But the Danny Thomas special is the first full-sized TV production to use studio facilities.

The outstanding advantage of doing live TV from a movie lot is made obvious in the special. Among the scenic backdrops that show up on the program are MGM's Spanish street, a World War I battlefield, a French chateau, a New York street and the replica of the famous ship, *Battleship*. Also brought into use for the filming was MGM's entire back-lot facility.

Besides giving a breadth and depth to TV productions previously unavailable, the electronic-film merger is valuable because almost any show can be shot much cheaper using TV techniques than by film. Yet film techniques and facilities can add a high degree of slickness and polish to a production.

Mark Armistead TV provided all production facilities and personnel for the Danny Thomas special. To date it's the only video-tape production company in the country with an IATSE contract permitting shooting on a movie lot.

significant sources of error. Since the study found that under identical circumstances the two services produced remarkably similar results, CONTAM concluded that neither was subject to major error not common to the other as well.

Though their figures differ, their rankings of programs don't vary much. CONTAM said that 19 of Nielsen's top 20 in the spring of 1963 were on ARB's top 20 for the same period, and that the same was true of the bottom 20.

The two services also agreed on the number-one program in a given time period 46 times out of 49 possibilities. CONTAM said, and in two of the three other cases they disagreed only to the extent that one service gave first place to a program that the other service showed in a tie for first.

"Ratings are an aid to decision-making, not a goal in themselves," Mr. Mayer says in the summary being distributed by TIO. "Network program executives do not need precise measurements to tell them that they wish to keep *Bonanza* on the air, or that they wish to find a replacement for [one at the other rating extreme]."

"It is in the middle area, where a program looks almost but not quite popular enough to justify its air time, that inaccuracies can do injustice both to people who love the show because it's their living and to people who enjoy watching it. Subject to the complicated calculus of costs and benefits, ratings must be good enough to help people make the hard decisions."

CONTAM is one of several groups working on ratings improvement. Another, called COLTAM is concerned with local TV audience measurements. The National Association of Broadcasters and the Radio Advertising Bureau are working on radio audience measurement methodology, the Broadcast Rating Council has been formed to audit rating services and seek improvements in methodology, and the various services have undertaken a number of improvements in their techniques and operations.

Film sales . . .

*The Merv Griffin Show* (Westinghouse Broadcasting Co.): WABE-TV Atlanta; WCCO-TV Minneapolis-St. Paul; WDAF-TV Kansas City, Mo.; WDAF-TV San Antonio, Tex., and WFLA-TV Tampa, Fla. Now in 37 markets.

*Auto Racing Specials* (Triangle):
Advance sales made by Reade-Sterling

Walter Reade-Sterling Inc. has placed a package of 24 first-run features into syndication and has completed more than 20 sales in advance of official release.

Included in the package, called "Cinema 100" are: "This Sporting Life," "Lord of the Flies," "The Organizer," "The Day the Earth Caught Fire" and "The Luck of Ginger Coffee." Featured in the films are such performers as Dirk Bogarde, Laurence Olivier, Claudia Cardinale, Kim Stanley and Marcello Mastroianni.

Elliott Abrams, vice president of the TV division announced last Thursday (Feb. 3) that advance sales have included WOR-TV New York; KIIS-TV Los Angeles; WGN-TV Chicago; KPIX-TV San Francisco; KDKA-TV Pittsburgh; CKLW-TV Windsor, Ont.-Detroit; KSHO-TV Las Vegas; KTAR-TV Phoenix; WTTV-TV (TV) Bloomington-Indianapolis; WKEF-TV Dayton, Ohio; WGR-TV Buffalo, N. Y.; KPRC-TV Houston, and WKZO-TV Kalamazoo, Mich.

Jesuits plan courses on TV programing

Two wrongs don't make a right. So instead of damning bad television shows, the Jesuits are setting out to train individuals to create and appreciate good programs.

The training, announced by the Rev. Celestin J. Steiner, S.J., chancellor of the University of Detroit, will be conducted around the world and aimed at movies as well as television.

Father Steiner and four other Jesuit continental secretaries will meet in Rome March 7-12 to put final touches on the plan. The secretaries will form the International Secretariat for Communication of the Society of Jesus, and the project will be handled by the Jesuit-run schools, colleges, seminaries and missionary institutions.

He noted that creation of the Legion of Decency, "about the only effort the church has made to get people to view critically . . . was a purely negative and . . . ineffectual approach." The new plan will help bring about "a cultural awareness of the dominance of the visual image in today's world. It is creating a different world than we have ever known before, and mankind must begin to develop a critical eye."

Father Steiner said the program hopes to make only positive contributions and does not intend to imply criticism of the TV or film industries.

He noted that the Jesuits have a directive to establish schools of communications in Jesuit universities where they do not exist now, and to strengthen those in operation. The plan, he added, means "every Jesuit will be trained to some degree in the communication arts and in the mass media. . . ."

The University of Detroit will be the North American center and clearing house for the project.

Sophia Loren can show you how.

Interested?

The Television Film Exhibit (TFE-66) at the National Association of Broadcasters convention this spring will have 20 distributors participating, two more film companies than in TFE-65.

For the first time the TFE will be held at the convention-headquarters hotel (Conrad Hilton). It will take up most of the fifth floor. At previous Chicago NAB conventions, the exhibitors were set up at the Pick-Congress, a block away.


Loevinger says public will control quality

With the average TV station programming 6,000 hours a year one can’t expect them all to be masterpieces, FCC Commissioner Lee Loevinger said last week. He also reaffirmed his stand against government interference in programming. Mr. Loevinger stated his views in a videotaped appearance on Northwestern University’s Your Right to Say It.

The program was aired Sunday (Feb. 6) on WGN-TV Chicago and noncommercial WNYC-TV New York (Wednesday 8 p.m., Saturday 10:30 p.m.).

Commissioner Loevinger observed that during the high point of Hollywood’s movie-making days the eight major studios there only turned out 150 grade A films or 300 hours a year. This compares today with “600 television stations running wide open.”

In spite of the volume “there are good programs on the air today,” Mr. Loevinger said, although he admitted there is plenty of poor programming too. But, he added: “It doesn’t make a bit of difference to me what kind of programming I don’t watch.”

Mr. Loevinger said he naturally is concerned that a lot of programs he doesn’t think are very good are being telecast now. But he said there is more danger in a commissioner or a commission trying to impose ideas about program quality upon stations than in letting the viewers and competitive survival in the marketplace take care of the matter.

Marx brothers become animated for ’66-’67

An animated color series, The Marx Brothers Show, is currently in production in Hollywood and will be released to syndication for a start this fall, it was announced last week.

The series will consist of 156 seven-minute episodes and is being produced by Filmation Associates, Hollywood. The producers are Norman Prescott and Lou Scheimer. The series is being distributed by Miles Film, New York, of which Jerry Liddiard is sales director. Groucho Marx is technical adviser of the project.

‘Zorro’ reruns ride high with big spenders

Buena Vista Distribution Corp., New York, reported last week that the half-hour Zorro series has been syndicated to 54 stations in the four months since its release, and has attracted a large list of national advertisers in local markets. The series, produced from 1954 through 1956, is in black and white.

Among the major stations which have bought the series, consisting of 78 episodes, are WNEW-TV New York, KTVV (TV) Los Angeles, WGN-TV Chicago, WJBK-TV Detroit, WJW-TV Cleveland, WNAC-TV Boston, KYW-TV Philadelphia, WTTG-TV Washington, WDSU-TV New Orleans, WTVJ-TV Miami and KSL-TV Salt Lake City.

A Buena Vista spokesman said the series has attracted a wide range of advertisers with adult appeal, such as Bayer Aspirin, Spic ‘N’ Span, General Mills, American Home Product, United Biscuit and Score (hair dressing) in addition to those that cater to the children’s market.

Triangle adds Daytona checkered flag to list

Triangle Stations has acquired TV rights to the new Daytona (Fla.) Continental Sports Car Race, scheduled for a runoff last Saturday and Sunday (Feb. 5-6).

Triangle Stations also has the rights to the Sebring 12-hour endurance classic and the Bridgehampton Double 500. Together with Daytona these events represent part of a “million-dollar commitment” for eight international races, composite TV specials of other meets, the syndicated radio series Racing Weekly and live radio coverage of five major races by Triangle Auto Racing Network.

Triangle’s first live network radio event will be the sports car classic from Sebring, Fla., beginning March 6. This 13-hour broadcast will be carried by Triangle’s AM outlets and distributed to stations in the U. S., Canada and through the Armed Forces Radio Service Worldwide. Other coverage will come from Langhorne, Pa.; Watkins Glen, N. Y.; Elkhart Lake, Wis., and Riverside, Calif. Triangle also plans to mount a television schedule of the Sebring race for ABC-TV’s Wide World of Sports, and for syndication.

CRC buys the World transcription library

The acquisition of 40-year-old World Broadcasting System, Philadelphia, by Commercial Recording Corp., Dallas, was announced last week by John J. Coyle, president of CRC. Price was reported to be around $600,000.

With the ownership of World Broadcasting, which will retain its separate identity, according to Mr. Coyle, CRC becomes one of the largest producers of commercial transcription libraries in the country. World was sold by Paul Harron and associates. Mr. Harron is the principal owner of WKTV (TV) Utica, N.Y., and KAUS-TV Wichita Falls, Tex. CRC, with World, now has 800 radio and TV stations using the two transcription libraries. In addition over 200 independent stations and networks use CRC station-identification productions.

Mr. Coyle, former owner of KVIL Highland Park (Dallas), Tex., was a radio-board member of the National Association of Broadcasters from 1963 to 1965.

Preminger goes to court again on ‘Anatomy’

Producer Otto Preminger, who recently lost a legal skirmish over TV presentations of his “Anatomy of a Murder” feature, has bounced back in two courts on behalf of his courtroom thriller.

He has filed an appeal from a decision last month that denied his motion for an injunction to prohibit TV showings of the feature with cuts and commercial interruptions (Broadcasting, Jan. 24). In addition, Mr. Preminger
ABC plans programs
on modern society

ABC News, Elmer W. Lawrence, Boston, Feb. 7, 1966

A group of one-hour specials that will focus on the problems resulting from rapid urbanization and mechanization of society is being prepared by the ABC News, Elmer W. Lawrence, Boston office.

Several of the specials are being worked on by the production staff at ABC News, Elmer W. Lawrence, Boston. The first will be a series of programs on the midpoint of the 1966-67 season on ABC-TV. Others are expected to be carried at intervals of three months.

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Seven places not to call for Vietnam news

Since President Johnson’s peace offensive has sputtered to a halt, an Annapolis, Md., broadcaster decided to try to contact one of the missions of North Vietnam’s National Liberation Front in the Communist capitals of Europe.

He thought that an answer to the question: “Exactly what is preventing your government and that of North Vietnam from sitting down at a conference table with the government of South Vietnam and the U.S.?” would provide a good feature for his new program on WYRE, Annapolis, Md.

So Erny Tannen, president of WYRE, called six different Communist capitals and found out that although the North Vietnamese may be fierce fighters, those who run their missions are not outstanding in linguistic abilities.

In Prague, he reached an English-speaking newsman, but could get no answer because the head of the mission was away on business and would not return for several days.

In Budapest, Hungary, he reached the mission but no one spoke English.

In Bucharest he reached a mission and an English-speaking employee there, but no one from the mission could speak for the NLF.

He was told there were no missions in Belgrade, Yugoslavia; Sofia, Bulgaria, and Warsaw.

He tried Prague again but the head of the mission was still away.

In frustration, he turned to the U.S. State Department which suggested that he contact Algiers. He did. The result was depressing.

He spoke to the NLF mission but the man in charge only spoke Japanese.

Mr. Tannen still doesn’t have an answer to his question. But he can tell you seven places you can’t get one.

done silently and accurately. . . .” He later added: “The electronic and film industries are constantly improving their product so we don’t need additional light.” All photography in the council chamber was done by natural light.

Elton Rule, vice president of ABC-TV and general manager of KABC-TV Los Angeles, speaking as president of the California Broadcasters Association, called the judicial council’s decision “an odious rule which eliminates experimentation.”

Clayton H. Brace, vice president, Time-Life Broadcast Inc. and general manager of KOGO-AM-FM-TV, told the committee that Colorado has permitted radio and television coverage and newspaper photography of court cases for more than 10 years. He showed film quoting Supreme Court Justice Otto Moore of Colorado as saying that in the decade in which cameras and microphones have been allowed to function in the state courtrooms “no complaint has ever been made” that the news media “in any manner whatever prevented a fair trial, or in any way interfered with any person in performing . . . as lawyer, judge, witness or juror.”

Paul B. Comstock, National Association of Broadcasters vice president for government affairs, said the people’s right to know is inseparable “from free speech and free press.”

Assemblyman Willson announced before the session that he was not convinced the restrictive rule is needed and that he will seek to get a motion declaring a moratorium on the agenda of the legislature’s next session. He explained that the moratorium would suspend the judicial council’s Rule 980 and permit time to study and continue experimenting in silent trial coverage.

Networks escalate Vietnam coverage

Stepped-up coverage of the war in Vietnam is planned by the TV and radio networks in the wake of expanding U.S. involvement in that conflict.

ABC-TV, starting last Saturday (Feb. 5), is devoting its entire weekly half-hour Scope news series to the Vietnam conflict and its effects on this country and the world. The network said the programs, with Howard K. Smith as moderator, will continue for an “indefinite period depending on the course of the war and negotiations for peace.”

Scope is currently on 78 ABC affiliates, less than half the network’s full affiliate complement. ABC News officials expressed the hope that more stations would now pick up the program because of what they consider to be its importance to the nation as a war information medium.

Fred W. Friendly, president of CBS News, said CBS had a number of major new projects devoted to Vietnam “in the works,” but indicated that most of them would not be revealed until this week. It was reported that the broadcasting of some of the programs hinges on whether prime time will be made available by the network.

Committee Coverage • CBS-TV planned on Friday (Feb. 4) to cover the Senate Foreign Relations Committee’s inquiry into America’s foreign policy, starting at 8:30 a.m. EST. The network on Feb. 6 scheduled a special (4:30-5:30 p.m. EST) report, The U.N. and the War, featuring Eric Sevareid and Richard C. Hottelet in New York, with Charles Collinwood reporting by Early Bird satellite from Geneva.

NBC-TV is planning live Early Bird coverage from Geneva, site of the proposed peace conference. The network said it planned a special live report from Geneva on Feb. 18 (7:30-8:30 p.m., EST), regardless of whether the meetings were still in the planning stage, in session or recessed. Elie Abel and Sander Vanocur have been assigned to Geneva for the reports.

NBC-TV, according to William R. McAndrew, president of NBC News, plans to “use as much live coverage of the [Geneva] . . . meetings as satellite communications permit — day and night.” Some of the coverage will be in color.

Since ABC-TV and CBS-TV are also expected to provide extensive coverage of any Geneva peace talks, a pooled operation is probable, particularly if debate is prolonged.

The TV and radio networks were giving attention and coverage — both live and on a delayed basis — to events at the United Nations Security Council in New York where the U.S. last week sought arrangements for a peace conference.

Radio Coverage • The four radio networks — NBC, CBS, ABC and Mutual — said they have substantially increased in recent weeks the number of actuality specials, interviews with troops and special documentaries devoted to the Vietnam conflict. NBC Radio, for example, Tuesday (Feb. 8) will present The Vietnam War: Year of Escalation, a report on this country’s involvement in Vietnam since last February.

CBS-TV on Jan. 30 pre-empted a Sunday afternoon Sports Spectacular for a 90-minute forum on Vietnam that was designed to precede actual debate in Congress.

