What is an **influencible**?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale.

_Influence the influencibles._

© 1965 Storz Broadcasting Co., Inc.
YOUR FIRST STEP into the profitable world of CATV

This fact-filled document tells you what CATV is all about, how it works, and why we can help you. Send for "The Jerrold CATV Story". There's no obligation of any kind.

Start on the profitable road by learning the ABC's of CATV with the facts straight from the leader—Jerrold. Join the ranks of prudent businessmen who utilize our know-how to build and operate more CATV systems than any other group in the industry.

When you're ready, we'll be pleased to show you where CATV is headed—and help you get there. Jerrold offers market selection studies, engineering advice, management guidance, system construction, financing and merchandising. Let Jerrold, the industry's most complete source, serve you with the facts, today. Send for "The Jerrold CATV Story". Phone 215-226-3456, or mail coupon.

JERROLD FIRST IN CATV
The nation's largest, most experienced manufacturer/supplier of CATV equipment and services.
What were a couple of midwest television reporters doing with 2 U.S. Senators on a mission to the heart of the Amazon Jungle?

Reporting on a fact-finding mission by Senators Birch Bayh of Indiana and Fred Harris of Oklahoma.

The Senators and their wives went to South America at their own expense to find out how the Alliance for Progress and other U.S. aid programs are working.

Accompanying them were Lee Giles, a reporter for Corinthian's WISH-TV, Indianapolis and Ron Hagler, Chief Photographer for Corinthian's KOTV, Tulsa.

(It was Hagler who took this picture of their flying boat after it became mired in the Amazon mud.)

The two newsmen got their story. And so did approximately 225,000 viewers in Indiana and Oklahoma who watched Corinthian's special: Passport to the Future.

It's this kind of unusual, ambitious local programming that distinguishes stations belonging to the Corinthian Group.

You can see it's Corinthian.
in Dallas–Ft. Worth, KRLD-TV is preferred by

"the Lady of the House"...*

To sell products of primary appeal to the housewife, your first choice in placing a television schedule is the station that pinpoints the "Lady of the House" audience. KRLD-TV delivers more viewers in this category, 9:00 AM - 5:30 PM, Monday through Friday, than any other station in the nation's 12th ranked Television Market --- leading the 2nd station by 136% per average quarter hour.

Contact your ATS representative for a most efficient schedule on KRLD-TV, the station preferred by "The Lady of the House."

*Nov. '65 Nielsen Station Index Average Weekly TV Audience Estimates 9:00 AM - 5:30 PM Monday through Friday Average Quarter-hour Audiences Subject to qualifications described in said report.
Effects of Vietnam

Broadcast equipment manufacturers, particularly those located in San Francisco Bay area, are beginning to feel pinch of war shortages. Vietnam conflict is reflected in rising costs, scarcity of labor and equipment and delays in getting material that is available. One bay area equipment maker reports that lead time for getting parts and doing job done formerly in 45 days requires 125 days. Companies manufacturing meters and transformers for stations hiked prices 10% in January because costs have gone up so rapidly. Some manufacturers in bay area are so desperate for labor they've taken to advertising via spot radio.

Digging in

Several community antenna television operators, bitter at assertion of jurisdiction by FCC over all CATV, claim they're going to sit back and let FCC take them to court to require compliance. FCC provision attracting strongest objection is that requiring that CATV systems divulge ownership. "Let them send the U. S. Cavalry. I'm not going to cooperate in that..." interference in my private affairs" is how one CATV operator expressed himself last week.

Family matter

Broadcast Rating Council reportedly has decided to have talk with officials of Metromedia, O. E. McIntyre Inc., A. C. Nielsen Co. and American Research Bureau. Subject: Metromedia's $7-million acquisition of McIntyre mail marketing firm (BROADCASTING, Feb. 21). Reason: McIntyre's lists are used in drawing audience survey samples used by Nielsen and ARB. Problem: none, as far as is known.

But rating council apparently feels that potential for trouble is built into such relationships. Identity of sample members must be kept secret. Council, although confident there'll be no improprieties in this case, wants to be reassured that station-owner Metromedia won't have access to sample data.

Party line

FCC staff proposal that commission require stations to exercise more care in handling telephone talk shows was shelved last week, at least temporarily.
"FAITH TO FAITH"
WMAR-TV's award-winning Catholic-Protestant ecumenical Conversations now in their 4th prime-time season, and provided for viewing in ten cities of the U.S.A.

SUCCESS STORY
—Baltimore Style!

Training of Maryland's handicapped . . . current health problems . . . Medicare . . . Dialogues for Brotherhood—all scheduled recently on Channel 2—are just a few of the infinite variety of subjects successfully presented during the past 18 years by WMAR-TV in the public's interest. Programs are filmed, videotaped or "live." There are discussion panels, forums, interviews, documentaries. All are produced by a special WMAR-TV creative team of writers, photographers and producers. Viewers are thoroughly informed on the various problems which effect them, their city, their state. No wonder Baltimoreans—and Marylanders—look to Channel 2 for the most interesting, informative programs presented in the public interest!

"MEDICINE '66"
A wide range of medically-oriented subjects will be covered in this, its 14th year.

"THE WILL AND THE WAY"
Thoroughly documents Maryland's need for a "Comprehensive Vocational Rehabilitation Center."

"ASK ABOUT MEDICARE"
Questions on Medicare and how it will work are answered on this audience participation program.

In Maryland
Most People Watch COLOR-FULL
WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

BROADCASTING, March 14, 1966
Network daytime billing took leap forward by 21.2% in 1965 to record $398.9 million; now makes up 31.6% of revenue dollar for networks, up 3.6% over 1964. Profits reported high when the sun shines. See...

**BOOM IS IN DAYTIME . . . 33**

NBC's radio audience study says 111 million different adults listen to radio each week, 90.5% of all Americans 18 years and older. For single day, report says 92.1 million tune in. Both figures top TV. See...

**BIG-LEAGUE AUDIENCE . . . 40**

Dress rehearsal for House showdown on CATV run in Small Business subcommittee hearing. AMST and NCTA relate their views with Commerce Committee shootout still one week away. See...

**BATTLE LINES DRAWN . . . 66**

CBS Inc. tells stockholders that it is 'world's biggest ad medium,' that its audience is largest for 12th consecutive year, and that company has completed second best year in history—topped only by 1964. See...

**TOP AD MEDIUM . . . 77**

Radio-TV get windfall in advertising as Boston newspaper strike continues. With ads, though, comes need for increased news, announcements and special events. Some stations hire newspapermen for news duties. See...

**RADIO-TV TO RESCUE . . . 36**

TVB reports spot up 6% in second billion-dollar year. Top 100 in fourth quarter topped by P&G, Lever, but household appliances show biggest percentage increase—whopping 121%, second category is dental products. See...

**$1 BILLION FOR SPOT TV . . . 44**

General Motors, Schick lead third quarter network radio although medium dropped overall by 3%. RAB had predicted 15% gain. GM poured $1.9 million into medium with top 100 spending $17.6 million. See...

**NETWORK RADIO DOWN . . . 45**

FCC issues order on CATV: will control 1,200 nonmicrowave fed CATV's as well as 400 already regulated. In all, reported 6.6 million viewers are affected. Order has no surprises following Feb. 15 notice. See...

**CLOSES FIST ON CATV . . . 48**

ABC-TV, pleased with fourth spot on 'Batman,' is thinking of instituting additional spot in one-half-hour nightly. Fourth spot would be placed in 7:30-8:00 p.m. programs if policy is adopted. See...

**LIKES FOURTH AD . . . 37**

Barry-Enright get renewal of WGMA on condition that they sell property within 60 days. FCC had originally refused to renew station on ground that principals owned programs involved in quiz show scandals. See...

**CAN BE RETURNED . . . 56**

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**DEPARTMENTS**

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>33</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>45</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>70</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>14</td>
</tr>
<tr>
<td>EDITORIAL PAGE</td>
<td>108</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>86</td>
</tr>
<tr>
<td>FANFARE</td>
<td>80</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>88</td>
</tr>
<tr>
<td>FINANCIAL REPORTS</td>
<td>77</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>93</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>33</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>48</td>
</tr>
</tbody>
</table>

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**Broadcasting**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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AMERICAN BUSINESS PRESS, INC.
"Views expressed on this program are those of this station."

Taking an editorial stand is one of the Storer Standards.

A permanent three-man board in every Storer station develops viewpoints, prepares editorial messages, gets them on the air. Emphasis on station editorials is one of the standards adhered to by the Storer stations that mean more worthwhile listening for the public and more successful selling for advertisers.

Storer Standards make every Storer station a great salesman.
Pay TV rulemaking due out this week

FCC decision to issue rulemaking aimed at establishing nationwide system of off-air pay television appeared likely following special commission meeting Friday (March 11) on subject (see page 60).

Commission, working on draft of proposed rulemaking presented by special committee of commissioners, suggested number of changes in language and emphasis and asked staff to submit documents next Wednesday (March 23).

But sources said there appeared to be no opposition to inviting industry comments on proposal. Rulemaking was requested by Zenith Radio Corp. and Teco Inc., in petition based on their pay-TV test in Hartford, Conn.

Rules proposed in rulemaking one said follow lines of those suggested in Zenith and Teco petition. These provide for case-by-case determination as to which applications for pay-TV operations commission should permit.

They are also designed to assure that pay-TV stations maintain control over their operations and to prevent monopolistic growth of pay television in station operation and program distribution.

Committee suggested limiting pay-TV time to 15% of station's broadcast day if outlet is only one in market. Percentage would increase to 50% in case of four-station market. Commissioners were in disagreement on way to handle.

There was disagreement also on whether commission should propose that rules provide for only one technical pay-television system, as was suggested.

Commission has yet to resolve question of whether to propose limiting type of programming permissible on pay-TV system to "box office" products. If so, question of defining box office arises.

Other problems involve language in notice, particularly those sections expressing view that pay television would not have adverse impact on regular broadcast television. Commissioner Rosel H. Hyde would prefer to have commission stress affirmative view that pay-TV would bring new service to public.

Pipeline goes to consumer

Transcontinental Gas Pipe Line Co., Houston, announced today (March 14) first TV consumer campaign on behalf of residential use of gas for cooking, heating and appliances.

Firm reportedly is backing campaign—spot TV on 22 stations in 12 cities, including New York, Philadelphia and Atlanta—with $300,000 budget. Campaign will use four, 20-second color commercials with concentration in spring and fall of this year.

Pipeline company, which has no direct dealing with public, distributes gas in area extending from Montgomery, Ala., to New York. Doremus & Co., New York, is agency.

RCA sees color sales reaching 5.5 million

Current color boom brought prediction today (March 14) from RCA, major color receiver manufacturer, that sales of sets this year will go up another 1 million, or 22% above RCA's original estimate for 1966.

Total sales should reach 5.5 million sets based on present indicators, according to RCA. Retail value of total sets would come to some $3 billion, company said. At same time, firm predicted that entire consumer electronics industry, should hit close to $6 billion in volume this year.

RCA also announced development of 22-inch, 90-degree rectangular color tube that will be sold later this year. Sample tubes will be priced at about $150 in June, followed by introductory $118 for laminated-etched, and $110.50 for non-laminated versions.

This is news coverage?

All was peaceful at wedding of Dutch Princess Beatrix and West German (and former Nazi) Claus von Amsberg—at least that was way European television viewers saw it.

Scuffles between demonstrators and police during five-hour wedding last Thursday were recorded by Dutch television crews, but were omitted from broadcast by decision of producer.

Producer Kees van Langaard saw first shots of trouble on monitors but thought it was not "right to break into this [wedding] to show unruly scenes."

Mr. van Langaard said Friday (March 11) he was not under orders to ignore disturbances.

Around cracker barrel with Buffalo's WYSL-FM

New twist to growing telephonemicrophone talk format on radio stations to make it more like old time cracker barrel was scheduled to begin Saturday (March 12) in Buffalo, N. Y.

McLendon station's WYSL-FM, which like so many FM stations, has been duplicating its sister AM station, finally settled on format after week of experimentation. New format provides that advocate of point of view or authority on single subject will take over in studio and field all telephone calls coming into station on their particular subject or viewpoint.

First WYSL-FM "moderator" will be young mother who, in commenting on subject of sex education earlier last week, declared she intended to instruct her daughter in contraception beginning at age 11.

New "hot line" program will run from 10 a.m. to 2 p.m. at beginning, but will be lengthened until it covers at least 51% of station's program time—thus complying with FCC's nonduplication rule.

Probable extension of this format, according to Jack Danahy, station manager, is to link two callers together in conference call and broadcast them talking to each other.

As is customary, station will institute seven-second delay in broadcasting these conversations to eliminate any obscenities or swear words.

"Beauty of this format," Mr. Danahy said, "is that it makes the station completely responsive to the citizens of the community."

Derogation, public service clarified by TV Code Broad

Additions to National Association of Broadcasters TV Code dealing with derogatory advertising and public service material in non-prime time were passed by code board in New Orleans Friday (March 11).

Derogation amendment prohibits "ridiculing competitors or any form of contemptuous reference" toward other products, institutions or professions "regardless of identifiability."

Clause dealing with non-prime time commercials specifically excludes public service announcements from definition of commercial copy. Included in definition were normal spots, billboards, pro-
**WEEK’S HEADLINERS**

Edmund C. Bunker, formerly VP and national director of broadcast at Foote, Cone & Belding, New York, appointed senior VP of Interpublic, that city. Prior to joining FC&B, Mr. Bunker had been president of Radio Advertising Bureau and before that held various executive positions with CBS, last being corporate VP, CBS Inc., Washington.

Richard L. Beesemeyer, recently appointed general manager of WABC-TV New York (BROADCASTING, March 7), elected VP of ABC. Mr. Beesemeyer joined WABC-TV in March 1963 as general sales manager.

Edwin W. Ebel, VP, advertising services, General Foods Corp., White Plains, N. Y., has announced his retirement in late September (see page 47). He has been associated with General Foods since 1948 in posts including director of sales and advertising for Post division and director of advertising for corporation. He was elected VP, advertising services, in 1955. Earlier he had served in executive capacities with several advertising agencies. Mr. Ebel is currently chairman of board of directors of Advertising Council.

Sherwood Dodge, marketing-research specialist, elected president of the Advertising Research Foundation, New York. He succeeds Alcuin W. Lehman, who retires after 25 years, past five as ARF president. Mr. Lehman continues as advisor during the changeover. Mr. Dodge’s career extends from copywriter-researcher at former Lord & Thomas Agency to marketing VP of Foote, Cone & Belding, L&T’s successor agency. In 1957, he was elected VP of Fletcher D. Richards Inc. and subsequently served three years as marketing VP of Colgate’s toilet articles division.

John Burke, Chicago radio executive, named director of sales for Radio Advertising Bureau’s new Midwest division. He’s been VP and general manager of WGN Chicago, sales manager of WBBM Chicago and with CBS Radio Spot Sales. RAB is seeking Chicago quarters for its Midwest division, which is expected to open about April 1. Mr. Burke will join RAB headquarters in New York March 21.

For other personnel changes of the week see FATES & FORTUNES

**20th Century gross, net up**

Largest gross income since 1951 and net income since 1949 is disclosed by 20th Century-Fox annual report released Friday (March 11). Gross jumped 41% over previous year and net is up 2%. Increased taxes was said to account for wide disparity in gross-net relationship.

Income from film series produced for TV shot up to total $33.5 million, increase of more than 150%. This was offset somewhat by 24% decrease in feature film sales to TV, dropping to $18.4 million from $24.2 million.

Year ended Dec. 25, 1965:

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<td>Earned per share</td>
<td>1965</td>
<td>$4.10</td>
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<td>(excluding 32 cents per share from sale of foreign properties)</td>
<td>1964</td>
<td>$3.69</td>
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<tr>
<td>Gross revenues</td>
<td>$162,626,000</td>
<td>$114,854,000</td>
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<tr>
<td>Net earnings</td>
<td>$11,762,000</td>
<td>$10,565,000</td>
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TV cameraman is fined for filming in court

Contempt of court fine for photographing principals in kidnapping case was levied on KTVT (TV) Fort Worth-Dallas cameraman Friday (March 11).

Although warned he would be fined if he tried to take pictures of accused kidnapper, cameraman, William O. Seymour, took some in corridor outside courtroom.

Mr. Seymour defied judge’s ban, he said, because he felt ruling “was invalid and violated our rights under the First Amendment . . . [and] . . . we had to test the ruling some way.”

He is member of Texas Freedom of Information Committee of Sigma Delta Chi, national journalism society.

**Station sale approvals**

Broadcast bureau of FCC announced approval of two station sales Friday (March 11). Stations sold:

- **KRB(FM)** Houston: Sold by Roland A. Baker to Wagenwest, Inc. for $200,000. Wagenwest Inc. is owned by David W. Wagenvoord and Myrtle and Fred Westenberger, who also own WWOM-AM-FM New Orleans, KOME Tulsa, Okla., and recently sold KVIM New Iberia, La. KRBE(FM) operates on 104.1 mc with 79 kw.

- **KXYZ** Everett, Wash.: 63% interest sold by Mae Hecht, S. P. Putnam, Ronald M. Richer, George B. Aller, Monte L. Richards and Ralph A. Larson to Clifford H. Hansen for $130,428. Mr. Hansen is presently 22% owner of KXYZ and is station manager of KTDB Petaluma, Calif. Commission action included license renewal. KXYZ operates fulltime on 1230 kc with 1 kw daytime and 250 w nighttime.

**Storer, Rust Craft move ahead in CATV**

Group broadcasters have moved more heavily into community antenna television as announcements were made Friday (March 11) that:

- **Storer Broadcasting Co.** acquired its ninth CATV system when it purchased 3,200-customer cable system in Carlsbad, N. M. Price was not disclosed.

  System, which is four years old, has potential of 8,000 subscribers and carries local TV station and those from Albuquerque and Roswell. Storer said it intends to add Spanish-language TV station from Jurarez, Mexico, as well as weather channel.

  Principal seller was Darrell Swayze, owner of KPFM Carlsbad, and Entron Inc., Silver Spring, Md., CATV equipment manufacturer and cable operator.

- **Other Storer systems** are at Thousand Oaks, Ojai, Santa Paula, Fillmore, Victorville, Wrightwood, Manhattan Beach, all in California. Storer also holds franchise CATV for Hermosa Beach, Calif.

- **Rust Craft Broadcasting Co.** acquired group CATV owner Neptune Broadcasting Corp. in exchange of stock.

  Neptune, which operates CATV systems in Steubenville and Martins Ferry, both Ohio, and holds interests in franchises in Marion, Lima, Lisa, East Liverpool and Wellsville, all Ohio, and New Castle, Pa., was owned by Jack, Louis and Allen Berkman. principal owners of Rust Craft, broadcasting and parent, Rust Craft Greeting Cards.

  Transfer of Neptune ownership was for 20,000 shares of Rust Craft stock, considered to be over $500,000 transaction.

  Also last Friday, Vermont senate killed bill that would have placed CATV under state public service board as a utility.
Warner Bros. Television Audience Magnets...

SUGARFOOT  HAWAIIAN EYE  THE GALLANT MEN  SURFSDIE 6

77 SUNSET STRIP  COLT 45  MAVERICK  CHEYENNE

BRONCO  THE ROARING 20'S  BOURBON STREET BEAT  THE DAKOTAS

ROOM FOR ONE MORE  LAWMAN  WARNER BROS. ONE-FEATURES  WB CARTOONS-SERIES '64

WARNER BROS. TELEVISION DIVISION  666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

BROADCASTING, March 14, 1966
RCA color capability

IMAGE ORTHICONS

7513/S-4513/S For Superior Quality Studio Color

4415/S-4416/S For Uniform Color at Black-and-White Lighting Levels

8092A/S For Unequalled Remote Color Pickup

AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR
For complete technical information, ask for RCA's new Camera Tube catalog, CAM-600B. RCA Electronic Components and Devices, Harrison, N.J.

VISIT OUR BOOTH AT THE NAB CONVENTION

The Most Trusted Name in Electronics
7735B For Exceptional Sensitivity and Low-Lag Characteristics

8134 or 8134/V1 For Lightweight, Compact, Color Camera Systems

8480 or 8480/V1 For Finer Broadcast Color Film Pickup

AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR

For complete technical information, ask for RCA's new Camera Tube catalog, CAM-600B. RCA Electronic Components and Devices, Harrison, N.J.

VISIT OUR BOOTH AT THE NAB CONVENTION

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

Indicates first or revised listing.

MARCH


March 15—Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety offered to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 15—Luncheon meeting of the Federal Communications Bar Association. Speaker will be Frederick W. Ford, president of the National Community Television Association. Willard hotel, Washington.

March 15—Annual meeting of stockholders of the Boston Herald-Traveler Corp. to elect directors and transact other business. Herald-Traveler Building, Boston.


March 16–23—1966 International Television Programme Market to be held in Cannes, France. For information contact Charles Michelson in New York at (312) PLaza 7-0665.

March 17—Region two conference of Sigma Delta Chi, journalistic society, University of North Carolina, Chapel Hill.

March 17–22—National convention of the National Federation of Advertising Agencies. Pebble Beach, Calif.


March 18–19—Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.


March 21–23—Annual meeting of the Canadian Association of Broadcasters. Queen Elizabeth hotel, Montreal.


March 22–18th annual awards dinner of Writers Guild of America, Beverly Hills, Calif.

March 23–26—Annual meeting, Southern CATV Association. Broadwater Beach hotel, Biloxi, Miss.

March 23–26—Association of National Advertisers Inc. West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

March 25—Community antenna television meeting sponsored by the Broadcast Advertising Club of Chicago. Sheraton-Chicago hotel, Chicago.


March 28—Technical committee meeting and board-of-directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.


March 27—Third annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

March 27—Annual membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.


March 28—Annual membership breakfast meeting of TV Station Inc. Sheraton-Blackstone hotel, Chicago.


March 31–April 2—Southern area conference of the National Association of Educational Broadcasters. Holiday Inn—Rivermont, Memphis.

March 31–April 2—Texas CATV Association annual convention. Marriott motor hotel, Dallas.

APRIL

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

April 1—Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 1–2—Region three conference of Sigma Delta Chi, professional journalistic society, Bermuda. Thursday.


April 3–5—National Conference on Instructional Broadcasting sponsored by the instructional division of the National Association of Educational Broadcasters. University of California, Santa Barbara.


April 14–25—44th Milan Trade Fair, including the annual spring meeting of MIFED, Milan.
How the "Duke of Des Moines" helped restore service to 10,000 telephone customers

On the Saturday before Easter, 1965, a section of the Sixth Avenue bridge in Des Moines, Iowa, collapsed with a roar into the flooded river below. Seven telephone cables beneath the bridge were broken. 10,000 telephones were silenced.

The bridge break was sudden and unexpected. But within minutes, telephone workers were rushing to restore service—hundreds of men and a dog.

The dog was Duke. And his first job was to help get an emergency cable across the treacherous, weakened section of the bridge still standing—which might go down under human weight.

Duke's owner, a telephone man, tied a light line to the dog's collar. Then he drove to the other side by another route and whistled for Duke. The dog came trotting eagerly across the span, bringing the line with him. This, in turn, was used to pull the first temporary cable across.

Fire stations, fire call boxes, state police headquarters and other essential phones were soon operating again.

Meantime, work went on around the clock. Special operators intercepted calls to the affected areas. Girls in service centers checked records, helped cable splicers identify customers' lines. On the spot, telephone crews spliced thousands of lines, wire by wire.

By Easter morning, men, trucks and materials were arriving from all over Iowa. And just 86 hours and 20 minutes after the bridge collapsed, 13,400 splices had been made and every phone was back in service.

The Bell System meets many emergencies—fires, floods, hurricanes, earthquakes, blackouts, transit strikes. During 1965 alone, thousands of Bell System people pitched in to repair damage costing millions of dollars. And each emergency is handled as quickly and humanly as possible—as on that Easter in Des Moines.
the International Film, TV film and Documentary market. Milan, Italy.

April 15 — Deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 8 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 21.

April 15-16 — Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

April 15-16 — Region one conference of Sigma Delta Chi, professional journalisti society. Rochester, N. Y.


April 15-17 — Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

April 16 — 27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.


April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22 — National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson and Todman Production and Thomas Moore, president of ABC-TV. Sheraton Plaza hotel, Boston.

April 20 — Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler-Hilton hotel, New York.

April 21-22 — Spring meeting of the Midwest CATV Association. Prom-Sheraton Motor Inn, Kansas City, Mo.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

April 22-23 — Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dav Village State Park, Gilbertsville, Ky.

April 22-30 — 6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles, Lake Charles.

April 24-25 — Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

April 24-25 — Ameco Management Institute sponsored by Ameco Inc., in cooperation with Arizona State University. Purpose is to give experienced CATV managers and owners an opportunity to explore the economic factors with which they can expect to deal during the next several years, with attendance limited to 20 students. Camelback Inn, Phoenix.


April 26-28 — Institute of Electrical and Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.


April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Speakers include Harold Niven, assistant to the president, National Association of Broadcasters. Bessie hotel, Pittsburgh.

April 28-May 1 — Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

April 29-30 — Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.


The Features with a REPUTATION MGM/6

The Station with the MGM/6 REPUTATION KOVR Sacramento

BROADCASTING, March 14, 1966
We take pride in announcing a major breakthrough in evaluating cumulative national radio audiences.

The results of this project, representing three years of developmental research, will be presented throughout the United States starting April 1, 1966.
Our loyal country and western music fans leave that dial alone. They string along with our "Country Club of the Air." And why not? We offer them memberships — complete with card! — and participation in games and contests for valuable prizes.

They don't fiddle around when it comes to spending, either. Industrialized Grand Rapids is Western Michigan's top-earning, top-spending market. People around here make good money and they keep it moving.

At WJEF, we don't just pat our foot. We sell. Ask your Avery-Knodel man to tell you about our country-music station that comes across with sweet music for advertisers.


May 15-17 — Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. The Inn, Buck Hill Falls.

May 16—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 p.m. and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was March 31.

May 16-20-Seminar on measuring TV audience including in-depth study of TV ratings and their use, sponsored by University of Nebraska. Nebraska Center for Continuing Education, University campus, Lincoln.

May 16-27—Seminar on earth station technology and space communications, sponsored by the U.S. in cooperation with the International Telecommunication Union. Richard T. Black, Office of Telecommunications, U. S. State Department, is coordinator. State Department, Washington.

May 19—Broadcast industry forum presented by the Educational Foundation of American Women in Radio and Television at state meeting of the Pennsylvania Federation of Women's Clubs. Sheraton hotel, Philadelphia.

May 19-20—Annual spring meeting of Ohio Association of Broadcasters. Voyager Motor Inn, Youngstown.


May 19-21—Annual spring meeting of Illinois Broadcasters Association. Lincoln hotel, Urbana.


May 31—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the FM (59,55) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was March 15.

JUNE


June 4—Spring meeting of the North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes, Minn.


June 7-11—Summer promotion workshop sponsored by the Broadcasters Promotion Association in collaboration with the University of North Carolina, University of North Carolina, Chapel Hill. For information write H. Taylor Vaden, Triangle Stations, 4100 City Line Avenue, Philadelphia.

Indicates first or revised listing.
In the Winner’s Circle

VOLUME ELEVEN
“Films of the 50’s and 60’s”
FROM SEVEN ARTS

52 Champions 30 in Color
Volume Eleven in the winner's
In addition to 30 blockbusters in Color, Volume 11 also includes these 20th Century-Fox boxoffice hits with such great stars as: Fred MacMurray in *Captain Eddie*, Raymond Burr in *Desire in the Dust*, Glenn Ford in *Follow the Sun*, Edward G. Robinson, Rod Steiger and Joan Collins in *Seven Thieves* and Ginger Rogers and David Wayne in *We're Not Married*. 
Volume Eleven is Championship Entertainment

from

Seven Arts

ASSOCIATED CORP.

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

‘Are ad people afraid?’

EDITOR: Re your Feb. 28 editorial: I am a broadcaster, concerned primarily with advertising. I am for the Hart bill. (Apparently, the editors of Broadcasting have never, on an extremely limited budget, tried to figure their way through a supermarket!)

I believe the consumer should know exactly what he is buying. And, after many years in advertising, I’m convinced that the buying public (particularly that segment with significant purchasing power) appreciates and responds to truthful, imaginative advertising. Are advertising people afraid that in lieu of puffed claims, they’ll be called upon to be creative?

I could, and so could you, cite a number of advertising campaigns that have sold products with imagination. I am for the Hart bill and other forms of consumer protection. I am also for creative advertising. They are not incompatible.—Ellen Tripp, advertising director, WYFM Charlotte, N. C.

Cooperation appreciated

EDITOR: With the conclusion of a very successful 1966 United Cerebral Palsy campaign, we wish to express our sincere thanks for your publication’s generous cooperation.

The space allocated by your magazine was of invaluable assistance in our fund-raising effort. We are deeply grateful.—Whitney R. Kerchner, president, United Cerebral Palsy Association Inc., New York.

Echoes the praise

EDITOR: I want to compliment you on your Feb. 28 editorial, “Sarnoff at 75.” If ever a man deserved to be singled out annually by this industry of ours, based on his contributions and foresight, it is General Sarnoff.—Bob Edell, director of operations, Crowell-Collier Broadcasting Corp., Los Angeles.

Broken shoestring

EDITOR: I read with great interest and some nostalgia your Feb. 7 article on WTVM(TV) Fort Pierce taking to the air on a shoestring.

It is indeed possible for a television station to go from an idea to the air in less than nine months and with an outlay of less than $100,000.

In fact we put a commercial television station on the air in eight months.

Nobody in Washington debates about which is the important station:

WTOP RADIO
Who buys

☐ 18 to 34? ☐ 35 to 49? ☐ 50+?

Don't guess.
If you want to keep on eating well,
don't fail this test.
Ask Peters, Griffin, Woodward's research director, Dr. Thayer,
who it is who buys the groceries you sell.

PETERS, GRIFFIN
New York, Chicago, Detroit, Philadelphia
He can tell you a lot about supermarket shoppers: how old they are, how much each age group spends, and how important these three age groups are or 17 different categories of food.

Don't make a check mark at left (or another media decision) until you've checked with Dr. John Thayer at Peters, Griffin, Woodward in New York. Call 212-826-6000. Or use the coupon at right.

WOODWARD, INC. Pioneer Station Representatives Since 1932. Charlotte, Minneapolis, St. Louis, Dallas-Ft. Worth, Los Angeles, San Francisco.

