



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Is a test of the FCC's program authority in the future? p35
Pulsebeat at TFE: search was on for first-run color. p106
ABC-TV's fourth commercial restricted to Batcave. p38
ABC-ITT stress competitive benefits in merger filing. p66

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What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

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STORZ

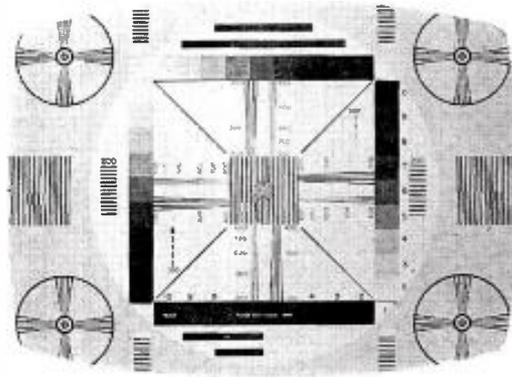


WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTTX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WAM Mia
(Blair)

If you want to broadcast the sharpest TV,



be sure you use the picture-perfect tape

MEMOREX
PRECISION MAGNETIC TAPE

Two important points of superiority you'll find in Memorex video tapes—both of which result in visibly better pictures—are their super-smoothness and their high-conductivity coating. These features result in absence of dropouts, picture clarity, and freedom from static build-up. You'll also get significantly reduced head-wear and a greater number of re-plays—a direct benefit from Memorex's experience in

producing premium error-free tapes for computer use.

If you'll write Memorex Corporation at 711 Memorex Park, Santa Clara, California 95052, we will send you video tape specification data and a bibliography of technical information available from the Memorex library of reprints. Also let us know, by letter, if you'd like a free sample reel of Memorex video tape.

TO LET
L-SHAPED ROOM
Leslie Caran starring in the
stark, gripping, drama "The
L-Shaped Room". One of
the sixty great post-60's.
There is more of what you're
looking for with the new
Screen Gems Post-60's.
SCREEN GEMS

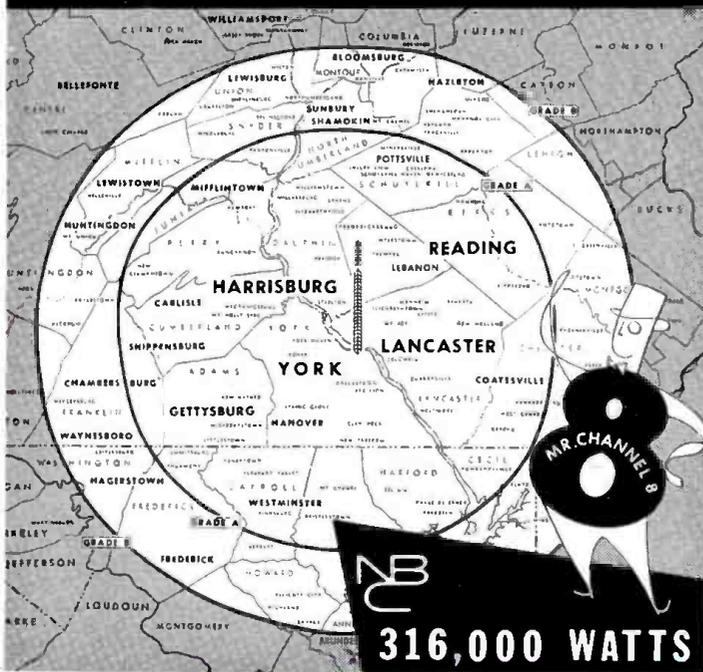


the WGAL-TV market lives the good life

\$815,208,000 in food sales*



MULTI-CITY TV MARKET



Channel 8 has top preference* of viewers in a prosperous market. Lancaster-Harrisburg-York-Lebanon, plus many other areas, boasts 14% color penetration*. With the incomparable WGAL-TV combination of audience preference and color-full appeal, you can be sure your message is seen, remembered, acted on. Channel 8 will deliver the good life for you.

WGAL-TV
Channel 8-Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

+SALES MANAGEMENT Survey of Buying Power 6/10/65

*These statistics are based on ARB and Nielsen estimates, and subject to inherent limitations of sampling techniques and other qualifications issued by those companies, available upon request.

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

Rule on fairness

Broadcasters seeking ways of testing FCC's fairness doctrine without losing their license (see page 35) may soon have new one. Commission staff is recommending parts of doctrine be codified in commission rules. Parts staff proposes for incorporation are those relating to personal attack—in which station must notify person of attack and offer time for reply—and to station editorials for or against political candidates.

Doctrine is now FCC policy drawn from Section 315 (equal-time) of Communications Act. But incorporation in FCC rules would enable commission to impose fines in cases of violation, and stations that want to test doctrine could violate rule, then refuse to pay fine. Case would then be pressed by Justice Department in federal court. And Supreme Court could be final step.

On the spot

ABC-TV's fourth-minute project, despite last week's truce (page 38), has provoked second-thoughts for some members of FCC who will be called upon to consider approval of merger of ABC with International Telephone and Telegraph Co. After exposure to network affiliates at National Association of Broadcasters convention last week, one commissioner said he is inclined toward full-dress hearing instead of possible approval on basis of "paper" presentation or *en banc* oral argument.

Commissioner said he thought raising of fourth-spot issue was "timed very badly" and that it appeared commercial department of network doesn't maintain communications with executive and legal departments, else issue would not have been provoked before approval of merger. With two and possibly three members of FCC usually in favor of hearing on major transfers, it was reasoned that controversy over fourth minute might be enough to swing almost certain "expedited action" on \$350 million ITT-ABC merger into more protracted consideration.

Death in the sticks?

Here's surprise twist expressed by major agency buyer of TV network shows. He thinks next season's schedules may mark turnabout in what has become standard development in past years: pans by big-city critics but

CLOSED CIRCUIT®

pleased viewers in hinterland. On basis of all next-season shows screened, he predicts upbeat in critical approval but questionable reactions among general run of viewers. New-season's shows are slick, sophisticated, "beautifully produced with bright dialogue," this buyer says. Many are laid in big cities and aimed at cosmopolitan audience. "But," he asks, "how great will they go over out of town?"