This opening congressional salvo — featuring senators John Stennis (D-Miss.), Wayne Morse (D-Ore.), Joseph S. Clark (D-Pa.), Karl E. Mundt (R-S.D.) and Representative Hale Boggs (D-La.) — was seen by some observers
as placing “Congress on the air with a spectrum of views.” Neither the Senate nor House permit live radio or TV coverage of floor proceedings.

Program notes . . .

Another ‘Dream?’ — Sidney Sheldon, creator-producer of NBC-TV’s I Dream of Jeannie for Screen Gems, has signed a long-term contract with that company to develop properties for the 1968-69 season. Mr. Sheldon will continue producing Jeannie.

Political safari — NBC-TV will present The Congo: Victim of Independence, a one-hour news color special about Africa’s evolution to nationhood, on April 3 (6:30-7:30 p.m., EST). Chet Huntley will narrate the film, which was produced by Ted Yates.

Russian drama — Sir John Gielgud’s adaptation of Anton Chekhov’s drama, “Ivanov,” will be presented as a 90-minute CBS-TV color special during the 1966-67 season.

FBI to front — The U. S. Armed Forces Radio and Television Services has requested prints of ABC-TV’s FBI for showing to U. S. forces in Vietnam through the armed forces TV network. FBI is on ABC-TV, Sundays (8-9 p.m. EST).

TV sequel to novel — National Educational Television will conduct a half-hour program on Truman Capote’s “In Cold Blood,” with the author and detective Alvin Dewey, a principal in the story, appearing to explain the novel’s evolution. Filmed in New York and at Mr. Capote’s homes, the program is produced by Maysles Films Inc.

TV to movies — Hanna-Barbera’s The Flintstones, now in its sixth season on ABC-TV, is going to be made into full-length animated feature film titled “The Man Called Flintstone.” The movie, budgeted at $1.5 million, will be released by Columbia Pictures. It’s second H-B TV property to be translated to motion pictures, first was “Hey There, It’s Yogi Bear.”

Free spots — Storer Broadcasting Co.’s WJBK Detroit is making available without charge a new series of 25 one-minute public service spots “Fortify Our Freedom,” produced in cooperation with the Federal Bureau of Investigation. The series is designed to acquaint Americans with the continuing Communist subversion in the United States. Included in each announcement is the voice of FBI Director J. Edgar Hoover.

For color — KOOL-TV Phoenix, is starting construction on a new studio de-
signed exclusively for live local color. Construction is expected to be completed by June 1.

Back again — Larry Harmon Pictures Corp. has reacquired distribution rights to 156 Bozo, The Clown cartoons from Jayark Films Corp. at a cost in excess of $1 million. Distribution rights were originally sold by Harmon to Jayark in 1957.

Bamboo curtain — Wolper Productions Inc., New York, is developing a 90-minute TV documentary on Chinese history and its Communist revolution. Pulitzer Prize winner Theodore H. White will write the script.

Dance along — A half-hour weekly dance program, Step This Way, featuring Gretchen Wyler, is being internationally syndicated by Triangle Program Sales. The program, co-produced by Triangle and the Colgate-Palmolive Co., is syndicated domestically in 13 markets.

New owner — Joy Recording Studio, Chicago radio-TV commercial producer, has been sold by newscaster Alex Dreir, now on the West Coast, to an investment group formed by several Chicago businessmen. Price was not disclosed. Firm’s new president is George Leathurby.

Networks sift their pilots

Screenings and decisions get underway on the new 1966-67 television fare

Network television schedules for 1966-67 appeared last week to be still more than a month away from any semblance of final order, but replacement programs for the next television year were gradually coming into focus.

Agency program men, who’ve just begun to get a look at pilot projects for next season, are calling this the year no one showed his hand.

According to many agency programers, the networks have put a tighter clamp on film houses than ever before in an effort to keep them from showing pilots to advertisers before the networks get a chance to view the new hopefuls themselves.

ABC-TV screened bits and pieces from 21 of its pilot projects for advertisers last week and mentioned 12 others, but several agency program ex-
executive questioned by Broadcasting said they suspected the network was holding back some surprises.

CBS-TV said it has completed 25 pilots and will begin to make decisions on them at West Coast meetings of program management officials starting Feb. 15.

NBC-TV said it had narrowed its pilot choices to 14 shows, but that pros-

pects by agency men, who said they based their judgment on advance information offered by the network: The Trouble with Freddy, Daphne, Mr. Terrific, The Mouse that Roared, Perils of Pauline, and My Family Right or Wrong.

For ABC those pilots thought to be most likely entries were Iron Horse, One-Eyed Jacks are Wild, The Invaders, From Here to Eternity, Them Monroes, Sedgewick Harits-styles, Prince of Danger and Friends Romans Countrymen.

Writers named to get post '48 proceeds

Writers Guild of America last week revealed the names of the credited writers on 317 post-1948 Universal movies who will be participating in the proceeds from the release of these feature films. The participation was made possible by the resolution of the guild's six-year-old labor dispute with the producing company (Broadcasting, Jan. 19).

The writers will share in the TV grosses on films for which principal photography started on Aug. 1, 1948, and before June 13, 1960. Detailed computations of the proceeds to go to the writers, based on the nature of their individual movie credit and the grosses attained by the films are in progress. It is expected that the paperwork will not be completed for several weeks.

WNUS gets protests over Radio Moscow news

WNUS Chicago, McLendon Corp.'s all-news station, began airing five-minute segments of Radio Moscow newscasts every hour Thursday (Feb. 3). And the programming promptly sparked a rush of phone calls from irate listeners who protested the "propaganda poison."

WNUS President Gordon McLendon said the calls were expected, however, and explained the protests usually precede the compliments he expects the educational venture will draw too. The Moscow broadcasts are recorded off shortwave receivers, he said, and are designed to give the listener a firsthand understanding of how the Russians distort the truth.

The WNUS feature will run eight days, Mr. McLendon said. After a few weeks hiatus the station then plans to air similar English-language newscasts from Radio Peking. Later WNUS hopes to air newscasts from Radio Cairo, Radio Sofia, Radio Bucharest and other propaganda sources. He recalled the McLendon stations drew wide favorable comment including some from the White House in 1962 when a brief two-day trial of Radio Moscow segments was aired.

More money sought for N.Y. ETV programs

The State University of New York is seeking a budget of $1 million for its 1966-67 fiscal year to provide expanded programming to educational TV stations in the state.

Robert Thomas, assistant vice president for communications and assistant to the president of the university, reported in an interview last week that the $1 million budget would represent an increase over the $625,000 allotted for the current fiscal year which ends on March 31, 1966. The emphasis on television education, he said, coincides with the election of Dr. Samuel Gould as president of the state university in 1964. Dr. Gould earlier had been president of noncommercial WNIT (TV) Newark, N. J.-New York.

During the past fiscal year, the TV project, called the State University of New York Television Network, has presented series of programs on law, astronomy, Latin American history, drama, employment guidance and a drama workshop on ETV stations. Some of the programs are presented in cooperation with various educational institutions and may earn school credits for viewers.

The broadened effort during 1966-67 will offer additional programs focusing on both refresher courses for professional persons and on vital community issues and problems, according to Mr. Thomas.

Film speed proves a problem

KOUN-TV Tucson, Ariz., was already filming a special luncheon honoring hometown Astronaut Frank Borman when the cameraman discovered that the film the astronaut was showing was being run 16 frames a second instead of the normal 24 frames used for TV. A film made by the National Aeronautics & Space Administration was no help for it was also a 16-frame print.

The time was short between shooting and airing and the audio had to be edited to fit the video. The film was speeded up to 24 frames per second and only key parts of the speech were used.

Jimmy's coming

Jimmy Brexlin's New York, a one-hour documentary on some of New York's more unusual peoples and places as seen through the eyes of the New York Herald-Tribune columnist will be placed in syndication this fall. The program will be produced by Wolper Productions.

Broadcasting, February 7, 1966

ABC-TV last week offered agency people the network's 'Look of Tomorrow' as program vice president Edgar J. Scherick reviewed 33 pilot projects for the 1966-67 television season. Film clips and trailers from 21 of the new shows were screened for 1000 agency men at the Waldorf-Astoria in New York. Among those present were (l to r) William McKeel, assistant vice president for advertising, Metropolitan Life Insurance Co.; Reynolds Parke, account executive, ABC-TV, and Bart McHugh Jr., vice president, television programming, McCann-Erickson, New York. Production of prototype episodes was not completed on all of them.

A TV program vice president at one major agency said all three networks are a little behind schedule in pilot viewing, partly because of bad weather on the West Coast and partly because of tie-ups created by the color rush.

List of Favorites • NBC-TV was not identifying the 14 favorites on its most-likely-to-success list, but other sources indicated the following are among the top contenders: Tarzan, My 15 Blocks, Police Story, The Monkeys and The Cops and the Hero. Considered less likely, but still given a chance, are Jonathan Winters Show, Girl From UNCLE, The Road West, The Roger Miller Show, Three for Danger and The Unhappyables. (For brief descriptions of these pilots see Broadcasting, Nov. 29, 1965.)

NBC said it was hopeful that all of its pilot possibilities would be available for screening by the end of this week. Pilots for CBS considered hottest
let them show you how to build your feature audience.

"20 GRAND," (actually 24) first-run features, most in color. Interested? You should be!

ABC's new address:
1330 Avenue of the Americas, N.Y. C., LT. 1-7777
OFFICES: CHICAGO • HOLLYWOOD • ATLANTA • SYRACUSE • TORONTO • LONDON • ROME • ZURICH • TOKYO • MEXICO CITY • RIO DE JANEIRO • MADRID • LIMA

abc films
Paley builds park in father's memory

'VEST POCKET' PLAZA TO COST CBS HEAD $1 MILLION

New York will add Samuel Paley Plaza, a $1-million project, to its physical attractions early this summer, thanks to CBS Board Chairman William S. Paley. The new park will be of "vest-pocket" size, a small island among mid-Manhattan's skyscrapers. It was seen by its donor as "central to my concept that small areas in urban communities can be used for park purposes."

The park site has been acquired and will be developed by Mr. Paley in memory of his father, Samuel Paley, a businessman and philanthropist, who died in 1963.

Mr. Paley said at a news conference at CBS last week that he had paid about $750,000 for the property and would spend approximately $250,000 on its development. It will fill a 4,200 square-foot slice of the block that lies between Fifth and Madison avenues. This is the site (at 3 East 53d Street) of the old Stork Club, now being demolished. It is a block and a half east of the new CBS headquarters building at 51 West 52d Street.

Mr. Paley said the park would have a frontage of 42 feet and would be about 100 feet deep. He said he believed similar little park islands could be established "attractively and invitingly" in urban centers.

Paley Plaza will be dotted with 24 locust trees, placed so that their tops form a natural foliage canopy. A high "waterwall" will be built at the rear to provide a visual background and soften traffic noise. The park will also contain chairs and a kiosk that will sell coffee, soft drinks and sandwiches.

Mr. Paley has established the Greenpark Foundation to create and administer the plaza project. Maintenance should come to about $35,000 to $40,000 a year. He said he hoped that the plaza would be turned over eventually to the city of New York.

PGW names new colonels

Radio account executive George Goldman and Chicago TV sales manager Dennis Gillespie have received the 1965 Colonel of the Year award of Peters, Griffin, Woodward, radio-TV station-representation firm.

PGW awards the colonels yearly.

The winning salesman receives a bonus check and a certificate pointing up contributions made to the rep firm.

Mr. Goldman joined PGW Radio in San Francisco in 1964. He received his honors from Don Frost, PGW vice president-radio, in New York. Mr. Gillespie, who joined PGW in research and promotion in 1957 and was shifted to the Chicago office in 1964, obtained his tribute from Lloyd Griffin, PGW president-TV, at a ceremony in Chicago.

Mr. Gillespie also had won a colonel award while in TV sales in New York.

Radio-TV support sought for Red Cross drive

Broadcasters and publishers have been urged to cooperate with local Red Cross chapters in fund-raising and recruiting campaigns to meet vastly increased needs for Red Cross services.

Some 150 radio-TV, newspaper and magazine executives were briefed on the expanding role of the American Red Cross, especially among U. S. fighting men in Vietnam, at a luncheon in New York.

Robert W. Sarnoff, president of RCA and national co-chairman of the 1966 American Red Cross campaign, said Red Cross expenditures in serving Americans in the fiscal year ending June 30 will total $120 million, the highest figure since World War II. Hurricane relief in the U. S. and expanded services in Vietnam, where Red Cross costs are expected to reach or exceed $44 million in the next fiscal year, were cited as principal reasons for the agency's stepped-up needs.

Religious campaign to get test period

The National Council of Churches is about to begin a program to promote religion through television and has chosen Columbus, Ohio, as its test market.

A group of six color commercials, each with 20- and 60-second versions, has been produced at a cost of $41,000, including processing of 600 prints.

Cost of the spots was underwritten by the United Presbyterian Church, but the on-air credit will go to the National Council of Churches. None of the announcements supports any particular denomination.

The national council is seeking free time for the religious messages and says TV stations in Columbus will begin carrying them this month. The organiz-
tion hopes some will be carried in prime time. General release of the spots to local church councils for viewing in other markets will begin in April.

One of the principal lines in the spots is: “Keep in circulation the rumor God is alive.” Overall theme of the campaign: “God is alive.”

Humor to be used in cancer prevention

Cancer isn’t funny. Yet Mel Blanc Associates, Hollywood is trying to sell cancer prevention to the American public with a light touch.

When asked by the American Cancer Society to create a series of public-service radio spots, the commercial-production house analyzed the situation. It found that in the past few public-service promotions on radio were played, fewer still motivated audiences. MBA decided not to emphasize fear but to seek amusing situations with which most people can identify. The objective is three-pronged: to create something stations will want to play, to make the commercials compelling enough so that once played they’d also be heard and to make people buy what the message is selling.

To encourage stations to play the spots and the public to listen, MBA is using celebrities. But not in the usual way. They are not making endorsements. They will not even be identified. Instead their unique talents in selling characters and a line of dialogue are what’s being used.

The commercials will feature, for example, George Burns as a doctor and Jack Benny as his patient. Another spot will have Jimmy Durante as an auto mechanic and Milton Berle as his customer. Pairs of these and such other star twosomes as Eva Gabor and Eddie Albert and Mel Blanc (as Bugs Bunny) and Vince Edwards, through entertaining situations, will attempt to sell the idea of taking a cancer test along with a regular yearly checkup. Sample dialogue from the Benny-Burns confrontation goes:

Jack: Listen doctor, you’ve kept me waiting long enough. I want to see you right now.
Georrge: Well don’t get so excited.
Jack: You’re darn right, I’m excited. I came in here last month for a simple little examination and look at this bill. I’m not going to pay it.
George: Did anyone ever tell you you’re beautiful when you’re angry?
Jack: Oh . . . you noticed.
George: And that “simple little examination” even included a cancer check-up.
Jack: Oh.
George: I knew you wouldn’t take the time to come in here just for that alone, so I included it as part of the examination.

WMCA makes it hot for N.Y. slumlords

Shivering New York City apartment dwellers with complaints of landlords stinting on heat should be able to get action this winter via a call to a service exchange set up by WMCA New York. In a cooperative program arranged with City Buildings Commissioner Charles G. Moerdler, listeners with heating violation complaints are being urged to call WMCA’s special “Heater-Meter” exchange, which will investigate the calls. Trained volunteers working through WMCA’s public affairs department will keep files on the complaints and will supply thermometers and specially designed postcard heat charts to all callers. The callers record apartment temperatures three times daily in a seven-day period on the postcards, which are returned to WMCA. Mr. Moerdler has requested access to the information so that his department may take appropriate action.