Peters, Griffin, Woodward, Inc.
277 Park Avenue, New York, N.Y. 10017.

Dear Dr. Thayer: Who does buy more?

Name ___________________________ Title ___________________________

Company ____________________________

Address ____________________________

City ___________________ State ______ Zip ______
BOOK NOTES


More than anything else, this work—a research report by a group of students at the Harvard Graduate School of Business—sets forth how video tape recording operates, its use in broadcasting and other industries, and some of the developments taking place in the field. Its noticeable shortcomings is in being out of date before it was published. The report deals primarily with developments through 1964. In a field of fast-changing technology this can be a serious deficiency.


Mr. Wainwright is vice president and creative supervisor at Tatham-Laird & Kudner, Chicago. His book describes the creative processes in making TV commercials and includes actual case histories. Other professionals provide guest articles for the volume. Storyboards, video tape, film, writing, casting, music and cost-cutting ideas are among subjects covered.
trans-lux delivers the kids with

Mack and Myer for Hire

STARRING
JOEY FAYE & MICKEY DEEMS as MYER & as MACK

...a POWERHOUSE of fun and laughter

- a top kids’ show with a proven comedy formula
- flexible programming plus guest stars for added promotional value
- made-for-TV comedy at its classic best 200 shows — 11½ minutes each.

Trans-Lux delivers more kids with more kid shows than any other TV distributor today.

When you're ready to talk kid shows, TALK TO TRANS-LUX.

ALSO TALK TO US ABOUT THESE FABULOUS SHOWS!

GIGANTOR
THE WORLD'S MIGHTIEST ROBOT
© DELPHI ASS'N, INC., MCMLXIV

Felix
THE CAT
© Tiens-Lux Television

THE MIGHTY
HERCULES
© Tiens-Lux Television

BE SURE TO SEE US IN OUR HOSPITALITY SUITE 557A, CONRAD HILTON HOTEL, CHICAGO, AT THE NAB CONVENTION. MARCH 27-30 WE'VE GOT THE BIG ONE IN THE ROBOT ROOM!
It's lively! It moves for 60 musical minutes. That's Midwestern Hayride, an Avco Broadcasting original (we used to be Crosley). It's been our Saturday spectacular since 1948—since '57 in color.

- Reasons for such phenomenal success? Spirited country and western music, square dancing, hymns, a cast of 30, colorful production. It's exciting television! The kind clients and viewers look forward to with Avco Broadcasting. We specialize in live programming! Color! Local variety! Plus a dedication to provide vital, comprehensive news and effective public service. Midwestern Hayride is only one of many. There are more...all part of The FORWARD LOOK!

is Here...

Saturday nights
MONDAY MEMO from JACK JONES, Mattel Inc., Los Angeles

The continuing revolution in TV toy advertising

You can trace the growth of the toy industry by its change in attitude towards advertising. In 1955, one of the leaders in the toy industry stated with glee that he only spent $300 and some odd dollars on advertising the previous year. That same year, Mattel launched the first year-round advertising program in the toy industry.

An advertising magazine reported it as follows:

“At this point (1955) Mattel and its advertising agency, Carson/Roberts of Los Angeles, learned that a quarter-hour sponsorship of a new ABC-TV show, The Mickey Mouse Club was available that fall. Cost for the weekly 15-minute participation was $500,000 for one year. Ignoring the fact that toys had never before been promoted on a year-round basis, Mattel signed for an appropriation five times the size of its original budget.

“This action not only changed the course of Mattel’s future, but also altered the advertising habits of the entire toy industry.”

The last sentence is a grand understatement.

In 1952-53, three years before we went on 52-week network TV, our annual sales amounted to $5 million—and this year our annual sales are in the neighborhood of $100 million.

The Mickey Mouse Club was the beginning of a series of programing innovations by us.

More and More TV • Our expanding product line dictated more national TV. In 1959 we created our own TV characters, Matty Mattel and Sister Belle, who acted as our spokesmen on our new national TV show—Matty’s Funday Funnies, Sunday at 5 p.m. on the ABC network. Three years later we launched another network show at 7 p.m. on Saturday evenings—The Beany and Cecil Show.

In 1963 we initiated a Saturday morning TV concept we call wall-to-wall programing. Rather than sponsor a program or two on Saturday mornings, we purchased participations on all three networks—ABC, CBS and NBC—across the board, from 10 a.m. to 12:30 p.m. It was our feeling that the Saturday theater matinee, that we knew as children, had been replaced by Saturday morning TV, so we bought heavily into all the networks—even in the same time periods. That season and since then, Saturday morning has had Mattel as the key advertiser.

As our line of products continued to grow, our need for additional TV exposure again led us back to our own programing and a unique TV time buying technique. We sponsored a new cartoon show entitled The Funny Company in over 100 markets—our own fourth network. Although a cartoon show, each episode had a live-action segment with an educational and/or informational message. During this period, keep in mind, we purchased substantial local television to round out and supplement our national network activity.

Up until now I have only related a single aspect of our advertising thrust, albeit a most important part.

Prime Time, Too • In addition, we were aware that children were watching early-evening television. In fact we were positive that in the 7:30 to 8:30 time periods it was the child who determined what program was viewed in homes with children. Reactions to programs that we had participated in on a sporadic basis prior to 1964 convinced us that we should be advertising during this time period. These programs included Maverick, International Show Time and Outer Limits.

So early in 1964 we purchased Flipper—final pilot unseen, for 7:30 p.m. on Saturday evenings. We renewed our sponsorship of Flipper for the fall 1965 period, and added three other prime nighttime shows, plus a special. By this time the secret was out and the children’s control of early TV time slots was an axiom being used in the programing departments of all three networks.

It’s interesting to note in passing how TV has changed as a result of the impact of children’s viewing habits.

Where a scant 10 years ago, children were allotted a small amount of television time on only one network in the late afternoon, now the bulk of the daily television fare is scheduled with them in mind. No network can compete for leadership without strategic scheduling of kid-appeal shows.

Another way of looking at the importance of the young viewer’s influence is to look at the recent mid-season changes—Daktari, a sure-fire children’s program on CBS at 7:30 Tuesday, replacing Rawhide; and Batman on Wednesday and Thursday replacing Ozzie and Harriet and Shindig. The commanding ratings these shows have garnered is the conclusive answer.

So that’s Mattel’s TV picture.

Strong local TV—Monday through Sunday. Strong network children’s TV—Saturday morning. Strong prime network TV—children and family. But reaching children is only part of the problem. How to talk to them after you find them is the most important key to the ultimate success of the campaign.

The Cynical Young • Children are different today than when we were young: They have the benefit of instant mass communication, and new teaching methods, resulting in a greater awareness of everything around them, a sophistication at such an early age that still astounds me. So they cannot be talked down to, nor put on! They’re aware, Missouri types that want to be shown. They’re more cynical than believers.

I’ve tried to give you a feeling for our company philosophy, our products and advertising. We’re young, creative, dedicated to growth, and extremely proud of everything we turn out.

Jack Jones was recently promoted to the newly created position at Mattel Inc., Los Angeles, of director, marketing services. Previously, since 1962, he was advertising manager of Mattel. A native of Chicago Mr. Jones started in advertising in 1956 as network services supervisor for North Advertising. He came to Mattel in 1961. This “Monday Memo” describing the growth of toy advertising on TV is excerpted from a speech made at a Denver advertising seminar on Feb. 3.
The purpose of this ad is to let you all know that the Blondie features — all 28 of them — are now available for TV, for the first time. You should know, too, that the Blondie features are the highest grossing motion picture series ever.

Call early and avoid the rush.
EVER HEAR OF CHARLOTTE?

Charlotte, "The Queen City," was named in 1766 for the reigning Queen of England. This major southern city, whose effective buying income of $8,395.00 per household ranks fifth in the nation, now reigns over a king-size TV market of 129 satellite cities and towns. Included in this cluster are Lancaster, York, Hickory, Albemarle, Salisbury and Shelby — whose average distance from the Charlotte metro area is 41 miles; yet, an average of 99% of their TV homes tune in WBTV each week.*

The majestic WBTV-Charlotte Market contains 562,000 television homes and ranks 23rd in the nation.† The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

* 1960 Census (Cities over 200,000 population) * ARB/1965 Coverage Study ** 1965 Sales Management Survey of Television Markets

LANCASTER  YORK  HICKORY  ALBEMARLE  SALISBURY  SHELBY
The big boom is in daytime TV

Network billings jump 21.2% compared to nighttime gain of 5.5%; of all network sales in 1965 31.6% were in daytime as compared to 28% a year earlier

Daytime network television, which outstripped its most optimistic revenue forecasts in 1965, is still finding running room in rate increases and pointing toward new sales records this year.

Its attraction for advertisers as a highly efficient medium is evident in the rate at which they're expanding their use of it.

As one network representative said last week, “they're feeding their computers, and everything's coming up daytime.”

Last year network daytime billings jumped by a strong 21.2% to $398.9 million, while nighttime revenues moved upward by 5.5% to $661.4 million. In terms of volume this meant daytime was adding $69.8 million to its previous year's total while nighttime billings were gaining by $44.7 million.

Daytime is also a fancy, unsung, profit-maker for the networks where overhead is much lower and where profit margins can be considerably higher than for prime time.

There is no doubt in the minds of financial observers of network operations that all three networks now turn a profit on their daytime business, although this has not always been the case.

CBS-TV, clearly the strongest daylight network, makes a terrific portion of its profit from daytime programing, according to Wall Street analysts questioned last week. Emanuel Gerard of Roth Gerard & Co. estimates this network derives as much as, or more than, 50% of its profits in daytime, though accounting techniques might reduce the percentage somewhat.

Officials of all three networks agree that the sales potential in sunlight operation will now derive essentially from higher rates. It is also possible that the sharp differential between cost-per-thousand homes in day and nighttime television, which makes reaching audiences in daytime (especially women) a relatively economical matter, may be narrowed, with daytime revenues the

beneficiary.

The networks collected 31.6% of their sales dollars in 1965 from sunlight business. This was up from 28% the year before.

Up Substantially - Daytime's growth is not simply advancing, it's accelerating. Quarter-by-quarter comparisons of daytime sales for 1965 against 1964 show an advance of $6.3 million (8%) in the first quarter, $16.6 million (25%) in the second quarter, $22.5 million (35%) in the third and $24.2 million (20%) in the fourth.

As late as last August, best industry estimates were that network daytime operation might yield sales of $375 million for the full year. That would have been a 14% gain, considerably behind the actual 21.2% increase to $398.9 million now reported by the Television Bureau of Advertising from data of leading national advertisers and Broadcast Advertisers Reports.

The three networks registered relatively even dollar increases last year from weekday and weekend daytime sales: CBS-TV was up $23.6 million; NBC-TV, $25.8 million and ABC-TV, $20.4 million. These gains made ABC, starting from the lowest base, the percentage winner with a 31% jump. NBC-TV was up 25% and CBS-TV, with less room to grow in, was ahead 15%.

(For network-by-network daytime revenues in 1965, weekend and weekday, see below.)

ABC-TV - Daytime sales for ABC-TV in the first and second quarters of 1966 are expected to be the highest for those quarters in ABC history—about 95% sold—according to daytime sales director Warren Boorom.

Although there's been no official confirmation it's understood that the network has prepared a new, simplified daytime rate card for the fall and that it will be revealed shortly. It's reported to contain some price reductions and some increases, but to average substantially higher than the present price structure. Its anticipated average cost per thousand homes is said to be between $1.50 and $1.55.

ABC-TV's daytime in the fourth quarter of 1965 was 92% sold, a drop of one percentage point from the same quarter of the previous year, but the

How 1965 daytime billings compare with 1964

Here's how the three television networks split up the daytime business bonanza in 1965, and how it was shared in 1964. The growing relative importance of daytime as a revenue source may be seen, too, in comparisons with the nighttime figures, also shown. The figures are net time and program billings estimates compiled by LNA/BAR, as learned by Broadcasting last week.

<table>
<thead>
<tr>
<th>Year</th>
<th>Monday-Friday Daytime</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>$127,059,500</td>
<td>$39,513,900</td>
</tr>
<tr>
<td>1964</td>
<td>$109,502,600</td>
<td>$35,458,000</td>
</tr>
<tr>
<td>Nighttime</td>
<td>$109,502,600</td>
<td>$35,458,000</td>
</tr>
<tr>
<td>1964</td>
<td>$109,502,600</td>
<td>$35,458,000</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$127,059,500</td>
<td>$39,513,900</td>
</tr>
<tr>
<td>Total</td>
<td>$127,059,500</td>
<td>$39,513,900</td>
</tr>
</tbody>
</table>
THE BIG BOOM IS IN DAYTIME TV continued

network had added an extra hour of programming just before the final quarter of 1965 began, giving it an additional 780 minutes to sell in that period.

For the third quarter of 1965 the network's daytime was 86% sold as against 69% in the third quarter of 1964. This summertime increase, according to Mr. Boorum, primarily reflected gains in the number of full-year advertisers on the network.

Most of ABC-TV's daytime sales gains have come from added business brought in by old clients introducing new products, rather than from new clients. Biggest customers on the network are Colgate-Palmolive, General Foods and Sterling Drug.

ABC introduced two new programs in its 11 a.m.-noon slot last December, Supermarket Sweep and Dating Game and, according to network officials, these shows have demonstrated good rating power. In the last national Nielsen report Dating Game counted a 27.5% share of audience and Supermarket Sweep won about a 24% share.

The network claims its daytime lineup is narrowing the national Nielsen rating gap that separates it from NBC-TV.

And ABC has other daytime program plans up its sleeve. Beginning

Another $1 billion year for spot TV

TVB reports 6% increase for 1965;

network-spot total tops $2.3 billion

Advertisers invested more than $2.3 billion in television in 1965. The totals include $1.26 billion in network (Broadcasting, March 7) and $1.075 billion in spot reported by the Television Bureau of Advertising today (March 14).

TVB said spot TV gained 6% in the year. Network has been reported going up 10%.

In announcing the 1965 spot total, TVB released the top-100 spot TV advertisers in the fourth quarter. Total spot spending in that quarter came to $303.9 million, a gain of 2% over the like quarter of 1964 based on the same number of stations (349) reporting for that period both years.

TVB's report, based on compilations by N. C. Rorabaugh, Co., found the

<table>
<thead>
<tr>
<th>Name</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Airlines</td>
<td>$569,900</td>
<td>$1,147,900</td>
</tr>
<tr>
<td>American Can.</td>
<td>1,036,700</td>
<td>1,925,900</td>
</tr>
<tr>
<td>Canada Dry (bottlers)</td>
<td>325,400</td>
<td>1,215,300</td>
</tr>
<tr>
<td>Chock Full O'Nuts</td>
<td>42,600</td>
<td>863,100</td>
</tr>
<tr>
<td>Corn Products</td>
<td>1,056,500</td>
<td>2,188,300</td>
</tr>
<tr>
<td>Deluxe Reading</td>
<td>1,237,000</td>
<td>2,389,900</td>
</tr>
<tr>
<td>E. I. duPont</td>
<td>117,430</td>
<td>859,000</td>
</tr>
<tr>
<td>R. T. French</td>
<td>659,400</td>
<td>1,275,100</td>
</tr>
<tr>
<td>General Foods</td>
<td>6,848,000</td>
<td>9,283,300</td>
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<tr>
<td>Hunt Foods</td>
<td>219,710</td>
<td>788,700</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>563,880</td>
<td>1,315,500</td>
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<tr>
<td>Miles Labs</td>
<td>2,380,500</td>
<td>4,292,600</td>
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<td>Procter &amp; Gamble</td>
<td>16,344,900</td>
<td>20,411,300</td>
</tr>
<tr>
<td>Scovill Manufacturing</td>
<td>469,470</td>
<td>1,871,900</td>
</tr>
<tr>
<td>Sunbeam</td>
<td>531,030</td>
<td>1,741,300</td>
</tr>
</tbody>
</table>

TVB said Aluminum Co. of America and Milton Bradley Co. appeared for the first time in a top-100 quarterly list of spot TV users.

43. Louis Marx $1,536,000
44. Jos. Schlitz Brewing 1,465,000
45. Anheuser-Busch 1,442,300
46. Brown & Williamson 1,436,100
47. Shell Oil 1,337,700
48. Bendix 1,329,000
49. Mattel 1,328,400
50. May & James 1,317,900
51. Johnson & Johnson 1,315,500
52. Ideal Toy 1,282,400
53. E. T. French 1,275,100
54. Noxema Chemical 1,251,600
55. National Biscuit 1,240,700
56. Canada Dry (bottlers) 1,215,300
57. American Airlines 1,147,900
58. Gillette 1,144,300
59. Charles Pitzer 1,133,400
60. Pillsbury 1,090,300
61. Welch Grape Juice 1,042,700
62. Remco Industries 1,029,500
63. Gulf Oil 1,024,200
64. Kimberly-Clark 995,100
65. American Oil 974,400
66. Shulton 967,100
67. Canadian Breweries 961,900
68. P. Lorillard 947,800
69. Ralston Purina 919,500
70. Phillips-Van Heusen 898,500
71. United Vintners 893,800
72. Scott Paper 866,900
73. Chock Full O'Nuts 863,100
74. E. I. duPont de Nemours 859,000
75. Great Giant 840,700
76. Frito-Lay 833,400
77. Andrew Jergens 831,800
78. Anderson-Gayton 819,200
79. National. Federal of Coffee Growers of Colombia 800,100
80. Ploch 795,600
81. Hunt Foods & Industries 788,700
82. Peter Paul 786,500
83. E. & J. Gallo Winery 775,800
84. Borden 763,900
85. Hunt Foods 759,000
86. Gallo 750,000
87. Nabisco Biscuit 742,900
88. Sunbeam 739,200
89. Nabisco Biscuit 738,500
90. Pillsbury 735,300
91. United Biscuit 733,800
92. Hunt Foods 731,600
93. Hunt Foods 729,700
94. Hunt Foods 728,800
95. Hunt Foods 727,100
96. Hunt Foods 725,600
97. Hunt Foods 724,300
98. Hunt Foods 723,200
99. Hunt Foods 722,300
100. Hunt Foods 721,600

$4,450. The range in the lower-rated summer season schedule is from $12,300 to $3,800. CBS-TV continues to sell its daytime lineup by a "morning minute plan" and by quarter-hours in the afternoon.

CBS understandably has no immediate plans for tinkering with its present daytime program fare. The latest Nielsen figures show CBS-TV had all of the top 10 daytime strips.

For the measured two-week period these programs collected ratings between 11.5 and 16.6. The network's top-rated time falls between 1:30 and 3 p.m. where, during the last reporting period, As the World Turns had a 16.0; Password, 16.6 and House Party, 16.6.

The closest competitor to CBS-TV's top-ten list during the same reporting period was NBC-TV's You Don't Say, which had an 11.0 rating. With this sort of program dominance CBS is also the daytime's pricing leader. It now estimates its average cost-per-thousand homes to advertisers is $1.75. Cost per thousand women is figured at approximately $1.84. Last year CBS estimated its average cost-per-thousand women was between $1.35 and $1.40. Some observers feel advertisers will be ready to pay even higher CPM's while still thinking they're getting a bargain.

Although CBS plans no immediate daytime programing changes, it does
Business briefly ...  

Paper Mate Co., Chicago, through Foote, Cone & Belding there, plans extensive broadcast campaign this spring to help introduce new line of “One-Fifty” ballpoint pens. All TV commercials will be in color for first time. Network participations will be used on three NBC-TV and two ABC-TV shows. TV spot will be used in 30 markets plus heavy radio spot schedule.

California Credit Union League, Pomona, Calif., through Packard Advertising, Burbank, Calif., has started a massive radio push to promote its 1,717 member unions. Already purchased are 1,100 60-second spots on 23 radio stations throughout California.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, has bought in NBC Radio’s Emphasis and Monitor, programing, marking first use of NBC Radio by Kodak in more than a decade. Pontiac Division, General Motors Corp., through MacManus, John & Adams, both Detroit, has renewed its 15-week sponsorship of Monitor by early newscasts. Mobil Oil Co., through Doyle Dane Bernbach, both New York, has placed 15-week order on Monitor, Billy Graham Evangelistic Association, Minneapolis, through Walter F. Bennett & Co., Chicago, has renewed for 52 weeks its sponsorship of Hour of Decision.

The Dr. Postner Shoe Co., New York, last week launched its spring line of children’s shoes with a radio buy totaling about 350 one-minute commercials over a six-week period on WNBC, WABC, WNEW and WOR, all New York. Sheldon Fredericks, New York, is agency.

Pepsi-Cola Co., through BBDO, both New York, is using radio and TV spots in a special pre-Easter premium campaign for its Teen-soft drink. Cotton/ Syrene bunnies, over five feet tall will be raffled to Teen buyers the day before Easter.

Network radio down 3% in 3d quarter

General Motors tops list of top 100 with $1.9 million; Chevrolet is top brand

General Motors Corp. spent $5.1 million in network and spot radio in the third quarter of 1965, according to a Radio Advertising Bureau quarterly report released today (March 14).

The auto maker had led spot radio in that quarter with $3.2 million (BROADCASTING, Feb. 21). In the listing of the top 100 network advertisers for the same period, General Motors spent $1.9 million.

The advertiser’s Chevrolet cars was the top brand user of network in the quarter spending an estimated $696,000.

Network radio advertisers spent a reported $17,667,543 in the third quarter, which is about 3% less than the estimate for the same period in 1964. (The top-100 network radio advertisers accounted for more than $17.3 million.)

The 100-top spot radio advertisers had billed an estimated total of $60,307,000 in the 1965 period. RAB had projected a 15% increase in spot for the quarter.

Others in network radio’s top 10 brands for the third quarter: Schick safety razors and blades, $639,000; Wrigley gum, $550,000; Coca-Cola, $497,000; Kent cigarettes, $478,000; L&M cigarettes, $448,000; Dial soap, $425,000; Rambler cars, $409,000; Pepsi-Cola, $360,000, and Campbell pork and beans, $332,000.

Campbell Soup, Liggett & Myers Tobacco, P. Lorillard, Eversharp, The Mennen Co., R. J. Reynolds Tobacco, William Wrigley, Coca-Cola and Sterling Drug, along with General Motors, made up the top-10 list of network radio advertisers in the quarter.

**TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS)**

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Est. Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors</td>
<td>$1,905,000</td>
</tr>
<tr>
<td>Buick cars</td>
<td>225,000</td>
</tr>
<tr>
<td>Chevrolet cars</td>
<td>869,000</td>
</tr>
<tr>
<td>Fisher body</td>
<td>153,000</td>
</tr>
<tr>
<td>Frigidaire</td>
<td>71,000</td>
</tr>
<tr>
<td>Guardian Maintenance</td>
<td>92,000</td>
</tr>
<tr>
<td>Oldsmobile</td>
<td>222,000</td>
</tr>
<tr>
<td>United Motors Service</td>
<td>233,000</td>
</tr>
<tr>
<td>2. Campbell Soup</td>
<td>807,000</td>
</tr>
<tr>
<td>Campbell Pork &amp; Beans</td>
<td>322,000</td>
</tr>
<tr>
<td>Campbell Soups</td>
<td>330,000</td>
</tr>
<tr>
<td>V-8 juice</td>
<td>145,000</td>
</tr>
<tr>
<td>3. Liggitt &amp; Myers Tobacco</td>
<td>$723,000</td>
</tr>
<tr>
<td>Lark cigarettes</td>
<td>275,000</td>
</tr>
<tr>
<td>L &amp; M Cigarettes</td>
<td>448,000</td>
</tr>
<tr>
<td>4. P. Lorillard</td>
<td>708,000</td>
</tr>
<tr>
<td>Kent cigarettes</td>
<td>478,000</td>
</tr>
<tr>
<td>Newport cigarettes</td>
<td>231,000</td>
</tr>
<tr>
<td>5. Eversharp Inc.</td>
<td>638,000</td>
</tr>
<tr>
<td>Schick safety razors &amp; blades</td>
<td>604,000</td>
</tr>
<tr>
<td>6. The Mennen Co.</td>
<td>550,000</td>
</tr>
<tr>
<td>Spray deodorant &amp; shaving products</td>
<td>604,000</td>
</tr>
<tr>
<td>7. R. J. Reynolds Tobacco</td>
<td>569,000</td>
</tr>
<tr>
<td>Camel cigarettes</td>
<td>177,000</td>
</tr>
<tr>
<td>Salem cigarettes</td>
<td>85,000</td>
</tr>
<tr>
<td>Winston cigarettes</td>
<td>307,000</td>
</tr>
<tr>
<td>8. William Wrigley Jr. Co.</td>
<td>550,000</td>
</tr>
<tr>
<td>Wrigley gum</td>
<td>550,000</td>
</tr>
<tr>
<td>9. Coca-Cola Co.</td>
<td>497,000</td>
</tr>
<tr>
<td>10. Sterling Drug Co.</td>
<td>483,000</td>
</tr>
<tr>
<td>Banyer aspirin</td>
<td>296,000</td>
</tr>
<tr>
<td>11. American Tobacco</td>
<td>132,000</td>
</tr>
<tr>
<td>Lucky Strike cigarettes</td>
<td>330,000</td>
</tr>
<tr>
<td>Pall Mall cigarettes</td>
<td>93,000</td>
</tr>
<tr>
<td>Tareyton cigarettes</td>
<td>217,000</td>
</tr>
<tr>
<td>12. Armour &amp; Co.</td>
<td>425,000</td>
</tr>
<tr>
<td>Dial soap</td>
<td>425,000</td>
</tr>
<tr>
<td>13. American Motors</td>
<td>408,000</td>
</tr>
<tr>
<td>Rambler cars</td>
<td>409,000</td>
</tr>
<tr>
<td>14. Pepsi-Cola Co.</td>
<td>360,000</td>
</tr>
<tr>
<td>Pepsi-Cola</td>
<td>360,000</td>
</tr>
<tr>
<td>15. Florida Citrus Commission</td>
<td>314,000</td>
</tr>
<tr>
<td>Florida orange juice</td>
<td>314,000</td>
</tr>
<tr>
<td>16. Bristol-Myers</td>
<td>261,000</td>
</tr>
<tr>
<td>Mum</td>
<td>92,000</td>
</tr>
<tr>
<td>No Doz tablets</td>
<td>169,000</td>
</tr>
<tr>
<td>17. National Dairy Products Corp.</td>
<td>256,000</td>
</tr>
<tr>
<td>Kraft dinners</td>
<td>95,000</td>
</tr>
<tr>
<td>Parky gum</td>
<td>161,000</td>
</tr>
<tr>
<td>18. *Standard Brands inc.</td>
<td>247,000</td>
</tr>
<tr>
<td>Coffee, desserts, tea</td>
<td>247,000</td>
</tr>
<tr>
<td>19. American Express Co.</td>
<td>242,000</td>
</tr>
<tr>
<td>Credit cards</td>
<td>85,000</td>
</tr>
<tr>
<td>Travelers cheques</td>
<td>157,000</td>
</tr>
<tr>
<td>20. Hartford Insurance Group</td>
<td>221,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>221,000</td>
</tr>
<tr>
<td>21. Pharmaco Inc.</td>
<td>214,000</td>
</tr>
<tr>
<td>Cushion Grip</td>
<td>15,000</td>
</tr>
<tr>
<td>Sutton deodorant &amp; perfume</td>
<td>198,000</td>
</tr>
<tr>
<td>22. General Mills</td>
<td>287,000</td>
</tr>
<tr>
<td>Bisquick</td>
<td>133,000</td>
</tr>
<tr>
<td>Total cereal</td>
<td>74,000</td>
</tr>
<tr>
<td>23. North American Van Lines</td>
<td>198,000</td>
</tr>
<tr>
<td>Transportation</td>
<td>198,000</td>
</tr>
<tr>
<td>24. Kitchens of Sara Lee</td>
<td>187,000</td>
</tr>
<tr>
<td>Sara Lee frozen bakery products</td>
<td>187,000</td>
</tr>
<tr>
<td>25. American Telephone &amp; Telegraph Co.</td>
<td>184,000</td>
</tr>
<tr>
<td>Long distance service</td>
<td>184,000</td>
</tr>
<tr>
<td>26. Polk Miller Products Corp.</td>
<td>182,000</td>
</tr>
<tr>
<td>Sentry collar</td>
<td>182,000</td>
</tr>
<tr>
<td>27. A.F. of L/C.I.O.</td>
<td>177,000</td>
</tr>
<tr>
<td>Labor union</td>
<td>177,000</td>
</tr>
<tr>
<td>28. Kaiser Industries</td>
<td>164,000</td>
</tr>
<tr>
<td>Kaiser foid</td>
<td>145,000</td>
</tr>
</tbody>
</table>

*Broadcasting,* March 14, 1966
Candygram sharpens its sweet tooth on TV

The very young think the Easter bunny brings the candy. But a Beverly Hills, Calif., firm knows better. And, with the help of radio and television in the next few weeks, will be convincing people that services of Candygram Inc. are just as efficient as the long-eared resident of the cabbage patch.

Four times a year—Valentine's Day, Easter, Mother's Day and Christmas—the public gets seven to 10 day reminders to send a different type of gift: candy by wire.

In the past four years Candygram has successfully used spot radio and television to sell its service. Since 1959, when it was founded, Candygram's sales have quadrupled. With increased air exposure, the firm's 1965 sales were 40% ahead of 1964's and the current outlook is even better.

From 1959 to 1962 Candygram had run in the red. During this period it had used print media almost exclusively to sell its candy by wire. In February 1962, Marvin R. Cole, board chairman of Cole Fischer Rogow Inc., Beverly Hills, got controlling interest of Candygram. He began a modest spot TV campaign for the Valentine's Day promotion, using seven markets, and Candygram came out of the red into the black for the first time.

Mr. Cole is now president and treasurer of Candygram, and Irving Reiss, secretary of the corporation, is also its account executive at Cole Fischer Rogow. But there's the tie between account and agency ends.

Last year Candygram spent $250,000 in television on the four campaigns. Radio got $30,000 and was used on Valentine's Day, Easter and Mother's Day plus being used exclusively for a Father's Day promotion. It was not used at Christmas. At the present time radio is not included in the 1966 budget.

Don Wilson Appears - After initially experimenting with comic situations and "how to order" pitches, the latter was chosen to be the basic vehicle for commercial messages. Don Wilson was picked to be the spokesman and has "aided in public recognition of Candygram as a wholesome and popular gift item," according to the agency.