Full portfolio

Negotiations for sale of ch. 38 WIHS-TV by Boston Catholic TV Center Inc. to Storer Broadcasting Co. for about \$2.8 million were reportedly completed last week. Station, on air since October 1964, uses 214 kw visual and 107 kw aural, represents investment of more than \$1 million in equipment and has base hourly rate of \$500. Archdiocese of Boston owns 72% and president and general manager Austin A. Harrison, 28%.

Storer, which now owns full quota of VHF stations, is reactivating its ch. 23 WGBS-TV Miami, dark since April 1957. With FCC approval of WIHS-TV transfer it would have maximum of seven television stations. Storer now owns control of Northeast Airlines, with headquarters in Boston. Boston Archdiocese plans to apply to operate instructional fixed TV stations in 2500 mc. band for noncommercial in-school operation after ch. 38 transfer.

Census on fairness

Senator John O. Pastore (D-R. I.), continuing preparations for investigation of FCC's fairness doctrine, soon will question all broadcast licensees about extent of their editorializing, open mike shows and steps they have taken to insure that all sides of controversial issues are heard. Questionnaire is still being drafted and cannot be sent until inquiries from syndicators are returned (CLOSED CIRCUIT, Feb. 28). From syndicators, senator's staff expects to get list of "controversial" programs and will ask licensees which they carry.

Tough case

FCC is in bind over court of appeals decision on WLBT-TV Jackson, Miss., wherein court reversed, remand-

ed and retained jurisdiction in case fraught with emotion over civil rights (BROADCASTING, March 28). Even though FCC was reversed, liberal commissioners might want to let decision stand without appeal because it seems to sustain FCC's rights to regulate programming beyond their wildest dreams.

Offsetting that enthusiasm, however, is widespread notion that unanimous three-judge opinion allowing "listening" audience standing in hearings, is bad law and would not stand up on appeal to Supreme Court. But even highest court, in minds of some, has become emotionally involved in civil rights. FCC has 90 days from March 25 to make up its mind on petition for review.

To help image

General Motors Corp., Detroit, is reported to be assembling lineup of about 125 TV stations to present one-hour color documentary program on auto safety. Film program, now titled "Destination: Safety," is being produced by David H. Wolper. It is scheduled for showing week of April 17-24.

General Motors will pick up production tab plus time costs on stations, but is understood to have waived regular commercial spots in favor of courtesy identification line. Agency is Campbell-Ewald, Detroit. Trade speculation is that program is part of GM effort to upgrade its corporate image, which lost some luster in recent weeks after GM was disclosed to have put private eyes on trail of author of book criticizing auto makers.

Back in the business

More than one well-known name is involved in pending \$325,000 sale of WSKP Miami (CHANGING HANDS, March 14). Seller is William F. O'Neill, of RKO General O'Neills. Associated with Ed Winton, former manager of WQMR Washington-Silver Spring, Md. in acquisition is Mrs. Myer Feldman, wife of former counsel to Presidents Kennedy and Johnson. Mrs. Feldman owns 35%. Before Mrs. Feldman entered White House with President Kennedy, her family owned interests in several local radio stations.

Q

At what age
are Philadelphians
sold on radio?

A

Wibbage! The "In"
name for WIBG
Radio 99
Katz has the
vital statistics



Represented Nationally by The Katz Agency, Inc.

STORER BROADCASTING COMPANY	LOS ANGELES KGBS	CLEVELAND WJW	MIAMI W'GBS	TOLEDO WSPD	DETROIT WJBK	WIBG PHILADELPHIA
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Is court test of FCC programming authority in offing? This was key question raised in Chicago as Henry said station would not have to put license on line in challenge. NAB ready to get in act. See . . .

TEST OF CONTROL . . . 35

Affiliates ask ABC-TV to eliminate fourth spot on 'Batman.' Network tables move to place fourth spot on all 7:30-8 p.m. shows but says 'economic pressures' will force it to do something—maybe reduce compensation. See . . .

TABLES BATSPOT . . . 38

ARMS study rates 'yesterday personal recall' and 'personally placed radio-only weekly diary' as two radio measuring methods that come closest to ARMS standards. Multimedia diary shows lowest audience figures. See . . .

ARMS RATES TECHNIQUES . . . 90

Henry answers Wasilewski and Taishoff. Says broadcasters should use freedom they now have. Blasts industry's inaction on cigarette spots. Urges stations to 'continue better service' to public. See . . .

MORE DARING TV . . . 58

Continuing struggle to get longer licenses may finally be getting help. Rep. Krebs questions need for any licenses. Commissioner Cox says FCC, with Budget Bureau pressure, is looking into subject. See . . .

LONGER LICENSE TERMS? . . . 94

Back in mainstream of convention activities, Television Film Exhibitors find stations want features; all they can get their hands on. First-run and color playing major roles in search for product. See . . .

BIG SEARCH . . . 106

ABC and ITT had all information ready as merger application is filed with FCC. They emphasize that commission should consider it in light of RCA-NBC operations and CBS's tie-in with other interests. See . . .

ABC-ITT MERGER . . . 66

Color equipment, once again, leads consumer list at NAB convention. Back orders may delay many deliveries until next year. Other big items: Westel's TV-tape camera and MVR's stop-action TV-disk recorder. See . . .

CASH REGISTERS RING . . . 95

P. Lorillard, one of big six tobacco companies, resigns Cigarette Ad Code after FTC gives green-light on advertising tar and nicotine content. Grumbles again heard about Meyner's one-man rule. See . . .

LORILLARD EXITS . . . 54

NAFMB has biggest convention ever: Shouts 'we are here' as selling force and moves to strengthen association. Hears Pulse will add FM to ratings book in July. Triangle's Vaden lambasts FM promotion. See . . .