Trip to nowhere and back planned by KSFO

On Washington’s Birthday, KSFO San Francisco is going to take 200 of its listeners and their guests on a “Voyage to Nowhere.” It’s part of an elaborate promotion the station is planning for the holiday. The voyage is scheduled aboard the Matson Lines’ S. S. Lurline and will be complete with champagne, Hawaiian lei’s, strolling musicians, buffet dinner and all-star entertainment.

Listeners are being asked to send in a post card with their name, address and phone number. Winners are being drawn every day from Jan. 31 through Feb. 15. Capping the trip will be an on-board feature showing Mel Torme, Allan Sherman, The Brothers Four, Barbara McNair and Stan Kenton and his orchestra, among other acts.

Drumbeats . . .

Reports on slopes = WTRV Troy, N. Y., seeking descriptive reports on skiing conditions beyond newswire reports, flew its own news helicopter and station personality Lee Gray to resorts in a tri-state area (New York, Massachusetts and Vermont). On-the-spot reports from the slopes were broadcast during two weekend periods. Additional trips are planned.

Second honeymoon = KCBS, the CBS-owned radio station in San Francisco, must be romantically as well as promotionally inclined. Between Feb. 7 and 25, it’s giving away 18 honeymoons in Acapulco, Mexico; Lake Tahoe, Calif., and San Francisco. The giveaway is part of a “Second Honeymoon” contest, the first of several major KCBS promotional efforts for 1966.Listeners are being asked to send in post cards with their names, addresses and date and place of their last honeymoon. Cards

Post Office on TV

The Post Office Department is putting zip into its ZIP campaign through a one-minute public-service television spot. In its latest effort, Johnny Puleo pops out of a mailbox to chastise a mailer who had not used the five-digit number. The spot, available in black and white or color, was produced by Wilding Inc., Chicago. Lee Rothberg was the director.
will be drawn at random.

Rating reader • Want bigger ratings? The Katz Agency has the answer. To help media buyers read the numbers in ratings reports, the rep firm's salesmen are distributing bar-shaped magnifying devices, billed as "a sure way to come up with bigger ratings without running afoul of the Federal Trade Commission."

TV award • Some of television's brightest talents have been nominated for outstanding directional achievements in the medium last year. The nominees were announced by the Directors Guild of America. They are Sheldon Leonard, Stuart Rosenberg, George Schaefer, Dwight Hemion and Alan Handley. Winner of the television award, as well as the DGA's Motion Picture Award, will be disclosed Feb. 12 at the guild's 18th annual awards dinner being held simultaneously at both the Beverly-Hilton hotel, Beverly Hills, Calif., and the Waldorf-Astoria, New York. Winner of last year's TV award was Lamont Johnson.

WCBS-TV won't let Hudson be forgotten

The Department of Interior has put into its library a copy of "The Forgotten River," produced by wcbs-tv New York. The film, in color and dealing with the despoliation of the Hudson River, was telecast last October as part of the station's Eye on New York. At the Washington showing were (l to r): Secretary of Agriculture Orville Freeman; Representative Richard Ottinger (D-N.Y.); Secretary of Interior Stewart Udall; Thomas J. Swafford, director of community relations, wcbs-tv, and George Dessart, executive producer of the wcbs-tv documentary that received much favorable comment.

FINANCIAL REPORTS

Supreme Court refuses tax case

Corinthian loses its appeal against ruling that TV-network affiliations cannot be depreciated

A key broadcasting financial item—the depreciation of network affiliation contracts—was hanging in the balance last week following a U. S. Supreme Court action. The court declined to review a lower-court ruling that TV-network affiliations cannot be amortized.

In denying the petition for review filed by Corinthian Broadcasting Co., the Supreme Court in effect upheld a decision of the U. S. Court of Appeals in Chicago. That court held last summer that network affiliation contracts have an indeterminate life and thus cannot be amortized (Broadcasting, Aug. 23, 1965).

It also underscores an adverse ruling by the U. S. Tax Court against Westinghouse Broadcasting Co. four years ago. The U. S. Supreme Court in that case also refused to review. The appeals court reversed a U. S. Tax Court ruling holding that network affiliations could be depreciated over a 20-year life on a straightline basis. (A straightline depreciation means that an equal amount of the asset may be amortized over the expected life of the asset.) The appeals court even went further. It said that in its view TV-network contracts actually might increase in value.

The Supreme Court's action may affect over half a dozen tax cases which have been held in abeyance pending the outcome of the Corinthian litigation. None would guess what the decision meant in its case, although all stressed that each is different in detail from the Corinthian case.

The only comment came from C. Wrede Petersmayer, Corinthian president. He said:

"We were very disappointed that the Supreme Court would not review the case. We felt review was highly desirable, first because the circuit court paid much too little attention to the key facts as found by the tax court with all 16 judges involved." He added that the whole issue of depreciation of intangibles "is still left up in the air, not only in broadcasting but elsewhere."

"Often in a purchase situation, the value of the intangible assets is much more than the value of the tangible assets, and these intangible assets are often much more important to the company. In our judgment, where there is an ascertainable risk of loss, an orderly expensing of that probable loss should be permitted."

The Corinthian suit has been the ob-
ject of intense industry interest. During its 10-year history, other broadcasters have had their cases continued awaiting the outcome of the Corinthian suit. Among these are Hubbard Broadcasting Co., Time-Life Broadcast Inc., King Broadcasting Co. and Northern Pacific Television Corp. (former owners of KXXV-TV Spokane, Wash.), all in U.S. Tax Court, and Columbia Pictures Corp. and Taft Broadcasting Co., both in the U.S. Court of Claims.

Corinthian has two other cases before the Internal Revenue Service involving the same issue. Officials declined, however, to say whether they would press these cases in the face of the Supreme Court decision.

They involve KHOU-TV Houston, sold by Paul Taft and associates to Corinthian in 1956 for $4.25 million (Corinthian allocated affiliation value at $2 million), and KXTV(TV) Sacramento, Calif., sold by William Wright and Sons to Corinthian in 1958 for $4.5 million (the network affiliation was put at a substantially lower value).

In the Westinghouse case, the WBC group sought to amortize $5 million (out of $8.5 million total purchase price when it bought WPTZ(TV) Philadelphia in 1953). The Internal Revenue Service denied this claim. WBC appealed to the U.S. Tax Court, but was unsuccessful. The Supreme Court in 1963 refused to review (Broadcasting, April 29, 1963).

Back to 1956 — The current suit began when Corinthian Broadcasting bought WISH-AM-FM Indianapolis and WANE-TV Fort Wayne in 1956, paying $11 million for the properties. Corinthian placed a $4 million valuation on the CBS affiliation contract with WISH-TV, and a $625,000 value on the CBS affiliation with WANE-TV.

The Internal Revenue Service denied Corinthian's claim that these contracts could be amortized. It charged that network affiliation contracts had no determinable life, and therefore the asset could not be depreciated.

U.S. Tax Court Judge Howard A. Dawson Jr., in 1964, however, ruled that such affiliations could be amortized and that based on the history of the industry they had a 20-year life. He also held that they could be depreciated on a straight-line basis.

The U.S. Court of Appeals reversed this ruling. The three-judge court said that affiliation contracts appear to gain in value rather than diminish over the years and that they have an indefinite life expectancy. The court held such contracts may not be considered as a depreciable asset for tax purposes.

At one point the appeals court said that it was clear that Corinthian "attached substantial significance to the renewal prospects of its contracts and purchased the stations with the expecta-

tion that the contracts would continue in force indefinitely. It appears that that expectation will be realized by it in the light of the already substantial duration of the contracts and of pronounced CBS policy governing contract renewals" which favors existing affiliations.

Cox Broadcasting
net up 42% in '65

Cox Broadcasting Corp., Atlanta, has reported a gain of 40% in total revenue and an increase of 42% in net income for 1965 compared to the preceding year.

Television broadcasting accounted for 79% of total revenues, radio for 15%, and community antenna television cable systems for 6%.

Cox owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami; WIBC-TV Pittsburgh, and KTVU(TV) Oakland-San Francisco. In addition, the company owns a microwave system in Illinois and Indiana, and 20 CATV systems in six states. In the last quarter of the year the firm entered the CATV equipment manufacturing business (as a 50% owner of Kaiser-Cox Corp., Phoenix) and the technical publications field (as an 80% owner of United Technical Publications, Garden City, N. Y.).

For the year ended Dec. 31, 1965:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>$1.77</th>
<th>$1.36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>29,817,449</td>
<td>21,358,929</td>
</tr>
<tr>
<td>Income before</td>
<td>12,611,148</td>
<td>8,778,994</td>
</tr>
<tr>
<td>depreciation and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>amortization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income before</td>
<td>9,440,076</td>
<td>6,950,445</td>
</tr>
<tr>
<td>income taxes</td>
<td>4,709,076</td>
<td>3,307,920*</td>
</tr>
<tr>
<td>Net income</td>
<td>4,731,000</td>
<td>3,642,525</td>
</tr>
<tr>
<td>Average shares</td>
<td>2,654,779</td>
<td>2,436,000</td>
</tr>
</tbody>
</table>

*Reserved to reflect the add-back of a deduction for amortization of network contracts.

Warner Bros. TV sales top $8 million

Warner Bros. Pictures has reported earnings for its first fiscal quarter up 28% over the same period last year.

Film rentals for television exhibition during the quarter amounted to $8,529,000. Warner Bros. current prime-time network television programs are The FBI and F Troop on ABC-TV and Mr. Roberts and H ank on NBC-TV.

The company is making three pilots as possible network entries in the 1966-67 season—one hour-length show, House of Wax and two half hours, The Pet Set and Super Family.

At Warner Bros. annual meeting in Wilmington, Del., last week chairman George T. Coulson said Warner Bros.
Net income jumps 61% for Capital Cities

Capital Cities Broadcasting last week reported net profits up 61% for 1965 as revenues from operations gained $7.4 million over the previous year.

Earnings of properties acquired from Goodwill Stations Inc. (WSAZ-AM-TV Huntington-Charleston, W. Va. and WJR-AM-FM Detroit) have been included in operating statements since Sept. 9, 1964.

The company said it repaid $6 million of its debt during 1965 and plans to repay another $6 million this year.

Year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.33</td>
<td>$0.21</td>
</tr>
<tr>
<td>Revenues</td>
<td>27,824,000</td>
<td>20,156,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,576,000</td>
<td>1,235,000</td>
</tr>
</tbody>
</table>

Financial notes...

- Gross Telecasting Inc., license WJIM-AM-FM-TV Lansing, Mich., has declared an extra year-end dividend of 40 cents per share on the common stock and 7½ cents on the class B common, in addition to the regular dividend of a like amount. Both dividends are payable Feb. 10 to shareholders of record Jan. 31.

- Packard-Bell Electronics Corp., Los Angeles, maker of color-TV sets since 1954, reported net income for the fiscal quarter ended Dec. 31, 1965, at $804,000 or 91 cents a share, compared to $359,000 or 41 cents, in the year-earlier period. Sales increased to $12,172,000 from $10,843,000.

- Chirurg & Cairns Inc., New York, has declared a first-quarter dividend of 15 cents a share payable March 1 to stockholders of record Feb. 15.

Money talks at Disney meeting

Walt Disney Productions put on a two-hour Walt Disney-type production at its annual meeting in Burbank, Calif., last week. But the hit of the afternoon took only 60 seconds and was strictly statistical. What pleased the 500 assembled shareholders more than the color slides and Disney feature that was shown, was a first-quarter report showing an increase in net profit after taxes of $385,000 and a jump in gross revenues of more than $1.5 million over last year.

It was indicated that television film and theatrical revenues were about equal to last year's like period, while Disneyland park and other entertainment activities took in $500,000 more and income from publications, music, and merchandise increased by $1 million. Motion pictures, it was revealed, now account for only 48% of the company's total revenues.

After the meeting, directors declared a regular quarterly dividend of 10 cents payable April 1 to shareholders of record March 14.

For the three months ended Jan. 1:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.10</td>
<td>$0.64</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>18,750,000</td>
<td>17,000,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,122,000</td>
<td>1,737,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,935,559</td>
<td>1,841,475</td>
</tr>
</tbody>
</table>

Zenith splits stock

Zenith Radio Corp.'s board of directors last week voted to increase dividends and split the set manufacturer's stock as a result of record business due in large part to color-TV sales. The two-for-one stock split must be approved by stockholders April 26. Common stock authorized would be doubled to a total 24 million shares.

The directors declared a quarterly dividend of 50 cents per share March 31, 15 cents higher than previously paid.

United Artists gives dividend, stock split

The directors of United Artists Corp. last week voted a special cash dividend of 50 cents a share on the common and class B common stock. They also approved a two-for-one stock split of both the common and class B common stock.

Both the cash and new shares of stock will be distributed March 31 to holders of record on March 11.

The cash dividend is the first since UA distributed cash in June 1963. Since that time the company has been paying 2½% stock dividends semi-annually.

Robert S. Benjamin, UA chairman, said the company had paid stock dividends "in order to conserve cash and reinvest in expanded productions. He estimated that the gross for 1965 would reach $190 million and earnings would be about $6 a share, compared with $4.72 for 1964.

Financial notes...

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It was indicated that television film and theatrical revenues were about equal to last year's like period, while Disneyland park and other entertainment activities took in $500,000 more and income from publications, music, and merchandise increased by $1 million. Motion pictures, it was revealed, now account for only 48% of the company's total revenues.

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“...we must have the help of our Heart Association”

“MY FELLOW AMERICANS:

“I have proclaimed February as American Heart Month. This month we join the battle against the nation’s Number 1 killer—heart disease and stroke.

“We have far-reaching plans to combat these diseases. But to carry forward on these plans, now—more than we have ever needed it before—we must have the help of our Heart Association.

“We need the experience of its 35 thousand physicians, the crusading spirit of its 2 million volunteers, and the expansion of its vital research, education and community programs.

“Your support of the Heart Fund this month will contribute to lengthening the lives of millions of your fellow Americans. So be generous, and if you do you will be glad.”

LYNDON B. JOHNSON
Comsat opposes ABC satellite bid

The Communications Satellite Corp. has asked the FCC to reject the application of ABC for authorization to construct and operate a communications satellite to feed its programs to its TV affiliates.

In a petition filed last week Comsat said that the purpose of the Communications Satellite Act was to provide for a commercial communications satellite system and to entrust U.S. participation in that system to a single instrumentality. It added that Comsat is the instrumentality which was created to carry out the purpose of the act.

ABC, which submitted its application last September, proposes to operate and own a five-channel TV satellite similar to the Early Bird satellite now in use by Comsat. The satellite, which would hover 22,300 miles above the equator, would receive TV program signals from ground stations in New York and Los Angeles. The signals would then be relayed back to earth where they would be received directly by means of 30-foot parabolic dish antennas (Broadcasting; Sept. 27, 1965).

Comsat said that since it was established as the sole U.S. participant in commercial satellite communications, it was inconceivable that another private corporation, such as ABC, should be permitted to operate for its own benefit a separate means of satellite communication.

Comsat said that for ABC to do what it proposes it would have to obtain an amendment to the Communications Satellite Act.

Comsat said the commission's responsibilities under the Satellite Act do not include authority to license any commercial satellite system in which Comsat is not the participant on behalf of the United States.

The commission soon is expected to initiate an inquiry asking the views of interested parties before taking the procedural step of accepting or rejecting the ABC application. (Closed Circuit, Nov. 29, 1965).

RCA TV sets get integrated circuits

RCA is building tiny integrated circuits into some of its TV sets that will be marketed this year.