The market mix varies for each promotion. Last month's Valentine's Day flight used 70 TV stations in the top 65 markets. For Mother's Day, plans call for using stations in the top 65 markets and in 12 other markets. Usually 600 to 800 one-minute spots run during each flight.

A believer in spot TV, Mr. Cole is also ready to move Candygram into color, since the candy and package will benefit from the move. The most recent spots have been filmed by Sandler Film Co., Los Angeles.
Radio-TV honors its advertiser-advocate

Edwin W. Ebel, vice president, advertising services, General Foods Corp., was presented with the IRTS Gold Medal for 1966 last week for “his staunch advocacy of radio and television as an advertising media” and for “his courageous innovations in their use and programming.”

The presentation to Mr. Ebel was made Tuesday (March 8) during the 26th anniversary banquet of the International Radio and Television Society in New York by IRTS President Thomas J. McDermott, vice president, radio and television, N. W. Ayer & Son, New York. During a short acceptance speech, Mr. Ebel announced that he will retire from General Foods in late September (see page 10).

At the presentation (l to r): Danny Thomas, Mr. Ebel, Mr. McDermott and C. W. Cook, president of General Foods.

ABC-TV rings up business for '66-67

ABC-TV said last week that nine advertisers in a single week had placed business worth $55 million on the network for the 1966-67 season. The network identified eight of the advertisers and a spokesman said the ninth entailed a $6-million signing.

Two advertisers—American Tobacco Co., New York (alternate half-hours in The Big Valley, Peyton Place and Hawk) and Sterling Drug, New York (Love on a Rooftop, Them Monroes, The Hollywood Palace, The Fugitive and Sunday Night Movie)—have not assigned the agency to handle the business on each of the shows.

FCC gets rougher on tire prices in ads

The Federal Trade Commission last week proposed stiffer guidelines for the advertising of auto tire prices. The FTC also proposed new advertising and labeling guides relating to tire safety, grade, quality, guarantees and other matters. The industry was given until April 24 to file comments on the proposed guidelines.

The FTC pricing provision, issued March 10, is effective 60 days from that date.

The new price guide requires that advertised reductions in price and savings claims be based on the actual selling price of the tires in the recent past. The new guide also requires that advertised prices include federal excise taxes or that the amount of the tax be mentioned in the advertisement.

THE MEDIA

FCC closes fist around CATV

No surprises as commission issues order asserting jurisdiction over CATV; May date is set for filing ownership and other data

The long arm of the federal government formally reached out last week, and brought within its regulatory embrace all community antenna television systems, whether or not they rely on microwave facilities to serve the public.

The FCC, in an order following the lines of its Feb. 15 public announcement (BROADCASTING, Feb. 21), thus asserted jurisdiction over the 1,200 CATV's that don't rely on microwaves, just as it asserted jurisdiction in April 1965 over the 400 that do. In all, 6.6 million TV viewers are affected.

The order contained no real surprises, in view of the earlier announcement: CATV's are to be required to give carriage and same-day (rather than the present 30-day) nonduplication protection to local commercial and educational stations (including 300 translators and satellites). CATV's seeking to bring distant-station signals into the grade A area of any station in the top-100 markets must obtain commission approval in any evidentiary hearing. And all CATV's must submit information on their officers, operations and subscribers to the commission.

Rules Aimed at The decision was described by the commission as an effort to integrate CATV into the national system in a manner that would provide maximum service to all viewers, CATV-served or not. It was not, the commission said, an effort to “deprive the public of [the] important benefits” the commission concedes CATV's can bring.

Six commissioners voted for the decision but only four gave it unqualified support. Commissioner Robert T. Bartley dissented, asserting that the commission lacks jurisdiction. Commissioner Lee Loevinger concurred only in the result, which he said was “the most moderate and reasonable compromise” possible. He restated his doubts about the commission's jurisdiction, and disassociated himself from the arguments used to justify the result. He said they don't support the conclusion but accept “it somewhat grudgingly.” He noted that the opinion is a rewrite of one the staff had prepared to support a similar proposal (BROADCASTING, Feb. 7).

Commissioner Kenneth A. Cox, in a 12-page statement, supported the rules to the extent they go, but said they don't go far enough to protect local television stations. He objected to the dropping of the provision requiring CATV's to refrain from carrying programs for 15 days before and 15 days after they are broadcast locally. And he said he would prefer a five-year freeze on the importation of distant signals by new CATV's in major markets.

The rules themselves, however, are only part of the story. The shape that the commission gives them, through interpretations and through actions on requests for waivers, and exceptions remains to be seen. And Congress is considering legislation both to confirm and clarify commission control over CATV's and to bar its regulation of nonmicrowave-fed systems.

Furthermore, the proceeding that led to the commission's action last week is not closed. The commission still has a number of questions raised in part II.

FCC's CATV rules draw fast court appeals

When the FCC issued its formal order on CATV last week (see above), a broadcaster and a CATV operator immediately filed appeals in federal appeals court—only one filed in the District of Columbia circuit, and the other in the eighth circuit (St. Louis).

Midwest Television Inc. (group owner) submitted an attack on the FCC rules similar to the one it filed immediately following the FCC's announcement last month (BROADCASTING, Feb. 21). It again charged that the FCC rules “fail to assure the continuation and development of existing and future television broadcast service.”

Black Hills Video Inc., owned by Midwest Video Inc., a group CATV owner, asked the St. Louis court to recognize the most recent FCC order and to permit the parties to supplement the record. The Black Hills case, which was filed last year against the FCC's microwave rules on CATV, was argued several months ago.
Thank you, Broadcast Pioneers, for the 1966 "MIKE" Award!

"For distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management."

—The Mike Award, 1966

WHO is proud and grateful to have been selected for the Sixth Annual Mike Award, thus joining the distinguished company of Radio Stations WLW, WGN, WSB, KDKA and WTIC.

The Award itself is presented to a pioneer radio station that has consistently maintained an outstanding record of service to its public and to the industry. It is presented by the Broadcast Pioneers and Broadcasters Foundation, Inc., who six years ago joined hands to sponsor the Annual Pioneers' Award Dinners.

We believe a few quotes from speeches at the Presentation Dinner on February 7 are in order:

"WHO has had its hand on Iowa's pulse, and the people of Iowa have a personal feeling for this station that has served them so well for so long ... We are proud of WHO."

—Harold E. Hughes, Governor of Iowa

"WHO is a station early to recognize the needs for a well-rounded format. WHO is a pioneer in news and sports and a station that has consistently met the needs of the Midwest's vast population. Its public service never ends."

—Clair R. McCullough, President Broadcasters Foundation, Inc.

"I am very proud of the honor accorded us tonight. In over 42 years of broadcasting, WHO has assumed its recognized position as the Midwest's favorite source for news, information and public service. We at WHO now have a greater challenge than ever."

—Dr. David D. Palmer, President WHO Broadcasting Co.

In acknowledging its receipt of the 1966 Mike Award, WHO commits itself to a continuing policy of "quality, integrity and responsibility in programming and management."

WHO
for Des Moines PLUS ... for Iowa PLUS!

Des Moines ... 50,000 Watts ... NBC Affiliate

Griffin, Woodward, Inc., National Representative
Color television has arrived.
Are you with it?

Color sells. We’re selling color. We say you’re missing a major competitive weapon if you’re shooting your commercials in black-and-white. Virtually all prime-time programming is now in color, reaching an audience of millions, scoring millions of extra-impact impressions. Shouldn’t those impressions be made for your product?

For excellence in color, your producer and film laboratory rely on Eastman Kodak experience, always and immediately available through the Eastman representative.

EASTMAN KODAK COMPANY
New York: 200 Park Avenue 212-MU 7-7080
Chicago: 130 East Randolph Drive 312-236-7234
Hollywood: 6677 Santa Monica Boulevard 213-464-6131
Yes, but this “editor’s” concern for the who, what, when, where and how is not to write a news story, but to make sure of delivery of a life-saving drug. The “editor” shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o’clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of Rocky Mountain fever vaccine, and there’s no other place to get it. Just as your deskman knows how to handle the news story, this “editor” is trained to respond to the most difficult situations.

Once the call is received, Lederle’s emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving vaccine is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.
of the proceeding to consider, among them, whether limits should be placed on the distance signals may be transported.

An immediate question of concern to commission staff members is how they will handle the new responsibilities already given them. Some estimates place the additional manpower needed at 15, including lawyers, engineers and clerks. But the requested budget for the 1967 fiscal year, beginning July 1, doesn’t provide for additional personnel.

And the White House has instructed the agency not to ask for anything extra.

Consolidation Planned? It’s understood that the commission plans to consolidate all CATV activities at the commission into one section within the Broadcast Bureau. But so far no decision has been made on the specifics of the section—how many people will be assigned to it or who will be. At the moment, the Common Carrier Bureau does the engineering work on applications for microwave facilities to serve CATV’s, with all other CATV work done in the Broadcast Bureau.

The new rules, as the Feb. 15 announcement indicated, mark a retreat from the hard line on CATV that the commission had previously taken. The most dramatic concession the commission made, in an effort to “strike a balance” between the interests of cable companies and broadcasters, was reducing the nonduplication protection required from 15 days before and after local broadcast to 24 hours.

“We believe it desirable,” the commission said in explaining its decision, “to avoid disruption to the established viewing habits of the public as much as possible. Moreover, we are seeking to preserve, to the extent practicable, the valuable public contributions of CATV in providing wider access to nationwide programming and wider selection of programs on a particular day.”

The commission also showed concern over CATV’s that would be unable to carry the programming of all local stations without dropping signals of distant stations they are currently transmitting. Such CATV’s may request waivers of the rules to permit them to continue transmitting the distant-station programming and to substitute the signals of the local station only where simultaneous duplication would occur.

Extra Protection Possible Stations are also given an opportunity to seek more protection than would normally be provided by the rules. Special summary procedures have been established to speed consideration of petitions by stations and CATV’s. In addition, the commission will continue to permit CATV’s and stations to work out private arrangements.

The carriage and nonduplication pro-

The first full-length biography ever written about this extraordinary man who has so profoundly changed our way of life.

Here is the truth about Sarnoff’s rise as he battled skeptics to become head of RCA, pioneer of electronic communications, radio and television, and a legend in his own lifetime.

"It would have been easy to tell the story of David Sarnoff in simple Horatio Alger terms. But Mr. Lyons has written a new Alger story for the technological age with a scientific sophisticate for its hero."

John Chamberlain, literary critic, columnist

"The career of David Sarnoff is one of the greatest stories of achievement in this century. As told by Eugene Lyons, it reads like an exciting novel. I found it fascinating."

Richard M. Nixon

"What Ford did for transportation, Carnegie for steel and the Wrights for aviation, Sarnoff has contributed through electronics. The book is an inspiring human chronicle."

Lewis L. Strauss, former head of the Atomic Energy Commission

At all bookstores, $6.95
visions of the rules generally become effective April 18. But existing non-microwave-served systems will be given another two months to comply. During that time they may request waiver of the carriage provisions.

The commission did not reach a decision on whether translators should be required by rule to protect local stations. But it adopted a policy under which station-owned VHF translators would be required to afford same-day nonduplication protection to stations within whose grade A contours they are located. Protection would not be required of UHF translators in an all-VHF area, nor in the case of any community-owned translators.

The requirement that CATV's seeking to relay distant-city signals into markets seek commission approval becomes effective March 17, the date the rules are to be published in the Federal Register.

The commission said existing systems will not be affected, but that new distant signals cannot be added to an existing system without a hearing. It also said that it will give case-by-case consideration to extension of lines by a "grandfathered" system into new geographic areas, on petition by local broadcasters.

CATV's that made an "extraordinary" effort to expand into new areas since Feb. 15 announcement must do so at their own risk of financial loss, the commission said. It reported that, in view of the earlier statement that the hearing requirement on distant signals would go into effect immediately, it would not give any weight to expenditures made in acting on petitions to bar expansion.

**Maps Required** In that connection, the commission is requiring CATV's that would be affected by the rule to submit a map showing the location of cable lines used to serve customers on Feb. 15.

The commission's concern with the top 100 markets—where 90% of the nation's TV homes are located—stems from its belief that CATV's pose a threat to UHF development in those markets and the fear they might grow into wired pay-television systems. Accordingly, those are the issues that would be explored in the hearings.

(The commission's notice made clear that the CATV's involved are located within the grade A contour of any station in any of the top 100 markets. The public notice had referred to CATV's within the grade A contours of all such stations.)

The commission said it is not so concerned about smaller markets because it is in those communities that CATV's fill their "traditional" function as a supplementary service. Furthermore, the commission noted, the nonduplication requirement will provide "effective" protection since network programming "will be significantly involved."

The commission will, however, "entertain petitions" from interested parties seeking to bar CATV-relayed distant-station signals from small markets. That doesn't mean hearings will be held. The commission said it would attempt to resolve disputes on the basis of pleadings.

**Grade B Signals** The carriage provision requires a CATV to carry the signals at all commercial and educational stations putting a grade B or better signal over it, in the following order of priorities: principal city signal, grade A signals, grade B signals and translator signals. Satellites are to be regarded as stations.

CATV's need not provide protection when they are carrying programs in color that the local station is broadcasting in black and white. And nonduplication protection applies to prime-time network programs only if they are presented by the station entirely within what is locally considered prime time. Where timeliness is important, as in the case of a political speech or a sporting event, only simultaneous nonduplication is required.

Broadcasters, on request of the CATV system involved, must give at least eight days notice of the programs they want protected. And when signals of equal priority are involved, the CATV need not give protection to the stations.

The information being requested of all CATV's, and which is due May 18, includes: names, addresses and business interests of all officers, directors, and persons having substantial legal or beneficial ownership interest (more than 1% of the voting stock); the number of subscribers, currently as of Feb. 15; the stations carried on the system, and the extent of existing or proposed program origination.

Black Hills gets new CATV rules now

Although the new nonduplication rules for microwave-served community antenna television systems generally become effective April 18 they became effective for the CATV systems served by Black Hills Video Corp. last week. The FCC told Black Hills Video, a microwave black and white system owned by Midwest Video Corp., that the new rule requiring same-day nonduplication protection would be immediately effective in relation to the CATV systems at Ellsworth Air Force Base, S. D., and Poplar Bluff, Mo. The rules presently require 15-day before and after nonduplication protection for microwave-served CATV's.

The commission also made applicable to the systems served by Black Hills the new provision that allows duplication of programs where a network program is in color and the local station does not carry it in color.

The commission, however, said that it was deferring action on a Black Hills petition for further waiver of the rules with respect to carriage and nonduplication until it takes action on the Black Hills renewal applications which are now pending.

Black Hills several times before has requested and received relief from the commission's carriage and nonduplication rules. Black Hills claims that the local TV stations are not putting out usable signals and that by carrying and protecting them the CATV systems are receiving numerous complaints and losing customers. The commission, however, while granting relief to Black Hills, has told Black Hills that it expects compliance with the rules in the future (Broadcasting, March 7).

**'Milwaukee Journal' buys 2d CATV system**

The Journal Co., owner of the Milwaukee Journal and of WTMJ-AM-FM-TV that city, has taken its second step into the community antenna television field. It has bought the CATV system in Stevens Point, Wis. Last year, it bought the Wausau, Wis., cable system.

The Stevens Point purchase, which includes a microwave relay system and therefore requires FCC approval, brings to $1.5 million the Journal's investment in CATV, Donald B. Abert, executive vice president and general manager, said.

The system, which has an estimated 3,500 potential homes, provides 10 TV signals—from Green Bay, Wausau, La-Crosse, and Madison, all Wisconsin; educational WMVS (TV) Milwaukee, and WGN-TV Chicago. It also provides weather and FM channels.

The Journal said it plans to extend the microwave relay to Wausau to serve its 2,000 customers there.

Lee was present and voted

The FCC has announced it erred in stating that Commissioner Robert E. Lee was absent at last week's decision to grant the sale of KCTO(TV) Denver to WGN Continental Broadcasting Co. Commissioner Lee was present and voted for the sale. Station is now KWON under new ownership (see page 58).

Broadcasting, March 14, 1966
The Most Comprehensive Study
of CATV to Date
CATV—PRO & CON
The Broadcast Advertising Club of Chicago
Announces its Sponsorship of a Seminar

CATV—And its Marketing Implications for Advertisers

CATV is the most controversial development in broadcasting since Television became a commercial reality nearly two decades ago. Whatever your relationship to Television may be, CATV affects you—in ways that are important today and will be increasingly important tomorrow. This BAC Seminar offers you an unprecedented opportunity to hear the implications of CATV discussed from every viewpoint by the most knowledgeable panel of authorities ever assembled to explore the subject. Because attendance must be limited to 600, it is suggested that reservations be made at the earliest possible moment.

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LUNCHEON SPEAKER

Vance Hartke
United States Senator From Indiana

March 25, 1966
9:00 A.M. to 5:00 P.M.

Sheraton-Chicago Hotel,
Chicago, Ill.
$20.00 Per Person (Includes Lunch)
What is taken can be returned

FCC does turnabout on Barry-Enright case; renews WGMA license, but station must be sold

The FCC, in a reversal of a widely publicized decision in 1964, last week granted a license renewal for the Hollywood, Fla., radio station owned by Jack Barry and Dan Enright. But the renewal was for only one year and was conditioned on the owners taking steps to sell the station, WGMA, within 60 days (CLOSED CIRCUIT, Feb. 21).

The commission had originally denied the license-renewal application in 1964 because of the involvement of Messrs. Barry and Enright in the quiz-show scandals of the late 1950's (BROADCASTING, April 20, 1964). They had owned and produced Twenty-One and Tic-Tac-Dough.

But the commission, on a 4 to 2 vote last week, held that, while the "misconduct" of the owners cannot be condoned, it was not related to the operation of the station.

"There is no evidence of any misconduct . . . in the operation of WGMA," the majority continued. "On the contrary, the record and the findings show that the operation of WGMA has been not only acceptable but commendable."

Look to Future - The commission's function is not to "punish applicants, or their principals, for past misdeeds but to examine past conduct as a guide to probable future performance," the majority held. On that basis, it said, a conditional renewal is warranted.

The commission's decision was prepared by Commissioner Lee Loewingr, in the first application of a new commission practice of assigning opinion-writing responsibility to individual commissioners. Commissioners Rosel H. Hyde and Robert E. Lee joined in the opinion, and Commissioner James J. Wadsworth concurred. Chairman E. William Henry and Commissioner Robert T. Bartley dissented, each with a statement.

The U. S. Court of Appeals had sent the case back to the commission with a request that it explain the decision in light of the license renewals that were granted to Westinghouse Broadcasting Corp. and General Electric Co., despite the convictions of WBC's parent corporation and GE on antitrust violations.

The court also wanted to know the difference between the WGMA case and that of NBC, which had carried the Barry-Enright programs but whose licenses in Philadelphia were renewed at almost the same time the WGMA renewal application was denied.

Commissioner Loewingr noted that antitrust allegations were involved in the NBC case. This was a reference to the commission's conclusion that the network had acquired the Philadelphia stations by forcing WBC to trade them for NBC's Cleveland properties. The commission renewed the Philadelphia stations' licenses on condition that the network trade the stations back to WBC (BROADCASTING, Aug. 3, 1964).

Double Standard? - If the commission stripped WGMA of its license, it would be setting a double standard for behavior of large and small licensees, Commissioner Loewingr said; the higher one set for small corporations. Large ones would be allowed "greater latitude," he wrote, adding:

"The diffusion of responsibility and the separation of ownership and management which occur in large corporations tend to obscure the fact that the misconduct of corporate agents should have no different consequences than the misconduct of principals or individual licensers."

He said that if the principles established by the GE, WBC and NBC cases were followed literally in the WGMA proceeding, the applicant would be entitled to "an unqualified renewal." But, he said, "we are not inclined to take any action that might be construed as condoning the misconduct of Enright and Barry." The majority also expressed doubts about "their possible future course in the operation of a broadcasting station."

Accordingly, the majority said the renewal should be conditioned on Messrs. Barry and Enright selling the station to a qualified licensee. The opinion noted that the NBC decision provides a precedent for such a condition.

WGMA submitted an application for assignment of license following the commission's rejection of its renewal application (BROADCASTING, May 25, 1964). But the commission has never accepted it for filing. The proposed purchaser, Hollywood Community Service Radio Inc., is composed of a group of Hollywood residents. The station, WGMA personnel. It would pay $150,000 under the terms of the contract. However, the contract is cancellable until the time the commission acts on it.

Messrs. Barry and Enright were given 60 days to file an amendment updating the 1964 application or to bring in an entirely new assignment application.

No Policy Change - Commissioner Loewingr stressed that the decision does not alter commission policy prohibiting the sale of a station until the commission determines that the owner has not forfeited his authorization. "We adhere to the established rule . . . but find that . . . the applicant has not forfeited its license."

Furthermore, he said, the majority's judgment is based not on a single factor but "on a weighing of all the factors together." "We do not hold," as Chairman Henry charged in his dissent, that "no wrongful conduct, however aggravated, can result in forfeiture of a broadcast license unless it occurs at a particular station licensed to the wrongdoer," he added.

Chairman Henry, in his dissent, however, indicated concern that that policy was being undermined. He criticized the "tortuous" decision as being "difficult to understand." The majority, he said, find "Barry and Enright neither qualified nor disqualified."

But the effect of the commission's reversing itself, he said, "is to establish—albeit in a somewhat murky fashion—a new and undesirable policy with respect to licensees who have been wrongdoers in the broadcast field."

He said that Messrs. Barry and Enright not only staged rigged quiz shows but "lived about the fixed quizzes to their network, their sponsor, the press, and the office of the New York district attorney." Such licensees, he said, "have forfeited any broadcast licenses they may have outstanding. To hold other-

Journalism in spotlight

WLAC Nashville, a subsidiary of Life & Casualty Insurance Co. of Tennessee, has embarked on a new community image, "electronic journalism," under new management. Appointed to the post of executive vice president and general manager was James M. Ward, with WLAC since 1950 in the sales department. Named to the newly created post of vice president and managing editor was F. C. Sowell, who has served as general manager since 1936. WLAC is currently celebrating its 40th year in broadcasting.

Mr. Ward Mr. Sowell
JERROLD BELIEVES . . .

1. All of the people have an inalienable right to maximum use of their television sets, as well as the right to receive any programs made available to them.

2. CATV presently renders an invaluable service by providing a greater variety of programming and better quality television reception to millions of people.

3. All of our citizens must be allowed the freedom to choose from the best that the miracles of modern technology can offer to the viewer . . . and no person or area should be relegated to second class viewing status by Government decree.

4. UHF stations, existing or as yet unborn, can benefit greatly from the carriage of their programs on CATV systems . . . for CATV actually helps UHF stations achieve signal and coverage equality with VHF stations.

5. VHF stations also benefit greatly from consistent quality of reception (particularly color quality) that can be guaranteed all viewers served by CATV.

6. Public service and other types of CATV program origination are a valuable addition to present methods of communications, and cannot endanger broadcast television.

7. The limited and valuable broadcast frequencies available in any given market cannot in themselves satisfy the insatiable desires of all viewers for a wider variety of educational, entertainment and news programs. Such additional needs can be better served through the use of the multi-channel cable television system.

8. The artificial market protection guaranteed the television broadcaster by the new FCC rules is not only foreign to our system of free enterprise but is unsought by large and responsible segments of the Broadcast Industry and has never been granted to other communications media such as radio, motion pictures or the press . . . it can only result ultimately in more severe regulation of the Broadcast Industry itself.

9. Hundreds of CATV franchises have been (and will be) granted by local municipalities after a thorough analysis of the local public interest . . . the Federal Government should not override such local decisions.

10. CATV is absolutely not Pay TV. Efforts to confuse the two by special interests have clouded this distinction. As CATV grows and viewers are given the choice of a larger number of programs, the allure of Pay TV diminishes.

Any legislation which does not incorporate the foregoing principles is not in the public interest. The public's investment in television receivers is greater by far than the total investment in television by all other segments of the industry.

We respectfully urge all those interested in the continued health and growth of television to support the basic purpose of the bill recently introduced by Congressman Walter Rogers, which preserves the public's right to freedom of radio and television reception.

The Jerrold Corporation
Robert H. Beisswenger, President
KWGN(TV) starts with a bang

Denver woke up last Monday morning (March 7) to find KWGN(TV), a bright new independent color-TV station in town, and an all-out promotional campaign to tell viewers about it just in case they hadn’t noticed.

But for KWGN’s new owners it had been a nerve-wracking weekend of gambles and miracles to transform what until a week earlier had been KCTO. It was possibly one of the fastest and most complete station operational and format shifts ever recorded following the FCC’s approval of a sale.

KCTO’s former staff has been retained and is being enlarged.

WGN Continental Broadcasting Co., through subsidiary Won of Colorado Inc., won approval from the FCC on Friday afternoon, March 4, to purchase KCTO for $3.5 million from J. Elroy McCaw. By supertime that same night the sale was consummated in Denver and the WGN group had assumed control.

With the FCC’s announcement coming like a starter’s gun in a race, supervisors in all aspects of TV-station operation were flying to Denver from WGN-TV Chicago to work with the KWGN staff over the weekend. Prepackaged new program formats and schedules, rate cards, color videotape and film equipment, much other technical gear and new studio scenery and sets (plus the extensive promotional campaign) popped out of storage from various sites in Denver and Chicago to help effect the 48-hour transition.

Plan Ahead • Originally the changeover had been planned to take place in a 10-day period but Ward L. Quaal, Won Continental president and general manager, subsequently decided on the condensed transformation as the FCC’s action on the purchase took longer than first anticipated. Advance preparations for any station changeover are difficult since FCC rules forbid new owners to use the station’s premises until after the approval is announced.

In this case the prospective new owners set up their operations at the Denver Hilton hotel following the announcement of their bid to buy the station last Sept. 7. Dick Jungers, formerly WGN-TV vice president and general sales manager, who now is KWGN’s vice president and general manager, moved to Denver last fall and began an exhaustive round of research and contacts to learn of Denver’s programming needs and interests.

This past weekend he was joined by about 20 WGN-TV people who moved into KCTO with him to help change the station into KWGN effective 6:25 a.m. Monday morning. Most returned to WGN-TV last week.

Higher Rates • KWGN’s new rate card shows the basic one-time class AA prime time rate is $850, up from KCTO’s $425. One-minute prime rate is $275, up from $100. The new KWGN rate card also popped up on agency desks all over the country first thing last Monday morning along with the new KWGN program schedule.

The equipment dispatched to KWGN from Chicago included a fully equipped mobile unit with three live monochrome cameras. They went immediately into action last week covering the state high school basketball tournament after Mr. Jungers obtained what was claimed to be the first local-TV coverage rights.

On Monday morning the new KWGN “counter programing” format unfolded with added accent on new, new children’s programs and family-type shows plus public-service features. Denver’s three other TV stations are all network affiliates. At the same time Monday morning the Denver market was hit by the big promotional barrage too, including heavy use of local radio.

All of the promotion had been planned and made ready in advance with the help of Sam Lusky Associates, Denver agency. About $25,000 is being spent on advertising for the first four weeks alone. The theme: “Switch to the New View on Channel 2.”

King-size bus cards, illuminated taxi displays and a large diorama at the airport augment the heavy radio and newspaper schedules. On radio from 20 to 70 spots weekly are being used for four weeks on KHOW, KIMN, KDEN, KOSI, KLAK and KFML. Some stations refused the KWGN business, it was indicated.

Last Thursday (March 10) Mr. Quaal announced officially the change of corporate name of WGN Inc. to WGN Continental Broadcasting Co. It continues as a subsidiary of The Tribune Co., holding company with some two dozen subsidiary firms in the U. S. and Canada, including the Chicago Tribune.

WGN Continental embraces WGN-AM-TV; Mid-America Videotape Productions; KDAL-AM-TV Duluth, Minn.; Superior, Wis.; WGN Televents Inc. (a community antenna TV firm), KWON, and WGN Continental Sales Co., a station representative firm with offices in New York and Chicago.

FCC sticks to its urban-suburban policy

The FCC last week denied petitions for reconsideration of its policy statement issued to help it determine when an applicant for a suburban community really intends to serve the community, and when he is a big-city applicant in disguise.

Under the new policy, the commission will question the genuineness of a suburban application if the proposed
American children—and their parents—often lose out in the search for vitality because of their lack of physical fitness

Advertisers of many different kinds of products have found that promising "vitality" as a benefit has strong appeal to people, especially to the younger generation. But even the parents of the younger generation often appear to be interested in how they, too, can enjoy the fruits of vitality.

Unfortunately, vitality and all that it means in terms of being able to do all those things that people want to do is not something that can be absorbed in a pill or potion. Vitality results from the interaction of many different factors. What we eat, how much exercise we get, whether we have adequate rest and relaxation, and the general state of health are all involved.

The human body is really a rugged machine. It can and does take a great deal of abuse during the average life span. Now scientists studying the functioning of the human body are becoming increasingly convinced that lack of physical activity may be one of the more serious abuses of the human body in our sedentary society.

Physical fitness is not merely a game

Most health educators have for years advocated the need for regular physical exercise, but the importance of physical fitness to the American people is being emphasized by the statistics that indicate the lack of fitness may be among the primary causes of those diseases that lead people to an early death. In addition, it is almost a certainty that millions of people in this country do not enjoy the vitality, the pep and energy they would like to have because they are not physically fit.

Millions of Americans are overweight because food and beverage intake exceeds the body's energy expenditure. Increasing physical activity may be a much healthier—and perhaps easier—way to lose weight or to keep weight under control than cutting the intake of food. Overweight is a health hazard, and the mortality statistics prove this, but overweight also has its high psychological costs for those who find it difficult to keep their weight under control even though they believe excess weight is unattractive and undesirable.

Heart and artery diseases kill more Americans than any other diseases, and many of those affected are young men in the prime of life. Most of the leading researchers trying to find ways to prevent cardiovascular diseases believe that being physically fit, including regular exercise, may be an excellent preventative measure. Physical fitness, then, takes on the aspects of being a very important health measure for all Americans.

Achieving fitness can also be enjoyable

Too many people seem to think that physical fitness means spending most of the day in a gymnasium lifting weights and doing calisthenics. There is certainly nothing wrong with such activity if you enjoy it, but physical fitness is a great deal more than muscle-building and really can be an enjoyable approach to life.