MORE LONG PANTS . . . 76

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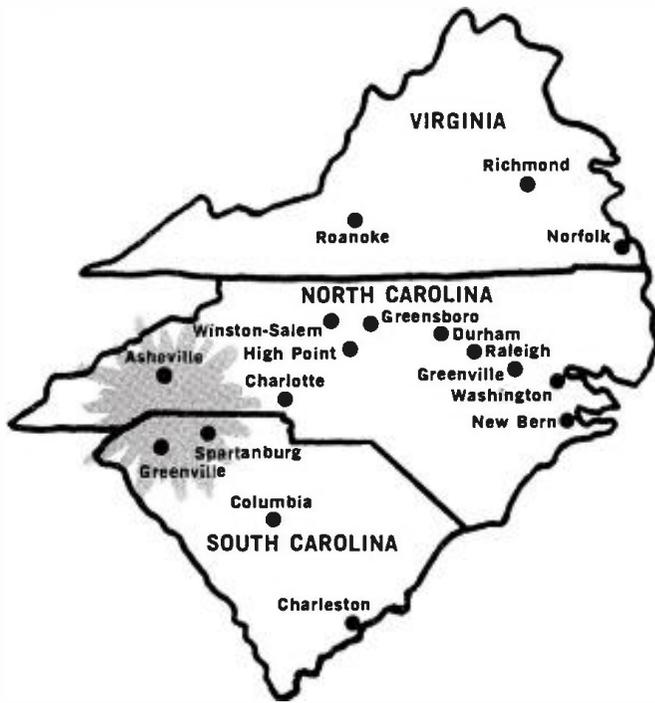
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**ARB Says . . .
We have the
largest TV
market in the
Carolinas and
Virginia**

RANK	MARKET	TOTAL HOMES
7:30-11:30 P.M.		
1.	GREENVILLE - SPARTANBURG - ASHEVILLE	219,000*
2.	Norfolk	206,700
3.	Greensboro - Winston-Salem - High Point	191,500
4.	Charlotte	186,300
5.	Richmond	157,800
6.	Raleigh - Durham	143,500
7.	Roanoke	142,900
8.	Greenville (N. C.) - Washington - New Bern	105,100
9.	Columbia	80,200
10.	Charleston	75,400

* The Giant Share . . . 42% . . . of this prime time audience belongs to WFBC-TV, according to ARB.

For more facts, rates and availabilities, contact the Station or Avery-Knodel.

(Above figures are ARB estimates only and are subject to the limitations expressed in individual market reports.)

wfbc-tv

GREENVILLE, S. C. CHANNEL 4

Signal Coverage in the Southeast . . .

Offering advertisers coverage of more than 1-million homes in six southeastern states.

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



Kennedy wants cigarette code for TV-radio

COMMENDS HENRY; KORNEGAY, HOWEVER, DISAGREES

Senator Robert F. Kennedy (D-N. Y.) Friday (April 1), assailed both broadcasters and cigarette industry for not moving to curb appeals to young people in advertising of cigarettes.

Senator contended that "events since passage of legislation requiring health warning last year have tended to prove that warning is inadequate." And, he added, "if the Senate is not going to legislate more extensively, the limitation on the Federal Trade Commission jurisdiction is unfortunate."

Mr. Kennedy cited new report by Surgeon General's office which, he said, stated that information far underestimated "hazards to health involved in smoking."

He then turned to speech of FCC Chairman E. William Henry at National Association of Broadcasters (see page 58) and stated that "only a few hours of television viewing will show that Chairman Henry's description is wholly accurate."

He charged that "the cigarette industry and the broadcast industry are actively luring thousands of youngsters to take up a habit they may never be able to break."

He called for more stringent self-regulation of cigarette industry and

asked broadcasters to regulate the kind of advertising it accepts. And, he pointed out, "if the broadcasting and cigarette industries will not regulate themselves, the government will have to do it for them."

If no action is taken, senator said, President should propose legislation in time for action in present Congress.

In another comment on Chairman Henry's speech, Representative Horace E. Kornegay (D-N.C.), member of House Commerce Committee, blasted "attempt to assume the authority and responsibility delegated to the Federal Trade Commission."

He asked: "Has Chairman Henry so little to do, as head of one of our major agencies, which has some troubles of its own in respect to broadcasting . . . and community antenna television?"

"Is he unaware," he continued, "that the Congress . . . passed a law which specifically prevented the FTC and others from adopting any requirements on cigarette advertising, other than those already in effect, for a period of four years?"

Mr. Kornegay charged that Chairman Henry "would now presume to willfully ignore the expressed intent of Congress."

Calls 50/50 proposal 'middle of the road'

Chief architect of FCC's 50-50 proposal told audience of television film industry representatives Friday (April 1) that that proposal is middle-of-road effort to promote competition in creation and procurement of television programs.

Ashbrook P. Bryant, chief of commission's office of network study, discussed proposed rule in speech at Third Annual Hollywood Festival of World Television, in Palm Springs, Calif.

Mr. Bryant said proposal, which would prohibit networks from owning or controlling more than 50% of their non-news, prime-time programming, is intended to promote diversity.

Proposal, he said, is not designed as "panacea" to create best of all commercial worlds but is intended to reap for industry and public whatever benefits in diversity and quality of program-

ing that improved competitive conditions can bring.

Mr. Bryant appeared to take swipe at report of Arthur D. Little research organization, which was commissioned by networks and which questioned number of conclusions and findings of commission's proposal (BROADCASTING, March 7).

Report's findings brought into question commission conclusion that first-run prime-time syndication market had virtually disappeared. It also questioned implication in commission proposal that networks are deliberately crowding out advertiser-supplied programs for selfish motives.

Mr. Bryant quoted Taft Schreiber of MCA as testifying in commission hearing in January that there is "virtually no production at present of new programs for pure syndication."

He also quoted Mr. Schreiber as stating that "With a few exceptions . . . the potential of finding a slot for brand new, untried programs [in network evening time] would depend upon network participation."

Color TV spots for Klopman

Klopman Mills, subsidiary of Burlington Industries Inc., through Altman, Stoller, Chalk Advertising, all in New York, starts its first television spot campaign in major markets today (April 4). Color commercials in New York, Chicago, Philadelphia and six other major cities will dramatize theme, "Fabric you can lean on by Klopman." Plans are under consideration for expanding campaign into twenty additional markets.

Heavy TV-radio billings in Cue, Halo move to Esty

Approximately \$7.5 million in Colgate-Palmolive Co. billings were transferred from D'Arcy Advertising, New York, to William Esty Co., New York, it was reported Friday (April 1). This portion of C-P business allots estimated \$6.5 million to TV-radio.

Leaving D'Arcy and moving to Esty are Cue Toothpaste (\$5 million) and Halo Shampoo (\$2.5 million). D'Arcy will continue to handle Wildroot, Halo Hair Spray, new toothpaste currently in test markets. D'Arcy has been assigned new C-P project in men's toiletry field, which could amount to more than \$4 million.