The company left no question as to the importance RCA attaches to this move, RCA said last week that the use of microminiaturized circuits opens the way to the most revolutionary advances in TV-set making since color's introduction. The manufacturer said the circuits "follow in the footsteps of the electron tube and the solid-state transistor."

Immediate advantages: TV sets can be built smaller and thinner; they'll work and stand up better and pave the way for pocket-sized receivers and thin-screen wall TV that's no thicker than two to three inches.

Raymond W. Saxon, vice president and general manager of RCA Victor Home Instruments division, described the paper-thin silicon or space-age circuits as being about the size of a matchhead. They are so small they cannot be manipulated by human fingers, yet they can perform the functions of as many as 26 current components.

The circuits, RCA said, are providing for a new generation of small, lightweight devices in communications, instrumentation and in aerospace and military systems. Mr. Saxon noted that the incorporation of the circuits in TV sets would represent the first major move toward microminiaturization of home-consumer products.

Mr. Saxon, in recalling RCA's design in 1961 of a prototype pocket-sized color TV set, said the new integrated circuitry was an important move toward making such a receiver commercially feasible. He said RCA believed the circuits "will ultimately prove more significant than the big leap from vacuum tubes to transistors."

The circuits in the future also will be used in radios and stereo phonographs, RCA said.

Sensitive NHK tube works in little light

A TV camera tube that can see in the dark? Well, almost.

That's the claim of Nippon Hoso Kyokai (NHK), the Japan Broadcasting Corp.

Key to the new image orthicon tube, so sensitive it works effectively with
More support for V remote-control plan

Broadcasters have again urged adoption of the FCC's proposed rulemaking to allow remote control of VHF television transmitters.

In reply comments filed last week the commission was also asked to permit the use of automatic-logging devices in remote-control operations. When TV Buffalo, N.Y., said that the use of automatic-logging devices with built-in alarm systems would be more reliable than the present system of logging meter indications at specified intervals.

Regarding the fear of employment displacement, Gilmore Broadcasting Corp. (WSVA-TV Harrisonburg, Va., and KOUNTY Tuscan, Ariz.) said that remote control might result in more efficient use of technical personnel and in better, safer working conditions. It emphasized that employment displacements would not occur automatically.

The proposed rulemaking is the result of a request from the National Association of Broadcasters to extend the remote-control privileges now enjoyed by AM, FM and UHF facilities to VHF operations (BROADCASTING, March 1, 1965).

Storer Broadcasting Co. said that the comments submitted to the commission demonstrate that VHF television-transmitting equipment has developed to the point that remote-control operation would not degrade the commission's technical standards.

Those filing reply comments also again asked the commission to delete from its rulemaking proposal the section that would require the installation of certain automatic devices at the transmitter site to detect excessive out-of-band radiation and to disable the transmitter if the out-of-band radiation went above a certain level. Storer said the provision is an unnecessary encouragement to the proposal.

At the request of the NAB, the commission last week extended the deadline for filing reply comments to April 1.

A new area of miniaturization

A new solid-state device the size of the sharpened point of a lead pencil called a microwave oscillating diode (M00D) gives promise of a lightweight microwave communications capability of short-range transmission of TV signals.

The system, now purely experimental,
uses a low-powered microwave beam powered by a standard 30-volt battery. It's a first step, according to Dr. Lee L. Davenport, president of General Telephone & Electronics Laboratories, toward a low-cost, closed-circuit TV system that could provide TV communications between schools, hospitals and other facilities "without the need for underground wires and cables." It also might be used for CATV, the GT&E announcements said, in place of present microwave relays.

The model was designed by GT&E's laboratory division using the MOD developed by the semiconductor division of Sylvania Electric Products Inc. Sylvania is a subsidiary of GT&E.

The Sylvania MOD is a gallium arsenide diode in a tiny ceramic package 1/10th by 2/10th of an inch. Its use, according to Sylvania, would eliminate the need for klystrons and magnetrons, both large size and requiring large high-voltage power supply units.

**Technical topics...**

**New RTV's**: Ampex Corp., Redwood City, Calif., has sold four VR-2000 high band Videotape recorders to WKY Television System. WKY Television owns and operates WKY-TV Oklahoma City, KVTV(TV) Fort Worth and WWTU(TV) Tampa, Fla.

For smaller TV stations* Alma Engineering, San Diego, has announced the availability of an audio package (model 990) designed primarily for the small television station. The new equipment is available in local control, remote control, and remote control with audio follow video models. Prices range between $5,000 and $10,000 depending on model and auxiliary equipment.

**Logging help** • A new aid to logging is the Logger, a two-direction tape recorder made by Metrotech Inc., Mountain View, Calif. The Logger, features solid-state switches and plug-in modular circuits. It can provide up to 288 hours of continuous logging with a signal-to-noise ratio of 40 db minimum.

**Jacks and plugs**: Switchcraft Inc., Chicago, has announced a new line of coaxial jacks and plugs designed for wide band video circuits.

**New facilities**: KGTV-San Francisco is constructing a new tower and transmitter building at Mount Sutro, which has been designed to handle all TV and FM broadcasters in the San Francisco Bay area.

**Tape tips**: Elpa Marketing Industries, New Hyde Park, N. Y., has compiled a 32-page booklet giving helpful hints about the use and care of sound tape recorders. The booklet covers many aspects of tape recording, from an explanation of the reproduction of sound to the practical aspects of recording and splicing. It is available at $1 a copy from local tape recorder dealers and from Elpa Marketing Industries, Dept. P, New Hyde Park.

**Illinois CATV has pole-rights problem**

A shadow involving pole-line rights in Paris, Ill., is being watched carefully by the community antenna television industry. The right to string lines on telephone or power poles is one of the vital elements of the CATV business.

In Paris, where Telesystems Corp., Glenside, Pa., has a franchise, the company has been attaching its lines to poles owned by General Telephone of Illinois (a subsidiary of General Telephone & Electronics Corp.). About 400 poles have already been used, as agreed to by contract between Telesystems and the telephone company.

Late in January, Orion Cheny, local manager in Paris for General Telephone, announced that Telesystems had violated technical standards in attaching its lines to some of the telephone company's poles. He also stated that his company's contract was with Telesystems, whereas he understood the local CATV company is Cardinal Telecable Co.

He announced, therefore, that he was asking Telesystems or Cardinal to remove by March 1 all facilities using General Telephone poles. Instead, he suggested, General Telephone buy the already installed facilities, correct the improper installations, and lease the facilities back to the CATV operator.

A Telesystems spokesman said that the alleged incorrect installations were few in number and could be remedied without delay. He also pointed out that Cardinal Telecable is a subsidiary of Telesystems and that allegations of ownership misrepresentation are in error.
BBG to ponder CTV Network sale

The sale of the CTV Television Network to its 11 affiliated stations for a reported $1 million will be the subject of a special meeting of Canada's Board of Broadcast Governors.

The Canadian Broadcasting Corp. and interested station licensees will have an opportunity to present their viewpoints on the proposal at the Feb. 23 meeting in the auditorium of Ottawa's National Gallery of Canada.

The 11 stations plan to purchase the network from the Toronto businessmen who now own a majority interest. The affiliates already own 25% of CTV (BROADCASTING, Jan. 17).

The BBG hearing will deal with transfer of capital stock, recapitalization of the company and the issuance of 100 new common shares to each of the affiliates.

If the sale is approved the 11 stations would own between 90% and 100% of the issued common shares and between 36% and 39% of the preferred shares. Through Canet Holdings Ltd., the 11 stations would hold between 54% and 61% of the issued preferred shares.

Stations involved are: CHAN-TV Vancouver, B. C.; CFRN-TV Edmonton and CFCCN-TV Calgary, both Alberta; CHAB-TV Moose Jaw, Sask.; CJAY-TV Winnipeg, Man.; CKCO-TV Kitchener, Ont.; CFTO-TV Toronto; CJON-TV Ottawa; CFTC-TV Montreal; CICH-TV Halifax, N. S., and CJON-TV St. John's, Nfld.

Canadian color tests to start July 1

Color television has been given a green light in Canada.

The Board of Broadcast Governors has approved applications in four categories. Test colorcasting will begin on July 1 from sign-off to 9 a.m. Regular colorcasting is to begin on Oct. 1. Stations will be expected to fully meet technical requirements by Jan. 1, 1967.

The BBG has approved applications in four categories: local live, network, color film and tape.

CFTO-TV Toronto and CKCO-TV Kitchener, Ont., have been approved for live local programs by all means of production. CJHL-TV Lethbridge, Alta., has been given authority to transmit color programs from Canada's two networks—the Canadian Broadcasting Corp. and the CTV Television Network. CHCT-TV Calgary, Alta., was given permission to broadcast network color and color-film programs and announcements.

Eight stations were given permission to broadcast color-tape programs: CHAN-TV Vancouver, and CHCH-TV Victoria, both British Columbia; CHCT-TV and CFCCN-TV, both Calgary; CFRN-TV Edmonton, Alta.; CJAY-TV Winnipeg, Man.; CFTO-TV Toronto; CFPL-TV London, Ont., and CKLW-TV Windsor, Ont.-Detroit.

Commercial radio gets support in England

England will get commercial radio if the Local Radio Association has its way. The group, which represents 86 British companies, has submitted a plan for 285 local stations to the postmaster general.

John Gorst, the association's secretary, said the plan puts the emphasis on small local organizations to own and operate the stations.

The plan calls for one station in cities up to 50,000 people and ranges up to five stations for cities of 1 million population. London would have 12 stations and Birmingham would have six.

Local authorities would be formed to regulate the stations. They would have powers similar to those the Independent Television Authority has over commercial TV.

Mr. Gorst said he thought 50 to 100 stations could be on the air within 18 months after government permission is given. Many local newspapers are in favor of local radio stations for Britain. About 40% of the association's membership is connected with local newspapers.

Under the association's plan, each station would have a coverage area of about a 10 mile radius.

Barrie, Ont., TV may move to Toronto

Toronto may soon have a third television station.

CKVR-TV Barrie, Ont., has applied to the Department of Transport for permission to move to the city's outskirts. It is now located 80 miles north of Canada's second largest city.

The move is expected to be approved soon by the Board of Broadcast Governors and the Canadian government.

Toronto is now served by CBL-TV and CFTO-TV on channels 6 and 9 respectively. CCH-TV (ch. 11) Hamilton, Ont., is 40 miles west of Toronto. Three stations in Buffalo, N. Y., which is about 90 miles from Toronto, also serve the area. They are: WGR-TV, channel 2; WBBM-TV, channel 4, and WKBW-TV, channel 7.

CKVR-TV, which is on channel 3, is owned by Ralph Snelgrove of CKBB Barrie, Allan Waters of CHUM Toronto and Geoff Stirling of CJON-TV St. John's, Nfld., and CKGM-AM-FM Montreal.

The closest U. S. station on channel 3 is in Syracuse, N. Y. It is more than 250 miles away, the separation required by a U. S.-Canadian agreement on border station channels.

New start set for Vietnam TV

Television service in Vietnam—one channel for the Vietnamese and one for U. S. servicemen fighting in that country—is scheduled to begin today (Feb. 7).

The TV broadcasts, to be beamed from a high flying airplane specially designed for TV and radio broadcasting (BROADCASTING, Jan. 3), had some problems but these have all been straightened out now, it was explained by a Defense Department spokesman last week.

The two most serious problems were interference from both military and civilian communications, and the burn-out of insulation rings where the plane's antennas pass through the fuselage.

The Vietnam inaugural program will begin at 7:30 p.m., Saigon time, and will broadcast on channel 9 the introductory remarks of Prime Minister Ky and of U. S. Ambassador Cabot Lodge. Both already have been video taped. At 8 p.m. on the inaugural day, channel 11 will begin broadcasting to U. S. servicemen, with introductory remarks by General Westmoreland, U. S. commander in Vietnam, and Secretary of Defense McNamara. A two-hour
special program has been filmed in Los Angeles, and an additional one-hour Grand Ole Opry special has been filmed in Nashville.

After the opening telecasts, the Vietnamese channel will operate from 1 hour to 1½ hours daily; the American channel will broadcast 3 hours daily. In time, the Vietnam channel is scheduled to install ground transmitting facilities to be operated by Vietnamese.

The first batch of 800 TV sets bought by the military's Post Exchange Service were sold out the first day they went on sale in Saigon. They were RCA 13-inch, 16-inch and 19-inch receivers. Agency for International Development has bought 1,000 RCA 23-inch TV sets, with 500 having been flown to Saigon. The other 500 were to arrive in Saigon harbor last weekend. These are to be used in villages and hamlets by the Vietnamese. For Vietnamese military use are 500 Zenith TV receivers.

The Armed Forces Television and Radio Service operates 43 TV stations in 18 foreign countries and in two U.S. territories. Regular U.S. programs appear four to six weeks after they're shown state-side; spot news and other special documentary or discussion programs are flown out to be shown about one week after being broadcast in the U.S. All programs are on 16 mm film.

U.S. TV for West Berlin

The first U.S. television facility in West Berlin will go up this year. It will be operated by the U.S. Air Force, which runs the Armed Forces Radio-Television Service's TV network in Europe. The station will carry tapes of U.S. shows, and will beam them to American sets in military-housing and barracks areas. The station's programs would not be received on German-made sets.

The Air Force now runs two TV stations in West Germany. The U.S. Army runs the radio side of AFRTS's European network.

Abroad in brief...

ABC's fifth in Canada • ABC International has been appointed as worldwide sales representative for CKCO-TV Kitchener, Ont. ABC's other associations in Canada are: CPTG-TV Toronto; CFTK-TV Terrace, B. C.; CJCH-TV Halifax, N. S., and CKOS-TV Yorkton, Sask.

Diversified sports • CTV Television Network Ltd., Toronto, has sold seven 90-minute programs in its Wide World of Sports series to WFLD-TV (Chicago). The programs feature curling, skiing, skating and other Canadian sports, and will be seen on the Chicago station on Sunday evenings under the title of Canadian World of Sports. CTV is planning to sell its sports programs internationally to show that Canada has sports other than hockey and football.

Audience in Britain • The British Broadcasting Corp. reported that 28.5 million viewers watched one or more of its TV programs each day throughout December. BBC-TV said this compared with 27.4 million viewers for Independent Television. In average audience:

FATES & FORTUNES

BROADCAST ADVERTISING

Sherman E. Rogers, senior VP and director of creative services, Buchen Advertising, Chicago, elected to board of directors. Alin Blatchley, copy director, and Tom A. Kallas, research director, elected VP's of Buchen.

Emmet O'Neill, formerly marketing VP of Armour Meat Products Co., Chicago, joins Edward H. Weiss & Co. there as VP and account supervisor.

Kitty D'Alessio, fashion director of Norman, Craig & Kummel, New York, elected senior VP.

Elias B. Baker, VP and account supervisor at Geyer, Morey & Ballard, New York, joins Street & Finney there as VP and account supervisor.

Miss D'Alessio

HORACE E. CURTIN, VP and director of marketing services, Campbell-Mithun Inc.'s Minneapolis office, joins D'Arcy Advertising, New York, as VP, management supervisor.

John A. McKinven, formerly creative director at Fuller & Smith & Ross, Cleveland, named VP and creative director at FSR, Chicago.

Edward B. Ingeman, member of Dr. Pepper Co. account group in Dallas office of Grant Advertising, named VP.

Read H. Wight, formerly VP of J. M. Mathes Inc., New York, joins Newmark, Posner & Mitchell there as VP.

Grant Smith, VP at H-R Television, Chicago, appointed director of station relations.

Cecil (Lud) Richards, general manager of WTNH New Haven, Conn., named eastern radio sales manager for Tri-angle Stations, New York.