Regular daily exercise can be walking to and from the commuter train station. It can be riding a bicycle, playing handball or tennis, taking a hike in the forest preserve—anything that can be done on a regular basis. It can be any kind of physical activity you enjoy, but it should be done daily. Exercise performs a number of important functions to keep the body healthy.

Fitness also involves the services of the family physician and dentist who can advise health programs suitable for each individual. The physician can also be a sound adviser on the type and amount of physical activity any individual should undertake. No adult should enter into a strenuous physical activity program without first getting advice from his or her physician.

Families can eat for fitness and fun

Since foods intake—in terms of both quality and quantity—is very important in any sound physical fitness program, people should understand what a well balanced diet is and how easy, in fact, it really is to eat such a diet. Nutritionists group foods according to the nutrients they provide and suggest selecting each day foods from four major groups. These are: (1) Milk and other dairy foods; (2) Meats, poultry, fish, and eggs; (3) Cereals and breads; (4) Vegetables and fruits.

As an example of why these food groupings are recommended, the milk group provides the major source of calcium—essential for adult health as well as for growing children. Milk is also the major source of riboflavin, a B-vitamin, in our diet and provides a high percentage of top quality, complete protein. Two glasses of milk per day provides for a moderately active young man 24% of his protein, 72% of his calcium, 14% of his vitamin A, 48% of his riboflavin, 12% of his thiamine, and 10% of his calories—based on the Daily Dietary Recommendations as established by the Food and Nutrition Board, National Academy of Sciences—National Research Council. Two glasses of milk each day provide slightly higher percentages of these nutrients for moderately active women because of lower requirements.

The American Dairy Association discusses food for fitness in a booklet which is available at no cost to you. Write for your copy of "Family Feeding For Fitness And Fun." The association, on behalf of its dairy farmer members, also distributes several motion pictures and other booklets produced in cooperation with the President’s Council on Physical Fitness. For details on how this material might be helpful in building more interest in physical fitness in your community, write to the American Dairy Association.

A message from dairy farmer members of American Dairy Association

20 North Wacker Drive, Chicago, Illinois 60606
stations 5 mV/m daytime contour would penetrate the geographic boundaries of a community that has more than 50,000 inhabitants and has a population at least twice as large as the applicant's specified community (Broadcasting, Jan. 3).

If the presumption cannot be rebutted by information in the application, a hearing would be held to determine whether the application should be treated as a proposal to serve the specified community or for some other larger community.

The petitions for reconsideration were filed by three applicants for new AM stations: Tinker Area Broadcasting Co., Southington Broadcasters and Boardman Broadcasting Co.

In denying the petitions for reconsideration the commission emphasized that applicants are free to rebut the presumption that they propose to serve a larger community. The commission said it would consider directional operation, ground conductivity, and other similar factors in making a decision.

The commission's policy statement was issued in recognition of the increasing complexity of the urban-suburban issue as once clearly distinct communities become engulfed in sprawling metropolitan areas. The problem of separating genuine suburban applications from counterfeit ones has become increasingly difficult, the commission said.

**FCC starts study of pay-TV proposal**

The FCC began considering Friday (March 11) a proposal that could lead to a nationwide system of pay television, both off-the-air and by wire or cable.

The proposal, drafted by the commission's committee on pay television, contains two parts. One is a proposed notice of rulemaking aimed at providing a system of off-the-air pay television. (Broadcasting, March 7).

The other is a notice of inquiry into the question of subscription television by wire or cable.

**Cosmos Cablevision is quick on the draw**

The FCC hardly had a chance to turn around after issuing its new community antenna television rules last week (see page 48) before a CATV had petitioned for relief from one of the key provisions.

Cosmos Cablevision Corp.'s petition was aimed at the provision requiring that CATV's proposing to relay distant-station signals into any of the top-100 markets demonstrate in a hearing that the service offered would be consistent with the public interest."

The commission's rules were issued Tuesday, and the petition was filed Friday (March 11). The provision is concerned with whether the system is to be effective March 17, two days after "a portion of the system" involves is schedule to begin operating.

The system is in North Augusta, S. C., which is within the grade A contours of WJBF-TV and WRDW-TV, both Augusta, Ga. Augusta is in the 96th market, on the basis of American Research Bureau net weekly circulation ranking used by the commission.

The provision applies to CATV's within the grade A contour of any top-100-market station wishing to bring in signals beyond their grade B contour. And the Cosmos system, in addition to the Augusta stations' programs, wants to import the programs of the three Columbia, S. C., stations WIS-TV (ch. 10), WVOX-TV (ch. 19), and WOLO-TV (ch. 25). None of them places a grade B signal over North Augusta.

But Cosmos says that a ruling that the provision does not apply to it is justified on the bases of "grandfathering" and market size. It notes that the system is "substantially constructed" and that help has been hired and payments have been received from subscribers. And it says that Augusta, Ga., is "within or without the top 100 markets depending on the category used."

But the main argument is for a waiver, based on public interest grounds. Cosmos notes that the proposed service would provide North Augusta with full time network program service for the first time, and would make available to subscribers news, sports and other programming from their state capital.

The petition is bolstered with a letter to the commission from Mayor N. F. Manly of North Augusta, who "pleads" for more network programs, more South Carolina news and better television reception.

The committee draft states the view that the commission has authority over wired pay-television systems that cross state lines, and asks what the commission's role should be in regulating such operations.

The pay-television committee, composed of Commissioners James J. Wadsworth, chairman, Robert E. Lee and Kenneth A. Cox, is in agreement on recommending a further notice of rulemaking and notice of inquiry be issued. But they are not in agreement on all aspects of the document.

As a result, there was no indication last week as to the final shape the proposal would take. The document does, however, contain some tentative conclusions for commission consideration.

One is that over-the-air pay television is broadcasting. This is a point that has been disputed by some lawyers, who contend that pay-television should be classified as a business use.

Another is that the commission should authorize only one pay-television system nationwide. Commission sources say this would provide for customer convenience. They also say that procedures could be adopted to prevent any one company from monopolizing the manufacture and sale of the equipment needed.

However, the matter of whether there should be one or more systems is one of some 14 on which the committee suggests that the commission, invite comment. One other dealing with the matter of equipment suggests that the commission authorize the leasing rather than sale of the necessary gear.

**Restrict Equipment Makers?** - The committee would also ask for comment on whether companies making pay-TV equipment should be barred from engaging in the procurement and supply of programs.

Other questions indicate the complexity of the problems involved and how far the commission would be going from its customary regulatory procedures in the broadcast field.

One asks whether the commission should regulate prices and charges of pay-TV systems. Another asks whether means should be taken to assure that subscription television be made available to all eligible stations on a nondiscriminatory basis.

The committee also suggests that the commission ask for comment on whether it should issue a policy statement to the effect that subscription television is to be limited to "box-office" type programming.

Other questions deal with the size of market in which pay television should be permitted, whether more than one station in that market should be allowed to engage in the business, and whether there should be time limits on any
And for good reasons:
The best one is the Marconi reputation—which you know from the proved performance of Marconi equipment. And there's more superior performance on the way...
In only 50 foot-candles of light (that's actually less light than you probably use now for black and white) you can shoot broadcast-quality color with the new Marconi Mark VII four plumbicon tube color camera!
You buy fewer lights, pay lighter light bills, and stop worrying about new air conditioning to keep the studio cool!
And, you can just switch off the color and take perfect black and white. The separate, full-sensitivity luminance channel gets 100% of the available light.
Weight? Less than 150 pounds, and it's compact for quick set-up and portability.
Ease of operation? Same "hands-off" simplicity as other Marconi cameras. Precision and circuit stability? The new Marconi Mark VII belongs with Ampex high-band recording, will operate for hours without adjustment.
More exclusives? Built-in filters for simple, accurate color regulation. New mountings for perfect zoom operation (takes fixed lens or standard zoom lens: 10 to 1 or 40 to 1 with adapters).
SEE IT AT THE NAB SHOW IN CHICAGO.
Better yet, contact your local Ampex representative and order now. The complete line of Marconi equipment, including the new Marconi Mark VII, is distributed by Ampex Corporation, Redwood City, California.
if you're still in the dark about buying color TV cameras, consider this...
25 knowledgeable broadcasters already have seen the light...

with orders for over 150 of the new Marconi Mark VII
Give your tape productions a network flair... use the 100% tested network quality tape.

No matter who buys Ampex 144 Videotape—network, local or production studio engineer—he enjoys superb master performance... network quality recording and playback. The reason is simple. Ampex checks every reel of 144 from end-to-end. Checks it for drop-outs... for video output, audio and control track level variations, and for scratches. In addition, Ampex monitors head-wear to assure users a low head-wear rate. Reel for reel Ampex 144 offers better performance than any other tape. It's the high-band tape that goes great on all bands—color or monochrome—and the tape that's used to check out the VR-2000. If you're a station manager or chief engineer and you are not now using Ampex 144 drop us a line for a sample reel. Write Ampex Corporation, 401 Broadway, Redwood City, California 94063.
pay-TV operations.

The proposed notice of further rule-making results from a petition filed by Zenith Radio Corp. and Teco Inc. They have been conducting a test of Zenith's Phonevision system of over-the-air pay television on WHCT-TV (2631) in Hartford, Conn., for more than three years.

The committee feels the Hartford test has been too limited to provide the basis for any sweeping conclusions. But the members are said to feel there is no immediate cause for alarm that pay television would weaken free television or that it would draw off the attractions now available to conventional television.

New Spanish network on with 18 affiliates

Geared to the Spanish-speaking population of the U.S., Radio Continental Network has been formed by the merger of Continental Communications Inc., Miami, and Radio Cadena Nacional, a Mexican radio station network.

The radio network provides a block of serialized soap operas, up to two-and-a-half hours of programming. Three minutes of advertising are allotted to each serial and advertisers who want to reach all affiliated stations have their commercials spliced into the programs before they are sent to the subscribing stations.

When the network went on the air, March 1, 18 station affiliates had been signed. These include stations in California, Arizona, New Mexico, Texas, Colorado and Florida.

General manager of Radio Continental Network is Dr. Orlando Alvarez. Radio Continental's headquarters are located at 2020 N.W. 7th Street, Miami. The phone number will be (305) 374-2631.

Fire hits WJRT-TV; off only two hours

Although WJRT-TV Flint, Mich., suffered a major fire early March 5, the station lost only two hours of air time that Saturday morning and only two national spot commercials failed to get exposure in the days following, it was reported last week by Albert J. Gillen, executive vice president and general manager. Fire damage exceeded $250,000, all insured.

The fire began as a result of a defective relay switch in the air conditioning and heating system of the station's new executive and administrative wing, a two-story addition only recently completed. The fire spread to the station's older administrative offices and film library before being put out. Heavy losses of syndicated film product took place, along with some 6,000 reels of commercials.

"But television is a fast-moving business," Mr. Gillen said, "and within two days of our wires for replacements agencies all over the country had supplied us with new commercials." Spots that had been scheduled over that weekend already were in the projection areas so they were not involved, he noted.

WJRT-TV's principal operations sections were not hurt in the fire and continued in use. The nearly 30 people on the station's administrative staff have moved about a half-block away to temporary quarters pending reconstruction at the station. This may take four to eight months. Mail address continues to be 2302 Lapeer Road.

Mr. Gillen said calls offering all possible assistance came promptly to WJRT-TV from WOVT Grand Rapids, WJXV Lansing and WJR Detroit, all Michigan.

CATV plans for Tucson announced

Tucson (Ariz.) Cable Co. announced last week the initiation of a community antenna television system in that city and promised to bring its customers not only local TV stations, but also four from Phoenix and four independents from Los Angeles—all by leasing lines from the telephone company.

The Tucson company is a joint venture by Trans-Video Corp., group CATV owner based in El Cajon, Calif., and Cox Cablevision Co., a subsidiary of Cox Broadcasting Corp. Cox owns 17% of Trans-Video.

Arrangements have been made with Mountain States Telephone & Telegraph Co. to construct the CATV distribution facilities in Tucson and to bring in the Phoenix stations, 106 miles to the north, and with AT&T Long Lines to bring in the Los Angeles TV stations. Trans-Video, which is headed by Lee Druckman, who is also president of Tucson Cable TV Co., serves more than 10,000 customers in the San Diego and Bakersfield, Calif., areas. It also has franchises outstanding for El Cajon, La Mesa and Chula Vista, all in the San Diego area, and for Porterville, north-eas of Bakersfield.

The Tucson project will cost about $3 million, Mr. Druckman estimated.

The 12-channel system will also include a 24-hour music and weather channel and a fulltime news channel. The system will be capable of carrying local originations.

Tucson is now served by four TV stations, all VHF and including a noncommercial, educational outlet.

FM nonduplication deadline extended

There was something for almost everyone, especially daytime-only and limited-time broadcasters, in the FCC's long-awaited decision last week on requests for exemptions from the FM-AM nonduplication rule.

The commission denied most of the 115 requests for exemptions, as such. But it gave the stations at least until Dec. 31, 1966, to comply with the nonduplication rule.

And it indicated that FM's that are affiliated with daytime-only or limited-time stations and that broadcast in the evening stand a good chance of getting repeated exemptions.

The rule prohibits FM stations in cities of more than 100,000 population from duplicating the programming of commonly owned AM's in the same area more than 50% of the time, on the average.

The effective date of the rule was Oct. 15, 1965, but it was extended for stations that requested exemptions. Originally, of the 337 affected FM's, 146 did.

Twenty-four of the 115 stations requesting exemptions are affiliated with daytime-only limited-time stations and broadcast at night. These were given exemptions until the end of their license period—or until Dec. 31, 1967, if their license comes up for renewal on June 1, 1967, or sooner.

The commission also indicated that other FM's that have like affiliations and that broadcast at night but that didn't request exemptions could probably get them if they apply.

A commission official said that the favored treatment was intended to enable daytime and limited-time stations to compete more effectively with the full-time stations in their market. He also expressed the view it would encourage daytimers to go into FM broadcasting.

The commission said that it will determine compliance with the rule on an annual basis. But it said that, "absent a good reason for not doing so," licenses will be expected to provide at least 30% of each week to separate programming.
CATV battle lines drawn on the Hill
Small Business Subcommittee hears cable and broadcaster views on FCC's regulatory plans

Spokesmen for both broadcasters and community antenna television told a House Small Business Subcommittee last week that most broadcasters and CATV operators are small businessmen. They also expressed opposition, in varying degrees but almost precisely at opposite poles, to some of the terms of the FCC's regulations on CATV issued in formal order form last week (see page 48). These later presentations were obviously a dress rehearsal for appearances before the House Commerce Committee next week when the real CATV show on Capitol Hill opens.

The hearing on March 22 before Representative Harley O. Staggers (D-W. Va.) and his full Commerce Committee, is on two bills.

One (HR-12914), proposed by Representative Walter Rogers (D-Tex.), would effectively prohibit the FCC from exercising any jurisdiction over nonmicrowave fed CATV. Representative Rogers, who is chairman of the Subcommittee on Communications, picked up one major supporter last week. Jerrold Corp., Philadelphia, group CATV owner and equipment manufacturer, urged support for the Rogers bill in advertising in trade journals this week.

The other (HR-13286) embodies the proposals submitted by the FCC two weeks ago (Broadcasting, March 7) and was introduced by Representative Staggers at the request of the FCC.

The FCC bill was introduced in the Senate by Senator Warren G. Magnuson (D-Wash.), chairman of that chamber's Commerce Committee; it is S-3017. There has been no statement from the senator saying when he intends to take up the bill.

The FCC-backed bill would provide the commission with clear authority over all CATV.

Present for the day-long small business hearing last Tuesday (March 8) were Representatives John D. Dingell (D-Mich.), chairman of the subcommittee, and Neal Smith (D-Iowa), Charles Weltner (D-Ga.) and Arch A. Moore Jr. (R-W. Va.).

Besides the statements by the two opposing representatives—Frederick W. Ford, president of the National Community Television Association, and Lester Lindow, executive director of the Association of Maximum Service Telecasters—the critical attitude of some of the members of the congressional group about the small business bona fides of both broadcasters and CATV systems enlivened the hearing. Representative Weltner was particularly insistent on this question.

Another significant colloquy took place between Representative Dingell and Ernest W. Jennes, counsel for AMST. Mr. Dingell, repeating the misgivings he had expressed to FCC Chairman E. William Henry last month that the commission's provisions for exemptions to the rules might result in an unworkable and unfair system of CATV (Broadcasting, Feb. 28), pronounced the premise that "the entire business of a regulatory agency cannot and should not officially be conducted on an ad hoc basis. It ought to be done on the basis of rules to apprise everybody of the way they are going to be affected and establish as clearly as possible guidelines within which it will operate to cut down the amount of business and to expedite the conduct of the business before it. Am I correct?"

Mr. Jennes responded that although a rule can cover the vast majority of cases, "there has to be room for an agency to look at special circumstances which warrant different treatment in a particular case..."

During Mr. Lindow's testimony, he told the House group that his organization differs with the FCC on five counts:

- Duplication protection should be 15 days before and after a program is on the local TV station, as it was for microwave-fed CATV's before the new FCC rules were enunciated.
- Protection should be enlarged to encompass the grade B contours of stations in the top-100 markets (not the grade A as the FCC has promulgated).
- Requests for waivers of the FCC rules should be bottoned on the CATV system proving that the importation of distant signals will not adversely affect existing or proposed TV services.
- The top-100 market concept should be widened to include markets below this number.
- The provision in the FCC rule grandfathering in existing CATV systems in the top-100 cities should restrict existing systems to their present operations; not permit them to expand their services in the city.

After warning that present trends in CATV, particularly the origination of programs, threaten the existence of local TV stations, Mr. Lindow predicted that CATV would replace "free TV with pay TV. The problems of CATV and pay TV, he continued "are inextricably intertwined."

Local Expression - Mr. Ford's testimony, including opposition to any ban on origination, stressed the opportunity for CATV systems to become outlets of local expression for their communities. TV stations, he explained, must cover wide areas and therefore cannot properly function to be the voice of the smaller communities in their service areas.

To the view that origination by CATV is a step in the direction of pay TV, Mr. Ford demurred. Pay TV, Mr. Ford emphasized, is based on a per program charge; CATV makes a monthly...
He's started a new gold rush in San Francisco.

This lovable tramp beat "The Bell Telephone Hour," "Voyage to the Bottom of the Sea" and "Lassie" with an ARB 18 rating, and 31% share of the audience for KTVU.*

In Boston, he's captured 42% of the three-station market for WNAC-TV. And in New York, he's doubled the WOR-TV audience of the program he replaced.

Prime T.V. Films, inc.
120 West 57 St., New York, N.Y. 10009 (212)581-7480

*The audiencemeasurement data used herein are estimates only and are based upon the report indicated. In view of errors and deficiencies which may be involved in the source's methods and procedures, neither KTVU nor any of its representatives vouches for the accuracy of the estimates.

Charlie Chaplin Comedy Theater. Copyright © Elcon Television Corporation—Wellmax Film Corp.
charge for all its services. Anyway, he added, the broadcasters are those who are experimenting with pay TV, and if they succeed, then of course CATV will follow.

"I will venture to predict," Mr. Ford observed, "that if CATV systems ever engage in pay TV, it will be because broadcasters force them by their pay-TV activity to engage in the business."

If Congress decides to prohibit pay TV or limit it by radio and cable, Mr. Ford said "there would be little objection by CATV operators."

The bulk of Mr. Ford's testimony dealt with countering the argument that CATV adversely affects local TV stations, and poses a threat to emerging UHF stations.

He read into the record selections from the FCC's Seiden Report, issued last year and which concluded that CATV is not a problem to TV in cities where there are multiple TV stations. He also referred to the Fisher Report, sponsored by the National Association of Broadcasters, and also issued last year.

"Thus," Mr. Ford noted, "these conclusions by two noted economists, one retained by the FCC, the other by NAB, show conclusively that there is absolutely no basis for allegations that CATV is an adverse factor in the potential development of UHF television in large cities."

In discussing the FCC's new rules, Mr. Ford agreed that the FCC could impose limitations on CATV to protect local TV broadcasters in order to preserve their service but only where "there is proof that CATV has caused any proven substantial economic injury to broadcasters" and only on a case-by-case basis.

Mr. Ford said that NCTA is agreeable to the requirement that CATV systems carry local stations, "but we do not believe a station 75 miles away is a local station."

On duplication protection, Mr. Ford said NCTA is in favor of simultaneous protection, rather than the 24-hour duplication required in the FCC regulations.

Queries and Answers: In answer to questions from committee members, Mr. Ford opposed imposing the same multiple ownership rules on CATV that the FCC imposes on broadcasters. One New York TV station, he commented, covers more TV homes than all of the present 1,500 CATV systems.

The CATV industry, Mr. Ford said, is willing to abide by the FCC's rules on equal time for political candidates and the fairness doctrine in controversial issues if there is no bar to permitting cable systems to originate programming.

NCTA would like to see, Mr. Ford said, CATV systems with 1,000 or less subscribers exempted from FCC jurisdiction, rather than the 50 or less in the commission's rules.

Also submitting statements in the small business hearing:

Leon N. Papernow, president of Community Cablecasting Corp., Pacific Palisades, Calif., called for legislation requiring the FCC to give equal weight to the development of television as a broadcasting service and as a reception service. He asked that Congress determine that CATV is not a public utility, foreclose telephone companies from entering the cable business, and to take CATV "out of the hands" of myriad municipalities.

Mr. Papernow, who formerly was executive vice president of H&B Communications Corp. (group CATV owner), opposed the FCC's top-100 market concept. "Within the grade A contour of TV stations in the top-100 markets," he said, are "90% of all U.S. homes." He suggested instead a ceiling on cable service to these homes on a percentage basis (20% to 25%). Opposing the commission's 24-hour protection rule, he suggested that protection be limited to simultaneous duplication only.

He also asked Congress to prohibit the FCC from giving TV stations the right to grant or deny CATV pickup rights, and asked that the copyright laws be amended to recognize CATV and "to give free and unlimited public access to TV programs at the time of broadcast."

Barclay Craighead, Helena, Mont., representing Helena Valley TV Translator Club and the Tri-State TV Translator Association, urged legislation to prohibit joint ownership of TV stations and CATV systems, ban any duplication of programs of TV stations and satellites or translators within the same trade area; inhibit leapfrogging by requiring that CATV's use programs from the nearest transmitting points; extend the nonduplication rules to cover all hours of the broadcast day, not just prime time.

Commerce group gets a new face

The House Commerce Committee has finally gotten a replacement for the vacancy created when Oren Harris retired to become a federal judge in his native Arkansas (Broadcasting, Jan. 17).

He is Brockman Adams, 39, a Democrat from Seattle winding up his first term in Congress after being elected in 1964. He is an attorney and holds degrees from the University of Washington and from the Harvard Law School.

But he admits that his experience in the radio-TV field is somewhat limited.

On the pending hearing by the Commerce Committee about the community antenna television situation (scheduled for March 22), Mr. Adams says that he has no preconceived knowledge of the issues and that he will try to view both sides objectively before making any decision.

However, when contacted he did say that in principle he finds himself very much in agreement with the statements of former FCC Chairman Newton Minow in the "vast wasteland criticism of television programming." (The speech was given by Mr. Minow at the convention of the National Association of Broadcasters in 1961 (Broadcasting, May 15, 1961).

Mr. Brockman stated that the speech was one of the better statements made by government officials and that he finds it "intellectually praiseworthy."

But one unforeseen development had arisen by late Thursday. The committee staff was still unable to have its stationery printed because of a question of the ranking to be indicated on the letterhead.

Traditionally, the members of a committee with the most seniority have their names printed closest to the top of the page. On the Commerce Committee, however, a novel situation has
announcing the
American Medical Association's
1966 Medical Journalism Awards

...to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

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

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

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

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

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

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

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

GENERAL RULES
1—Deadline for receipt of all entries is February 1, 1967; although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1966.

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

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

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1967.

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

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

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

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

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

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.
come up for which no one has the answer.

John Bell Williams (D-Miss), currently the lowest name on the list, refuses to advance toward the top. He says that Mr. Adams should move in as second from the bottom since the Democratic Party hierarchy stripped him of all his seniority rights for the support he gave to Republican presidential candidate Barry Goldwater in 1964. At the time, Representative Williams was the ranking member of the committee and would have inherited the chairmanship on the retirement of Judge Harris.

For the present, the question is still up in the air but the committee staff hopes to have the matter resolved sometime this week.

Representative Williams is expected to make a floor speech on the situation today (March 14).

More time asked for top-50 comments

The FCC was asked last week to extend the deadline for comments on the commission's proposed rulemaking that would prohibit group owners from owning more than three television stations, not more than two of them VHF's, in the top-50 markets (Broadcasting, June 28, 1965).

The Council For Television Development, formed last year by group owners who oppose the proposed rules, asked that the deadline for comments be extended from April 1 to Oct. 3 and that the deadline for replies be extended from May 2 to Dec. 1.

The council has retained United Research Inc. of Cambridge, Mass., to do a complete study of group-station operations. It said that the United report should be available in August, but that the council will need until October to prepare comments using material in the report.

Warner Bros. bids for CATV franchise

Warner Bros. Pictures, which only recently disclosed its interest in community antenna television operations (Broadcasting, Dec. 27, 1965), has made an initial, formalized bid for a franchise.

Warner Bros. TV Services Inc., the movie company's CATV subsidiary, wants to establish operations in Newport Beach, a community of 38,000 persons located in California's Orange county.

In its presentation to the city manager, Warner Bros. promised to originate special programs and indicated it would tie-in with Pacific Telephone & Telegraph Co. on lease-back of wire facilities.

Irvine Co., a large realtor in the area, is also interested in starting a Newport Beach CATV system.

KAAB renewal denied; sale is dismissed

The FCC last week denied the license renewal application of KAAB Hot Springs, Ark., deleted the station's call letters and dismissed as moot an application for assignment of the license. KAAB has been silent since 1963.

The commission said it denied renewal of KAAB's license because the station failed to supply necessary additional information not submitted with the renewal application.

The prospective buyer of the station, Broadcasters Inc. was given 60 days to file an application for a construction permit specifying the KAAB facilities. The commission, however, said that if Broadcasters Inc. files for a CP, its application will go into consolidated hearing with the applications of two other stations that have filed for the KAAB frequency (1340 kc).

Under the terms of the contract, Broadcasters Inc. would have acquired the KAAB license for $11,321, which is the amount owed in back taxes by the seller, Phoenix Co.

The two stations applying for the KAAB frequency are KCAT Pine Bluff and KZNG Hot Springs, both Arkansas.

Changing hands

ANNOUNCED. • The following station sales were reported last week subject to FCC approval.

• WKPT Kingsport, Tenn.: Sold by C. P. Edwards Jr. and associates to New Brunswick (N. J.) Home News for $500,000. WKPT operates on 1400 kc with 1 kw day, 250 w night. Broker: R. C. Crisler & Co.

• WSKP Miami: Sold by William F. O'Neill to Ed Winton and associates for $325,000. Mr. O'Neill is also licensee of WSTA St. Thomas, V. I., and is the brother of Thomas O'Neill, RKO General board chairman. Mr. Winton was president and general manager of WQMR Washington and WQAY-FM Silver Spring, Md. No changes in the WSKP staff are contemplated. WSKP operates fulltime on 1450 kc with 250 w. Broker was
William T. Stubblefield.

* Woow Greenville, N. C.: Sold by Charles E. Springer to Woow Radio Inc. for $150,000. Woow Radio is owned by Mark Clements, New York marketing research executive, and Danny Jacobson, general manager of KWEL Midland, Tex. Mr. Jacobson will become general manager of woow. The station operates on 1340 kc with 1 kw day and 250 w night. Broker was Blackburn & Co.

* WBaz Kingston, N. Y.: Sold by Big River Broadcasting Corp. to Hunter Broadcasting Group Inc. for $110,000. Big River Broadcasting is a subsidiary of the J. Olin Tice Stations, which include WEEt Richmond, Va.; Wkct Charlotte, N. C.; WCKY Cayce, S. C., and WGYW Knoxville, Tenn. Hunter Broadcasting is principally owned by William A. Hunter, president of WDOT Burlington, Vt. WBaz operates daytime on 1550 kc with 500 w.

* WGML Hinesville, Ga.: Sold by Hugh K. Tillison, Charles C. Gillican and James H. Watson to Mrs. Bernita H. Slotin for $45,000. WGML operates daytime on 990 kc with 250 w. Broker was Blackburn & Co.

Note: Price in the sale by W. H. Rich of 50% voting interest in Wcvs Grand Rapids and WTRU Muskegon, both Michigan, to Edith P. Martin, present 50% owner, (CHANGING HANDS, March 7) was $125,000 and included 100.7 shares of class B nonvoting shares. Mr. Rich also sold 44.3% of class B nonvoting shares to Dorothy Martin Moore for $375,000.

**APPROVED** - The following transfers of station interests were approved by the FCC last week (For other commission activities see FORE THE RECORD, page 93).

* WCvs Springfield, Ill.: Sold by WPFA Radio Inc. to Eastern Broadcasting Corp. for $700,000. WPFA Radio is owned by William O'Connor, who also owns Wbow-AM-FM Terre Haute, W Hut Anderson, both Indiana; Kask and Koya-FM Ontario, Calif. Eastern Broadcasting is owned 67.8% by Louise and Roger Neuhoff. Eastern Broadcasting owns Wchv Charlottesville and WHAP Hopewell, both Virginia, and recently sold Walt Tampa, Fla., to Universal Broadcasting Co. for $360,000. WCvs went on the air in 1926 and operates on 1450 kc with 1 kw day and 250 w nighttime. The price includes a five-year covenant not to compete.

* Kton Belton, Tex.: Sold by Belton Broadcasters Inc. to Sigmor Distributing Service Inc. for $300,000. Sigmor is owned by Tom E. Turner and Mary E. Turner. Kton operates daytime on 940 kc with 1 kw.

**New TV stations**

WRTF-TV Roanoke, Va. (ch. 27), went on the air March 3 with 21.4 kw visual and 2.14 kw aural. The station has black-and-white and color facilities and is a full ABC affiliate. Frank Tirco is president and general manager; permit to Roanoke Telecasting Corp.

**Dark UHF transfer denied by FCC**

The FCC again took action last week in relation to one of the dark UHF's by denying it additional time to file an application for assignment of its construction permit.