Colgate said change was made to maintain proper balance between established and new products within agencies and to avoid conflicting brands within same agency.

KBIM-TV antenna falls

KBIM-TV Roswell, N. M., which went on air March 9, went off Friday (April 1) when its 2,000-foot tower fell, according to Vernard, Torbet & McConnell, station sales representative. Cause was not learned immediately, but spokesmen said station hoped to be back on air in "about six days" with antenna atop 400-foot segment that remained standing.

New partners at Tinker

Promotion of three associates at Jack Tinker & Partners, New York, is being announced today (April 4) by agency. New partners are Barrett Welch, who is in charge of account service, and Gene Case and Bob Wilvers, co-creative directors. Another appointment announced was that of Frank Gilday, who

has been president of Communications Affiliates Inc., as business manager of Tinker & Partners.

FCC faced with bids for CATV waivers

With four new petitions filed last week FCC is now faced with total of seven petitions for hearing or waiver of new rules affecting community antenna TV systems in top 100 TV markets.

Latest petitions concern these markets: Binghamton, N. Y. (82nd TV market), Kansas City, Mo. (24th), Johnstown-Altoona, Pa. (41st), and Chattanooga (92nd). Petitions deal with rule prohibiting CATV's from importing signals beyond their grade B contours into grade A coverage areas of stations in top 100 TV markets.

Chenor Communications Inc. asked for waiver to enable it to bring signals of WPIX(TV) and WOR-TV, both New York, to its system in Chenango Bridge, N. Y. Town is five miles from Binghamton.

United Transmission Inc., Kansas City, Mo., filed two requests for hearing in relation to its CATV systems in Warrensburg, Mo., and Roaring Spring, Martinsburg, Greenfield Township and Freedom Township, all Pennsylvania.

Stephen Vaughan & Associates asked for waiver of rules to permit it to bring distant signals to system in Cleveland, Tenn., which is within grade A contour of three Chattanooga TV stations.

One of earlier petitions was from Buckeye Cablevision Inc. asking for permission to carry signals to its system in Toledo, Ohio. On same day Buckeye filed petition for waiver, commission gave Buckeye 30 days to show cause why it should not be ordered to stop importing signals of WKBD-TV Detroit and WJIM-TV Lansing, both Michigan (BROADCASTING, March 28).

First petition for waiver was from Cosmos Cablevision Corp. asking permission to carry three Columbia, S. C., signals to system in North Augusta, S. C., which is within grade A coverage area of two stations in Augusta, Ga. (BROADCASTING, March 14).

Second petition was from Martin County Cable Co., Stuart, Fla., which wants to import signals of all five Miami TV stations. Stuart is within grade A coverage area of two West Palm Beach TV stations (BROADCASTING March 21).

Rogers and CATV bills

Broadcast representatives, scheduled to appear before House Commerce Committee tomorrow (April 5), were on notice last weekend that Representa-

WEEK'S HEADLINERS

A. J. (Pete) Miranda, VP and eastern director of TV-radio for Campbell-Ewald Co., New York, has resigned to become VP in charge of VPI Productions Inc., New York, TV commercial affiliate of Video Pictures Inc. Mr. Miranda has been with Campbell-Ewald for 15 years as writer, producer and executive.

Alfred G. Kirchofer, 73, president of WBEN Inc., Buffalo, N. Y., retired as editor of *Buffalo Evening News*, Friday (April 1). WBEN Inc. is licensee of WBEN-AM-FM-TV. Mr. Kirchofer had been newsman for more than 55 years and was in broadcasting for more than 35 years.

For other personnel changes of the week see FATES & FORTUNES

Walter Rogers (D-Tex.) still wants to prohibit FCC from assuming jurisdiction over community antenna television systems.

In speech to Texas Community Antenna Television Association in Dallas Friday (April 1), Mr. Rogers asked support for his bill (HR-12914) and, in point by point criticism, warned of dangers to CATV and broadcasters if FCC bill (HR-13286) is adopted.

When Commerce Committee resumes hearings tomorrow, witnesses will be National Association of Broadcasters and Association of Maximum Service Telecasters (see page 72).

Lineup at ABC's golf range

ABC-TV has sold out series of six golf tournaments to be shown April through September. Advertisers include DuPont and General Electric, as primary spon-

Happiness is new buyer

Representative of U. S. Rubber happened to wander into Seven Arts Associated Corp. exhibit at last week's NAB convention and noticed U.S. Rubber golf balls used as promotion for film packages. He became interested, decided to stay around for screenings and now may sponsor Seven Arts' new animated series *Marine Boy*, nationally by placing it on stations. Advertiser has gone back to New York where decision will be made, possibly in next two weeks.

sors, both through BBDO, New York. Also being represented are Aluminum Co. of America (Ketchum, MacLeod & Grove, Pittsburgh) and Goodyear Tire & Rubber (Young & Rubicam, New York). Schedule includes Tournament of Champions at Las Vegas, U. S. open, U. S. women's open, British open (live by satellite), PGA and U. S. men's amateur open.

NBC color crime special to preempt full evening

Three-and-half hour NBC News special colorcast examining organized crime in U. S. and its effect on lives of individuals and nation's economy will be carried on Aug. 25 (7:30-11 p.m.), NBC announced.

Titled "American White Paper: Organized Crime in the United States," special will preempt network's entire prime-time schedule, marking third time in three years that NBC News has presented program of extended length. Others were three-hour program on civil rights in 1963 and three-and-half hour telecast in 1965 on U. S. foreign policy since 1945.

Fred Freed will be executive producer of special on organized crime.

Patriotism awards given to stations and program

Three radio stations, one television station and one radio series were scheduled to receive 1965 Vigilant Patriot Recognition awards Saturday (April 2) from All-American Conference to Combat Communism.

Conference is Washington-based organization made up of 37 national associations with combined membership of 40 million.

Station recipients: WCKT(TV) Miami for *Outlook* and *Florida Forum* series; WHK Cleveland for *Highlight of Education*, produced in cooperation with Soviet and Eastern European Institute of John Carroll University; KRSA Salmon, Idaho, for editorial on U. S. Constitution, and KWAT Watertown, S. D., for program on Americanism.

Award was also given to American Security Council, Chicago, for its weekly radio program which is heard on 900 stations.