W. Robert Wilson, formerly media director for Campbell-Ewald, San Francisco, appointed media director at Hoefer, Dieterich & Brown, that city.


Charles D. Knepper, broadcast media director at Lang, Fisher & Stashower, Cleveland, elected VP.

of direct media planning responsibility.

Robert E. Meyer, research director of Grey Advertising, Beverly Hills, Calif., named VP.

Milton Luftig, director of systems and data processing, George E. Wilson, account supervisor, and Edward W. Wood III, research senior group head, Ted Bates, New York, elected VP's.

J. Eugene Hart Jr., recently named manager of marketing department at Young & Rubicam, New York, elected VP.

Warren Shuman, formerly national sales manager for Spanish International Network, New York, named manager of New York sales office for WJN-TV Newark, N. J.

Dorothy Sutton Sinclair, media buyer for Erwin Wasey Advertising. Los Angeles, appointed media director of Coleman-Parr, that city.

Leonard G. Blumenschine and Richard J. Mercer, both VP's at Clyne Maxon, New York, also appointed as associate creative directors by agency.

Alan Rockmore, VP and art supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, named chief art director.

George P. Ponte, with sales staff of Metro Radio Sales in New York for past four years, named to newly created post of director of sales development for radio division of Edward Petry & Co., that city.


Robert Woodruff joins Chicago division of Campbell-Ewald Co., as creative associate director. Earlier he was with McCann-Erickson, BBDO and Leo Burnett Co. Ron D. Somers, formerly with C-E's Detroit office, joins Chicago radio-TV staff as writer. Don Coleman, formerly with E. H. Russell & Co., joins C-E's Chicago account executive staff.

Richard K. Ross, account executive at WYTT-AM-FM Pittsburgh, named sales manager.

Emily Ashe Banks, formerly with The Dow Chemical Co., New York, joins Cunningham & Walsh there.

Joe Thompson, formerly general manager of KHEY El Paso, named sales manager of KRIT Tilleson, Ariz.

Nick Sanchez, program manager of WSOQ North Syracuse, N. Y., appointed radio-TV director of Spitz Advertising, Syracuse, N. Y.


Jack Jones, advertising manager of Mattel Inc., Hawthorne, Calif., appointed to newly created post of director, marketing services. He will be responsible for all advertising, sales promotion, licensing and marketing public relations for toy manufacturer.

William J. Katsafanas, formerly with WJIC-TV Pittsburgh, named account executive at WTAE(TV), that city.

Irving Springer, with Saul Bass & Associates, Los Angeles, joins Honig-Cooper & Harrington, San Francisco, as art director.

James A. Sowards, analyst-writer in sales research department, named national sales representative in KNXT(TV) Los Angeles sales department.

Christy Walsh Jr., formerly with Commonwealth Marketing, San Francisco, joins Erwin Wasey, Los Angeles, as account executive.

Bernard Rosner, with agency since 1963, named copy chief at Chirurg & Cairns, New York.

Lou Perkins, formerly with Wade Advertising, Chicago, joins Lienfeld & Co. there as TV-radio director.

Sy Weissman, producer-director at Ansel Shaw Co., New York, joins Video Pictures Inc., that city, as director. Robert M. Fox, producer-sales at MPO Productions, New York, assumes similar position at VPI. Ted Zarpa, formerly with VPI, New York, joins VPI of Illinois, Chicago, as staff TV director.

Zetelle Guerra, media director for Getschal Co., New York, joins The Sheller-Rubin Co. there as radio-TV buyer.

Greg Stone, news director at WSOQ Charlotte, N. C., named account executive at WSOQ-TV Charlotte.

Donald R. Teets, formerly with KLKO Wichita, Kan., named account executive at KBOO Albuquerque, N. M.

Carr Pecknold, news director at KDON Salinas, appointed sales representative for KRMJ Carmel, both California.


Albert Dobson joins Chicago copy staff of Foote, Cone & Belding. Earlier he was with McCann-Erickson and Clinton E. Frank Inc. there.

Edward C. Simmons III, formerly divisional advertising manager of Brown Shoe Co., St. Louis, joins Gardner Advertising there as copywriter.

Jim Beach, broadcast veteran and VP of Foote, Cone & Belding, Chicago, elected president of Chicago Federated Advertising Club, parent organization of 23 advertising and media clubs there.

THE MEDIA

Raymond Eichmann, formerly head of own firm, Communications Group, appointed director, audience measurement operations, at NBC, New York.

Louis Goldberg, musical director at WEZE Boston, elected VP.

Robert Davy, television writer-producer, named acting manager of non-commercial KSWS-TV Pulman, Wash., replacing Calvin Watson who is taking
six-months leave to study broadcasting in England.

John E. Hamm, former owner and chief executive of Pepsi-Cola Bottling Co., Canton, Ohio, appointed general manager of WJAN-TV, that city.

Edward L. Hearn, sales manager of WNHC New Haven, Conn., named general manager.


Henry Ferber, controller and assistant treasurer, United Artists Theater Circuit Inc., New York, named assistant to controller John H. Regazzi, ABC, that city. Mr. Ferber will be responsible for special accounting, financial reports, analyses and reviews. William Higgins, who joined ABC in 1964 as accountant, made chief accountant-record companies. Frank Dipre, with ABC since 1951 and disbursement supervisor; Edward Griffith, in various accounting posts since 1946, and Luis Perez, supervisor, general ledger sub-

sidaries, all made assistant chief accountants.

Roger Russell, program director at WKOW Madison, Wis., appointed station manager.

Betty D. Fox, TV research manager for Metro TV Sales, New York, appointed director of research for Corinthian Broadcasting Corp., that city.

Thomas E. Lawrie, formerly president of PR firm in Lincoln, named marketing research director for KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.

PROGRAMING

Herbert G. Richet, director of operations, named VP and director of theatrical and TV film services at Seven Arts Associated Corp., New York. He has been with Seven Arts since its formation in 1960.

Aaron Heine, elected board chairman, and Buddy Howe, elected president, of General Artists Corp. They assume responsibilities formerly handled by Lawrence R. Barnett, who resigned as board chairman and president ( Broadcasting, Jan. 24). Martin Baum continues as senior executive VP of corporation. Herman Rush, president of GAC's television division, and Samuel C. Cohn, secretary of GAC, elected executive VP's.

John Merrell, formerly manager of KRMG-AM Tulsa, Okla., appointed VP and general manager of Mack Sanders Productions, Wichita, Kan.

Robert Gertz, VP of Larry Harmon Pictures Corp. Hollywood, named to head eastern operations with offices in New York at 60 West 57th Street. In part of expansion move five new sales directors also named. They are Murray Slater in charge of commercial spot sales; Gus Nathan, Northeast region; Ken Weldon, Midwest region; Elmer C. Bieser, Southwest region, and Frank Stone, Southeast region. Harmon now is producing 130 half-hour Bozo's Big Top shows in color at WHDH-TV Boston.

Jan A. Holiday, with WCCB-TV Charlotte, N. C., appointed program director of KMBZ Kansas City, Mo.

Steve Schickel, with WGN Chicago since 1955, named director of newly formed special features department which combines documentary operations of news and public affairs departments of WGN-AM-TV.

Richard Colbert, sales representative for Four Star International, San Fran-

cisco, and Alton Whitehouse, sales representative for same company in Baltimore, named western division sales manager and southern division sales manager, respectively.

Stan Levine, formerly staff writer, NBC press department, New York, joins Walter Reade-Sterling Television, same city, as director of advertising and promotion.

Earle Thomas, with WHCA Hudson, N. Y., named program director.

Ira H. Klugerman, director at non-commercial WPSX-TV Clearfield, Pa., joins noncommercial WQED-TV Pittsburgh as producer-director.


Gordon Preuss, formerly with KCMO-TV Kansas City, Mo., joins WBBM-TV Chicago as director. Dr. Eugene J. Webb, director of research and acting chairman of advertising department for Northwestern University, named consultant on WBBM-TV's station-viewer opinion exchanges called Feedback. He succeeds late Dr. Gary Steiner ( Broadcasting, Jan. 24).

(Mrs.) Kelly Quinn, freelance performer, elected president of San Francisco local of American Federation of Television & Radio Artists. Others elected: Ray Jacobs, KTUV(TV) Oakland-San Francisco, first VP; Mitch Agruss, KOVR(TV) Stockton-Sacramento, Calif., second VP; Melvin Fritze, KXY San Francisco, secretary, and Art Brown, KRON-TV San Francisco, treasurer.

Lee Alan, with WXYZ-AM-FM Detroit, appointed music director.

Al McCoy, formerly program director at KRUX Glendale, Ariz., named sports director of KKOOL-AM-FM Phoenix.

Ruth Gench, production manager, Paramount Cartoons Inc., division of Paramount Pictures, New York, named to that post at Pelican Films Inc.'s animation division, same city.

NEWS

Grant Holcomb, political editor of KNXT(TV) Los Angeles, named director of news for CBS-owned station, succeeding Roy Heasty, who becomes bureau manager of CBS News division in
Alex Dreier, veteran ABC network news commentator, took over the daily news team at KTTV(TV) Los Angeles. Under new KTTV contract, Mr. Dreier continues his daily radio news and analysis show for ABC. At KTTV he replaces George P. Putnam who has joined KTLA(TV) Los Angeles (BROADCASTING, Dec. 20, 1965).

Dick Scott, with WHUC Hudson, N. Y., appointed news director.


Robert W. Scott, news director of KYAY Oregon City, Ore., and Al Helfer, news director of KRTV(TV) Denver, join news staff of KIMN-AM-FM Denver.

Ben Williams, reporter for San Francisco Examiner, joins news staff of KPIX(TV) San Francisco.

Dan Scanlan, formerly with WBTA Batavia, N. Y., joins news staff at WPTA Albany, N. Y.

EQUIPMENT & ENGINEERING

Harold Rabinowitz, formerly with General Electric Co., New York, appointed manager of television field service and test department, broadcast equipment division, Sarkes Tarzian, Bloomington, Ind.

Joseph W. Butler, production engineer manager of Raytheon Co., Lowell, Mass., elected president of Dage-Bell Corp. subsidiary of Raytheon, Michigan City, Ind.

Robert E. Hull, VP of engineering at Radio Engineering Laboratories, Long Island City, N. Y., division of Dynamics Corp. of America, named VP of operations.

Anthony W. Severdia, product sales manager with controls division of Leach Corp., Azusa, Calif., named sales manager of broad and television products by Conrac division of Giannini Controls Corp., Duarte, Calif. A. L. Landsperger, corporate market research and planning manager of GCC, named sales manager of Alphanumeric Display department, Conrac division. He will help develop market for television-type information displays.

Tom A. Stenglein, general sales manager at Leach Corp., San Marino, Calif., appointed marketing manager for Spectrol Electronics Corp., San Gabriel, Calif.

Joseph Bellettini, with noncommercial WQED(TV) Pittsburgh, named assistant chief engineer.

Albert P. Lofquist Jr., production VP in motion picture division, named VP and general manager of Technicolor Corp.'s television and motion picture divisions, New York.

Vincent R. Borelli, with Craftsman Electronic Products, Manlius, N. Y., appointed director of marketing.

INTERNATIONAL

Harold Abernethy, with Canadian Standard Broadcast Sales, New York, appointed VP for radio.

Klaus J. Lehmann, production supervisor, Trans-Lux Television Corp., New York, named manager of program business affairs, ABC International Television, same city.

Dennis Fisch, senior research executive at ABC Television Ltd., London, appointed research manager. Alan Kaupe, publicity manager at Philips Records Ltd., London, joins ABC Television, that city, as promotion manager.

Jack Andrews, formerly assistant program administrator at ABC Television Ltd., London, joins Osborne-Peacock Ltd. there as head of TV.

James Weekes, formerly with Masius, Wynne-Williams Ltd., London, appointed research manager at Free- man, Mathes and Milne Ltd., that city.


Ronald Bamberg, research manager at Associated Television Ltd., London, joins Young & Rubicam there as deputy director.
research manager.

Stewart McCreath, formerly with Salisbury, Rhodesia, office of Grant Advertising International Inc., named manager of agency’s new office at Ndola, Zambia.


E. A. Whitehead, previously account executive with Farmers Advertising Ltd., Liverpool, England, joins Fraser Clarke Advertising Ltd. there as account executive.

Shirley Whitcutt, producer in TV department of J. Walter Thompson Co., London, joins S. H. Benson Ltd. there as TV producer.

Hugh Curtis, with CJVI Victoria, B. C., appointed general sales manager.

Mary T. Poirier, with Spitzer, Mills & Bates Ltd., Toronto, named supervising time buyer of radio and television department.

Phil Stone, with CHUM Toronto, for 17 years as VP of PR and public service, resigns to form own PR firm with CHUM as initial account.

Larry Wood, with CFAX Victoria, B. C., named regional sales manager.

Donald Knight, with McCann-Erickson Advertising Ltd., London, joins Pritchard, Wood and Partners Ltd. there as account executive.

Don Daly, formerly with CJLY Fort William, Ont., named sports editor of CKW Windsor-Detroit. CKW-TV there adds five new engineers: David John George, George Hirshenko, and John Christopher Pashley, all formerly with Canadian Broadcasting Corp., Toronto; Adam Baziw, University of Windsor graduate engineering student, and Albert Tremblay, formerly chief engineer of ZBM-TV Hamilton, Bermuda.

DEATH

Joseph (Buster) Frank Keaton, 70, vaudeville, screen and television comic, who in recent years acted in a number of TV commercials, died Feb. 1 of lung cancer in his Hollywood home. He died in his first TV in 1948, when he had his own show sponsored by Studebaker and Minute Maid, and subsequently made guest appearances on many top programs. He is survived by his wife, Eleanor, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 27 through Feb. 2 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced, ant.—antenna, sdr.—sural, CATV—community antenna television, CH.—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, Lx—local sun. set, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorizations, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, e—educational.

New TV stations

ACTION BY FCC


APPLICATIONS


Burlington, Vt.—Sidney E. Young. UHF channel 82 (758-764 mc); ERP 35.5 kw vis., 7.1 kw aur. Ant. height above average terrain 3749 ft., above ground 91 ft. P.O. address: c/o Sidney E. Young, Bomoseen, Vt. Estimated construction cost $241,657; first year operating cost $110,000; revenues $100,000. Studio and trans. located in and near Burlington. Geographic coordinates 44° 34' 36" north lat., 72° 48' 50" west long. Type ant. GE FT-25F; type trans. GE TT-25A. Legal counsel Cohen & Berfield; consulting engineer Willis C. Beecher, both Washington. Mr. Young is part owner of CATV operations in Rutland, Springfield and Windsor, all Vermont. Ant. Feb. 1.

Existing TV stations

ACTION BY FCC

■ Central Plains Enterprises Inc., Pocna City, Okla.—Commission granted CP for new UHF TV translator station on channel 72 to rebroadcast programs of its station KYVO-TV (channel 5). Tulsa; subject to outcome of proceedings in Doc 15871. Commissioner Cox concurred. Action Feb. 2.

New AM stations

ACTION BY FCC

Brunswick, Md.—Elektra Broadcasting Corp., granted CP for AM on 1520 ke, 250 w. D. P.O. address 2611 Columbia Pike, Arlington, Va. Estimated cost $260; first year operating cost $45,000; revenue

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations * CATV Appraisers * Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3184
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

BROADCASTING, February 7, 1966

76
Broadcast Credit announces the availability of money.

Just money. Most banks shy away from loans to radio stations. Largely because they know so little about the industry and are unwilling to learn.

Broadcast Credit knows better. If there's a station you're negotiating for, but the cash requirements are too high, talk to us.