The commission denied the application of Elfred Beck for additional time to file an application for assignment of the CP for Kceb(Tv) (ch. 23) Tulsa, Okla.

The commission said that Mr. Beck did not comply with a previous order which gave him time to either complete construction of the station or file for assignment of the CP.

For three years the commission has been trying to activate long-idle UHF permits or free them for reassignment to broadcasters who would use them.

**Media notes...**

Kentucky's thoroughbred = Wlap Lexington, Ky., becomes an NBC Radio affiliate, effective today (March 14). Wlap, owned and operated by Thoroughbred Broadcasters Inc., is on 630 kc with 5 kw day and 1 kw night.

Students of media... The functions of various segments of the broadcasting industry will be outlined for students attending the 1966 International Radio and Television Society's fifth annual College Conference in New York April 14-15. Speakers at various sessions will describe the operations of an advertising agency, a station group, a television network, a package producer, a station representative firm and a local broadcasting outlet. Other sessions at the conference, which will be held at the Hotel Roosevelt, will spotlight a talk on broadcast engineering, a color television display and a presentation of award-winning commercials.

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**EXCLUSIVE BROADCAST PROPERTIES!**

**SOUTH** — Daytimer serving trading area of over a half million population. This facility shows a good owner cash flow but has hardly touched the potential. Priced at $168,000 cash—which is slightly more than 1½ times gross sales. Contact—John F. Meagher in our Washington office.

**ROCKY MOUNTAIN STATE** — This fulltime radio station profitably does a job in a solidly established marketing area of approximately 100,000. At present rate of sales it should gross around $80,000 in 1966 and is available at a total price of $105,000 on the basis of $40,000 down on fair terms. Contact—DeWitt "Judge" Landis in our Dallas office.
Rating protest turned down

The Broadcast Rating Council last week denied a protest about the way the audience of one satellite TV station had been reported, but started a broad study looking toward adoption of standards on how such audiences ought to be reported.

The study, BRC said, should not be limited to the reporting of satellite audiences alone, but should also explore the problem of relation to translators and community antenna TV systems and in the context of how TV markets are defined.

The protest that BRC denied was filed by WISC-TV Madison, Wis. The complaint had asked the council to revoke or suspend its accreditations of the Nielsen Station Index (NSI) and the American Research Bureau's local TV service on the grounds that their Madison reports included in wkow-tv Madison's audience figures those of waow-tv Wausau, Wis., a satellite of wkow-tv. This, says WISC-TV "creates an erroneous impression" of the size of wkow-tv's audience in Madison (Broadcasting, Dec. 20, 1965).

In denying WISC-TV's request, the council ruled that both the Nielsen and ARB services had followed their published procedures. Each had included in its survey report its definition of satellite and explained how satellite audience data was collected and reported, the council said.

The council reached this decision after studying Nielsen's and ARB's comments on the wkow-tv complaint and after Dr. Kenneth Baker, executive director of the council, had studied program logs of wkow-tv and waow-tv.

Officials said BRC had not shown the Nielsen and ARB comments toinski-tv, despite a contention by Arthur Scharfeld, Washington attorney for WISC-TV that "basic fairness" required it to do so. BRC representatives said the council's procedures do not provide for divulging such responses.

Broad Study Needed - Although it found no grounds for suspending or revoking accreditations in the WISC-TV case, the council clearly felt a need for studying the broader general problem of reporting the audiences of satellites, CATV and translators in the context of market definitions.

It asked the Committee on Local Television Audience Measurements (COLTAM), headed by Howard Mandel, research vice president of the National Association of Broadcasters, to undertake this study as soon as possible. BRC officials said they hoped they could get COLTAM's recommendations within a month or two and be prepared to act on them this summer.

In another action the council, which is headed by Donald H. McGannon of Westinghouse Broadcasting, asked Nielsen and ARB to comment on a complaint filed by Spanish International Network charging the two services have failed to report, or "grossly understated," the Spanish-speaking audiences of kmex-tv Los Angeles and kwex-tv San Antonio, Tex. (Broadcasting, March 7).

WISC-TV moves against Midcontinent

Wisc-tv Madison, Wis., moved on two other fronts last week in its controversy with the practices of the A. C. Nielsen Co. and the American Research Bureau in counting as part of the audience of wkow-tv Madison's audience of its satellite station waow-tv Wausau, Wis. (see above).

It forwarded copies of its correspondence with the Broadcast Rating Council to Representative Walter Rogers (D-Tex.), chairman of the House Commerce Communications Subcommittee, and called for "appropriate regulatory standards" for rating services.

And, at week's end, wisc-tv filed a complaint with the FCC urging a hearing on the license renewal application of Midcontinent Broadcasting Co. (licensee of wkow-tv and waow-tv). It charged that Midcontinent had failed to live up to its original program promises when it acquired waow-tv to devote 20.8% of its program time to local live programs. It claimed that waow-tv devoted only 7% of its program time to local live programming. This is the second complaint filed with the FCC by wisc-tv against Midcontinent on the promise vs. performance issue. Last year it asked the FCC to deny the renewal on the ground Midcontinent had changed waow-tv from a regular station to a satellite.

Nielsen delves more into tampering

The A. C. Nielsen Co. appeared to be making some headway last week in its effort to solve the mystery surrounding the attempt to tamper with its measurement of network audiences in the hour between 8:30 and 9:30 p.m. on Friday, Feb. 18 (Broadcasting, March 7).

One authoritative report said that a subpoena had been served on a man named for questioning, that he failed to appear and that a warrant was issued for him.

This report was not officially confirmed. Nor were most of the others that circulated last week, as Nielsen and its lawyers took the position that they could not comment "without interfering with what we're doing."

They did disclose that the tampering attempt, undertaken by sending questionnaires to selected members of Nielsen's supposedly secret survey panel, occurred in the east-central area of the country, but not in New York.

They also reported that about 55 homes in the sample for Nielsen's national ratings received the questionnaire. These included 33 to 35 homes in the sample for the weekly 30-market report, which were disclosed earlier. There are about 590 homes in the 30-market sample and these are also part of the national sample, which totals about 1,100 homes.

The homes that received the questionnaires, which were distributed in advance and asked for comments on commercials on one of the programs in the Feb. 18 8:30-9:30 p.m. EST period, were excluded in compiling ratings for both the 30-market and national reports, according to Nielsen officials.

Programs broadcast in that hour were "Evening with Carol Channing" on CBS-TV, "The Sammy Davis Jr. Show" on NBC-TV, and "Addams Family and Honey West" on ABC-TV.

Other reports last week, also authoritative but not confirmed, said that the questionnaires carried a return address that proved to be in New York.

The Broadcast Rating Council, to which Nielsen had reported the incident when the questionnaires were discovered, considered the problem last week and asked Nielsen for a complete report, a statement on its findings, information as to whether the questionnaire may "contaminate" future reports and a report on what it plans to do about these homes in its sample.

At Nielsen's request, however, the council has assigned one of its auditing firms, Ernst & Ernst, to conduct a complete audit of the security measures. Cost of the audit will be paid by Nielsen.
Now the difference is in striking...
High-Band Telecasting for Low-Band Investment

The new Ampex VR-1200 Videotape Recorder now brings you both high-band and low-band... color or monochrome... and the investment economics will make sense to any broadcaster in any market.

Here are a few of the features that will now make the VR-1200 the color workhorse of the industry; all band, switchable, solid state electronics. Multiple generation dubs in color and mono. Low “K” Factor rating. Simplified controls for “hands off” operation. Compact size, ideal for mobile work.

The new VR-1200 shares parts and accessories with other Ampex machines—reduces your parts inventory. Yet with all of these advantages it is totally new—the latest state of the art!

Get the full story from your Ampex representative now, or see us at the NAB show in Chicago.

(That monitor? We showed color to make a point; it’s actually a monochrome Conrac CLD-14.)
color!
the new
Ampex VR-1200
now you can convert your Ampex VR-1100 to striking high-band color

The new Ampex Color Conversion Kit now offers broadcasters high-band capability with existing Ampex tube-type and solid state monochrome recorders. Color programming comparable to the best! This all-band color and monochrome kit includes switchable signal system (featuring famous Ampex high-band color), solid state intersync, Amtec* time element compensator, Colortec*, video head assembly, head air supply. See your Ampex representative now, or see us at the NAB show in Chicago, March 27, 28, 29 and 30. (That monitor? We showed color to make a point; it's actually a monochrome Conrac CLD-14.)
World's top ad medium

That's what CBS Inc. claims it is for 12th straight year in its report to stockholders

CBS gave stockholders their annual report on operations last week describing 1965 as "the second best year in your company's history." A 1965 financial statement issued earlier had already shown that profits were slightly off their 1964 level although net sales had reached a new high of $699.7 million (Broadcasting, Feb. 14).

The stockholders report said CBS-TV had maintained its position as the world's largest advertising medium for the 12th consecutive year and that it had attracted the largest audiences in broadcasting for the 11th straight year. It noted CBS-TV introduced nine new nighttime programs in the fall and that during the final quarter of the year it had an average of 17 of the top 30 programs. For the full year, it said, CBS-TV averaged five of the top 10 shows and 15 of the top 30.

CBS-TV's dominance in daytime television was cited as continuing for the eighth consecutive year. The network was said to have averaged 52% larger daytime audiences than its nearest rival (NBC-TV) and 100% greater than the third network (ABC-TV). It was noted that advertisers spent nearly as much on CBS-TV daytime schedules as on the other two networks' daytime combined. By the end of the year CBS-TV had affiliations with 209 stations.

The CBS Television Stations Division, with sales at an all-time high in 1965, was expanding its activities both domestically and abroad. The company's five owned television stations will all be broadcasting local live programming in color by fall.

Political Endorsements * During 1965 the owned TV stations broadcast over 675 editorials and, for the first time, several of them endorsed local political candidates.

Revenues of CBS Television national sales for the year were reported ahead of 1964. Another arm of the TV stations division, CBS Films, had "dramatic" sales increases during the year. Sales from domestic syndication were reported "up substantially," international sales had a "marked increase" with distribution at the year's end reaching 100 program series in 80 countries. CBS Films' licensing department, which operates in publishing and educational film areas, reported sharply expanded activities. CBS's TV programing associ-
attendance with over 1.5 million fans attending Yankee road games.

Only two weeks ago CBS Inc. announced the acquisition of Creative Playthings, Princeton, N. J. (educational materials for nursery schools and kindergartens) (Broadcasting, March 7).

Secondary offering on Meredith stock

A secondary offering of 300,000 shares of Meredith Publishing Co. common stock at $29.375 a share was announced last week by Goldman, Sachs & Co., manager of the underwriting group.

The $8,812,500 sale was by E. T. Meredith, a vice president and director of the company; Mildred M. Bohen, and a family trust. None of the proceeds will accrue to the company.

After the sale the sellers will continue to hold over 23% of the company's shares directly; the sellers and their families will own more than 50% of the outstanding stock.

Meredith Broadcasting, a division of the publishing company, owns KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y.

Gross Telecasting has record year

Gross Telecasting Inc., owner of WJZM-AM-FM-TV Lansing, Mich., reported new records for revenue and net income for the fourth consecutive year. In announcing the 1965 results, Harold F. Gross, president, said that higher sales, together with improved investment earnings, more than offset increased wages and operating expenses.

Mr. Gross also reported on the company's plans to build a restaurant, bar and gift shop at Lansing Capital Airport.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.09</td>
<td>$1.97</td>
</tr>
<tr>
<td>Net income</td>
<td>75,937,727</td>
<td>68,814,499</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,928,054</td>
<td>2,197,680</td>
</tr>
<tr>
<td>Adjusted to reflect a 5% stock dividend on Dec. 30, 1965.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Triad gets financing for three CATV's

Triad Stations Inc., group radio station owner and holder of community antenna television franchises for Battle Creek, Albion and Marshall, all Michigan, announced last week a $2.3 million financing with Boston Capital Corp. and Ameco Inc.

Ameco is building the 12-channel 335-mile CATV system in the three Michigan areas for Triad. Construction began Feb. 7 and TV signals will be fed to a potential 32,000 homes from three towers and microwave signals including stations in Detroit and Chicago.


Boards approve RCA buy of Random House

The directors of RCA and Random House have approved the acquisition of Random House Inc. by RCA. RCA Chairman David Sarnoff and Random House Chairman Bennett Cerf announced last week that both boards approved the acquisition on March 4. The agreement now requires the approval of Random House shareholders, who will consider it at a special meeting in May.

Under the terms of the agreement (Broadcasting, Jan. 17) there would be an exchange of 0.62 share of RCA common stock for each share of Random House stock. Although Random House would become a wholly owned subsidiary of RCA, the agreement calls for continued editorial autonomy for the publishing company. In addition, no personnel or management changes are contemplated at Random House as a result of the merger.

Earnings, revenues up in ITT annual report

International Telephone and Telegraph Corp., in the process of acquiring ABC, reported record sales and net earnings last week for its own operations during 1965. Earnings for the company were up 13% on revenues that increased by 11%.

Chairman Harold S. Geneen reported significant progress in the company's plan to achieve a balance between domestic and foreign operations and he said a major step in broadening ITT's U. S. activities is the proposed merger with ABC.

The ABC acquisition must still be approved by stockholders of both companies. Special meetings have been set by ABC and ITT for April 27 for this purpose. The transaction must also be approved by the FCC.

Year ended Dec. 31.

<table>
<thead>
<tr>
<th>Year</th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.58</td>
<td>$3.16</td>
</tr>
<tr>
<td>Net income</td>
<td>76,110,000</td>
<td>66,531,000</td>
</tr>
<tr>
<td>Shares outstanding (average)</td>
<td>20,099,000</td>
<td>19,863,000</td>
</tr>
</tbody>
</table>

Financial reports...

* It was a black ink fourth quarter but a red ink year for Kaiser Industries Corp., Oakland, Calif. The company, which has interests in UHF broadcasting properties and in community antenna television equipment manufacturing, reported a $2.6 million net profit in the final quarter last year, compared with a net loss of more than $4 million for the same period a year earlier. Net loss for all of 1965 of $8.5 million, however, was greater than the net loss of $3.7 million in 1964.

* RCA has declared a quarterly dividend of 20 cents a share on common stock payable April 25 to holders of record March 14. A dividend of 87 1/2 cents per share has been declared on first preferred stock for the period April 1 to June 30 payable July 1 to stockholders of record June 17.

* National General Corp., Beverly Hills,
National attention on automatic broadcasting will center in Booth 201 at NAB Convention.

Automatic Tape Control's convention exhibit will be a gathering point for all broadcasters regardless of station size. Here will be demonstrated all the ATC equipment that provides broadcasters with an almost unlimited flexibility in station automation.

In operation will be:
- Punch card automation programmer and logger.
- Tape memory automation programmer and logger.
- Time/sequence automation programmer and logger.
- Standard Criterion tape cartridge equipment.
- ATC-55 multiple cartridge handler.
- The unique ATC automatic program logging equipment.
- Remote control panel which automatically indicates elapsed time in production recording.
- New efficient method of traffic control and program schedule preparation.

We extend a warm welcome to all broadcasters to visit Booth 201.
Calif. community antenna operator and theater chain, announced acquisition for undisclosed terms of the Town & Country circuit of eight movie houses in New York and Rhode Island. The move marks the company's initial penetration of eastern seaboard markets. It also brings to 228 the number of houses NGC operates.

Cox sees leveling of profits gains

Cox Broadcasting Corp. should have another gain in revenues and profits in 1966, J. Leonard Reinsch, president, told stockholders at the annual meeting in Atlanta last week. But, he noted, it would be unrealistic to expect as large a percentage gain as recorded in 1965.

Net earnings this year should top last year's $4,709,076, Mr. Reinsch said. In 1965, Cox had revenues of $29,817,449 compared with 1964's $21,358,629 and earnings were equal to $1.77 a share compared with $1.36 a share in 1964 (BROADCASTING, Feb. 7).

Earnings in the first two months of 1966 were above the 1965 level, but did not meet projections, Mr. Reinsch stated. This paralleled industry experience, he observed, noting that this might have been due to the New York transit strike, which disrupted business in New York, deferring many timebuying decisions by advertisers and agency executives.

Mr. Reinsch also disclosed that he will leave shortly for Japan to discuss with TV executives there the international exchange of educational and cultural programs. The visit is being made at the request of the advisory commission of the Japanese-American Television Exchange Program and in cooperation with the Department of State and of U. S. Information Agency. Mr. Reinsch will also visit Southeast Asian countries on behalf of the USIA.

Commenting on the FCC's action extending its jurisdiction over all community antenna television systems (see page 48), Mr. Reinsch said that Cox has demonstrated its ability to operate profitably in regulated industries. He noted that proper regulation of the CATV industry will provide the basis for healthy growth. Cox's CATV subsidiary, Cox Cablevision Co., operates 20 cable systems in five states. It also is 50% owner of Kaiser-Cox Corp., manufacturer of CATV equipment.

Cox owns five TV and four AM and FM stations in Atlanta, Miami, Dayton (Ohio), Pittsburgh, Charlotte, (N. C.) and San Francisco-Oakland. It is also 80% owner of United Technical Publications.

FANFARE

Fire Fighters awards go to four stations

The International Association of Fire Fighters has announced the winners in the first annual International Awards Program for 1965's best television or radio coverage of professional fire fighting. The association established the awards program to promote better public understanding of fire department activities.

The judges awarded the $300 first prize for best television or radio feature to Jack Fitzgibbons, wakr-tv Akron, Ohio, for his TV coverage of a three-death fire.

Second prize of $250 was awarded to Bill Krueger of kdal-am-tv Duluth, Minn., for his editorial, "Salute to Our Fire Fighters."

Honorable mentions were given to a 30-minute documentary on training programs for fire fighters, by wabx-tv Birmingham, Ala., Investment in Security; and Profile: Detroit Fire Department, a 30-minute TV documentary telecast by wtvj-tv Detroit.

WTAE(TV), bank picked

WTAE(TV) Pittsburgh and the Pittsburgh National Bank were recipients of George Washington Honor Medal Awards, conferred Feb. 22 by the Freedoms Foundation, Valley Forge, Pa. BROADCASTING's Feb. 28 report on these national awards failed to include the station and sponsor who had been selected for Junior High Quiz, a weekly series, that also had earned a honor certificate from the foundation the previous year.

Drumbeats...

Award winner * The Oklahoma Broadcasters Association has won the third annual Award of Merit presented by the National Association of Broadcasters Code Authority. The awards is given as part of the continuing drive to build radio code support.

Producer award * Richard Lewine, brother of former CBS-TV executive and now Warner Bros. Pictures TV production head Robert Lewine, received the Screen Producers Guild's award last week for "best produced television or program of 1965" for the CBS-TV special, By Name Is Barbra, starring Barbra Streisand.
Why are TV shows dropped?

FCC seeks answer to that question in letter to networks

What factors go into a television network's decision to cancel a program? And how much of an effort do the networks make to keep a program alive? The FCC asked for help with these questions, in letters last week to ABC, CBS and NBC.

The commission said it wanted the information "to study whether the practices involved may affect the public interest." The information might be useful for background in considering the current proposal to limit network ownership of prime-time programming. It might also be helpful in the commission's rulemaking to require networks to make more programs available to independent stations.

And it might even be useful in answering letters from irate viewers complaining about cancellations of favorite programs. Indeed, the commission letter notes that the commission and individual commissioners have received inquiries from viewers concerned about program cancellations. (The commissioners, exclusive of individual commissioners, received some 450 letters last year about program cancellations, by both networks and stations.)

The letter noted that, while the commission received testimony on decision-making processes during the inquiry into network programming four years ago, the agency would like an updating.

Rewrite • The letter was a toned-down version of a draft originally offered by Commissioner Kenneth A. Cox (CLOSED CIRCUIT, March 7). That one, reportedly, was couched in stiff language and mentioned specific programs.

The letter actually sent avoided reference to specific programs and stressed that the commission doesn't mean to approve or disapprove particular programs. "We only wish to gather facts concerning the decisional process to determine whether the factors involved affect the public interest."

The letter was adopted by a 4 to 2 vote, with Commissioners Rosel H. Hyde and Lee Loevinger dissenting.

They felt no letter should be sent. Commissioner Robert T. Bartley was absent.

The letter, which concerned itself with programs cancelled during the 1965-66 network season, asks each network the extent to which decisions were affected by ratings.

Clearances • It also asks whether station clearances, or lack of them, had a bearing, and requests lists of affiliates that cleared the programs the week of Jan. 2 on a live basis, on a delayed basis, or not at all.

Where programs were not cleared, were they offered to other stations in the market, the letter asks. And if the programs were on the schedule last spring, was there a "significant difference" between overall clearance and live clearance as of April 1965 and January 1966 "or the last full month during which the programs were aired?"

"To what extent did program costs, advertising support, and other economic factors affect" the decision to cancel? Were there advertisers who indicated they would have sponsored the programs if they remained on the schedule?

The commission also wants to know whether the networks considered rescheduling rather than cancelling the programs? And were affiliates consulted on the interest of their viewers in the programs before they were cancelled?

The letter, in relatively soft-sell prose, doesn't set a deadline for replying—nor does it even ask for "prompt consideration."

BMI, radio group meet on rate rise

A third meeting on Broadcast Music Inc.'s demands for an increase in radio-station payments for the use of its music was held last Wednesday (March 9) and ended with agreement to meet again, "after the convention."

This was a reference to the National Association of Broadcasters annual convention, to be held March 27-30 in Chicago. Date for the next negotiating session was not set.

The discussions are being held between BMI officials and the All-Industry Radio Stations Music License Committee, headed by Robert T. Mason of WMNR Marion, Ohio.

Spokesmen for both sides said Wednesday's session produced a better
mutual understanding of the positions and problems of the two groups.

BMI contends it had never raised its radio rates but must do so now because stations are using its music more than ever and thus contributing, since BMI royalty payments to writers and authors are based on the number of times their music is played, to a deficit in BMI operations.

The committee says it is not convinced an increase is justified. In addition, it is engaged in a lawsuit seeking a reduction in radio-station payments from BMI's competitor, the American Society of Composers, Authors and Publishers. Some committee members fear that sanctioning an increase in BMI fees would prejudice their efforts to reduce ASCAP's.

Movie-TV complex planned for New York

Madison Square Garden Corp. has outlined plans for a $50-million "Cinema Center" in New York City that would contain an integrated film workshop for production of all types of TV and motion picture films. Irving M. Felt, president, last week said construction of the three-part building on a 160,000-square-foot site would begin late in 1967 for completion in 1970. Its seven-story middle section, measuring 360 by 200 feet, would be characterized by an 80-foot-long glass-enclosed "galleria" across the center.

He indicated the inside would offer three studios with 100 by 80 by 25-foot stages for filming, taping and recording material for television series and spectacles, feature pictures for motion picture theater showing and for television, television commercials, as well as industrial and educational films.

The next level up would house four movie theaters, each with 750 seats, and above that would be two 1,500-seat legitimate theaters. Twin 39-story office towers would flank either side of the middle section.

The project, replacing the 41-year-old Madison Square Garden sports arena now located at the proposed site, would coincide with the opening of MSG's $116-million sports and entertainment center at Pennsylvania Station.

Control of the film activity would be maintained by another MSG affiliate, still to be organized. There are three such groups now associated with MSG events: MSG-ABC Productions Inc., MSG-RKO General Sports Presentations Inc. and MSG Attractions Inc. (Broadcasting, Feb. 14).

Outlook good for uniform time bill

The House Commerce Committee has reported favorably on a bill to establish uniform dates for the start and end of daylight savings time, which, if adopted, would eliminate some of the problems of television program scheduling.

The bill, HR-6785 (amended), advocates a much stronger policy on the time situation than does its Senate-passed counterpart, S-1404.

The bill provides that the starting time for DST, with no exceptions, would be the last Sunday in April and that the change back to standard time would be made on the last Sunday in October.

However, if a state does not wish to adopt the DST period, it can pass a bill in its state legislature that will provide for year-round standard time, again, with no local exceptions.

States now adopt their own individual dates for DST. Also, many local communities within these states either change over on their own selected date or completely refuse to change to DST at all.

Not only would the bill allow no local exceptions to the state-passed law regarding DST or standard time, but it also specifies that all the states that do not wish to convert to DST must pass a law to that effect not later than 1967.

Commerce Committee spokesmen said that although the bill will face the usual questions on state's rights, it should stand a good chance of passage once it reaches the floor of the House.

The measure was introduced by Harley O. Staggers (D-W. Va.), chairman of the Commerce Committee.

It is expected that the bill will reach the floor this week provided that Representative Staggers is able to get a ruling from the House Rules Committee.

Selznick negatives sold to ABC-TV

Chalk up 26 more movies to television's continuing demand. The features, produced by the late David O. Selznick, are going to ABC-TV. They are past releases, not first-run. They were sold to the network by The Selznick Co. for an undisclosed sum, which, it was indicated ran into multi-million dollar figures.

The deal calls for outright sale of negatives to the features in perpetuity. The Selznick Co., though, retains its interest in 100 episodes of TV's The Farmer's Daughter series and also continues to hold title to all unproduced scripts, stories and treatments developed under direction of Mr. Selznick before his death last year.

Among the more prominent titles in the package bought by ABC-TV are "Notorious," starring Ingrid Bergman and Cary Grant; "Rebecca," with Laurence Olivier and Judy Garland's "A Star is Born." With such powerful box office draws to offer, it's rumored that ABC-TV may now add another prime-time feature film program to its 1966-67 schedule to go along with its already established Sunday Night Movies. NBC-TV and CBS-TV both are prepared to program two nights of movies next season.


Also sold were: "The Wild Heart," "Paradise Case," "Portrait of Jennie," "Made for Each Other," "Young at Heart" and "Spellbound."

The complex, looking towards Ninth Avenue from Eighth Avenue and 50th Street.

82 (Programing)
Dems consider sale of convention rights

POSSIBLE TAX CHANGE PROMPTS THINKING

The Democrats believe convention programing has such audience appeal that TV networks should pay for telecast rights.

They are considering negotiating with the networks with the rights to go to the highest bidder.

The idea was conceived as a possible alternative source of revenue in the event that the tax deductions allowed currently for advertisements in the party's convention program are disallowed.

In an amendment to the Vietnam tax bill, a provision is made that would prohibit deducting as business expenses any advertisements in a convention program or in any publication that directly or indirectly benefits a political party. The amendment has cleared a House-Senate conference.

The Democratic National Committee received approximately $1.5 million from its 1964 convention program, with the then deductible advertising selling for $15,000 a page.

The Method Envisioned • According to Wayne Phillips, director of public information for the DNC, the substitute plan would sell broadcast rights in the open network market.

He said that if, for example, NBC-TV secured the convention rights, CBS-TV and ABC-TV "would have to get by with the same amount of coverage they give to football games for which they don't have the broadcast rights. The other networks could report the scores without televising any of the convention action."

He stated that if the idea is pursued, the DNC would work "very closely with the purchasing network" in order to make sure that the programing to be offered would be of higher quality than that which is generally seen in convention coverage.

According to Mr. Phillips, the expenses incurred by the DNC for a national nominating convention are very high. He estimates that the costs for a convention are in the neighborhood of $2 million.

The amendments that would disallow current deductions was drafted by Senator John J. Williams (R-Del.), leading opponent of such political fund-raising ideas.

Some CATV's required to originate programs

While the halls of Congress and the corridors of the FCC resound with theoretical discussions of whether it would be right or wrong to prohibit program originations by community antenna systems (see page 66), the fact of the matter is that some CATV systems are doing so far beyond the imagining of broadcasters or some of their own spokesmen.

For example, in the state of Washington, Skagit TV Cable Co. has been heralding a new dimension in CATV by feeding its 10,000 subscribers (in eight communities) local high school debating contests, high school and college basketball games and steady and heavy run of industrial motion picture films (furnished by leading U.S. companies).

Skagit serves Anacortes, Bellingham, Burlington, Mount Vernon, Sedro Woolley, Longview and a section of Tacoma, all in Washington.

And, in Winchester, Va., the local CATV system only last week produced its first live pickup of the local city council, which it plans to do monthly. It's got to. The franchise under which it is operating requires the cable company to furnish its subscribers with 30 hours a month of "local public service" programing. The franchise was granted a year ago and the system began operating last January providing TV signals from Washington, Baltimore and Harrisonburg, Va., as well as time-weather and background service.

The Winchester antenna company must begin to meet its origination obligations by June 1, and the company is planning to furnish its customers (a potential of 5,000) with news, local sports and "discussion groups." The system is owned by Mid Atlantic Network, controlled by Marion Park Lewis. Mid Atlantic owns WINC and WRFL(FM) Winchester, WSGN Mount Jackson and 60% of WPVA Fredericksburg, all Virginia; WAYZ Waynesboro and WYEL Carlisle, both Pennsylvania; WELD Fisher, W. Va., and WLNH Laconia, N.H.
Committees plan study of AP wire

The Associated Press Radio Television Association last week appointed committees to appraise the news service provided by the AP wire, and to suggest ways stations can use the service more advantageously.

The two groups have been designated the "committee on performance" and the "committee on utilization," according to F. O. Carver, of WJS Winston-Salem, N. C., APRTA's president. The first is headed by Gene Shumate, general manager of KKXX Rexburg, Idaho, with Elmo Ellis, general manager of WSB Atlanta, as vice chairman.

Chairmanship of the second will be shared by Norman Schrader, news director of WDAY Fargo, N. D., and Jack Krueger, manager of news and public affairs, WMJ Milwaukee.

Mr. Carver stressed that the purpose of the performance committee will be similar to the corresponding 1965 committee but its structure will be "radically different." In this year's committee the membership will be the chairmen of the various AP state broadcasters associations. Thus APRTA's board of directors will get the information from the field necessary for a "real grass roots study," Mr. Carver said.

The committee on utilization will compile suggestions on how the AP wire copy can be better implemented by the 2,700 broadcast members. This committee will concentrate on copy not in the hard news category.

The two committees will present their reports to the board of directors at its annual meeting in New York on Sept. 19.

SAG writers sue for pre-'60 settlement

Hoping to get what they feel will be a more equitable share of proceeds from 13 feature films released to television by United Artists, Hollywood screen writers last week brought suit against the distributor and 18 alleged joint-venturer companies that produced the movies. Through its union, Writers Guild of America West, the writers have asked Los Angeles superior court to grant them declaratory relief, financial settlement of sums due them and cost of the suit.