Awards are given annually for "outstanding performance in informing the American public about threats to American freedom."



**WGN
has
grown
to...**

WGN CONTINENTAL BROADCASTING COMPANY

**WGN Radio
WGN Television
Mid-America Video Tape
Productions
Chicago, Illinois**

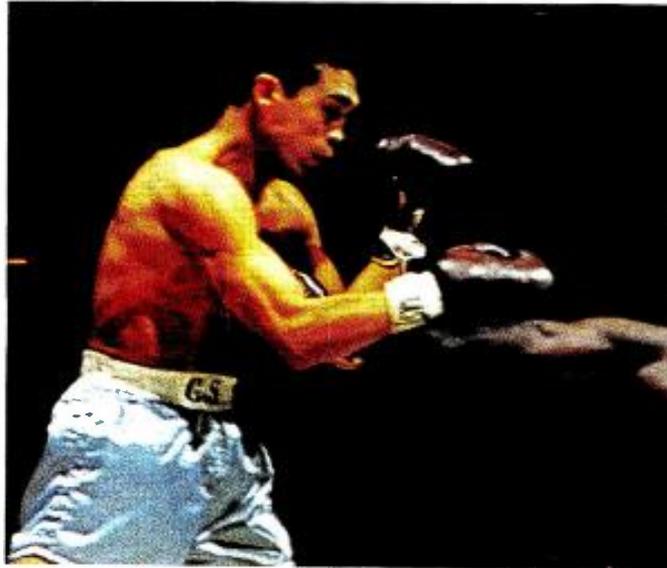
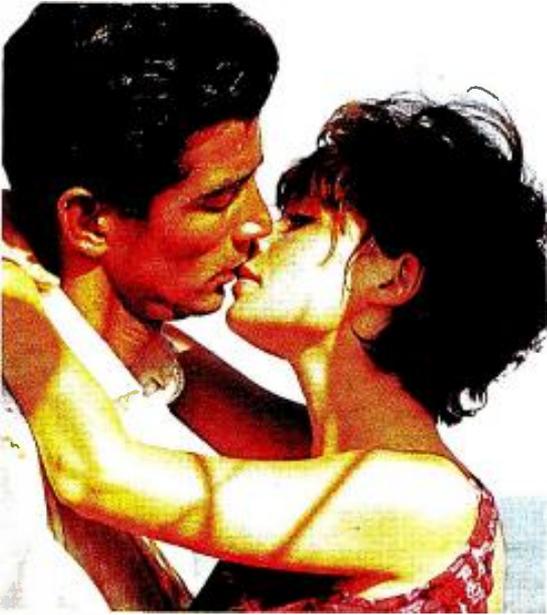
**KDAL Radio
KDAL Television
Duluth, Minnesota**

**KWGN Television
Denver, Colorado**

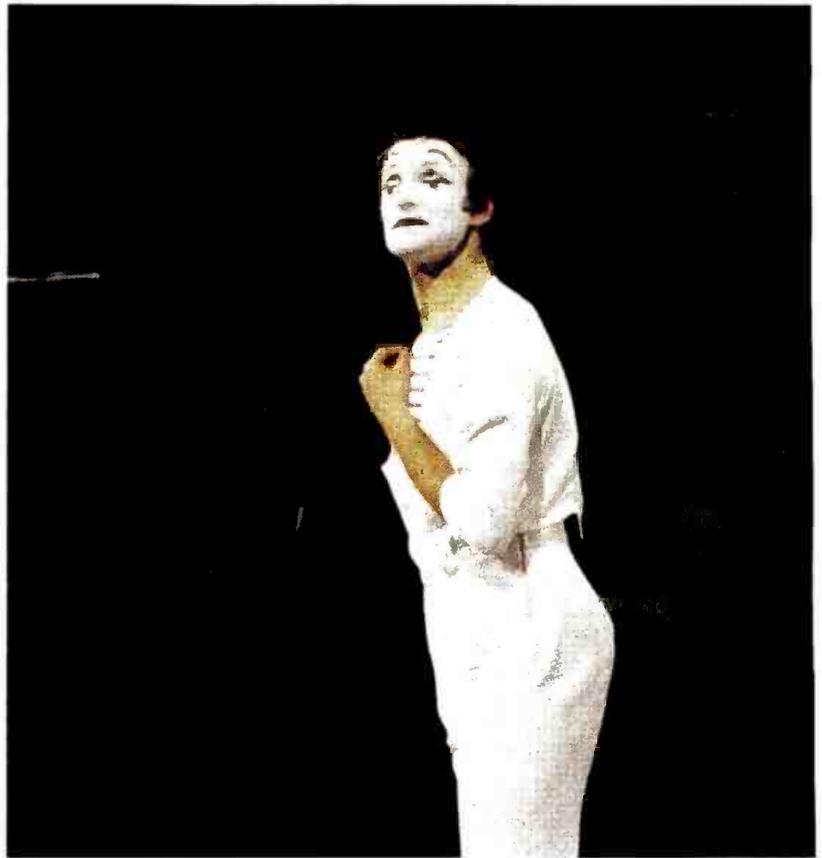
**WGN Televents
Community Antenna Television
Michigan**

**WGN Continental
Sales Company
New York—Chicago**

RKO General is n



ow in Production.

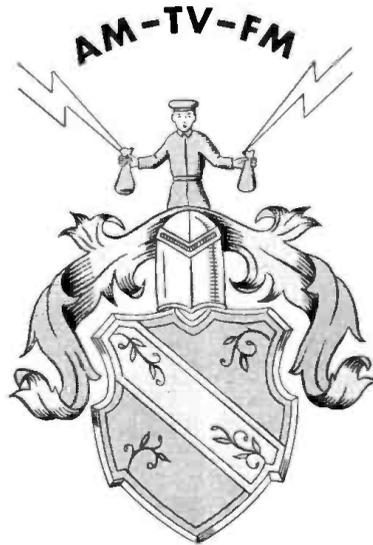


Movies in color, series in color, sports in color, specials in color. RKO General is doing them all. For openers, we've just completed sixteen full-length adventure, spy, science fiction movies. And we're making more. Next, by special arrangement, we take

you to Madison Square Garden for championship fights, tennis, track — just about every sport and entertainment spectacle — most of it live, all of it in color. In series, we're offering everything from convivial discotheque to controversial talk. Color spe-

cial, too, ranging from the first international aero classic hosted by Jimmy Stewart, to a mime named Marcel Marceau in his first television special. It's only the beginning — RKO General is now in production.