If your present property is in need of financial refurbishing, get in touch.

If you wish to sell secured notes or negotiable paper, call.

Broadcast Credit knows radio.

We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N. Y. 10017 - 212 OX 7-1890.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by Broadcasting, Feb. 3

ON AIR NOT ON AIR TOTAL APPLICATIONS

<table>
<thead>
<tr>
<th>Linc.</th>
<th>CP's</th>
<th>CP's</th>
<th>for new stations</th>
</tr>
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<tbody>
<tr>
<td>AM</td>
<td>4,021</td>
<td>284</td>
<td>90</td>
</tr>
<tr>
<td>FM</td>
<td>1,151</td>
<td>274</td>
<td>195</td>
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<tr>
<td>TV-VHF</td>
<td>471</td>
<td>22</td>
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<tr>
<td>TV-UHF</td>
<td>91</td>
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AUTHORIZED TELEVISION STATIONS
Compiled by Broadcasting, Feb. 3

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<th></th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>Commercial</td>
<td>513</td>
<td>190</td>
<td>703</td>
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<tr>
<td>Noncommercial</td>
<td>68</td>
<td>65</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC, Dec. 31, 1965

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<th></th>
<th>AM</th>
<th>FM</th>
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<tr>
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<tr>
<td>CP's on air (new stations)</td>
<td>75</td>
<td>38</td>
<td>39</td>
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<tr>
<td>CP's not on air (new stations)</td>
<td>271</td>
<td>211</td>
<td>100</td>
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<tr>
<td>Total authorized stations</td>
<td>4,129</td>
<td>1,657</td>
<td>702</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>287</td>
<td>173</td>
<td>129</td>
</tr>
<tr>
<td>Applications for new stations in hearing</td>
<td>70</td>
<td>41</td>
<td>66</td>
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<tr>
<td>Total applications for new stations</td>
<td>357</td>
<td>214</td>
<td>195</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>206</td>
<td>38</td>
<td>36</td>
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<tr>
<td>Applications for major changes in hearing</td>
<td>38</td>
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<tr>
<td>Total applications for major changes</td>
<td>244</td>
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<tr>
<td>CP's deleted</td>
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Breakdown on UHF and VHF applications not available.
Includes three noncommercial stations operating on commercial channels.


KFDF-TV Clavis, N. M. and KFDF-TV Alamogordo, Tex.—Granted assignment of license to new noncommercial station on channel 10, Vinny, N. M., for service to Alamogordo. (See FCC, Jan. 27.) Action Feb. 1.

KRIQ McAllen, Tex.—Granted assignment of license to new noncommercial station on channel 24, McAllen, Tex., for service to McAllen. (See FCC, Jan. 27.) Action Feb. 1.

KFDF-TV Clovis, N. M. and KFDF-TV Armarillo, Tex.—Granted assignment of license to new noncommercial station on channel 21, Clovis, N. M., for service to Armarillo, Tex. (See FCC, Jan. 27.) Action Feb. 1.

KFDF-TV Clovis, N. M. and KFDF-TV Armarillo, Tex.—Granted assignment of license to new noncommercial station on channel 21, Clovis, N. M., for service to Armarillo, Tex. (See FCC, Jan. 27.) Action Feb. 1.

KFDF-TV Clovis, N. M. and KFDF-TV Armarillo, Tex.—Granted assignment of license to new noncommercial station on channel 21, Clovis, N. M., for service to Armarillo, Tex. (See FCC, Jan. 27.) Action Feb. 1.

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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers, 2411 - 2419 M St., N.W. Washington, D.C., 20036</td>
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<tr>
<td>COMMERICAL RADIO</td>
<td>EQUIMENT CO., Everett L. Dillard, Gen. Mgr., Edward F. Lorente, Chief Engr., PRUDENTIAL</td>
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<td>eingineering</td>
<td>BLDG., 1721 13th St., Washington, D.C., 20005</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg., Wash., D.C.</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers, 930 Warner Bldg., Washington, D.C.</td>
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<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers, 19 E. Quay St., Hickory 7-2401, Riverside, Ill.</td>
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<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineer, 8200 Snowville Rd., Cleveland, Ohio</td>
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<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer, 622 Hoskins St., Lufkin, Texas</td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers, P.O. Box 13287, Fort Worth, Texas</td>
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<tr>
<td>E. H. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT, Box 220, Coldwater, Michigan</td>
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<tr>
<td>LEO M. KRISTENSEN</td>
<td>CONSULTANT, National Press Bldg., Wash., D.C.</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>A Division of Multronics, Inc., Multronics Building, 3141 Cahuausa Blvd., Los Angeles,</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant, R. R. 2, Box 50, West Terre Haute, Indiana 47885</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS, RADIO &amp; TELEVISION, 527 Munsey Bldg., Sterling 3-0117, Washington,</td>
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<tr>
<td>KIRKSEY</td>
<td>BROADCAST ENGINEERING CONSULTANT, 1735 Desales St., N.W. Washington, D.C., 20036</td>
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<td>SILVA AND CULVER</td>
<td>Consulting Engineers, 3120 15th St., Washington, D.C.</td>
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<td>JAMES F. LAWRENCE, JR.</td>
<td>FM and TV Consulting Consultant, 527 Munsey Bldg., Sterling 3-0117, Washington, D.C.</td>
</tr>
<tr>
<td>T. W. KIRKSEY</td>
<td>17 Years TV Engineering, TV CATV and Microwave, Box 8068, Minneapolis, Minnesota</td>
</tr>
</tbody>
</table>
By Hearing Examiner Jay A. Kyle

- Scheduled prehearing conference for Feb. 10 in proceeding on applications of D. H. Overmyer Communications Co., Max- 

Bronx Broadcasting Co., and Broadcast Bureau for new TV's to operate on channel 47 in Eau Gallie, Fla.

- In proceeding on applications of Wilkes- 

boro Broadcasting Inc., and Grandview Broadcasting Co., for new AM's in Wilkesboro, N. C., granted applicants' request to continue pre- 


By Hearing Examiner Forest L. McClenning

- In proceeding on application of Tidewater Broadcast- 

ing Co., to enlarge signal of local AM station to FM and TV broadcast stations in Doc. 16004. Action Jan. 28.

By Hearing Examiner Chester F. Naumowicz Jr.

- Pursuant to certain agreements reached at prehearing conference of Jan. 25, proceeding on applications of Seven League Productions Inc., for license of station WII, and South Dade Broadcasting Corp. and Redlands Broadcasting Co., for new AM's, all Homestead, Fla., sched- 

uled procedural dates and continued hearing from March 29 to May 7.

By Hearing Examiner Elizabeth C. Smith

- Scheduled further hearing conference for March 23 for review of review board's denial of motion by Canaveral's application for CATV franchise; commissioner having ordered carriage and non- 

duplication conditions at adjacencies, after considering engineering reports sub- 

mitted by Black Hills and by Duhamel Broadcasting Enterprises (KOTA-TV, chan- 

nel 3, Rapid City, S. D.), acted as follows: (1) modified carriage and non-duplication conditions to extent of requiring CATV system serving Rapid City to provide local TV stations only with simultaneous non- 

duplication protection, on cable, signal of local station whose programming in being duplicated, together with local adjacencies, in lieu of distant station; (2) stayed compliance with carriage and non- 

duplication conditions at Rapid City and Ellsworth Air Force Base only temporal as they relate to KRSV-TV, channel 7, Rapid City, pending further order of commission; and (3) ordered that carriage and 15-day before-and-after non-duplication protection previously imposed on CATV system serving Ellsworth Air Force Base remain in effect in pending proceeding. Action Feb. 26.

- By memorandum opinion and order in proceeding involving July 1, 1965, board, (1) granted applicants' joint petition for ap- 

plication of Iowa State University of Science and Technology (WOU) to expand service authorization to operate additional hours from 6 a.m. and local sunrise CST with 1 kw and to change operation on 640 kc from 5 kw, D, to 8 kw-B, 1 kw-S, H, review board granted motion by Earle C. Anthony Inc. (KFI), Los Angeles, and modified issue 3 to determine whether proposed opera- 

tion of WOU would cause objectionable interference between hours of 6 a.m. and lo- 

cal sunrise (CST) and between hours of 8 a.m. and local sunrise (CST), at Ames, to primary and secondary service areas of KFI, and, if so, nature and extent thereof, areas involved and facilities made available to such areas, as to other primary and secondary service to such areas and nature and character of program service now being provided to such areas and popula- 


- Review board granted motion by WHAS Inc. (WHAS-TV, Louisville) to correct error in various respects transcript of oral argu- 

ment in proceeding. Action Jan. 28.

- By review board granted Vaughn's motion; review board dismissed Vaughn's motion for renewal of license for Speedway, Ind., station WACS-TV (WACS-TV). By review board granted Vaughn's motion for renewal of license for Speedway, Ind., station WACS-TV (WACS-TV) in proceedings involving KFBS (KFBS), Topeka, Kan., KADM (KADM), Des Moines, Ia., and WIALM (WIALM), Des Moines, Ia., on or about Feb. 17 to 39. Action Jan. 28.


SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark [ ] new subscription or [ ] renew present subscription. Subscription rates on page 7.

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CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted—Management

General manager for metro Carolina FM. Organizational ability a must. If you can sell and believe in the future of FM, write Box B-35, BROADCASTING.

Wisconsin station expanding. Offers management position. Send complete resume, photo. All applications held in confidence, Box B-99, BROADCASTING.

Station manager needed immediately, must have good sales background. Good salary, commission. Just received AMC P. Starting opportunity to grow into big money the first phone, will accept third. Contact WTRL-FM, 115 North Indiana, L. E. Kassoue, Owner, cue 813-683-3000.


Mississippi single market station needs sales manager and community minded manager. Contact Joe Carson, 484-four, 818-forty-eight, Mississippi.

Sales

Leading good-music AM-FM station in major southwest market seeks top-notch sales manager. Young, progressive, management experience. Right man can earn up to $30,000. Box B-39, BROADCASTING.

Needed immediately—qualified sales manager; excellent base plus strong incentive. Northeast within two hundred miles New York City. Box A-152, BROADCASTING.

New Jersey station expanding sales dept., looking for man who could substantiate good background. Eventual sales manager material. Pay good if you are. Box A-393, BROADCASTING.

Sales managers for full time radio stations in Houston and Baton Rouge. Excellent opportunity to get into big money and station management starting with five figures bonus and bonus based on percentage of sales. Write giving detailed experience, including record, production figures and complete background. Box A-308, BROADCASTING.

Top station in good radio market within 75 miles radius of Pittsburgh—needs aggressive salesman—good salary plus commissions—right man can earn 5 figures first year. Send complete resume plus photo to Box A-235, BROADCASTING.

Growing New Mexico stations need sales manager for medium market who is not afraid of work, long hours, competitive market. Who will receive salary, plus commission, for securing Western station. Box B-45, BROADCASTING.

We're looking for a young progressive radio time salesman. Must have a proven sales record, good character and credit references. Should be willing to relocate at once. Box B-45, BROADCASTING.

Experienced radio salesman needed by Wisconsin station soon to go FM. Wiehe, Inc. Box B-84, BROADCASTING.


Sales—(Cont'd)

Opening for commercial manager at top station in north Alabama. Send complete details including phone number to Hamilton Motors, General Manager, WAOI, Decatur, Alabama. Right man can earn over $10,000 per year.

Announcers—(Cont'd)

Immediate opening for announcer who would also like sales. A good small midwest city pays average age. Call Manager, KLEX, 818-369-3322.

Sportscaster-salesman, Sell daytime, play-by-play nighttime. KRSA, Salinas, California.

Need 1 more staff announcer for new, 50,000 watt good music radio station. Send tape, photo and resume, complete back information. KFRG, Kissimmee, Florida.

Immediate opening for experienced announcer, adult format, five day week. Contact Leo Jylian, WBCM, Bay City, Michigan.

Immediate opening—young, single, 3rd phone, some experience. WCOF, Immokalee, Florida.


Country music is sweeping the nation, and we're in this country. Needs, excellent staff announcer capable all phases of operation, now. Happy, productive wants to play country music. Two years experience. Excellent credits, good references. Send audio tape, resume and photo. WAVY, Norfolk, Va. 757-621-8871.

Florida Keys adult format station has immediate opening for capable announcer with first class license. Send tape to Tony Fairbanks, WIFTG, Box 458, Marathon, Fla.

Announcer, some rock, copy and production, needs 3rd phone and resume to WGHM, Skowhegan, Maine.

Immediate—announcer, first phone. Mature man wanted, ready for modern, established market. Salary open to experience. Professional station, only experienced men need apply. Rush resume, tape, salary needs to WMMI, Route 5, Frederick, Maryland.


WRAN Radio, Dover, New Jersey, 25 miles west of New York, is presently looking for a first phone announcer, WRAN is a full time, progressive, middle-of-the-road station where creativity is most urgent. WRAN, Dover, New Jersey, 201-368-1510.

Immediate opening—1st class combo man, daytime directionals. WSOI, Windsor, Conn. (Hardford market) 203-369-3281.

BROADCASTING, February 7, 1968
Announcers—(Con'd)
Announcer/newscaster, preferably with first phone. Experience necessary. Mature but friendly sound a must. WSWW, Platteville, Wisconsin.

Goalg FM and increasing power. Need announcer with minimum 1 year experience. $4000. Send 7" x 9" tape, WSWW, Somerset, Pa.

Technical
First class technical men wanted for Eastern AM expanding into CATV. Good opportunity with growth. Liberal fringe benefits. Box A-4, BROADCASTING.

1st ticket engineer-announcer with opportunity to advance. Must have FM stereo experience. Good music station. Small town Rockin County area. Need man qualified to install new large transmitter equipment recorders, etc. 24 hours announcing and 24 hours engineering each week. Send details, experience, salary requirements and snapshot. Box B-2, BROADCASTING.

Chief engineer, 5 kw directional daytimer, 130 mile radius Chicago. Many company benefits. Group operation. Good pay. Only professional need apply. Box A-347, BROADCASTING.

Chief engineer—successful, high quality, mature, responsible, supervisory. Good opportunity to manage small FM station. Must have experience in all phases of FM operation. Excellent fringe benefits. Box A-50, BROADCASTING.

Publisher—Announcer wanted. Good experience as newscaster, continuity writer, women’s programs, sportscaster. Must have experience in writing, producing, broadcasting. 3 months minimum. Write for details. Box A-16, BROADCASTING.

SUN World News Channel, Inc., Chicago, IL 60610, seeks a highly talented, professional, experienced, creative, and results-oriented Director of Creative Services. This individual will manage the creative and production elements of SUN World News, including but not limited to the daily newscasts and all related content. The Director of Creative Services will work closely with the senior management team to create a compelling and engaging news product that resonates with our diverse audience.

Responsibilities:
- Develop and execute creative and production strategies for SUN World News.
- Manage a team of creative professionals, including copywriters, designers, and producers.
- Ensure adherence to the network’s editorial standards and brand guidelines.
- Collaborate with news management and the production team to produce high-quality content.
- Oversee the production of all newscasts and related content.
- Stay current with industry trends and best practices.

Requirements:
- Bachelor’s degree in Communications, Creative, or related field.
- Minimum 5 years of professional experience in a similar role.
- Strong writing and editing skills.
- Experience managing a creative team.
- Excellent organizational and interpersonal skills.
- Proficiency in Adobe Creative Suite and industry-standard production tools.
- Ability to work well in a fast-paced environment.

Please submit your resume and portfolio to: jobs@sunworldnews.com. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

NEWS—(Con'd)
Wisconsin station, soon expanding into FM, seeking mature, experienced newswoman, to gather and deliver news. Position is staff writer, including writing, research, reference tape, photo. All applications treated confidentially. WSWW, Platteville.