Basis for their case is the 1960 producer-writer guild contract covering films whose principal photography started before June 1960. Each film, the suit contends, was produced as a joint venture by UA with each production company named as defendant.

The films involved, all now licensed on TV, are: "Taras Buba," "Toys in the Attic," "By Love Possessed," "The Stolen Hours," "Judgment at Nuremberg," "Birdman of Alcatraz" and "Kid Galahad."

Also listed are: "Happy Thieves," "Kings of the Sun," "The Children's Hour," "Two for the Seesaw," "One, Two, Three" and "The Best Man."

Among the key defendants along with UA are: Mirisch Pictures, Stanley Kramer Productions and Harold Hecht Productions.

Networks hold positions in latest Nielsens

CBS-TV continued in the lead in the 11th national Nielsen report for the current season. The rating scores in the 7:30-11 p.m. EST period for the two weeks ended Feb. 20: CBS-TV—20.8, NBC-TV—19.3 and ABC-TV—18.7.

The point spread between the networks was the same as it was in the previous A. C. Nielsen Co. report (Broadcasting, Feb. 28).

Based on Nielsen estimates in second NTI report for February 1966 two weeks ending February 20th, Nielsen average Audience

<table>
<thead>
<tr>
<th>Network</th>
<th>Average</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Bonanza (NBC)</td>
<td>32.6</td>
<td>21</td>
</tr>
<tr>
<td>Red Skelton Hour (CBS)</td>
<td>31.3</td>
<td>21</td>
</tr>
<tr>
<td>Gomer Pyle-USMC** (CBS)</td>
<td>29.9</td>
<td>21</td>
</tr>
<tr>
<td>Beverly Hillbillies (CBS)</td>
<td>28.3</td>
<td>21</td>
</tr>
<tr>
<td>Evening-Carol Channing(SI) (CBS)</td>
<td>27.9</td>
<td>21</td>
</tr>
<tr>
<td>Lucy Show (CBS)</td>
<td>27.9</td>
<td>21</td>
</tr>
<tr>
<td>Man from U.N.C.L.E. (NBC)</td>
<td>27.0</td>
<td>21</td>
</tr>
<tr>
<td>Bewitched (ABC)</td>
<td>26.3</td>
<td>21</td>
</tr>
<tr>
<td>Andy Griffith Show (CBS)</td>
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<td>21</td>
</tr>
<tr>
<td>Batman-Thursday (ABC)</td>
<td>26.5</td>
<td>21</td>
</tr>
<tr>
<td>Dakati (CBS)</td>
<td>26.1</td>
<td>21</td>
</tr>
<tr>
<td>Green Acres (CBS)</td>
<td>25.9</td>
<td>21</td>
</tr>
<tr>
<td>Bob Hope Show (NBC)</td>
<td>25.1</td>
<td>21</td>
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<tr>
<td>Dick Van Dyke (CBS)</td>
<td>25.0</td>
<td>21</td>
</tr>
<tr>
<td>Wild Wild West (CBS)</td>
<td>24.9</td>
<td>21</td>
</tr>
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</table>

* Subject to definitions and reminders contained in the NTI report.
** Telecast only one week of this report interval (S) "Special" or pre-empting program.

Radio series sales...

The Joe Pyne Show (Hartwest Productions): KCOY Santa Maria, Calif.; WKPT Kingsport, Tenn.; WDIX Orangeburg, S. C., WXEX Grand Junction, Colo., and WXLW Indianapolis.


More for Your Money (Signal Productions Inc.): WBLX Baton Rouge and KWTK Shreveport, both Louisiana; WCTA Andalusia, Ala., and WHRT Holland, Mich.

Doctor's House Call (Signal Productions Inc.): WCTA Andalusia, Ala., and WDOW Dowagiac, Mich.

Radio formats on NAB agenda

A variety of radio formats will be discussed at the Monday afternoon (March 28) radio assembly at the National Association of Broadcasters convention in Chicago.

Taking part in the live and taped presentation of the "Sounds of '66" will be: Jerry Glaser, WENO and Country Music Association Nashville, on country-and-western music; Robert Hyland, XMMO St. Louis, on talk and information; James Lightfoot, Westinghouse Broadcasting Co., New York, on all-news; John Hurlbut, WWMC Mount Carmel, Ill., on small-market radio; Elmo Ellis, WSB Atlanta, on middle-of-the-road programming; John V. B. Sullivan, Metromedia, New York, on FM separation, and Walter A. Schwartz, WABC New York, on modern music.

Also on the Monday program will be the NAB radio code report to be given by Howard Bell, code director, and a talk by Earl Nightingale of Nightingale-Comant, Chicago.

Newly added to the Tuesday (March 29) radio session on commercials is Mel Blanc of Mel Blanc Associates Inc., Hollywood.

Program notes... Tennis, anyone? Madison Square Garden-RKO Presentations will make available to stations its TV coverage of the world professional tennis tournament on March 26. Highlights of singles and doubles finals on a 90-minute color tape will be offered for sale to stations on a delayed basis.

Hi-ho CBS The Lone Ranger will ride again on TV this fall in a new half-hour color cartoon version. Jack Watherer, president of Warner Corp., owner and producer of program, has announced. The masked rider, who has been galloping along as live-action series in syndication since 1949, will be presented in animation form on CBS-TV, Saturday mornings, 11:30 to noon, beginning in September.

Offers Vietnam series WNUS-AM-FM Chicago, is sending reporter Stan Major to Vietnam to record voices of Ameri-
can fighting men serving in that region. Caleb "Hot Line to Vietnam," the package is being offered to radio stations across the country. In addition to interviews with soldiers and Marines in Vietnam, plans call for interviews aboard ships with Air Force pilots and sailors. Subscribing markets already include Cleveland, Washington, Boston, Cincinnati and Columbus, Ga. Contact is Jim Roper, 5020 Marina City, Chicago 60610.

Peace Corps vignettes • Almost 100 radio stations have indicated they will accept a series of featurettes on the activities of the Peace Corps in Africa which WMCA New York is producing on location. Herbert Mendelsohn, station vice president and general manager, reported last week that although his letter to stations did not request a reply, almost 100 outlets have written to endorse the public service campaign and ask for the spots. Ruth Meyer, WMCA program director and newsmen Dan Daniel are now in Africa producing the one-minute interviews.

From TV to Radio • Gadabout Gaddis Productions, Boston, producer and syndicator of the TV series, The Flying Fisherman, will make a radio version of the program available this spring. It will consist of 26 quarter-hour segments of new material, narrated by Vernon (Gadabout) Gaddis.

All Spanish • WADO New York, a part-time Spanish outlet since 1960, has become the city’s first 24-hour Spanish-language station. WADO, owned by Bartel Media Corp., is on 1280 kc with 5 kw.

Space show No. 3 • Seven Arts Television will place into syndication the third of six one-hour color space specials during TVE-’66, March 27-30 in Chicago. The latest program, "Probing The Unknown," will depict space probes of yesterday, today and tomorrow. Two programs already have been released in the series which has the overall title. Man In Space.

Ara’s show • Notre Dame football coach Ara Parseghian has signed for the second consecutive year as host of a 10-minute taped program preceding all Notre Dame games on ABC Radio.

UPI broadcast wire available for CATV’s

News-a-rama, a 24-hour continuous news service for community antenna television systems is now being offered by Viking Industries, Hoboken, N.J., and United Press International. The news service is essentially the same as the UPI broadcast wire. It is picked by a television camera focused on a specially designed Teletype machine carrying the wire service reports and transmitted over one of the CATV system’s channels. The News-a-rama can be purchased or leased.

Associated Press offers a similar service (Broadcasting, Jan. 31).

New Pepper division to supply program aids

Pepper Sound Studios, Memphis, has formed a new division, Showcase Productions, and appointed Stan Richards to head the division. Showcase Productions will produce monthly packages of contests and station promotions.

The new division will offer a variety of services including a national air-check service in the top-30 markets, a program-consultant service, a weekly national music list, an instrumental-background package and a national-employment service. Showcase Productions will also present a national-conference-call service on a monthly basis using the opinions of six program directors.

Hearst Metrotone forms production firm

The formation of Metrotone Productions by Hearst Metrotone News was announced last week by Caleb B. Stratton, executive vice president of HNM. Metrotone will produce theater-length and television documentaries from newsreels and short subjects in the HMN library, and new film material.

Saul J. Turrell, who has been active for 19 years as a television and theatrical producer-director, has been appointed managing director of Metrotone Productions. He served most recently with Janus Films and earlier was a founder in 1946 of Sterling Television, which merged in 1961 to form Walter Reade-Sterling Inc. Mr. Turrell was president of Walter-Reade Sterling until 1965 when he resigned.

Hearst Metrotone News is jointly owned and controlled by the Hearst Corp. and Metro-Goldwyn-Mayer. It produces the theatrical newsreels released by MGM and Universal as well as a monthly school newsreel, “Screen News Digest.”

Film sales . . .


Shivaree (ABC Films): KGBS-TV Harlingen, Tex., and KEVT (TV) Tijuana, Mexico-San Diego.

The Rebel (ABC Films): WCAI-TV Columbus, Miss., and WFTV (TV) Orlando, Fla.


Swinging World of Sammy Davis Jr. (ABC Films): KUTV (TV) Salt Lake City.

R. C. CRISLER & CO., INC.
BUSINESS BROKERS FOR TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
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TUCSON —
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Building, phone (602) 622-3336

VISIT US AT THE N.A.B. CONVENTION—PICT CONGRESS HOTEL

BROADCASTING, March 14, 1966
EIA wants extension on FTC tube rule

Television manufacturers, meeting at the spring conference of the Electronic Industries Association last week in Washington, agreed to ask the Federal Trade Commission for an extension of the July 1 deadline date when the new FTC guidelines on advertising of TV picture-tube sizes go into effect (Broadcasting, March 7).

The set makers also agreed to collect questions needing clarifications and to have EIA submit them to the FTC for an advisory opinion.

One major problem it was noted is whether picture sizes can be rounded out to the half-inch. The EIA group also asked the Joint Electron Devices Committee to undertake procedures to determine picture sizes for all black-and-white and color picture tubes.

The FTC order requires that TV sets be advertised with the picture only given in any of four different ways, but all measured on a single plane: horizontal, vertical, diagonal, or square inches.

The television set makers hope to get varying extensions to the deadline to meet their individual problems in adapting their advertising to this new requirement.

Major consideration was given by the Consumer Products Division of EIA at the meeting last week to the electronics trade show, scheduled to be sponsored by radio and TV manufacturers in 1967 in New York.

A tentative date in June was chosen, and the show will take place at the Hilton and Americana hotels in that city. Specific details will be considered by EIA's promotion committee, to meet next month in New York.

Also at the EIA meeting last week the association's Consumer Products Division heard representatives of the CATV industry explain how cable systems work, and what impact they have on the sale of TV receivers.

Frederick W. Ford, president of the National Community Television Association; Robert H. Beisswenger, president of the Jerrald Corp., and Irving B. Kahn, president of Teleprompter Corp., told the manufacturers' delegates that CATV aids in the sale of TV receivers because CATV customers are stronger viewers than those receiving CATV from the air. They also stressed the superior color TV reception possible from cable connections as an element in persuading the customer to buy color TV sets.

Mr. Kahn added that the CATV distribution system has the capacity of not only better use of existing channels but also "for a great many other important communications purposes."

FCC grants several new TV translators

The FCC's growing interest in translator service as a means of enabling television stations to plug the gaps in service that community antenna television is rushing in to fill was evident in two commission actions last week.

In one, the commission invited comments on a petition by the Association of Maximum Service Telecasters to reserve the upper 14 UHF television channels—70 to 83—for the exclusive use of translator service.

And in the other, it granted 13 applications for VHF translators, nine of them to WMBCT(TV) Memphis, in accordance with new commission policy that liberalizes restrictions on translators serving areas covered by other stations.

The AMST proposal, clearly aimed at helping television stations compete with CATV's, envisions licensing non-assignment translators on all 70 UHF channels. But the proposal to reserve channels 70 to 83 for translators conflicts with the commission's proposed rule to create a new class of local or community TV service that would operate on those channels. The commission said the portions of the AMST petition that affect the community-TV station proposal would be incorporated in that proceeding. Other portions of the petition will be considered in later proceedings.

The new commission policy on translators, spelled out in the commission's order adopting CATV rules (see page 48), requires station-owned VHF translators to give only same-day nonduplication protection to stations within whose grade A contours they operate. Community-owned translators need not afford any protection. Previously, 15-

Weather from satellite to home

This is the way viewers in the Nashville, Tenn., area saw what the weather was like over the eastern U.S. The graphic weather report was broadcast from WSM-TV Nashville on March 1, two days after the new operational meteorological satellite, Essa II, was launched from Cape Kennedy. And on March 2, WVTY(TV) Tampa, Fla., broadcast pictures of the weather situation from the Rocky Mountains to the Gulf of Mexico.

Both stations announced the establishment of Automatic Picture Transmission (APT) ground stations to receive the TV transmissions from Essa II orbiting 860 miles above the earth. The APT ground stations generally consist of a tracking antenna feeding the APT signals into a recorder, where they are translated into a facsimile picture which is then photographed and broadcast. Essa II takes a TV picture of the earth's clouds and weather conditions every five minutes.

WSM-TV was one of several TV stations that experimented with APT from the Tiros series of meteorological satellites in the fall of 1964.

Portions stressed with white-outline overlays are (top to bottom) Greenland, the St. Lawrence, Great Lakes, East U.S. coast and the Yucatan peninsula.
day nonduplication was required of all translators in the grade A contour of television stations.

The condition was imposed on four of the grants to WMCT for translators in Humboldt and Jackson, both Tennessee, and Jonesboro and Paragould, both Arkansas. The station's other translators will be in Dyersburg, Tenn.; Forrest City, West Helena and Helena, all Arkansas, and Oxford, Miss.

The other grants were to Whitesburg Television Translator Inc., for a translator in Whitesburg, Ky., to rebroadcast the programs of WBR-TV Knoxville, Tenn.; WRCB-TV Chattanooga and WEDEF-TV Chattanooga, for translators in Murphy, N. C.; and to KVoo-Tv Tulsa, Okla., for a translator to rebroadcast its programs in Coffeyville, Kan.

Comsat plans total satellite system

The Communications Satellite Corp. has asked the FCC for permission to build six advanced global communications satellites for launching into synchronous orbit in 1968. Each prospective satellite will be capable, it's said, of carrying three or four two-way TV channels.

The $30-million project, according to the applications, would result in satellites having a capability of providing a broad spectrum of communications facilities. The spacecraft, to weigh about 250 pounds in orbit with a five-year life would have a capacity of 1,200 telephone circuits. Comsat already has begun negotiating with TRW Systems Inc. to build the advanced satellites.

Early Bird, now operating over the Atlantic Ocean, was launched in April 1965. It weighs only 85 pounds in orbit and is capable of carrying 240 voice circuits—or one, two-way TV channel. It was designed for an 18-month life.

This fall, Comsat expects to place two more satellites of the Early Bird type into operation, one over the Pacific, the other over the Atlantic as a companion to the present Early Bird. It is also building ground stations in Washington and in Hawaii.

The Comsat announcement is taken to mean that the company has decided to use a synchronous system of satellites—all 22,300 miles above the earth—which puts them in a "fixed" position. At one time, Comsat was considering a system of medium altitude satellites in random orbit.

In a Comsat report, submitted by President Johnson to the Congress, it was shown that during 1965, Early Bird was used for 33½ hours of television relay.

Last week, Comsat awarded three study contracts, totaling $265,556, for research into an advanced threshold extension demodulator system which is expected to improve the sensitivity of earth station receivers. This might well be used to maintain proper undistorted TV picture levels in rain or fog conditions. The awards were given to RCA, Page Communications Engineers and Hughes Aircraft Co. The contracts vary from seven months to one year for completion of the work.

And in another communications space activity, ITT announced that it had received authorization to begin designing and building an earth terminal capable of receiving TV as well as voice and telegraph signals from a communications satellite, from the Spanish National Telephone Co. The station will be built near Madrid.

WRUL gets double passage

International Educational Broadcasting Corp. has been given FCC authorization to more than double the power output of its international shortwave station, WRUL.

IEBC, which is owned by the Mormon Church, has been authorized to relocate the station from Scituate, Mass., to a 780-acre site near Chatsworth, N. J., and to install two 250-kw transmitters, one 100-kw transmitter and two 50-kw transmitters.

WRUL, already the most powerful of the three privately owned international stations in the country, now has one 80-kw transmitter and four 50-kw transmitters.

The increased power is intended to improve the station's signal in Europe, Africa and Latin America. Construction of the new facilities is expected to cost $2.3 million.

3 more stations get Plumbicon cameras

Norelco Plumbicon color cameras have been delivered to three more stations, according to Visual Electronics Corp., New York.


Nearly a dozen firms now have received cameras (the P-60), including two networks (ABC-TV and CBS-TV) and Reeves Sound Studios, New York. The others are TV stations.
Court fight ahead over thin-TV-tube contract

Bristol-Dynamics Inc. filed a $28 million suit in New York state supreme court last week against InterTel Inc. and Fotochrome Inc., charging a breach of contract involving a thin television picture tube.

Bristol-Dynamics claimed that it entered into an agreement last Nov. 24 with InterTel to make the tubes in return for patents and technical information. It charged that InterTel directors were aware at that time that their company did not hold patents on these tubes. The suit further charged that Fotochrome and InterTel entered into a separate agreement in violation of InterTel's agreement with Bristol-Dynamics.

Fotochrome has scheduled a showing of the black-and-white and color television thin tube sets for stockholders on March 28, probably in New York. A Fotochrome official said its attorneys had voiced the opinion that the Bristol-Dynamics suit is "without merit."

Loevinger to ITU

The FCC will be short one member for the next two months. Commissioner Lee Loevinger will be in Switzerland for that period as a member of the U. S. delegation to the Aeronautical Extraordinary Administrative Conference of the International Telecommunication Union.

He left for Geneva last Thursday (March 10).

FATES & FORTUNES

BROADCAST ADVERTISING

Lew M. Witz, formerly account executive with WBBK-TV Chicago, named Midwest TV sales manager for RKO General Broadcasting.

Joseph Brouillard, Kevin Daley, Glynn W. Grace and Robert McIntyre, account supervisors at J. Walter Thompson, New York, elected VP's. David Luhmann, Bertram M. Metter and Warren G. Pfaff, copy group heads with JWT, New York, also elected VP's.

Arlen J. Kuklin, with Al Paul Leighton Co., Hollywood, appointed VP and general manager.

James A. Hardy, media director for Firestone and Associates, Philadelphia, appointed media director at Wremen & Schorr Advertising, that city.

John Severino, formerly with WABC-TV New York, named Chicago manager of ABC Television Spot Sales.


Edgar F. Greer, manager of creative services division of Martin Klitten Co., Los Angeles, appointed VP.

Sol Hyman, creative art director of Parkson Advertising Agency, New York, elected VP.

Michael J. Carty, manager of media planning and promotion at F&M Schaefer Brewing Co., Brooklyn, N. Y., joins Frank B. Sawdon Inc., New York, as account supervisor.


Ralph E. Becker, national sales manager of WTTO-TV Washington, appointed general sales manager of KPLR-TV St. Louis. James W. Hoeffler, local sales manager, named regional sales manager of KPLR-TV.

Peter C. Vetovich, formerly with MacManus, John & Adams, Minneapolis, joins D'Arcy Advertising, St. Louis, as media supervisor.


Donald J. Bratlude, formerly with Wade Advertising, Chicago, joins Earle Ludgin & Co. there as VP and account supervisor.

Donald E. Rutz, named account supervisor at Clinton E. Frank Inc., Chicago.

Ted Pearson, media director at Wade Advertising Inc., Los Angeles, named assistant media research director at Carson/Roberts Inc., same city.

H. L. Leder, advertising director of Alexander's Department Stores, New York, appointed director of advertising and sales promotion, S. Klein Department Stores Inc., with headquarters in New York.

Noyes F. (Ship) French, account executive of Metro TV Sales, Chicago, division of Metromedia, appointed Midwest sales manager.

Robert Swanson, TV account executive, Peters, Griffin, Woodward, Chicago, named account executive for Metro TV Sales, that city.


Eugene F. Shaw, account executive for Television Advertising Representatives, New York, named assistant sales manager for WJZ-TV Baltimore, succeeding E. James Hodgett, now sales manager for WJZ-TV (Broadcasting, Feb. 28).


Barrett H. Geoghegan, sales manager of WABC-TV New York, promoted to general sales manager. He succeeds Richard L. Beeseymer, now VP and general manager of WABC-TV (see page 10).

Robert W. Dickey, sales manager of KDKA-AM-FM Pittsburgh, named to new post of general sales manager, AM

BROADCASTING, March 14, 1966
HE'S NO PUZZLE

The pieces all fall into place at a Boys' Club.

Some 680 Boys' Clubs of America strive each day to build responsible adults through a positive program of guidance, understanding, physical fitness and professional “know how.” We call it Juvenile DECENCY in action.

More than 700,000 deserving boys are currently members of Boys' Clubs in 450 communities across the country. But there are still many more youngsters and communities that would deeply benefit from the Boys' Club program.

To get to them...

The Boys' Clubs of America asks your continued support in the fight against juvenile delinquency. We have prepared for radio and television a wide variety of public service materials for your consideration.

In recent years the radio and television industry has helped us immeasurably by granting us millions of dollars worth of public service time.

We're grateful... very grateful. We pray for your continued support.

BOYS' CLUBS OF AMERICA

Give Him A Chance

(and a choice)

Bob Lamb, sales manager at WLW(TV) Indianapolis, joins WOOC-TV Washington, as general sales manager. John Panagos, formerly general manager of WOOC-TV Washington, appointed advertising sales consultant for WOOC-TV.

Richard Raboy, copy supervisor at Delehanty, Kurnit & Geller, New York, joins McCann-Erickson there as TV copy group head.


Joseph M. Cahill, local sales manager of KYW Philadelphia, appointed general sales manager. He succeeds Thomas L. Tiernan, who becomes general sales manager at KDKA-AM-FM Pittsburgh, also Westinghouse station.

Herbert Moskowitz, advertising promotion director, WNBQ-AM-FM-TV Binghamton, N. Y., named sales promotion director, WENY-TV New York.

Danny Sheeles, with WCAO-AM-FM Baltimore, appointed sales manager.

Tim G. Marek, account executive at KRUZ-AM-FM Mesa, Ariz., appointed commercial manager.

Marvin L. Crouse, with WPTA(TV) Roanoke, Ind., named local sales supervisor.

William C. Hurley, VP and general manager of KERN-AM-FM Bakersfield, Calif., appointed account executive for KPOL-TV Los Angeles.

Bill Isenberger Jr., account executive with Campbell-Mithun, Los Angeles, joins N. W. Ayer there as account executive.


Aaron Bloom, account executive at KGGO-TV San Francisco, named director of sales development for KGGO-AM-FM, that city.

Kathryn Epstein, broadcast sales and advertising executive, opens advertising and PR office to be known as Kathryn Epstein Associates Inc. at Suite 206, 1023 Vermont Avenue, N. W., Washington.

Stephen E. Herz, formerly copy supervisor at Pritchard, Wood Inc., New York, joins Carl Ally Inc. there as copy group head.

Jack Marino, local sales manager of WGBI Babylon, N. Y., appointed account executive for WFTM(FM) Lake Success, N. Y.

John C. Weidman Jr., formerly with National Geographic magazine, Washington, joins Harrington, Righter & Parsons, New York, as account executive.

Larry Eccles, account executive with Gerth, Brown, Clark & Elkus, Los Angeles, joins Allen, de St. Maurice & Scroggin Inc. there as account executive.

George R. Whitney Jr., account executive with KHJ-TV Los Angeles, joins sales department of KNXT(TV), that city.

Larry Fischer, program director at WLOL-AM-FM Minneapolis, joins sales staff of WTCN-TV Minneapolis-St. Paul.

Michael H. Estenes, VP with Compton-Carey Advertising, Honolulu, joins sales staff of KHVL-TV, that city.

Ron Halley, formerly supervisor for Provident Mutual Life Insurance Co., Philadelphia, appointed to sales staff of WBNS-AM-FM Columbus, Ohio.

Howard Keller, formerly general manager of WACI Williamsburg, Va., appointed to sales staff of WRVA-AM-FM Richmond, Va.

Rick Harris, with WGLC-AM-FM Mendota, Ill., named commercial manager.

Leo J. Fredette, assistant national sales manager for Minute Maid Co., Orlando, Fla., appointed account executive for Seabrook Farms Co., Seabrook, N. J.

MEDIA

Warren Earl, general manager of KDWB St. Paul, appointed general manager of KFRC-AM-FM San Francisco.


Ed Winton resigns as president and general manager of WQMR and WQAY(FM) Silver Spring, Md.-Washington. He has entered into agreement to purchase WSKP Miami (see page 70). Connie B. Gay, licensee of WQMR and WQAY(FM), assumes role of president, and his son, W. Jan Gay, becomes executive VP.

Ted Snider, general manager of KPAY Chico, Calif., appointed general manager of KARK-AM-FM Little Rock, Ark.

Charles B. Seward, formerly president and general manager of WOWD...
Marion, Va., named executive VP and general manager of WVKV Virginia Beach, Va.

Ben K. West, KOCO-TV Oklahoma City, and George Stevens, KOTV(TV) Tulsa, named president and VP, respectively, of Oklahoma Television Association. Tom Parrington, WKY-TV Oklahoma City, re-elected secretary-treasurer.

Nick De Rienzo, news director of WMTR Morristown, N. J., named general manager of WCAY Washington, N. J.

Robert W. Robbins, chief engineering personnel for WFMB-AM-FM-TV Indianapolis, appointed systems manager for Marion Cable Television Inc., Marion, Ind.

Robert Beamish, with WOLC-AM-FM Mendota, Ill., appointed station manager.

Jay Watson, program manager for WFAA-TV Dallas, joins WJBK-TV Detroit, as assistant general manager.


**PROGRAMING**

Cy Kaplan, VP and general sales manager of Independent Television Corp., New York, appointed VP for television sales for Embassy Pictures Corp., that city.

Ron Beckman, director of business affairs for Filmyways TV Productions, New York, appointed VP in charge of business affairs.

Robert K. Chandler, program director at WQMR-WQAY(FM) Silver Spring, Md., Washington, named VP and program operations manager.

Jerry Liddiard, formerly with Olas Corp., New York, joins Allied Artists Television Corp., that city, as western sales manager.

Thomas F. Madigan, formerly director of programing and program development at Ted Bates & Co., New York, named director of international program development at Seven Arts Television, that city.

Harold D. Cohen, executive VP of literary and TV division of General Artists Corp., named president of talent agency's literary division. He replaces Ingo Freminger who resigned last January.

Tom Reiff, program director for KPRC Houston, appointed program director for KPRC-TV, that city.


Joan A. Allen, formerly in Mexico City in promotion and public relations, joins Video Pictures Inc., New York, as director of advertising and public relations.

Victor Lukens, freelance cameraman and still photographer, joins Spectra Films Inc., New York, as cameraman-director.

Aubrey W. Vance, formerly head of Aubrey Vance Studio, Belfast, Northern Ireland, joins H&H Productions, Tampa, Fla., as head of their motion picture division.

George Milner, senior account executive at WFAA-TV Dallas, named program manager.

Lawrence B. Hilford, assistant international sales manager for CBS Films Inc., New York, named international sales manager.

Albert Sturgis, program manager for KTVU(TV) San Francisco-Oakland, appointed account executive of ABC Films' western division, Hollywood.

Jeremy Leppard, formerly with John Urie & Associates, Los Angeles, joins Hanna-Barbera Productions there as producer-director.

Andrew J. Fenady, independent producer, named producer for MGM-TV, New York.

William H. Rice, producer-director at CBMT(TV) Montreal, named producer-director at KYW-TV Philadelphia.

Art Mann, with WJOB Hammond, Ind., joins WGLC-AM-FM Mendota, Ill., as program director.

David DeCapua, formerly associate director of Mike Douglas Show, named producer for WKYC-TV Cleveland.


Jay Norman, with WHIM Providence, R. I., named program director.

Robert Schulman, director of special features at KING-TV Seattle, resigns. No future plans announced.

Ralph Cowan, Dick Boyer, Archie Lieberman, Charles Bacon and Ron Borowski, still photographers in Chicago, join television commercial production department of Fred A. Niles Communications Centers, that city.

John C. Czia, production-operations manager, WLUK-TV Green Bay, Wis., named head of production, WDHO-TV Toledo, Ohio.

Linden Crow, former professional football player and coach with Los Angeles Rams, appointed director of sports and community relations at KOIL San Fernando, Calif.

Theodore Hoffman, director of New York University's theater program, joins Westminster Broadcasting Co., New York, as drama critic.

Thomas A. Cahill, technical director for Pathe Laboratories, New York, appointed chief engineer of Capital Film Laboratories, Washington.

**NEWS**

Gary Stindt, chief of NBC newsfilm for central Europe in Berlin, appointed...
director, NBC News operations, central Europe.

Bruce Lang, manager, sales forecasting and planning, CBS-TV financial planning department, New York, named manager, sales liaison and administration, CBS News, same city.

Vaun Wilmott, news director at WBN-TV Buffalo, N. Y., appointed news director of WOR-TV, that city.

Jeff Brown, with noncommercial KUSC (FM) Los Angeles, named news director.

Jack Swart, newsman at WLOD Pompano Beach, Fla., appointed news director.

Ed Hardy, news director, WABC-AM-FM New York, asked to serve as acting president of New York Radio News Directors Association. Joseph Dembo, director of news for CBS Radio and formerly WCBS radio news head, had been elected president of RMDA before new post at CBS.

Tom Twinam, news director at WGAU Gardner, Mass., joins WBEC Pittsfield, Mass., as assistant news director.

Bern Rotman, with WDSU-AM-FM-TV New Orleans, named managing editor.

Garry Ritchie, with WWXY Cleveland, joins news department of WHK-AM-FM, that city.

FANFARE

Jack Sampson, assistant director of promotion department at KGO-TV San Francisco, appointed promotion director. He succeeds George T. Rodman, who becomes promotion director at WBKN-TV Chicago.

Bruce Palmer, formerly news director of KWTY (TV) Oklahoma City, appointed news director of PR department of Lowe Runkle Co., that city.

Heather Woodard, with WQAM Miami, appointed public service director of WSAI Cincinnati.