Optical conclusion

“ORIGINALITY is simply a pair of fresh eyes,” said T. W. Higginson. The fresh viewpoint is apparent in the way any Fetzer station works to serve viewers, listeners and advertisers.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

DATEBOOK

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

■Indicates first or revised listing.

APRIL

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 5—New York regional meeting of Broadcasters Promotion Association. Speakers will be Don Curran, general manager, KGO San Francisco, and George A. Koehler, station manager WFIL-AM-TV Philadelphia. Waldorf Astoria hotel, New York.

■April 6—"My favorite moment in television" forum, presented by the New York chapter of The National Academy of Television Arts and Sciences in cooperation with the Museum of Modern Art Film Library. Filmed excerpts from Academy members' own productions will be shown. Museum of Modern Art, New York.

■April 11—Annual meeting of stockholders of Wometco Enterprises Inc. to elect directors and to transact other business. WTVJ-TV Studio, 316 North Miami Avenue, Miami.

April 13—Workshop on advertiser-agency financial relationships sponsored by Association of National Advertisers. Program chairman will be Frank J. Harvey, manager of advertising controls, General Foods Corp. Plaza hotel, New York.

April 14-15—1966 College Conference of the International Radio and Television Society. Hotel Roosevelt, New York.

April 14-25—44th Milan Trade Fair, including the annual spring meeting of MIFED, 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 6 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. 31.

April 15-18—Spring meeting of West Virginia Broadcasters Association. Speakers include Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee, and Vincent T. Wasilewski, president of National Association of Broadcasters. Wilson Lodge, Wheeling.

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

April 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

■April 15-17—Meeting of the National Trustees of the National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

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 17-19—National Educational Television affiliates meeting. Statler Hilton hotel, New York.

■April 18—Deadline for receipt of Emmy Award nominations ballots at the National Academy of Television Arts and Sciences in Hollywood.

April 18-19 — Annual spring meeting and BROADCASTING, April 4, 1966

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 Productions, 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 20—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Coliseum, Marion, Ohio.

April 21—Annual meeting of stockholders of Time Inc. Prudential Building, Chicago.

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

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

April 22—16th annual conference and banquet of the Radio and Television Guild of San Francisco State College. San Francisco State College, San Francisco.

■April 22-23—Annual meeting of the Alabama AP Broadcasters Association.

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 Dam 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. Cha-teau 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 24-29—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 25—Annual meeting of the Associated Press. Speaker will be Vice President Hubert Humphrey. Waldorf-Astoria hotel, New York.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

April 25-29 — Sixth annual TV-Newsfilm Workshop sponsored by the National Press Photographers Association, the University of Oklahoma and the Department of Defense. University of Oklahoma, Norman. Information and registration forms are available from Ned Hockman, Motion Picture Department, University of Oklahoma, Norman.

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

■April 27—Regular stockholders meeting, American Broadcasting Cos. Inc., to vote on merger with International Telephone & Telegraph Co. New York.

■April 27—Special stockholders meeting, In-

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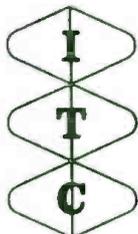
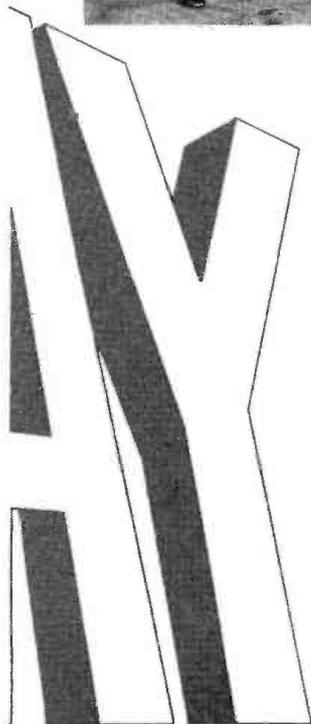


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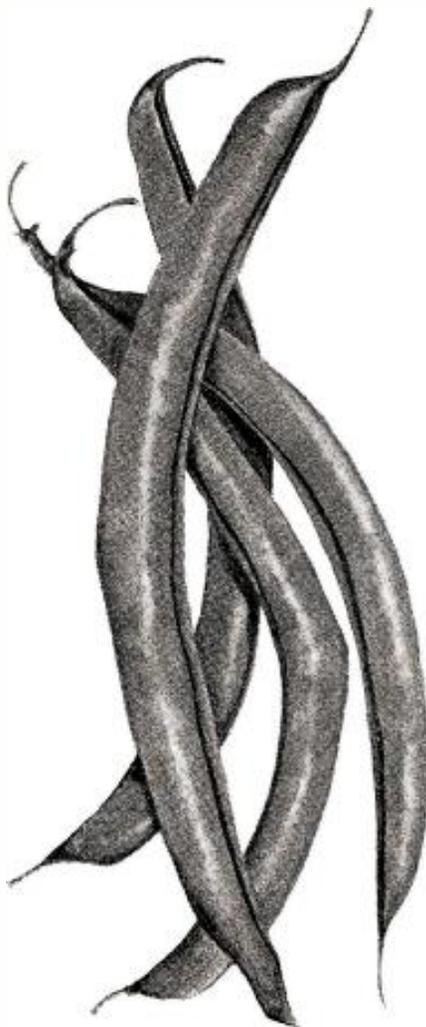


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ternational Telephone & Telegraph Co., to vote on merger with American Broadcasting Cos. Inc. Sheraton-Belvedere hotel, Baltimore.

April 27—Annual spring meeting of Connecticut Broadcasters Association. University of Connecticut, Storrs.

■April 28-29—Annual spring meeting of the board of directors of the Television Bureau of Advertising. Camelback Inn, Scottsdale, Ariz.

April 28-29—Spring convention of the North Central region of the National Community Television Association. Wagon Wheel Inn, Rockton, Ill.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennis (D-Miss.). Broadwater Beach hotel, Biloxi.

April 29—Deadline for comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators. Former deadline was March 28.