Production—Programming, Others
1st rate Program & Production man with brains, initiative, taste and imagination for station in top 10 market in the world. Experience with this growing, dynamic organization. Box A-318, BROADCASTING.

RADIO
Situations Wanted—Management
General manager successfully managing the dominant station large southwestern market. Experienced with sales, promotion, sales motion, personnel, administration. Inspiring leader. Family man, 38, 16 years broadcast. Desire large market with appropriate financial arrangement. One of country’s successful managers. Box A-208, BROADCASTING.

General manager, Experienced, Professional sales/production manager with Market. Stable College. Box B-3, BROADCASTING.

14 years all phases of radio. Management, sales, promotions. Experience in major big to conference football, basketball, minor league baseball. Managing small market AM-FM station. Desires California, Arizona or New Mexico area. Box B-9, BROADCASTING.

2 men experienced, country western proven sales, first phone, management. Box B-30, BROADCASTING.

General manager, 8 years with nations most successful independent radio group, desires new opportunity with challenge. Excellent sales background and outstanding profit record as general manager. Box B-36, BROADCASTING.

I’m a successful large-market sales manager with a major group. Four years figures and references know throughout the industry prove it. Current income $18,000, but they’re not the whole story. If your sales dept needs a professional broadcaster, write Box B-91, BROADCASTING.

Exceptionally well-qualified broadcast executive available 30 days notice. 10 years experience, all phases especially strong in sales. Box B-64, BROADCASTING.

Sales
Southwest—Sales manager with announcing and play-by-play background. Experienced newscaster, and college and college. Box B-17, BROADCASTING.

You may need a strong, very impressive sales manager in building, strengthening and binding close relationship with station’s principal sales. Loyal, highest integrity, sound knowledge of radio—all phases and formats, impeccable references, outstanding sales record...my talents will make your profit picture jump. Let’s talk now! Box B-51, BROADCASTING.

Sales manager, over 5 years experience: looking for challenge in small midwest market. You provide opportunity, I’ll provide profits. College, family, employed. Box B-63, BROADCASTING.

Baseball announcing position wanted. Experienced sportscaster. Tape available. A-301, BROADCASTING.

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Announcers—(Cont'd)

Knowledgeable first phone country jock seeking PM/MD position. Box B-88, BROADCASTING.

First phone, traffic jock, top 60 market, available March 1st, wants rock service complete, writes. Box B-88, BROADCASTING.

Your station is a run? Let an exciting play-by-play caller think up ideas. John Smiley, Jersey N.Y.-Phila. area, but will listen to the right offer. Contact Tom Carboni, 2601 S. Humburd,

Technical

First phone-deejay ready for solo flight. Chris Borden grad. with two years college, Bill Cotes, 2500 Bowers, Apt. 3, Santa Clara, Calif.

10 years major markets seeks modern country, personality M. R., or relaxed contemporary job. Box 462-A, San Antonio, Texas 512-MA 7-2648.

Production—Programming, Others

Casting.


Drink, smoke, gamble, all the bad habits, looking for max. pay and min. work and reasonable compensation. Young female or manager if price right. Box B-55, BROADCASTING.


News

Radio—TV reporter-photographer seeks news directorship, 9 experience, top references. Box A-248, BROADCASTING.

Major market newscaster wants challenging talk show assignment. Box B-80, BROADCASTING.

Want news directorship! First five market newscaster-reporter. Box B-81, BROADCASTING.

Production—Programming, Others

Versatile radio vet (30, family) seeks representative post in TV. Must have knowledge, production, programming and writing skills. Intelligent re presenta-


Program director—available due to change of format—prefer New York metro area—current post C. C.—seek background on and off air. Box B-9, BROADCASTING.

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ANNOUNCERS—(Cont’d)

Experienced—15 years radio, 5 TV. Specialty—sports also news and weather. Family man desiring 1st or 2nd position. Box B-7, BROADCASTING.

1st phone announcer looking for TV opening in 5 years experience & family. Box B-7, BROADCASTING.

NEWS

Politics and/or civil rights specialization sought by seasoned broadcast journalist. Claimed to be the Perceptive Analyst. Awards for documentaries. Skill as interviewee, feature selection, anchorman. Box B-14, BROADCASTING.

Experienced radio-TV newsman seeks opportunity for creative in-depth exploration of tastes of the day. Directed delivery, copywriting, editing, assignment writing and interpreting and on-camera presentation. Background in stringer's stories, panels. Box B-15, BROADCASTING.

Looking for aggressive journalist with ad-sales background? Need someone who can dig out exclusive stories and present news and documentaries through imaginative use of television medium? Ten-year veteran of all phases of broadcast news field returns to television from unchallenging stint as manager for radio news department, Journalism hon. graduate. Newscast and newsmaker award. Top ratings. Midwestern. Experienced B-20, BROADCASTING.

Experienced television news reporter-writer, seeks on-air position in major metropolitan market. Also interested in reporting, writing, documentary and on camera work. College graduate. Ex-military. Box B-33, BROADCASTING.

State Capitol bureau chief with major market assignment. Experienced in all phases of TV news. College graduate. Married. Box B-60, BROADCASTING.

Need a professional newsmen? Good news desk people challenge major markets. Box B-61, BROADCASTING.

News director—Extensive experience, imaginative, broad orientation, ratings. Production experience and knowledge add up to efficient operation. explodes in editorial, public affairs and editorial programming. Box B-19, BROADCASTING.


PRODUCTION—Programming, Others

Talented film editor-heavy motion picture & lab background, seeks new horizons in major market. Salary negotiable. Box A-304, BROADCASTING.

News, program, public relations—14 years. TV-Arizona. Age 37, married. Box A-846, BROADCASTING.

Presently employed, college graduate, 7 years TV experience program operation & production—administration. Film buying. Seeks challenge in programming with opportunity for advancement. Box B-7, BROADCASTING.

 Experienced film director interested in advancement or change. Box B-63, BROADCASTING.

Energetic, ambitious young man wants directing or position, leading to directing. Must have college degree. Production experience. Box B-73, BROADCASTING.

WANTED TO BUY

Equipment—(Cont’d)

WANTED TO BUY

Equipment—(Cont’d)

We need a reflectometer and directional coupler for an RCA TT1-1B television transmitter, and one more interested in any extra parts. Please write us immediately: KLOC, P.O. Box 338, Ceres, California 95307.

Wanted, used 1000-foot guyed tower, 50-lb. wind loading. W17F, G. O. Box 1045, Charlotte, North Carolina.

Wanted: 1 kw transmitter, Gates, Collins or RCA. Must be late model in good condition. Cash. Box B-60, Loretto, Virginia.

FM equipment. Everything needed, including 10 kw transmitter, 8 bay antenna, etc. Must be absolute first class. Box B-76, BROADCASTING.

FOR SALE

Television transmitters, monitors, tubes, microwave, cameras, audio, Electronic find, 440 Columbus Ave. N.Y.C.

Parabolic antennas & aluminum complete with dish, poles, puller units. 1570 mc $120, complete. Tuned to 500 mc $175.00 complete. S. W. Electric Co., phone 38-3299, 34th & Willow Streets. Oakland, Calif.

For sale, RCA type TT1 B1 UHF television transmitter. Immaculate condition, as new. Presently tuned to Channel 20, 6 weeks delivery. Also complete antenna and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes, Spartac Electronic Corporation, Box 7250, Sacramento, California. 95815. Box A-346, BROADCASTING.

For sale: By owner; 5 kw radio transmitter RCA model BTAH. Excellent condition. Some spare parts available. Price—$5,000. Ready for shipment. Box B-14, BROADCASTING.


1 Scholar model 500A remote control system; best offer. Excellent condition, Jack Sellmeyer, KCVX, 329 N. 3rd Ave., Phoenix, Arizona.

Gates model M335B-S speech input system ws/4-audio level, in good working condition. Call 805-205-3167.

ATC-55B Automatic cartridge player. Brand new, never used, had to sell due to change in automation system. Will sell for $200.00 cash and yen shipping cost. Contact John Foster, WCON, Cornelia, Georgia. Phone 304-778-2941.

Magnecord tape puller units $100.00. Magnecord duplicating amplifier $150.00. Bulk tape eraser, Grommes amplifier. Microphones, Gary Knight, 2306 Park Avenue, Sioux City, Iowa.

GEL 5 kw never used, complete with stereo and RCA units 532-667-1179 or Box B-22, BROADCASTING.

Gates SA-40 console, excellent condition. Will trade for MK580 or good offer. Box E-6500, WTVB, Box 21, Coldwater, Michigan.

Used General Precision laboratory model PA-303 Kissenger analyzer and one PA-401 rapid film processor. Write Graydon Auman, Blossom Service Boxes, XU, University, Alabama.

Used broadcast equipment. . . . One complete variously used line of broadcast equipment and supply Co., Box 3414, Brattleboro, Vermont.

For sale: One 475" guyed tower 6 ft. sides needs 19 ft. guy. One 42 kw 13 TV antenna on ground ready for shipping. Box B. McVey, RR #3, Cedar Rapids, Iowa.

FOR SALE—Equipment—(Cont’d)

AMPEX authorized repair center—Repair and refill all Ampex products, including heads. Forty-eight hour service on all work. All Free estimates. New and used equipment for sale. Absolute Sound Company, 15 North Tyron Street, San Antonio, Texas 78210.

AMPEX 351C recorders. HT, 75 & 15, $1195.00, 350-C ft 75, & 15, $955.00, 351-2 rack mount, 75 & 15, $1195.00 and 351-4, original specs. Immediate delivery on new ACG series. Tel. 248-650-0959. Audio Distributors, Inc., 2354 S. Division, Grand Rapids, Michigan.

FOR SALE: Schafer model 300 remote control television transmitter, 1 kw. Transmitter. Cost $1,250 for $1,000. Will ship immediately. Contact Box B-77, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Urban Comedy Books, Atlantic Beach, N. Y.

Add 36% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 10 pages of excellent ideas. Rack it up to your market now. Write Brainstorm, 347 Niles, 45826.

"DEEJAY MANUAL"—A collection of 41 comedy lines, bits, breaks, adlib, thoughts, etc. Write for free catalog. Snow-By Comedy Service, 1723 M. 30th St., Brooklyn, N. Y. 11228.

DEEJAYS! 4,500 classified gaz-lines. 4400! Consign agents, dealers, stores, private partiers, etc. Every week. Gentry, N. Hollywood, Calif. 91605.

$50.00 reward for information leading to whereabouts and return of Audubon Mustang, two-door hardtop, Minnesota license number 13222, owned and driven by former Minneapolis-St. Paul area disc jockey, Robert Adams, better known as Kelly, now believed to be in Detroit area. Please contact St. Paul, Minnesota, phone 552-6666, extension 86. Write to Bob Adams.


Seeking new talent! Complete catalog covers all schools and colleges teaching radio and television broadcasting. Descriptive synopses on each . . . Send $2.00 to . . . Nelson Research, Box 264, Alpena, Michigan 49707.

INSTRUCTIONS

FCC licenses and A.S.E.E. degrees programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C., Seattle, Texas, etc. Accredited. GRUSSER, Grandham Schools, 1508 N. Western Ave., Hollywood, California. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1155 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory training. Elkins Radio License School of New Orleans.

Chicago, New Orleans, Louisiana.

FCC first phonograph license in six weeks Guaranteed instruction in theory and laboratory methods by master teachers. Write to Rev., Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six week phonograph training in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training on latest, most modern equipment. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 8, Texas.

BROADCASTING, February 7, 1966
INSTRUCTIONS—(Cont'd)


Train now in N.Y.C. for FCC first phone license in six weeks. Classes begin every 5 weeks. Excellent opportunity. Send resume including education and previous employers. Pay $10.00 per week plus room at Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.


America's pioneer, 1st in announcing since 1894. National Academy of Broadcasting, 814 H St. NW, Washington 1, D.C.

“Are REI and Here’s Why!” First phone license in (5) weeks—and we guarantee it. Tuition only $265. Rooms $55-85 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Feb. 7-March 14-April 8-May 23-June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

HELP WANTED

VIDEO-SYSTEMS MARKETING ENGINEERS

Ampex Corporation is presently seeking creative marketing engineers to develop new market applications for video systems and work with customers on unique commercial and military applications.

Successful candidates will have knowledge of both broadcast and C C T V systems and a demonstrated capability to envision new applications as well as defining equipment and systems from a technical standpoint.

These positions represent opportunities to move into greater responsibility in dynamic technical marketing activity.

All inquiries will be treated in strict confidence. Please send resume to:

C. R. Moody
Employment Manager
AMPTEX CORPORATION
401 Broadway
Redwood City, California 94063
An Equal Opportunity Employer

RADIO

Help Wanted—Management

Manager
FM & TV Products

Excellent opportunity for a sales-minded and customer-oriented man who will be responsible for the sale of FM, TV transmitters and accessory items for large broadcast equipment manufacturer who operates on a planned growth program.

Age 25 to 40. B.S. Degree or comparable experience required. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to:

Box B-39, Broadcasting.

Sales

Broadcast Equipment Sales Specialist

Live in the San Francisco area and sell technical equipment to AM, FM and TV stations. Must know broadcasters and have broadcasting experience. An equal opportunity employer. Send resume including education and experience to:

Box B-40, BROADCASTING

Help Wanted—Announcers

Talk Personality

Top rated eastern station wants news oriented talk man. Excellent 6 figure salary, ideal working and living conditions. Rush tape & resume to:

BOX A-279, BROADCASTING.

WANTED FOR MID-WEST TOP 10 MARKET, CHAIN OPERATED STATION:

Air Personalities and Newsmen with a minimum of 3 years commercial experience. Send tape, resume, picture and salary requirements immediately to:

Box A-317, Broadcasting
Salary open

HELP WANTED

Situations Wanted

ATT . MGRS. & P. D.'s AVAIL. NEWSMEN. DJ'S. PROD. & COMBO MEN WELL TRAINED. SOME 1ST & 2ND TICKETS WITH EMBOS.

BILL WADE SCHOOL OF RADIO
2223 EL CAJON BLVD. SUITE 527
SAN DIEGO, CALIF.

TELEVISION

Help Wanted—Management

TELEVISION STATION MANAGER

Communications company operating six stations nationally seeks a fully qualified Television Station Manager for one of their mid-western stations.

Candidates must have complete station operation & management exp. Operating experience in this geographical area is desirable but not required.

No contest will be made with current or previous employers until a personal interview is arranged at your convenience. Please send resume of experience and earnings in complete confidence to:

Box B-1, BROADCASTING

Our Employees Know this advertisement.


TELEVISION SALES DIRECTOR

Television Sales Director fully qualified for national sales effort is sought by major broadcasting company operating stations in the southwest, midwest and westcoast.

Applicants must have a full range of sales experience including direct supervision of national, regional and local sales programs.

Reply in complete confidence detailing experience & earnings to:

Box B-27, BROADCASTING
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. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

TELEVISION

CHIEF ENGINEER

A Management oriented Chief Engineer is needed to take full charge of the Studio & Transmitter operations of UHF stations recognized for their ultra-modern equipment including color. Stations are in the top 25 of the Nation's markets. Your confidence fully guarded.

Also Positions available for STAFF ENGINEERS.

Box B-53, Broadcasting

INSTRUCTIONS

LEARN MORE BARN MORE Radio & TV Announcing & Production DON MARTIN SCHOOL OF RADIO & TV 1653 N. Cherokee HO 2-3218 Hollywood, Calif. 90028

EMPLOYMENT SERVICE

THE AMPS AGENCY
BY BROADCASTERS—FOR BROADCASTERS
TV ENGINEERS

Outstanding opportunities in all categories of TV station engineers and technical operations. West Coast. Live color/video maintenance needed immediately.