George A. Sperry has resigned as director of advertising and sales promotion for CKLW-TV Windsor-Detroit to join WCDA-TV Washington which is to take air in April.

Frank O'Brien, formerly co-ordinator of public relations and advertising for Phil Davis Musical Enterprises, New York, appointed account supervisor at Mario Trombone Associates, that city.


Mari Yanovsky, manager of magazine publicity for ABC press information, New York, also named director of press information for ABC Stage '66 television series.

EQUIPMENT & ENGINEERING

Charles H. Wright, president of Spencer-Kennedy Laboratories, Boston, named chief executive officer. George Green, formerly VP, marketing, of Ameco Inc., Phoenix, appointed VP, finance and marketing, of S-K, Boston.


Robert L. Mills, supervisor of engineering, WWDV (TV) Detroit, named chief engineer at WDDO-TV Toledo, Ohio.

Gene Gildow, engineer at WWKB (TV) Burlington, N. J., Philadelphia, appointed chief engineer. Arden Wooster, acting chief engineer for WWKB, named technical advisor for Kaiser Broadcasting Corp. (group owner), parent of WWKB.

Tyler Nourse, staff director of Electronic Industries Association's parts division, elected VP (parts division). Mr. Nourse was editorial staff member of BROADCASTING magazine and in 1951 joined EIA as PR assistant. In 1958 he was named staff director of parts and distributor products division.

Robert J. Miller, with Dresser Industries Inc., Dallas, appointed manager of customer service for Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn.

Zea J. Grissinger, district sales manager for Superior Cable Co., Hickory, N. C., appointed mid-southwest contract representative for Ameco Inc., Kansas City, Mo.

ALLIED FIELDS

Donald R. Atwell, president of American Cable Television Inc., Phoenix, resigns to form his own firm, Atwell & Associates, consultants to community antenna television industry.

J. Patrick Scanlon, assistant chief of the FCC Field Engineering Bureau's field offices division since 1962, appointed chief. Mr. Scanlon, who joined FCC in 1940, worked previously as engineer in charge at commission monitoring stations in Anchorage, Alaska, and Allegan, Mich.

INTERNATIONAL


Gordon G. Minter, VP and executive commercial producer, Leo Burnett Co., Chicago, moves to Europe where he will divide his time between Burnett's London office and Televo, Swiss production company at Zurich.

Walter Granger, head of merchandising and publication in Australia for Walt Disney Productions, appointed general representative for company in Australia and New Zealand.

LeGrand Redfield, in sales division of RKO General Broadcasting, New York, named general sales manager of CKLW-TV Windsor-Detroit. He succeeds Norman Hawkins, who resigned.

Ray N. Bennett, formerly technical representative in Philippines and Fomosa with Page Communications Engineering Inc., named sales engineer for Ameco Antenna Equipment Ltd., Vancouver, B. C.

DEATHS

William T. Reed Jr., 62, chairman of board of Larus & Brother Co., owner of WRVA-AM-FM Richmond, Va., and board chairman and executive committee member of Richmond Television Corp., owner of WVV-TV, died March 2 of heart attack in Miami Beach, Fla., en route from Caribbean vacation. He was also VP and one of founders of noncommercial WCVE-TV Richmond. He is survived by his wife, Mary, three daughters and two sons.

W. Robert Cook, 32, general manager of WJPP Herrin, Ill., died March 5 in automobile collision near Cartersville, Ill. He is survived by his wife, Rosemary, and two children.

Carter Ringlep, 65, who was southwestern division manager for CBS Films Inc. when he retired last year, died Feb. 18 in Sarasota, Fla., after short illness. He is survived by his wife, Jule.

Nancy Miller, 36, director of radio and television for Girl Scouts of America, died Feb. 26 in Park East hospital, New York, after long illness.

BROADCASTING, March 14, 1966
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 3 through March 9 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: See—announced, anti—antenna, CATV—community antenna television, CH—critical hours, CP—consulting engineer, DAC—date of construction, directional antenna, ERP—effective radiated power, key—channel, LBS—local broadcast station, mc—negoties, modified, m—at—sizing, SCA—subaudible communications audio, SCA-3—special service authorization, STA—special temporary authorization, TVA—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, via—visual, w—watts—educational

New TV stations

**APPLICATIONS**

Orlando, Fla.—Cominit Corp. VHF channel 9 (188-192 mc); ERP 284 kw, 52.5 kw aur. Ant. height above average terrain 1,456 ft. above ground. City address: c/o David W. Hedrick, Suite 301, First Federal Bldg. Orlando 28602. Estimated construction cost $1,845,000; first-year operating cost $1,040,000; revenue $1,465,000. Studio located in Orlando, trans. located to NE. Type trans. RCA TT-15B, antenna 150 ft. above average terrain. Geographic coordinates 28° 36' 26" north lat., 81° 39' 48" west long.; type ant. GE TY-1C, type aur. GE TY-3A, antenna 360 ft. above average terrain. Studio and tower are downtown, 1,400 ft. above average terrain.

**APPLICATIONS**

Orlando, Fla.—Orlando Broadcasting Co. VHF channel 24 (530-536 mc); ERP 234 kw, 614 kw vis., 148 kw aur. Ant. height above average terrain 399 ft., above ground 444 ft. P.O. address: Box 29156, Orlando 32802. Estimated construction cost $11,145,000; first-year operating cost $5,714,000; revenue $11,145,000. Studio located in Orlando, trans. located to NE. Type trans. RCA TT-25B, antenna 500 ft. above average terrain. Geographic coordinates 28° 36' 26" north lat., 81° 39' 48" west long.; type ant. GE TY-1A, type aur. GE TY-3A, antenna 500 ft. above average terrain. Studio and tower are downtown, 450 ft. above average terrain. Expected construction cost $11,145,000; first-year operating cost $6,710,000; revenue $11,145,000. Studio and tower are downtown, 450 ft. above average terrain.
Detroit, WKBTS (TV)  
Burlington, N. J.  
(Philadelphia)  

INCREASE.

Kansas City, Miss.—Pershing Television  
Corp., assigned KPTC-TV.

Kettering, Ohio—* McGraw-Hill Broadcasting  
Corp., assigned WKTR-TV.

KBWK El City, Okla.—Broadcasting  
Corp., assigned KBKW.

New management

Kissimmee, Fla.—Brock Beacon  
Granite for new AM on 1220 kc. 1 kw.  
D. P. O. address Box 1497, Fatmore, W. Va.  
Estimated operating cost $12,000;  
first-year operating cost $9,000.  
Principal: J. McCamey.

Kissimmee, Fla.—* Kissimmee Doo,  
Kissimmee, Fla., c/o W.VVVO.  
Va., 50% licensee in WBUT AM, licensee  
of Butler, Pa., and WJB-T-Fairview,  

APPLICATION

Yorktown, Va.—Donald Renault and  
Edwin Zaintz, dba De Witt Radio of  
Yorktown, 1520 k, 3 kw. Hertz  
uc address Box 871, McCamey, Tex.  
Estimated operating cost $20,000;  
first-year operating cost $16,000.  
Principal: M. Zaintz.

Levine, Tex.—Arthur Levine  
and Paul Levine, c/o W. J. R. J.  
O., 1000 ft. P. O. address,  
of W. S. Rice and Will Rice,  
Kettering, Ohio, c/o W. H.  
O.  
Howard, is 5% owner of W. S. Rice  
and Will Rice.

APPLICATION

New letters assigned

Vernon, Ala.—Lamar County  
Broadcasting Co.  
Lakeport, Calif.—Lake County  
Broadcasting Co., assigned KBLC.

New FM stations

APPLICATION

Chickasha, Okla.—Grady Radio Inc.  
Grady, 105.5 mc, channel 288  
Transport costs all time.  
Estimated operating cost $12,000;  
first-year operating cost $9,000.  
Principal: W. J. R. J.  
O., 1000 ft. P. O. address,  
of W. S. Rice and Will Rice,  
Kettering, Ohio, c/o W. H.  
O.  
Howard, is 5% owner of W. S. Rice  
and Will Rice.

APPLICATION

San Antonio, Tex.—San Antonio College  
Grady, 90.6 mc, channel 212, 880  
W. Ant. height above average terrain  
110 ft. P. O. address Box 1114,  
B, 3 kw. Austin, is 75% owner of  
KBLX AM-TF, licensee of WTAM  
and KBX Big Spring, both Texas.  
March 9.

San Antonio, Tex.—San Antonio College  
Grady, 90.6 mc, channel 212, 880  
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B, 3 kw. Austin, is 75% owner of  
KBLX AM-TF, licensee of WTAM  
and KBX Big Spring, both Texas.  
March 9.

APPLICATION

Camden, Ark.—Ark. Radio Corporation  
assigned WJTV.  
Kansas City, Mo.—Pershing Television  
Corp., assigned KPTC-TV.

Kettering, Ohio—McGraw-Hill Broadcasting  
Corp., assigned WKTR-TV.

KBWK El City, Okla.—Broadcasting  
Corp., assigned KBKW.

New management

Kissimmee, Fla.—Brock Beacon  
Granite for new AM on 1220 kc. 1 kw.  
D. P. O. address Box 1497, Fatmore, W. Va.  
Estimated operating cost $12,000;  
first-year operating cost $9,000.  
Principal: J. McCamey.

Kissimmee, Fla.—* Kissimmee Doo,  
Kissimmee, Fla., c/o W.VVVO.  
Va., 50% licensee in WBUT AM, licensee  
of Butler, Pa., and WJB-T-Fairview,  

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O.  
Howard, is 5% owner of W. S. Rice  
and Will Rice.
address:

New Call Letters Assigned

Fayetteville, Ark.—Kessler Mountain Broadcasting Corp. has assigned WCOR to KJHT, after the station's license was transferred to the corporation by WJAG on March 2. Mr. Bill L. Sikes, owner of WCOR, is the licensee of WJAG.

Casper, Wyo.—Casper Family Radio Inc., 86.1 mc, channel 225, 28 kw, AM, after full power license of KDEN (FM) was transferred to the corporation by WJAG on March 2. Mr. Charles H. Hargrave, owner of KDEN (FM), is the licensee of WJAG.

Existing FM Stations

New Call Letters Assigned

Fayetteville, Ark.—Kessler Mountain Broadcasting Corp. has assigned WCOR to KJHT, after the station's license was transferred to the corporation by WJAG on March 2. Mr. Bill L. Sikes, owner of WCOR, is the licensee of WJAG.

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Ownership Changes

Actions by FCC

KIFM (FM) Bakersfield, Calif. — Granted transfer of control of KIFM (FM) and KIFM (AM) to Central California Corporation. Permitted the station to remain on the air with 10% of the required program until such time as the new owner will file for a license.

Stereo Broadcasting Co., from J. H. Sonderman, J. H. Price (each 25%), before, none after) to Harold J. Brown (33½% before, 51% after) with James W. Sumners (none before, 49% after). Consideration $15,000. Action March 3.

KIFS Fresno, Calif.—Granted assignment of license from Irving E. Penberthy to KIKR, which was formed by Robert D. Wright and Howard N. Ratcliff, for 100% of the consideration, $15,000. Action March 4.

KIVD Bakersfield, Calif.—Granted assignment of license to Continental Broadcasting Co., from Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KSAZ Phoenix, Ariz.—Granted assignment of license to Bear Communications, from L. C. Wheelock, for 100% of the consideration, $15,000. Action March 4.

KWGM Gallup, N. Mex.—Granted assignment of license to Southwest Broadcasting Co., from Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWKN Gateway, Colo.—Granted assignment of license to Bear Communications, from L. C. Wheelock, for 100% of the consideration, $15,000. Action March 4.

KWOK Oklahoma City—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWRA Keene, N. H.—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWSC Kansas City, Mo.—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWTE Indianapolis, Ind.—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWTH Atlanta, Ga.—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWTV Fort Worth, Tex.—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.

KWUL Seattle—Granted assignment of license from J. H. Sumners, to J. H. Sumners and Robert D. Wright, for 100% of the consideration, $15,000. Action March 4.
in which to file application for assignment of CP of UHF TV station KCWEB (channel 25), Tulsa, Okla. Beck did not comply with Commission order of Dec. 16, 1965, order which stayed previous June 17 denial of his application. Order permitted filing of application, and which afforded him prescribed time to file supplemental material with regard to motion to resume operation or to file application for assignment of license which was previously denied. Order which became effective Dec. 19, 1965.

By memorandum opinion and order, commission denied petitions by Tilex Aire Broadcasting Co., Southinton Broadcasting Co., and Boardman Broadcasting Co. of commissioners for consideration of new application to enter into nonassociation with existing broadcasting stations in part or all of the program areas served by such stations. Petitioners, it was said, were represented by same counsel as owners of WMBB, WGNR, and WSNR, respectively, the latter of which is a station in the portion of the market served by the petitioner stations which was covered by the petition.

By memorandum opinion and order, commission granted application for assignment of license to St. Louis Cardinals Baseball Club, Inc., with respect to its new station KSLF, St. Louis, Mo. Notice of petition for stay of order was served on the applicant on Jan. 18. Order which became effective on Jan. 20.

By decision of the commission, commission denied petitions by the owners of WMBB, WGNR, and WSNR, respectively, the latter of which is a station in the portion of the market served by the petitioner stations which was covered by the petition.

In proceeding on applications of Channels 25, 12, 14, and 23, the commission voted to prescribe certain changes and to grant some relief in a matter concerning which a proceeding was previously commenced.

By memorandum opinion and order, commission denied petition by Pacific Electronics Inc. for reconsideration of decision of Dec. 27, 1965, order which denied petition.

By memorandum opinion and order, commission granted application for assignment of license of TV station KCTO (and of newly designated low power radio station KHIG, CP to WGB Corporation of Colorado Inc., consideration of which was deferred in July 1965, order which became effective Oct. 1. Order which became effective Oct. 1. Order which became effective Oct. 1. Order which became effective Oct. 1.

By memorandum opinion and order, commission denied petition by Waveland Broadcasting Co. for reconsideration of decision of Dec. 22, 1965, order which denied assignment of license and declaratory action to be filed in the Supreme Court of Hawaii for clarification of issues. Order which became effective Dec. 31.

By memorandum opinion and order, commission denied petition by 

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**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by Broadcasting, March 10

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,038</td>
<td>1,433</td>
<td>471</td>
<td>90</td>
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<tr>
<td>18</td>
<td>21</td>
<td>21</td>
<td>79</td>
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<tr>
<td>369</td>
<td>216</td>
<td>232</td>
<td>369</td>
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<tr>
<td><strong>ON AIR</strong></td>
<td><strong>NOT ON AIR</strong></td>
<td><strong>TOTAL APPLICATIONS for new stations</strong></td>
<td><strong>CP's for new stations</strong></td>
</tr>
</tbody>
</table>

On proceeding applications of Central Broadcasting Corp. and Second Thursday Co. on new FM's in Madison and Nashville, both Tennessee, respectively, granted CP's in latter and extended notice pro to June. Jan. 30 action.

**AUTHORIZED TELEVISION STATIONS**

Compiled by Broadcasting, March 10

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>513</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>705</td>
</tr>
</tbody>
</table>

**COMMERCIAL STATION BOSCORE**

Compiled by FCC, Jan. 31, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>4,034</td>
<td>1,417</td>
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<tr>
<td>82</td>
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<td>564</td>
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<td>290</td>
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<td>1</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1 Breakdown on UHF and VHF applications not available.

2 Includes noncommercial stations operating on commercial channels.

**By Hearing Examiner Clayton F. Naumowicz, Jr.**

Scheduled further hearing for March 14 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, Texas. Action March 14.

In proceeding on applications of Seven League Productions Inc. for renewal of license of WSSJ, and South Diabetes Broadcasting Co. and Redlands Broadcasting Co. for new AM's. Homecoming, Mo., granted joint motion by South diabetes and Seven League to extend term of proceeding dates pending further order and schedule proceeding hearing for April 3. Action March 3.

**By Hearing Examiner Volker Schlichtinger**

Continued hearing from March 18 to April 29 in proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Texas. Action March 1.

In proceeding on applications of United Broadcasting Co., for renewal of license of WOK Washington, and Bowie Broadcasting Corp. for new AM in Bowie, Md. reopened record for purpose only of recording ruling that Broadcast Bureau exhibits 47(a) and 47(b) are received in evidence. Action March 1.

**Scheduled further hearing for March 14 in proceeding on applications of WTYW Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, Texas. Action March 14.**

Pursuant to prehearing conference of March 1 in proceeding on applications of Midway Television Inc. and Allied Broadcasting Co. for new TV's to operate on channel 36 in Kansas City, Mo. put off further arrangements for trial action is had upon petition to be filed which is likely to terminate competition for channel; hearing of March 25 is for time left undisturbed. Action March 1.

**BROADCAST ACTIONS**

By Broadcast Bureau

March 9

WGMF-TV Miami—Granted CP for cancellation of CP for UHF TV. Dismissed as moot request for extension of completion date.

WHCU Itasca, N. Y.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KSFN-FM San Francisco—Granted CP to change type ant.; decrease 124 kw; 1,150 kw; remote control permitted.

WMRM-FM Aitona, Ala.—Granted CP to add 50 kw, to transmit new channel 79 to Florence, Ala.; W9MFM(FM) Detroit—Granted CP to install new trans. and ant.; increase ERP to 215 kw; condition.

KUBE-FM Oceanside, Calif.—Granted CP to increase new channel 130 kw; increase ant. and height to 170 ft.; remote control not permitted.

WOMH-FM Oshkosh, Wis.—Granted mod. of CP to change type ant. and decrease ant. height to 250 ft.

Granted applications to reduce CP's of following TV's: WJCC-FM, City, Mo., to 41.7 kw; W9WUB-TV, Athens, Ohio, to 28.9 kw; and W9MUB-TV Montgomery, Ala., to 29.9 kw.

Granted mod. of license to reduce ERP of WAGM-TV Freesia Isle, Maine, to 5.3 kw DA.

**Actions of March 3**

Granted mod. of CP to reduce new CPP for following TV stations: WAPA-TV San Juan, P. R., to 8.51 kw; KMJ-TV Fresno, Calif., to 16.8 kw; VE-TV Elma, N. Y., to 22.4 kw DA; KWSV-TV Roswell, N. M., to 32.2 kw; KDVS-TV San Jose, Calif., to 2.95 kw DA; WDRV-TV Augusta, Ga., to 32.2 kw; KBAB Big Spring, Tex., to 2.51 kw; WTVY Dothan, Ala., to 20 kw; KERA-TV Dallas, to 215 kw; KAYS-TV Hays, Kan., to 24.4 kw; KOB-TV Albuquerque, N. M., to 5.37 kw; KGGM- Guadalupe, N. M., to 8.89 kw; KONC-TV Amarillo, Tex., to 20 kw; WOAY-TV Old Hill, Va., to 20 kw; WSTC-TV Salt Lake City, to 9 kw; WTXJ-TV Waco, Tex., to 0.13 kw; KE4V-TV Bryan, Tex., to 8.13 kw.

Extended completion dates of following TV stations: WESCO-TV Newport, Ky., Sept. 14; WJ- tv- tv New York, to Sept. 4; WITV-TV San Juan, P. R., to Sept. 4; WFTG-TV Altoona, Pa., to Sept. 4; W9VW-TV Jacksonvile, Fla., to Sept. 4; WBU-TV Eau Claire, Wis., to Sept. 4; KFOG-TV San Diego, to Sept. 4; KEXW-TV San Antonio, Tex., to Sept. 4; KSBA California, to Sept. 4; and W9WOM-WTV New Orleans, to Sept. 4.

**Actions of March 2**


K9RS-Solovay, N. Y.—Ordered CP to cancel license and delete call letters.

W9CD-Sanford, Fla.—Ordered license covering changes in ant. system.

WMDB-FM Dallas, Texas, for renewal of CP for new FM station, to make changes in DA pattern; condition.

WBMR-FM West Point, Ga. — Granted mod. of CP to change type and ant.; and decrease ERP to 2.5 kw.

**Action of March 2**

Remote control permitted KARS Belen, N. M.

WTPF Lansing, Mich.—Granted CP to make changes in DA pattern.

KROY Sacramento, Calif.—Granted CP to change ant.-trans., and make changes in ant. system.

KECH Lincoln City, Ore.—Granted CP to change ant.-trans. location with remote control to open studio; and make changes in ant. system.

K9RM(WFM) Crestwood, Mo.—Granted CP to install new vertical; and make changes in ant. system.

W9LR(FM) Garden City, N. Y.—Granted mod. of CP to change trans.; increase ERP to 880 w; remote control permitted.

K9SOZ(FM) Point Lookout, Mo.—Granted CP to install new trans., and increase ERP to 3.8 kw, and change ant. height to 195 ft.

**Action of Feb. 24**

Remote control permitted W9BEA Glen Falls, N. Y.

(Continued on page 106)

 Roguers — (Cont’d)

 Immediate opening—1st phone announcer for midwest fulltimer. Tape, photo in 1st letter. Box B-316, BROADCASTING.

 Experienced announcer-salesman for 5kw, plus FM, in Virginia. Must be self-dependent, Good sales ability, Good working conditions. Send tape, sales experience, picture and other material for possible opening. Box B-347, BROADCASTING.

 CW morning man for top 50 format. Looking for man with bright, fast-paced future in mid-size northeastern market. Salary open. Many other extra's. Send complete resume and tape to Box B-162, BROADCASTING.

 Annuerser, experienced, for 5000 watt eastern station with middle-of-the-road format. We are the No. 1 station in a medium size market. Good salary and insurance. If you would like to associate with a successful radio station, write Box C-12, BROADCASTING.

 WANTED: Experienced announcer for good music station in southeastern Michigan. Excellent working conditions, fringe benefits. Immediate opening for right man. Must have good knowledge of music and news. Send tape, resume to Box C-88, BROADCASTING.

 Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-92, BROADCASTING.

 New Jersey adult music station seeks experienced newsmen/announcer. Interview a must. Send tape, resume & salary requirements. Box C-100, BROADCASTING.

 Alert announcer for morning shift on Midwestern station. Works with some light maintenance. Send tape, resume and salary requirements to Box C-129, BROADCASTING.

 Announcer with top 40 or tight format country experience. Must be capable of assuming program director position in short time. Box C-141, BROADCASTING.

 Important central New York contemporary outlet looking for bright, creative air person. Rush tape, photo and resume to Program director. Box C-143, BROADCASTING.

 Annuerser—(Cont’d)

 Maryland AM-FM station with experienced staff needs an announcer. Box C-198, BROADCASTING.

 Combination AM announcer and position of responsibility in FM operation. Good music, CBS affiliate. New York State. Must have good sense of production. Tape & references. 

 Wanted in attractive middle Atlantic city... April 1st opening. Announcer with first ticket... No maintenance...some production... will consider Unlimited training to learn. Box C-162, BROADCASTING.

 Immediate opening country dj; 1st ticket; KDXY, Little Rock (Cont’d)

 Position available for announcer, some continuity, news & sales. Tape & references to Lee Buck, KDKX, Mansfield, Louisiana.

 Immediate opening for announcer who would also like sales. A good small midwest market. Above average pay. Call Manager, KLEX, 816-259-3335.

 Wanted: DJ with 1st phone. No maintenance. KNCY, Nebraska City, Nebrasaska.

 Announcer/newman experienced. Some production. Bright, fast-paced, promotion filled Iowa station. Must be pleasant, run tight board, know how to get ratings. Tape & resume to P.O. Box 177, Sioux City, Iowa 712-258-6036.

 Immediate opening for a young man that likes radio. Pop operation on the go. Opening for two men. Man that wants to move up in radio and recent broadcast school graduate. That wants to learn all phases. Send tape and background in first letter to KPSC, Fallurrias, Texas.


 Three station group adding announcers, newsmen, salesmen. Contact Bill Tedrick, KWRT Radio, Boonville, Missouri.

 C/W format. 5kw fulltimer in bright market needs true C/W man to P.D. and work Bd. of Directors. Selling is key, if you like it! Give complete info. to Ed Dahl, KXGuO Fargo, N. D. 485 S. 7th St.

 Immediate opening for experienced staiff announcer. Send, BROAD list and resume to WASA, Havre de Grace, Maryland.

 Baltimore—Immediate opening for top morning country DJ. Must have 1st class and handle maintenance. Excellent opportunity for stable & aggressive man. Call collect. Mr. Brenner, WBMD, 361-665-7065.

 Wanted—1st class combo man for middle of the road music, network station. No Rock. Experience a must. Top pay for right man. WBNR Beavon, N. Y.

 Opening for morning man, capable of news, sports and announcing. Permanent position. Send tape and resume. WDDY Gloucester, Virginia.

 Needed now. Production-minded top 40 jock. Experienced only. Move up to a swingin operation. Tape, resume, and photo first reply to WNTY, Elmira, New York.

 Immediate opening for staff announcer. 40 fulltime job. Send tape and references to William M. Wnnn, Program Director. WESB Bradford, Pa.
Announcers—(Cont'd)

WFXI Huntsville, Alabama has opening for mature, experienced morning announcer for second shift. 30 kw FM stereo. Excellent salary, benefits and fringe. Phone or Dave Daughtey 205-534-5641.

Washington, D. C. metro area is first ranked. WMHC has immediate opening for bright young announcer with 1st place resume, executive advancement. Send tape, transcript & references, 207 Brooks Ave., Gaithersburg, Md.

First phone dj. No maintenance. Top forty, all new facilities. Tape, resume to WINX, Martinsburg, W. Va.

WFLO Bath, Maine wants good announcer and all-around broadcaster for midday position. Good salary, 606 - kw stereo station in fast growing space center assures growth. Get tape, resume & photo Dave Daughtey 205-534-5641.

Technical—(Cont'd)

Midwest radio/TV station needs technician with 2nd class engineer, experience. Will give consideration to tech or military school graduate. Salary based on experience. Permanent position. Address & photo to Box C-11, BROADCASTING.

1st phone engineer for combined transmitter shift and operating console for FM programing. Must be able to operate 30 kw FM stereo station in mid-Atlantic, University city. No announcing required. Car necessary. Salary to BS. Box C-19, BROADCASTING.

Chief engineer wanted by excellent, established, Illinois fulltimer, part of expanding, prestige 8 station group. Permanent position, starting salary & benefits. Career growth, advancement opportunities. In return will take charge of high class technical equipment, do installations, maintenance, Write in detail about education, experience, references to Box C-71, BROADCASTING.

Negro programed AM-FM station in midwest seeking chief engineer with directional experience. Write Box C-90, BROADCASTING.


Immediate opening—Chief radio-TV engineer. Win W. Meager, Detroit Public Schools, Detroit, Michigan, Area code 313-833-1960.

News

Develop modern local news bureau, UP! audio and wire for 211 kHz daytime good music station, Sarasota, Florida, 200,000 market. Writing, tape samples, references. Box C-56, BROADCASTING.

Immediate opening for aggressive, experienced newsman capable of gathering, writing and delivering news on number 1 station. Send tape, complete resume and salary expected. Box C-57, BROADCASTING.

Journalism School at University in northwest wants assistant professor of teaching broadcast news courses in addition to news editorial courses. Masters Degree mandatory. Reply C-134 BROADCASTING.

News director, top 40, Mass. station. Must have exc. deg. Dig for local news. Capable of directing staff. Box C-187, BROADCASTING.

WSMI, Litchfield, Illinois, needing news director to gather, write and air local news. We're losing our news director to politics. Needed immediately—Local news editor, Excellent salary, WVOS, Liberty, N. Y.

News director—immediate opening. Must gather, write, and produce news, for 5,000 watt daytime. Excellent salary, profit sharing and fringe benefits. Telephone 713-258-5589.

Production—Programming, Others

Imaginative operations manager needed for new fulltime major market Ohio radio station. Must have extensive sales experience, with ability to handle administrative and operational problems. Excellent opportunity. Box B-200, BROADCASTING.

Program director with good voice & personality. Adult programming, good salary. Shenandoah Valley of Virginia, within 14 miles of Washington, D. C. Box C-78, BROADCASTING.

AM-FM fulltime station located in single station market in the mid-west is looking for a top notch director who can work with announcers, traffic, continuity etc. Must have good tape and deliver news and be willing to handle a regular board shift. Play by play experience helpful. Box C-84, BROADCASTING. Include complete resume, recent picture, tape and salary required.

Continued

Traffic manager—experienced for metropolis area AM-FM radio station. IBM experience a must. Reply to Box C-147, BROADCASTING.

Radio

Situations Wanted—Management


Final move! 20 years sales and manager. Clean cut, family, college, references. Box C-1, BROADCASTING.

Station owners: Tired of making other peoples investments grow. Will run your station for livable salary plus yearly bonus, based on profits, in or ownership. Box C-33, BROADCASTING.

Proven major market manager available for toughest assignments. Young, experienced, excellent sales, program management, background. Top 15 markets or equity arrangement desired. Box C-81, BROADCASTING.

Employed small market manager desires change. Experienced all phases, First phone, Financial, Excellent references. Box C-41, BROADCASTING.

High creative administrator needs a super-station manager to administer TV division of ad agency or to organize broadcast department for sponsor. Proven production/announcer man, knowledgeable of direct-to-consumer, sales management, and incentive planning. 15 years Chicago TV; 5 years sales and sales promotion. Will relocate. Box C-168, BROADCASTING.

Announcers

Disc-Jockey, young, ambitious, tight board, family sounding. Box C-14, BROADCASTING.

!!! Talent!!!—Box C-21, BROADCASTING.

College grad—26-desires beginners announcing position—never been behind the mike before—mainly wants a "quickie" 1st phone—no car but have li-

Announcer. Negro, Pleasant personality. Some experience. Tape available. Box C-118, BROADCASTING.

Announcer, third phone endorsed, married, one year experience all phases including sports, production, interviews and copy seeking second job. Prefer Virginia area but will consider all replies, presently employed. Box C-113, BROADCASTING.

Telephone-talk or all-night pop music show wanted. You can have one of best in business who must get out of area. Must have "quickie" 1st phone—no car but have li-

Box C-114, BROADCASTING.

Major contemporary: Format change. Must have some Mambo experience, excellent ratings. Box C-113, BROADCASTING.

Bright air personality, family man, wants to settle. Box C-117, BROADCASTING.

Announcer, pre, mature, stable, family, college, excellent salary. Box C-118, BROADCASTING.