April 29—Annual spring meeting of Arizona Broadcasters Association. Pioneer International Inn, Tucson.

April 29-30—16th annual convention of the Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Robert E. Lee; Robert H. Alter, executive vice president, Radio Advertising Bureau; Jack Lee, WSAZ Huntington, W. Va.; Maurie Webster, vice president, spot sales, CBS; Chet Lauck, executive assistant, Continental Oil Co., and Alf Landon, Kansas broadcaster and 1936 Republican nominee for President. Besse hotel, Pittsburg.

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

April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Participants include Milton C. Mumford, chairman of the board and president, Lever Brothers Co.; Dr. James L. Goddard, commissioner of food and drugs, Food and Drug Administration; John W. Chancellor, director of Voice of America; and Charles H. Brower, chairman of the board of BBDO. Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

April 30 — Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

■April 30—Annual meeting of the Georgia AP Broadcasters Association.

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton Park hotel, Washington.

May 2-4 — 51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.

May 3—Annual meeting of the shareholders of Radio Corporation of America. Carnegie Hall, New York.

May 3-4—Annual general conference of the CBS-TV affiliates. New York Hilton, New York.

May 3-6—World meeting of the Affiliated Advertising Agencies International. Marriott hotel, Philadelphia.

May 5—Seventh annual American TV Commercials Festival Awards Dinner. New York Hilton, New York.

May 5-8—Fifteenth annual national convention of American Women in Radio and Television. Statler-Hilton hotel, Detroit.

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

May 9-10—Portland Hilton, Portland, Ore.

May 12-13—Hotel America, Houston.

May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 1762 Carling Avenue, Ottawa 13. Queen Elizabeth hotel, Montreal.

May 6-7—Spring regional conference (regions six and seven) of Sigma Delta Chi, professional journalistic society (meeting jointly and in conjunction with annual SDX awards banquet). Des Moines, Iowa.

May 7—Meeting of the Oklahoma AP Broadcasters. Oklahoma City.

May 7-8—Annual meeting of Kansas Associated Press Radio-TV Association. Kansas City, Mo.

May 8-11—1966 Catholic Communications Convention and Seminar sponsored by the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox. Fairmont hotel, San Francisco.

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in radio-TV. Hilton Hawaiian Village, Honolulu.

May 12—Annual spring managers meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 12-14—Annual spring meeting and election of officers of Montana Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Northern hotel, Billings.

May 15-17 —Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speakers include Vincent T. 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 programing between 6 p.m. and 11 p.m., or to two hours of nonnews programing 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 the 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 meeting of the Iowa

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Here is Virginia's No. 1 Market.

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BROADCASTING, April 4, 1966



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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 for filter, menthol and regular cigarettes.

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with the
MGM/6
REPUTATION

WITI TV
Milwaukee



Broadcasters Association. Blackhawk hotel, Davenport.

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

May 19-21 — Annual spring meeting of Alabama Broadcasters Association. Parliament House, Birmingham.

May 20 — Deadline for reply comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators. Former deadline was April 15.

■May 22—18th Annual Emmy Awards, presented by the National Academy of Television Arts and Sciences, and telecast from 10 p.m. to 11:30 p.m. (EDT) over CBS-TV, Americana hotel, New York, and the Palladium, Hollywood.

■May 25—Deadline for comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates. Former deadline was March 21.

■May 25-27—Spring convention of the Washington State Association of Broadcasters. Alderbrook Inn, Union.

May 26-27—Annual spring meeting of California Broadcasters Association. Mark Hopkins hotel, San Francisco.

May 29-June 5—National Electronics Week. Civic Auditorium, San Francisco.

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 F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was March 15.

JUNE

June 2-3—Annual summer meeting of Alaska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Cordova.

■June 4—New deadline for reply comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates. Former deadline was April 4.

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

■June 5-8—Annual spring-summer convention of New Mexico Broadcasters Association. Riviera hotel, Las Vegas.

June 7-9—Forty-second annual convention of the Electronic Industries Association. Continental Plaza hotel, Chicago.

June 7-9—20th annual convention of the Armed Forces Communications and Electronics Association. Sheraton-Park hotel, Washington.

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.

June 8—Annual spring meeting and election of officers of Vermont Broadcasters

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North Carolina's

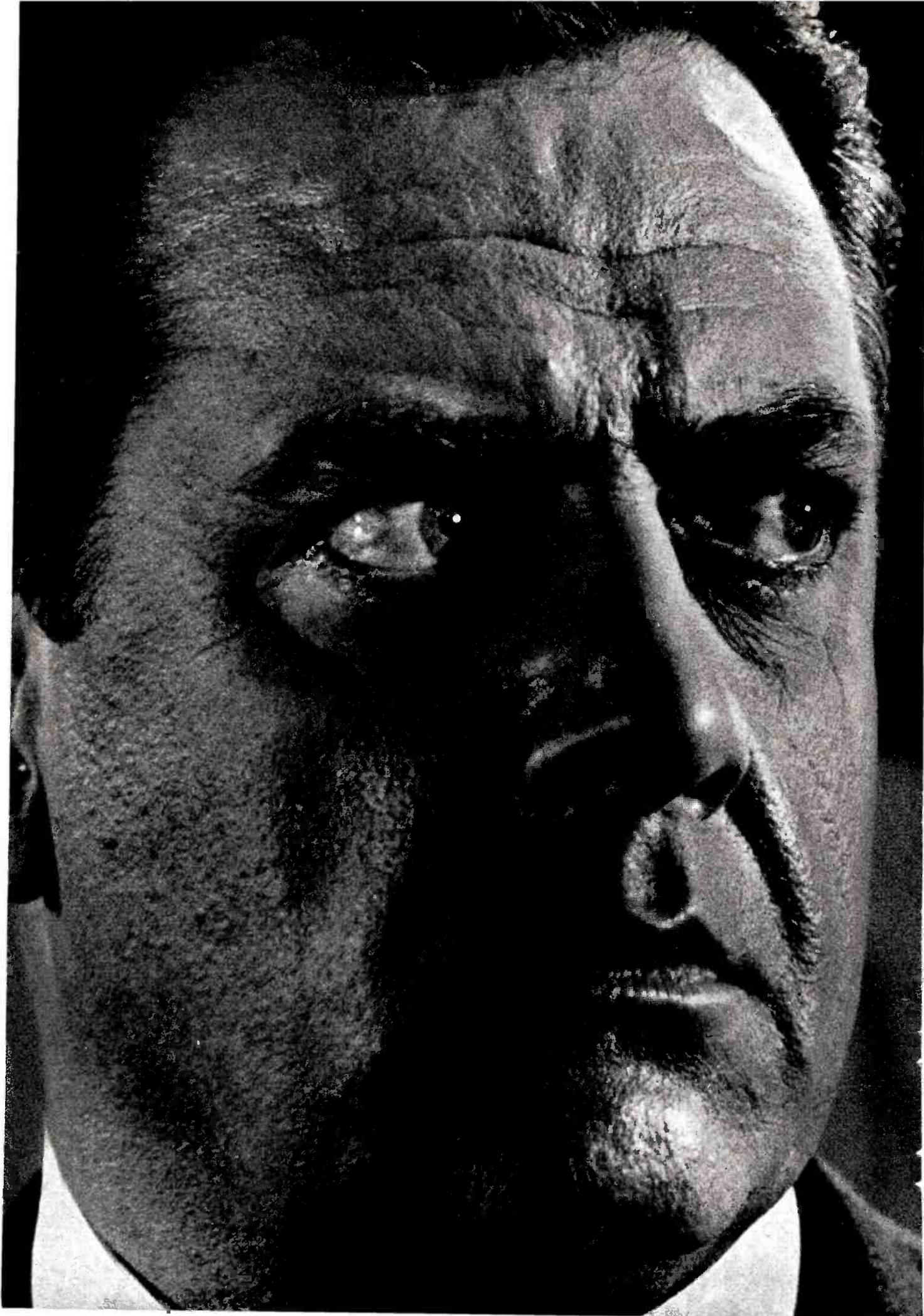
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June 9-30—Broadcasters' European Symposium. Details are available from William J. Ballard, director of television, University Center, Mich.