★ THE AMPS AGENCY ★
All Media Placement Service 135 S. Robertson Blvd., Beverly Hills, Calif. Telephone 0L 7-4881

527 Madison Avenue, New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Charles Barish, Director

NEED HELP?

Your ad here...

gives you nationwide display

For Rates Contact:

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO
NEED A JOB CHANGE?
LET OUR RADIO AND TV PLACEMENT SPECIALISTS HELP YOU!!!
WE NEED THE FOLLOWING FOR ALL SIZE MARKETS!

General Managers, Sales Managers, Program Directors, Announcers, D.J.'s, Newsmen, Salesmen, engineers, Producer-directors, copywriters, & Secretaries.

CONFIDENTIAL REGISTRATION
"WE MAKE MANY PLACEMENTS BEFORE YOU HEAR OF THE OPENING"

NATIONWIDE RADIO-TV EMPLOYMENT AGENCY
645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7075
945 Federal Blvd., Denver, Colo.

WANTED TO BUY

Stations

Wish to Buy

AM Station in New England—All areas—markets and propositions considered. Replies treated in confidence.
Box B-20, BROADCASTING

WANTED TO BUY

Sales Manager with major chain would like to purchase 50-100% of your radio station and act as owner-operator. Major market preferred. Please give complete details: price, type of facility, programming, etc.
Box B-13, BROADCASTING

FOR SALE—Catv

Supremely engineered and quality constructed TV Cable system. Potential subscriber list—2,000. Priced less than $300,000. Excellent contracts and lease agreements.
Box A-324, BROADCASTING

FOR SALE

Former Spreckels Mansion
Five beautiful wooded acres in the famous Valley of the Moon country, near San Francisco; one hour south of San Francisco. Build your own home on 500 sq. ft. - 9 rooms 6 bedrooms 6 baths. 10 acres of greenhouses. Forty minutes from San Francisco in historic Sonoma, Calif. Outstanding buy at $80,000. Terms.
AUBERLIN AND AUBERLIN, REALTORS
P. O. Box. 318, SONOMA, CALIFORNIA

FOR SALE

Northwest mansion—Major market $262,500-15 percent down.
Northern California—50%—full time $155,000-000 terms.
Charles Cawing & Associates
P. O. Box 1496 Hollywood 28, Calif.

FOR SALE

South Georgia station. Average sales $41,500.00. Price with Real Estate $75,000.00. Without Real Estate $60,000.00. Down 20%-Balance 80% Interest.
Write: Box A-349, BROADCASTING

FOR SALE

Northwest small daytime station. Medium sized Northwestern Market. $180,000-
Box B-10, BROADCASTING

FOR SALE—Catv

Supensibly engineered and quality constructed TV Cable system. Potential subscriber list—2,000. Priced less than $300,000. Excellent contracts and lease agreements.
Box A-324, BROADCASTING

FOR SALE—Stations

For Sale—Stations continued

FOR SALE

South Georgia station. Average sales $41,500.00. Price with Real Estate $75,000.00. Without Real Estate $60,000.00. Down 20%-Balance 80% Interest.
Write: Box A-349, BROADCASTING

FOR SALE

South Georgia station. Average sales $41,500.00. Price with Real Estate $75,000.00. Without Real Estate $60,000.00. Down 20%-Balance 80% Interest.
Write: Box A-349, BROADCASTING

FOR SALE

Northeast small daytime station. $110,000 29%
Gulf medium AM & FM 200M 58M
Ala. metro FM 65M 29%
N.Y. metro daytime 275M 50M
N.W. Top 50 AM & FM 1NN 29%

CHAPMAN ASSOCIATES
2845 PEACHTREE, ATLANTA, GA. 30309

FOR SALE—Stations

Catv East—Assets of $400,000 . . . 3700 connections with 5,000 additional potential. Current cash flow of $100,000 yearly. Asking Price $350 per connection. Cash basis.

Daytym—Within top 20 markets. Needs owner management supervision. 5,000 watts.

Television—WM $700,000 gross for '65. 40 percent higher than '64. Fixed assets of one and one-half million dollars. Price approximately 3 times gross. Terms.

(Continued from page 80)

Action of January 27

Granted renewal of license for VHF TV translator station KZTO, Village of Taylors, Taylor, Neb.

Actions of Jan. 16

Granted med. of licenses to reduce aural equipment, following TV stations: KCVY St. Louis, to 15.1 kw and retransmit location; WEQY-TV, Clarksburg, W. Va., to 24 kw (DA) and 0.8 kw aural trans.; KPAC-TV, Port Arthur, Tex., to 20 kw KENS-TV San Antonio, Tex., to 20 kw; WBFC-TV, Greenville, S. C., to 29 kw KTVI, Springfield, Ill., to 15 kw; *KRTM-TV Denver, to 15.1 kw; *KUON-TV Lincoln, Neb., to 31.9 kw; WIVR-FM, Knoxville, Tenn.—Granted li-

(Continued on page 80)
substitute 221A for 26A at Menomonie, Wis. Also, on own motion, substitute 285A for 248A at Princeton, Ky., in order to remove short-spaced assignment of 248A. Action Feb. 2.

Petitions for Rulemaking Filed

*WISU-FM Terre Haute, Ind.—Indiana State University Board of Trustees. Requests rulemakings proceedings to allocate FM channel 246A (6.9 mc) to Terre Haute. Received Jan. 21.

KEEB Jacksonville, Tex.—Wells, Waller & Bailes Inc. Requests amendment of rules so as to transfer FM channel 293 from Tyler, Tex., to Jacksonville, Tex., and 257A from Jacksonville to Tyler. Received Jan. 24.

Childress, Tex.—Red River Valley Transmitter Association. Amendment of rules and regulations to authorize FM rebroadcasting in manner of VHF TV rebroadcast, on paraphrased channels of FM band 88-106 mc. Received Jan. 24.

Waynesville, Mo.—Cable TV Co. Requests institution of rulemaking proceeding so as to provide for assignment of lowest position channel to Waynesville. Received Jan. 26.

**COMMUNITY ANTENNA FACILITIES ACTIVITIES**

The following are activities in community antenna television reported to Broadcasting through Feb. 2. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

*Indicates a franchise has been granted.

Jonesboro, Ark.—Jonesboro Cable Television Corp., by the American Cable family of Fort Worth as principal stockholders, has applied for a franchise. The company proposes to pay the city $100 per year and 2% of the gross annual income. The installation fee would be a maximum of $52 and the monthly service fee would be $4.50. The Carter family owns WBAP-AM-FM-TV

Kaiser-Cox brings a new degree of sophistication in "human engineering" to CATV equipment design. The "plug-in" modular construction of the new Phoenixian series amplifiers assures ease of installation, efficient field-testing, low maintenance cost and maximum convertibility. More reasons to depend on Kaiser-Cox for CATV leadership today and tomorrow.

Kaiser-Cox Corporation
P.O. Box 4927D, Phoenix, Ariz. 85026 Phone (602) 744-4111

**New calls let requested**

Champaign, Ill.—Robert E. Durst. Requests WTWC.

Tulsa, Okla.—Oral Roberts University. Requests KORU.

Waupun, Wis.—Radio Waupun. Requests WLKE.

WSOR Windsor, Conn.—Robert Kimmel & Associates. Requests WJLZ.

Newport, Ky.—Russell County Broadcasting. Requests WLEX.

WJIB Warner Robins, Ga.—Warner Robins Broadcasting Co. Requests WAVC.

**Human Engineered**

Kaiser-Cox brings a new degree of sophistication in "human engineering" to CATV equipment design. The "plug-in" modular construction of the new Phoenixian series amplifiers assures ease of installation, efficient field-testing, low maintenance cost and maximum convertibility. More reasons to depend on Kaiser-Cox for CATV leadership today and tomorrow.
Success sells in spite of the ratings

weekend. I decided to take it and telephoned Mr. Sanger. But he had had second thoughts and wasn't sure whether he wanted me. I hurried down to the station and convinced Mr. Sanger that I should be working for him.

WQXR considered itself the electronics counterpart of the New York Times, even before the newspaper acquired the station from Mr. Sanger in 1944. Mr. McGee points out that WQXR has never deviated from its original objective of providing listeners with the finest music and a steady and consistent flow of news coverage.

"This does not mean, of course, that we have not changed with the times," he added. "We have tried to keep up with the preferences of our listeners. For example, we carry folk music and jazz music today—just so long as it typifies the best of its kind.

"Similarly, in our news coverage we have added over the years segments on business news and on the arts because, more and more, our listeners have sought this type of information."

The WQXR formula of aiming for a highbrow audience, in which is clustered a substantial segment of New York's affluent society, apparently has paid off commercially as well as artistically. Sales reached an all-time high in 1965, surpassing the 1964 volume by 26%.

The station's segmentation approach was not always so effective, Mr. McGee recalls. A few months after he joined the station in 1937, an official of the J. Walter Thompson agency telephoned him and asked him to drop by the office.

"I had visions of a big sale," Mr. McGee recounted. "After exchanging some pleasantries, the Thompson executive came to the point. The Ritz Hotel was about to open its Japanese tea garden and the agency wanted to buy one 30-second spot on WQXR to advertise the event. Well, I was crestfallen, but not unbowed."

WQXR's stature grew slowly but steadily during the 1940's, 1950's and 1960's. Mr. McGee assumed widening responsibilities, paralleling the growth of WQXR. When Mr. Sanger relinquished the operating directorship of the station last summer, Mr. McGee was named to the post.

In contrast with those lean, early years, WQXR today carries the announcements of many of the leading advertisers in the U. S. and abroad.

Success vs. Ratings * "We sell on the basis of success stories rather than on ratings here at WQXR," Mr. McGee noted. "Perhaps the most important ingredient in our sales platform is that our station, our programs and commercials are listened to. We are convinced that what we may lack in ratings we more than make up in providing an audience with 'intent listening'."

In addition, according to Mr. McGee, a number of the station's clients use its facilities to project a favorable corporate image to the financial community.

Mr. McGee is still the businessmind-esthete today with no thought of retirement in the immediate future. While WQXR fulfills him occupationally, he maintains an outside interest in such culturally oriented organizations as the Westport (Conn.) Historical Society, the Westport Audubon Society, and the Little Cumberland Association, a group devoted to conserving 2,200 acres of unsold land in Georgia. He is an active bird-watcher and organic gardener.

"I concentrate on vegetables and I've grown all we need over the past few years," he remarked cheerily. "My wife, Eileen, is the herb gardener in the family."
EDITORIALS

The fact machine

As any journalist can tell you, it is the nature of man to wish himself and his ideas presented in a favorable light. It is also in his nature to prefer the sweet to the bitter, the happy ending to the sad. These very human inclinations are being rudely bruised by news coverage of the war in Vietnam.

The military establishment, convinced of its own rectitude, regards as irresponsible the journalist who accurately reports a defeat of friendly forces, a slip-up in command, an excess of retaliation on the battlefield. The political establishment is as quick to reprove reports that question the diversity of current policy. The general citizenry recoils at scenes of combat from a war that it wishes would somehow go away. All of these predictable responses have been accentuated by television coverage of Vietnam.

Never before has an American war been covered consistently and with immediacy in sound-on-film and in living (and sometimes dying) color. Never before has yesterday's fire-fight in a remote battle zone been tonight's observed experience in the American living room.

Never before has there been a war quite like the one in Vietnam. This is not a war of total commitment, though a massive part of the nation's ready forces is committed to it. It is at best a tentative war of cloudy past and cloudier future. It is not the kind of war that summons up a national determination to win at any cost. It is therefore an exceedingly difficult war for television to cover with its new techniques and new tools without incurring distaste and dissent within its audience. If television is to observe its journalistic obligations, it must suffer constant and widespread rebukes from those who prefer to take their reality in milder doses than TV dishes out.

Frank Stanton, president of CBS, stated the problem in a speech reported last week in this publication. "The forthright reporting of unpleasant facts," he said, "has inspired adverse reactions both from the public and from Washington." Yet, he said, "the function of journalism is to furnish the people [who are] ultimately responsible for [national] policy with the facts—the shocking as well as the placid, the ominous as well as the reassuring, the dissenting as well as the agreeing."

It is an enormous responsibility that is borne by every television correspondent in the field and editor at home, to tell the facts without betraying information of clear military value to the enemy. So far the responsibility has, we are convinced, been borne well.

Cox's army

Of the FCC's seven members, one of the most affable and forthright is 49-year old Kenneth A. Cox. He is also the commission's foremost critic of broadcasting and is, therefore, the darling of that segment of the FCC staff that is bent upon controlling every aspect of broadcast operations from programming to profits.

Commissioner Cox hasn't received as much attention in the public print as some of his colleagues, probably because he has played the same tune so long. He'll take on anyone anywhere on what's wrong with broadcasting, as he did a fortnight ago at the annual Radio-Television Institute of the University of Georgia in Athens. He condemned this season's TV programming and noted that profits were rising.

All of which was really none of the commissioner's business. It is not our purpose to deny the commissioner his freedom of speech as a citizen. But as a commissioner it would seem that his domain is that which the law prescribes and not those areas of programing and business that the law specifically proscribes.

Commissioner Cox is now rounding out his third year as an FCC member. During the preceding two years he had served as chief of the FCC's Broadcast Bureau. It was there that he became the troop leader for the crack-downers who have always regarded the presidentially-appointed commissioners as superannuated souls—unless they followed the recommendations served up to them. In Commissioner Cox they have one of their own and he is their champion at the commission meeting level, although not always alone.

When Mr. Cox went to the FCC in 1961, after having served as counsel for the Senate Commerce Committee, he told the FCC bar that "First Amendment" arguments "will be read ... and summarized ... and ignored". Mr. Cox afterward said he was quoted out of context, but we haven't detected any statements since that would indicate he has changed that position.

In 1934 Congress wisely decided that there should be a seven-man FCC. Tough as conditions are, they would be infinitely worse if a smaller, more malleable body were subjected to the devious ways of the crack-downers of Cox's army.

Once around the track

GREAT BRITAIN, where television has been even more hampered by government domination than in the United States, is giving pay TV a trial run. From advance accounts, movies and horse races will be a prime fare.

But although movies have been standard on pay-TV tests in the United States, where the British are really lengths ahead is with their horse races. In America the FCC bars regularly scheduled races except for occasional features. Bookmaking here is illegal.

In England, where horse racing is the sport of kings, bookmaking is a legalized institution. Racing vies with cricket as the national sport. Now pay-TV entrepreneurs in England offer full programs of racing for $.68. One can sit comfortably in the living room, place bets by telephone, and watch the races for results. There could be no more satisfactory way to be taken to the financial cleaners. It can't happen here, but it looks as though in Great Britain pay television might have it made.

"How's this for camp, J. B.? The hero's a cowboy who wears a mask, rides a white horse, shoots silver bullets and has a buddy who's an Indian."

Drawn for BROADCASTING by Sid Hix

BROADCASTING, February 7, 1966
WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE

... and, IN PENNSYLVANIA, it's

**WJAC-TV**

No guesswork to it! When you want to be sure of reaching Mid-Pennsylvania's big market -- pick WJAC-TV. Here are the facts in a nutshell. From high atop the Allegheny mountains, WJAC-TV reaches over 259,000 homes . . . the famous Million Dollar Market in the Middle . . . America's 43rd largest TV market! And -- it's the one station in mid and western Pennsylvania with full color facilities.
If you lived in San Francisco...

...you’d be sold on KRON-TV