DJ—Med market, middle road—top 100. Two years experience, high on radio. Good news and prod. Family. Reliable. Box C-121, BROADCASTING.
Wake'em up with a smiley morning man. Tight board—good air sell—1st phone, good referred—1000 profitable miles of Minneapolis. Box C-131, BROADCASTING.

Sportscast—experienced, Radio & TV. Former College Graduate. Married, Medium/major markets only. Box C-132, BROADCASTING.

On the Ball, happy top 40 swinger and color man. Former distant talk & AM directional whiz. Experienced, now top 100 market. On-air for three years. Newly married. Change to day shift. $190. Box C-135, BROADCASTING.

Top 40 swinger!! Clever showmanship and ad copy writer, family. Box C-140, BROADCASTING.

Award winning announcer-writer-production specialist currently working in top ten market seeks night work. Box C-143, BROADCASTING.

Wanted 1968 Baseball play-by-play position. Telephone: 979-7287. Box C-72, BROADCASTING.

Experienced, dependable, professional broadcast—a man who worked his way through college, with seven years experience in AM, FM & TV, with recommendation to no problems. Married. Want to settle permanently. If you have a good music station, please call me, since no one who can take problems off your shoulders, we should have a good chance in your station. Box C-153, BROADCASTING.


Radio school graduate desires job on Rock station, 3rd phone, moderate salary. Chuck Stone, Chula Vista, Calif. Phone 422-1844, collect.

I'm Gabriel, I'm still available. R&B 41, 3rd phone, 15 years experience. Box C-158, BROADCASTING.

Sixteen months experience. Tight Board. looking for opportunity. Contact: Albert Mullins, 929 Cherry St., Falta Church, Virginia. 7-4-6420.

Available immediately, 1 year experience top 40 disc jockey. Mature voice. $400. First, 205-6474.

Single, one year experience announcing, sales, type, any format, any location, since twenty start, if permanent. Radio with my whole life, Don Morton 788-6136, Macon, Ga.

Technical

Chief engineer, has know how and experience on maintenance, installation and construction with AM and directional stations also FM. Will travel at own expense for interview. Resume and experience backed by top references. Box C-81, BROADCASTING.

Mature engineer, administrator, seeks a position with a major market station. Box C-103, BROADCASTING.

Experienced Radio-TV operating and maintenance engineer. Any location considered. Box C-112, BROADCASTING.

12 years experience, high, low power, direction. AM, FM to TV. Willing to change citizenship. Single, stable, first class phone. Box C-117, BROADCASTING.

Engineer experienced maintenance installation of TV and FM stations. Technical section manager. Expects 2nd phone, 1st contact. Box C-151, BROADCASTING.

First phone, past 8 years as C.E. No board work please. DA exp. non. Anthony Ostapow- chuk P.O. Box 886, Hopewell, Va. 23860, Phone 456-7083.

Top news & commercial announcer on N.Y. station. Forced to move. Changing formats unless interested in TV. Box C-68, BROADCASTING.

Strong newsmen wants two week vacation substitute work. Box C-102, BROADCASTING.


Veteran newsmen—married, 15 yrs in radio. Information communications. Excels in writing, reporting, interviews and talk shows. Box C-129, BROADCASTING.

Top 100 market, sports, news, first. D.C., N.Y., May. P.O. Box 2644, Delray Beach, Fla.

Production—Programming, Others

Sports director or sports-news combination position in east or midwest. Some TV experience required. Box C-107, BROADCASTING.

Baseball announcer, live or tick'er. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.

Traffic girl with third, College radio major, RCA-TV Engineer, Air manager, air work. Seek advancement. Additional air will relocate. Box C-107, BROADCASTING.

Free: Jazz show. For returning tapes after playing. Special attention: Washington, D.C. Long Beach, California. Good for International English-speaking stations, including Viet Nam. Box C-159, BROADCASTING.

Sports-cast—seeks minor league baseball, college play-by-play, sales. Box C-103, BROADCASTING.

TELEVISION

Help Wanted

Sales

Group TV station, major northeastern market seeks young aggressive salesman tops in present position but has no place to grow. Excellent opportunity. Complete details first letter. Box C-139, BROADCASTING.

Technical

Immediate requirement for experienced chief engineer for small VHF, market TV station. Good salary, many benefits. Box C-25, BROADCASTING.

Experienced television technician for large northeastern metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Chief engineer — northcentral U.S. Experienced, preferably married. 5 figure salary potential. Experience required in VTR & C.E. transmitter. Fringe benefits. Send complete resume & salary expected. All inquiries confidential. Box B-254, BROADCASTING.

Three ambitious technicians, first class II and III. Opportunity on radio, TV operation, state required salary, experience and matching the job as is. Box C-218, BROADCASTING.

Chief engineer needed immediately for new station in major eastern market. Top pay for man thoroughly experienced in systems planning, installation, maintenance and transmitter. Send complete info to Box C-1, BROADCASTING.

Southern VHF network affiliate with expanded facilities. Well-qualified engineers needed for VHF, small market TV station. Good salary, many benefits. Box C-11, BROADCASTING.

Chief engineer—northeast. Good salary, fringe benefits, union. Send resume. Box C-254, BROADCASTING.

Assistant director of Engineering—experience in all phases of television, WQED is building new color facilities. Qualified persons contact Fred Edwards, Director of Engineering, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. Also available for interviews at the NAB Convention.


Wanted: Field engineers to install and test high-power UHF television transmitters. Excellent opportunity with growing organization. Telephone 413-753-5284 or write Townsend Associates, P. O. Box 215, Feeding Hills, Mass.

News

Assistant news director experienced self-starter for mornings. Must know 35, 16mm, be able to gather, write, air. College. Rocky Mountain VHF. Box B-313, BROADCASTING.

TV news writer with TV production and film editing experience. Large group owned TV station in top 10 market. Send resume, etc. Box C-111, BROADCASTING.

Production—Programming, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering and layout. Demanding schedule of live production and syndicated taping to be shared by talented party to fill position. Salary open. Send resumes to Box B-284, BROADCASTING.
Production—Programming, Others
Continued

Program manager—Group owner seeks young man with heavy creative treatment, program and production experience and proven administrative ability. Excellent salary and benefits. Send complete detailed resume of experience and salary history to Box C-133, BROADCASTING. An Equal Opportunity Employer.

Midwest group-owned VHF will add production background to full-time resident of radiation of live production. We have talented creative group but currently lack the person to execute our plans. Write for program and commercial opportunities. Tell us about your training, experience and ambitions. Box C-214, BROADCASTING. Our employees know this of ad.

Program Director—Take charge man with good background needed for brand new station in major eastern market. Must be able to create and develop saleable shows. Some experience in film purchasing helpful. Up to $15,000 for man to fill immediate need. Send complete background info to Box C-68, BROADCASTING.

Promotion director for southern market VHF TV station. Opportunity for top second man in large department. Send resume. Box C-81, BROADCASTING.

Rocky Mountain VHF, NBC affiliate needs aggressive, promotion minded program manager who can work with people. We are a station. The man we need is a self starter who has good ideas and the ability to get them across. Send complete resume and salary requirements to Box C-115, BROADCASTING.

Top ten east coast market has immediate openings for TV-director/producer/training program. At least 2 years college preferred and draft experience. Send resume and photo. Box C-119, BROADCASTING.

Director-Producer. Here's the perfect opportunity for young director, good understanding of background and three to five years station experience to move up. Major radio station with top location and taped schedule. Rush background and salary details to Box C-146, BROADCASTING.

Producer director needed by midwest station, outstanding opportunity for creative person with ability to do own switching. Good salary and many fringe benefits. Send resume and salary requirements to Box C-110, BROADCASTING.

Instructor—Radio-TV-Film experience, master's degree, 3 years lecturing with minimum for 9-month year; duties include basic course training in equipment and FCC laboratory. KSDB FM, Kansas State University, Manhattan, Kansas.

Wanted: Operations manager. Must be able to command charge of producing and directing UHF, with 8% local programming. Unusual challenge. Phone 311-456-259.

TELEVISION

Situations Wanted

Management

Currently program manager top 20 market. Twelve years, all phases, small—medium—large markets. Must move to dry area for child's health. Mountain west, northwest, southwest. Box B-342, BROADCASTING.

TV executive, currently program manager, experience includes 12 years. Seeking relaxation, operations, program management. Must move to Mountain west, MA degree. Box C-125, BROADCASTING.

Television general sales manager. Proven performance national, regional, local sales; successful management and sales management experience required; must have excellent top references. Employed. Box C-125, BROADCASTING.

Announcers

Sportscaster—experienced. Radio and TV, Football, Basketball, Baseball. College grades, good. Box C-132, BROADCASTING.

Technical

First phone w/Radar wants beginners job in west. Box C-124, BROADCASTING.

Engineer with supervisory experience. En- gaging in the fields of experiencing television, radio, including micro. Chief or supervising position on educational Television. Box C-154, BROADCASTING.

NEWS

News director—Extensive major market experience, imaginative writing, top rate delivery, production knowhow add up to efficient operation, producing top ratings. Heavy experience in public affairs, special events and editorial programming. Box C-150, BROADCASTING.

Production—Programming, Others

College grad, 21, married, seeks chance to direct. Background broad, solid news experience. Can double as newsmen. Camera man, film editor, writer, etc. California or southwest preferred. Box C-57, BROADCASTING.

Film documentarian—experienced as Pro- ducer/Director. Writer, illustrator and Editor seeks challenging position. Region local station or film unit in U.S. overseas. Box C-158, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters. Box C-110, BROADCASTING.

For sale

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electro- front, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6’ aluminum complete with dipole and 4½ pole mounting bracket. 1750 mc $125.00 complete. Tuned to 900 mc $175.00 complete. S. W. Electric Co., Phone 418-353-3527, 24th & Willow Streets, Oakland, Calif.

Need 5000 watt AM transmitter . . . good condition only. KCHL, Willson, Arizona.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electro- front, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6’ aluminum complete with dipole and 4½ pole mounting bracket. 1750 mc $125.00 complete. Tuned to 900 mc $175.00 complete. S. W. Electric Co., Phone 418-353-3527, 24th & Willow Streets, Oakland, Calif.

Write, call or wire about information covering trade-in used transmitter, equipment of all makes. Sparta Electronic Corporation, Box 8123, Sacramento, California. 95822, 916-421-2070.

SKW Standard Electronic FM used 3½ years. Also matching stereo generator. WKLS, Atlanta.

Buy with confidence from the complete source of used equipment. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tenn.

Anx. 500 tape recorder, half track, excellent condition, $295, Anpex 630 amp/spk, like new, $100, Fred Barnes, 17 th St. Court, Buffalo, New York, 14225.


5 kw AM transmitter, Raytheon Model- RA-5. Re-winding modulation transformer puts in 15 kw. All you need is your tower and transmitter. Also ideal as a second studio. Box C-142, BROADCASTING.

Announcing

Attention C. P. owners. Complete broadcast ing equipment. You are in the lowest rung of your tower and transmitter. Also ideal as a second studio. Box C-142, BROADCASTING.

FOR SALE—Equipment


MISCELLANEOUS


"DEALING MANUAL"—A collection of dj comedy bits, hits, breaks, adlibs, thoughts. "Broadcast Comedy" Catalog, Show-By-Check Service, 175 E. 36th St., Brooklyn, N. Y. 11220.


Your resumes Migranoged. $3.00 for 100. Box 425, Sharon, Pa. 16146.

INSTRUCTIONS


Be prepared. First class FCC License in six weeks. Top quality theory and labora- tory training. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Ga.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Learn radio on the only school-operated station in the nation. Use the nation's finest practice studios. Highly qualified professionals will train you in announcing, producing, programming, news, sports, writing, directing, setup and much more. Elkins Institute, 2003 Inwood Road, Dallas, Texas 75225.

The masters. Elkins Radio License School of Minneapolis offers the success of the famous Elkins Laboratory and Theory Classes in preparation for the First Class, FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 3, June 12, September 10, October 19. For information, references, write William B. Oden Radio Operational Engineering Institute, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1894. National Academy of Broadcasting, 814 H St. N.W. Washington 1, D. C.

"It's REE and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only $1200. Rooms $612 per week. Must begin every Monday in St. Petersburg, CF, by the Gulf of Mexico, Sarasota by the sea, on Apr. 16—May 23—June 20th. Contact Elkins School of Radio Engineering Institute, 1338 Main St., Sarasota, Fla.


102

BROADCASTING, March 14, 1966
INSTRUCTIONS—(Cont’d)


New England’s only 10 week, First Phone course. Classes offered twice, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students. Starting dates: May 5, Sept. 6. Write to: Northeast Broadcasting School, 883 Boyston Street, Boston, Mass. 02118.


First Class License. Ten week course. 350 hours theory, lab and practical training, $300. Atlantic School of Broadcasting, 511th Street, N.E., Atlanta, Georgia.

Professional School of Radio and Television broadcasting. Courses taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan 48201.

RADIO

Management

WANTED

Crackerjack Sales Managers and sharp Salesmen to join fast growing FM stations in major markets. Ability to handle local retail sales essential. Call of Write Howard Grafton

Audio Sales Specialist

Custom audio equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to:

Help Wanted—Announcers

MORNING MAN

RADIO NOW—TV COMING

Midwest Metro Market Z1 Top 40 Station needs personality for morning shift and offers TV opportunity in near future. Salary open. Send tape, resume and picture to:

Announcers—(Cont’d)

REMARKABLE OPPORTUNITY

for genuine personality seeking recognition.
Creative atmosphere, good pay. Send tape, pic, details.

Box C-17, Broadcasting

MORNING MEN

This advertisement for a future hire.

We need a bright, exciting morning man. A man who is relentlessly consistent in his efforts to dominate a major metropolitan market. We’ll pay for the right man. The right man will prepare each day in advance; he will be informed about the metropolitan area; he will know news; he will work with humor. He will entertain his audience every day. No floats. Audition tape & resume to:

Box C-98, Broadcasting.

WANTED

Strong Personality

for All Night Program on

50kw Clear Channel Station

Do not apply unless you have talk program experience, can produce a good music and talk nighttime show that will attract listeners and advertisers, and have the voice, the wit, and the touch that such a show demands. Send tape and resume to:

Box C-106, Broadcasting.

Production—Programming, Others

PROMOTION PRODUCTION MAN

Needed for No. 1 major market independent. Must be imaginative & able to write commercial copy. Send resume, photo & work samples to:

Box C-99, Broadcasting.

OPERATIONS MANAGER

for top forty major market group station. Must be experienced and successful at promotion, music and format execution. Send complete details.

Box C-158, Broadcasting.

Situations Wanted—News

HOTLINE TO VIET NAM

Veteran newsmen Stan Major is leaving for Viet Nam shortly...to interview servicemen from your area. These short interviews will be available exclusively to you.

Write: 5202 Marina City, Chicago 60610 or call 312-321-1680. IMMEDIATELY!

FLASH! Markets sold include: Cleveland, Washington, D.C., Cincinnati, Boston—others pending.

Situations Wanted—Management

Station in Trouble?

Are you contemplating Career-Changing Per-sonal? Let us construct top ranking C&W oper-ation with competent Management of Music, Programming and Promotion based on 20 years experience. Join the nationwide swing to successful C&W radio and share in the tremendous C&W profits others have enjoyed the past 10 years. All inquiries welcome.

Box C-145, Broadcasting.

AVAILABLE FOR PERSONAL INTERVIEW

NAB CONVENTION, CHICAGO

MARCH 27-30

A recognized, top-flight, radio and television broadcast executive. Twenty-years proven professional and executive ability. Thorough knowledge of industry problems. In-depth experience all phases radio-televison station operation, including networks. Especially skilled in programing & production, news, writing, music, announcing, public relations, promotion, sales. Effective organizer, Efficient manag-er. Works well with people. Strong talent both on and off air. Highest industry references. Desires affiliation with group or management level with medium-to-major market radio and/or TV station. Particularly interested in challenging FM situation. Prefer far west and west coast. Will consider all, however. No hurry to make change. Interested in meeting with principals only. All communication in strict confidence.

Box C-97, Broadcasting.
**TELEVISION—Help Wanted**

**Management**

**TOP EXECUTIVE WANTED**
President of dynamic newly-formed multiple UHF Television group requires the services of a competent young executive to handle setting-up operations. Unlimited future, both professionally and financially. Must demonstrate capabilities for handling group-station management. Must be imaginative, personable, aggressive, willing to travel. Should have both business management and TV sales and programming experience, preferably UHF. Excellent opportunities for young executives with ambition, willing to work an 8 day week. Immediate and attractive return commissaries. Replies treated in strict confidence. Forward photograph and resume to T. F. Spicer, 100 Seventeenth St., Washington, D.C. 20006.

**CATV MANAGER WANTED**

We have openings for men with strong sales and promotional ability who can supervise a new CATV system. You do not need engineering background but some familiarity with technical facilities would be helpful. A base salary plus an incentive plan will earn a good manager a five figure income although the "sky is the limit." Openings in southern and middle western markets. Send full resume to Box C-9, Broadcasting.

**Sales**

**TV STATION SALESMEN**

WITU-TV, CHICAGO, is looking for additional salesmen. Aggressive, experienced in TV, some college education, family men with excellent appearance and best references. Draw against commission. Do got phone. Send complete resume, snapshot, and references to John McPartlin, WITU-TV, Board of Trade Building, Chicago, Illinois.

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**TELEVISION Help Wanted—Technical**

**BROADCAST FIELD ENGINEERS RCA**

Career opportunities for field engineers equipped with experience 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, and free medical insurance for you and your family. Write: D. K. Thorpe, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden N. J.

An Equal Opportunity Employer

**RADIO CORPORATION OF AMERICA**

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**TELEVISION HELP WANTED—Technical (Cont'd)**

**CHIEF ENGINEER**

Pittsburgh-Cincinnati

New UHF Stations of a dynamic 6th station group equipped with the last word in ultra-modern facilities.

Your confidence is fully guarded.

Box C-82, Broadcasting.

**Color VTR Sales Engineer**

The television industry's swing to color has created the need for alert, aggressive Sales Engineers. VTR experience essential. If you are the kind of person we're looking for, you're assured an outstanding future with the leading manufacturer of Color Television and related broadcast equipment.

Salary is commensurate with experience and ability. Interviews will be conducted in major cities, or interview travel expenses paid.

Send complete resume or call Mr. Charles Spicer, Visual Electronics Corporation, One East 40th Street, New York, N.Y. 10016, Telephone (212) 736-5480.

**MISCELLANEOUS**

**BRAIN FOR SALE**

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

**BROADCASTER'S EXCHANGE**

1015 Hartford Bldg, Dallas, Texas

**INSTRUCTIONS**

**LEARN MORE, EARN MORE**

Television Camera Operation Production & Directing

DON MARTIN SCHOOL OF RADIO & TV

1653 N. Cherokee

Hollywood, Calif. 90028

**THE AMPS AGENCY**

BY BROADCASTERS FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, package agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

**THE AMPS AGENCY**

All Media Placement Service

3974 Wilshire Blvd., Los Angeles, Calif.

Telephone 3-3116

BROADCASTING, March 14, 1966
FOR SALE

Stations (Cont’d)

FOR SALE

STOCK SWAP

Profitable, top-rated, well-established AM station—large Southern city, will exchange 100% of its stock for stock of N.T.S.R. listed company or reputable regional O.T.C. corporation. Top management and employees will continue.

FOR SALE NEWSPAPER

40 YEAR OLD AWARD WINNING

FLORIDA WEEKLY

Only newspaper (and no radio station) in coastal city of 12,000. Banker owned, must dispose of because of other activities. Tremendous potential as multimillion dollar beach development opens this year. Three new shopping centers in last 12 months. 100% population growth anticipated within next six years.

PRICED $160,000.

TE 2-9362

Brokers Protected

Box B-326, Broadcasting.

BROADCASTING, March 14, 1966

EMPLOYMENT SERVICE—(Cont’d)

Applications FROM ALL DEPARTMENT HEADS* are now being accepted for presentation to LEADING Radio & TV Stations during the NABConvention.

*Including General Managers, Sales Manager, Program Manager, Production Managers & Chief Engineers, etc.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 9. Reports 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.

Jonesboro, Ark.—American CATV Services (C. E. Fleeter Jr., president), Kingsport, Tenn., has applied for a franchise. The firm, holder of a franchise in Middlesboro, Ky., gets the franchise by paying a franchise fee of $175 and $15,000 per year.

Fleetner, of the franchise has granted the company a franchise. The firm, whose franchise area is the International Telecommunications Service, has a franchise in the franchise area of the requesting firm.

Hernreich, owner KAIT-TV Jonesboro, Ark., and Uel Smith, holder of a franchise in Jonesboro, Ark.

Imperial Beach, Calif.—International Telecommunications Service, has granted the company a franchise. The firm, whose franchise area is the International Telecommunications Service, has a franchise in the franchise area of the requesting firm.

The franchise has been granted to the company a franchise. The firm, whose franchise area is the International Telecommunications Service, has a franchise in the franchise area of the requesting firm.

Bradley, Ill.—Kankakee TV Cable Co. (Kankakee Journal-Mid America Stations), has applied for a franchise. The company, which has held a franchise in the franchise area since 1964, has applied for a franchise in the franchise area of the requesting firm.

Three other firms have applied for a franchise in the franchise area of the requesting firm.

Aberdeen, Md.—Multiview Cable Co., Havre de Grace, Md., has been granted a nonexclusive franchise. The company has applied for a franchise in the franchise area of the requesting firm.

Bel Air, Md.—Multiview Cable Co., Havre de Grace, Md., has been granted a nonexclusive franchise. The company has applied for a franchise in the franchise area of the requesting firm.

The franchise has been granted to the company a franchise. The company has applied for a franchise in the franchise area of the requesting firm.

Springfield, Mo.—Steve Fox and Robert B. Murray have applied for a franchise. Other applicants are Springfield CATV Inc., Springfield Cable TV, Springfield Cablevision, Springfield Telev. and Ozark Empire Vision.

Neighborhood TV, Oh.—Neighborhood TV Cable Inc., Eugene, Ohio, has been granted a 20-year exclusive franchise. The company has applied for a franchise in the franchise area of the requesting firm.

Lebanon, Ohio—Liberty KETZ Television Co. (Donald E. Tykeson, general manager), Eugene, Ore., has applied for a franchise in the franchise area of the requesting firm.

If approved, the firm would pay 3% of the annual gross revenue to the city. The installation fee would be $25 and the monthly fee would be $25. Service would be provided from both Eugene stations, four Portland stations, the Corvallis educational channel, and the educational channel in Portland, all Oregon.

Broomfield, Pa.—Cox TV Antenna Systems Inc., a subsidiary of North Pittsburgh Telephone Co., (represented by George Kiefer) has applied for a franchise. Monthly service charge would be $4.50 with the city receiving 2% of gross revenue.

New call letters requested

KOXG (FM) Garden Grove, Calif.—Audio International Inc. has requested KITB (FM), WORT New Smyrna Beach, Fla.—Radio New Smyrna Beach, Inc., has requested WQAK (FM), Vinncennes, Ind.—Vincennes University has requested WQAK (FM), MeClen, Tex.—Rio Broadcasting Co. has requested WQAK (FM), Collierville, Tenn.—Piper Broadcasting Co. has requested WPID.
He takes his hobby to work with him

"I had always been interested in advertising," he recalled. "I tried selling real estate for a little more than a year after my discharge from the Army. But I wasn’t happy about it. I soon found out that radio excited me, challenged me."

He prefers radio to television, he explained, because he finds the medium possesses a day-to-day challenge in developing the daily product of music and news. In TV, he contended, the programming is largely from outside sources, reducing creative contributions from station management. For almost seven years, he worked at stations in the Washington area. In 1954, John Kluge, now board chairman of the rapidly expanding Metromedia communications empire entered, Mr. Glascock’s life, professionally speaking.

He invited Mr. Glascock and six other executives to join him in acquiring and operating a group of stations under the corporate umbrella, Kluge Broadcasting. Mr. Glascock accepted and became a partner with Mr. Kluge in WKDA Nashville, where he served as executive vice president and general manager.

When Mr. Kluge began assembling what was to become the Metropolitan Broadcasting complex of TV-radio stations and purchased WHK Cleveland in 1959, he installed Mr. Glascock as vice president and general manager. In 1960 he was moved to WIP Philadelphia where he had a similar title. In January 1965 Mr. Glascock was transferred to the company’s WNEW as vice president and general manager.

New Mission: Mr. Glascock views his mission at WNEW as different from that at either WHK or WIP. At WHK, he reported, he was heading a station that wasn’t a factor in the market but through a change in format to top-40 music and aggressive sales and promotion, moved into strong contention. At WIP, he added, the station was profitable but "lacked a consistent sound pattern," which was instituted and helped improve operations.

"Here at WNEW I inherited a station that was profitable, grossing more than $7 million a year, and had the value of a good name," he observed. "WNEW has the same format it had 33 years ago. My principal objective here was to make the operation more efficient. I think we have made headway through certain refinements we have introduced."

His long-time associate and superior, John Kluge, believes a chance remark he made to Mr. Glascock 13 or 14 years ago changed the course of the WNEW general manager’s life.

"You know, Harvey," Mr. Kluge pointed out to him at that time, "there’s more to radio than Washington, D. C."

Through expanding his horizons geographically, Mr. Kluge observed recently, Harvey Glascock was "extended to broaden his radio background in a variety of situations and has developed into an outstanding radio broadcaster."

The mobile life also has affected Mr. Glascock on a less extral, but still personally important level: He has shifted his allegiances, in turn, from the Washington Redskins to the Cleveland Browns, the Philadelphia Eagles and the New York Giants professional football teams.

BROADCASTING, March 14, 1966
Fair warning

THE Senate Communications Subcommittee is preparing for a comprehensive review of federal regulation that affects the nature and extent of broadcast journalism. The principal focus of the subcommittee's attention is for the moment on the fairness doctrine, but the inquiry is bound to go beyond that. There will no doubt be an opportunity for examination of the whole philosophy of government regulation as it applies to the function of radio and television as news media.

The question now is whether significant numbers of broadcasters are preparing to take advantage of the forum that the subcommittee will provide when it begins its hearing. There is evidence that the Radio-Television News Directors Association recognizes the opportunity.

The RTNDA's president, Bob Gamble of WFBM-AM-FM-TV Indianapolis, has asked all members to supply him with information documenting problems that have been caused by federal controls. We have no doubt that if the membership responds as it should, the RTNDA will be able to present a strong argument for journalistic liberation.

But the RTNDA cannot carry this load all by itself. It lacks large financing and can contribute only part-time manpower. What is needed here is the kind of massive campaign that broadcasters instinctively mount when confronted by government action that directly affects their P&L statements.

The regulations flowing from the fairness doctrine and the equal-time law in which it is contained have been a serious deterrent to the development of broadcast journalism. They ought to arouse among all broadcasters at least as much opposition as is aroused when, for example, the FCC attempts to impose limitations on the number of commercials a station may broadcast.

According to reliable indications, the subcommittee's hearing will commence in June. That doesn't give the broadcasters a minute's more time than they need to work up their testimony.

Not to be brushed off

WE hope that NBC's new concept for measuring radio audiences will get an unprejudiced reception and a fair test, because we think it could, if it proves valid, do much to upgrade radio's salability as an advertising medium.

As reported elsewhere in this issue, the technique was designed to produce, for the first time, national audience figures for radio on a cumulative, individual-listener basis. With "cumes," radio would go to a great extent be freed from the inhibiting influences of ratings that describe a one-shot audience. It would have the figures needed to compete with other media on their own box-car terms.

NBC's first findings, for instance, show that in a week's time 90% of all U. S. adults listen to radio—a level that is three points higher than television's. For another example, they indicate that one-eighth sponsorship of one specific network news series reaches an unduplicated audience equivalent to that of television's Danny Kaye Show, Run for Your Life or one installment of Peyton Place—and, more to the sales point, does this at a cost of $15,000 as against approximately $40,000 for a minute in one of those network TV programs.

The technique was designed primarily for measuring network radio audiences. But all radio obviously would benefit if advertisers and their agencies began to see and think of radio in the same massive audience numbers they now associate with television.

We said we hope it gets a fair shake. A volley of sniper fire greeted the first findings. Two networks were miffed about the figures shown for them. Their complaints, however, seemed directed against the sample used in the first study and the propriety of NBC's releasing figures of its competitors. The sniping does not seem to be directed, at least not yet, against the methodology itself.

If the sample was faulty, it can be corrected, and differences over the proprieties can be straightened out in time. The important thing is the methodology. Many experts were said to be enthusiastic. Tom Coffin, NBC research vice president and chief architect of the plan, openly hopes for refinements but appears confident that the approach is basically correct. Others, equally respected, have reservations and want further tests but consider it promising enough to interest them in helping with the tests.

We hope it works. We hope it gains acceptance. It could give radio the confirmation of the magnitude that radio in fact already has.

It's about time

BEFORE the advent of audio tape after World War II the broadcasters' biggest semi-annual headaches were the transitions to and from daylight savings time. But even with the perfection of video as well as audio tapes, which give broadcasters flexibility in recording programs for playback in usual local slots, there is inordinate disruption of schedules accentuated by lack of uniformity in switch-over dates among the states and even among communities within individual states.

Suddenly there is within legislative reach a new and happier era of uniform time standards. The House Commerce Committee has reported favorably a bill passed by the Senate last year that would require states observing DST to start and end on the same dates. Uniform switch-over dates would be effective this year, to begin the last Sunday in April and end the last Sunday in October. And effective next year the bill would require uniform time—either standard or daylight—within each state.

Even though the cows may not like it, we think broadcasters should do their utmost to encourage the House to approve the action of its Commerce Committee.
Give the gang our best.

"Courtesy of Canada Dry Corporation"
Los Angeles is the nation's number one color market. Count the color television homes: over half a million. More than in any other market in the country. KNBC is Los Angeles' number one station in viewing audience. Color programing is a big reason. We've been at it for more than ten years, along with the whole NBC Television Network. (Today, virtually every KNBC program is color.) All that experience must show, or color wouldn't be so popular here in Los Angeles. We intend to do better, too. That's the nice thing about being part of the Full Color Network. We only have to top ourselves.

Represented by NBC Spot Sales

*Nielsen Station Index, December, 1965: color homes based on NSI areas; total viewers, 9 AM to 12 Midnight, Sunday though Saturday. Note: Audience and related data are based on estimates provided by Nielsen and are subject to the qualifications issued by this service. Copies of such qualifications available on request.