June 10—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was March 31.

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, code director of National Association of Broadcasters. Jack Tar hotel, Durham.

June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

June 13-14—Annual summer meeting of Oklahoma Broadcasters Association. Arrowhead Lodge, Lake Arrowhead.

June 13-15—49th national conference of the American Marketing Association. Palmer House, Chicago.

June 14-24—Educational television production workshop sponsored by the University of Utah. University of Utah, Salt Lake City. For information write KUED(TV), University of Utah, Salt Lake City, or call (801) 322-6336.

June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Hotel Roanoke, Roanoke.

June 17-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Stanley hotel, Estes Park.

June 17-18—Summer meeting of the Oklahoma Broadcasters Association. Arrowhead Lodge, Canadian.

June 19-21—Annual summer meeting and election of officers of Florida Association of Broadcasters. Robert Meyer hotel, Jacksonville.

June 23-25—Annual summer meeting and election of officers of Maryland-D.C.-Delaware Association of Broadcasters. Henlopen hotel, Rehobeth Beach, Del.

June 23-25—Annual summer meeting of Wisconsin Broadcasters Association. Pioneer hotel, Lake Winnebago.

June 24-25—Annual convention of Texas AP Broadcasters Association. Green Oaks motor hotel, Fort Worth.

June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

June 25-28—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Carriage Inn, Jekyll Island.

June 26-30—Annual convention, National Community Television Association. Ameri-

cana hotel, Miami Beach.

June 27-28—Annual summer meeting of New York State Broadcasters Association. Otesaga hotel, Cooperstown.

JULY

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology. M.I.T., Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 50 Memorial Drive, Cambridge.

July 14—New deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas. Former deadline was Jan. 14.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

AUGUST

Aug. 1—Deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as a result of ABC's request for permission to put its own satellite in sky.

Aug. 11-14—11th annual convention of the National Association of Radio Announcers. Theme of the convention is: "The new image means preparedness." Waldorf-Astoria hotel, New York.

Aug. 15—New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas. Former deadline was Jan. 31.

Aug. 23-26—Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park. Biltmore hotel, Los Angeles.

SEPTEMBER

Sept. 28-Oct. 1—1966 international conference of the Radio Television News Directors Association. LaSalle hotel, Chicago.

OCTOBER

Oct. 3—New deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets. Former deadline was April 1.

■Indicates first or revised listing.

OPEN MIKE®

The price tag of protection

EDITOR: Our heartiest congratulations on your March 21 editorial, "The Real Threat In CATV Regulation." It seems to us that you have done some serious study of this problem and have hit the nail on the head. When will broadcasters learn that they are flirting with complete regulation by seeking protection from the FCC?—Robert A. Gates, station manager, WFAH-AM-FM Alliance,

Ohio.

EDITOR: For many years I have operated small-market radio stations without any protection from the many signals that come into my markets from nearby or distant radio stations. I have had to compete for listeners with programs and services which proved of interest to listeners. I believe that my stations have served the public better under these conditions than they would have done under some protection rule which might

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Military and civilian employees for the armed services earn over \$275.2 million each year in the 21-county Sacramento market. Add that to income from other sources and you have an area with over

\$3 billion to spend. Cash in on this rich market. Put your message on Beeline Radio KFBK ... just one of four Beeline stations and the key to California's rich Inland Valley.

Data Sources: Sacramento Chamber of Commerce, U.S.A.F. Sales Management's 1965 Copyrighted Survey (Effective Buying Income)



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BROADCASTING, April 4, 1966

27

ABC Stage '66: Designed to make television

viewing a major event.

Starting this September, a remarkable hour of entertainment will appear on ABC Television. It will appear each week in color—Wednesdays at 10:00. Each week it will be different. Different from the week before it. Different from any other hour in television.

One week it may be an original television play by a leading playwright. Or an evening with a great entertainer. Another week may be the work of an outstanding literary figure. Or a brilliant musician. Every week will have in common with every other week only one thing: brilliant entertainment. Imaginatively selected and imaginatively produced.

Beyond that, there are no limits to ABC Stage '66. It will be a showcase for new and untried talents. It will be a home in television for the creative voices of our time, many previously unheard in television.

ABC Stage '66 is, in its way, an adventure show. Exploring, searching, discovering. Extending the scope of creative entertainment in television. It will, we think, make television viewing a major event.

ABC Television Network 

Some of the major events scheduled for ABC Stage '66:

The Many Worlds of Mike Nichols

A glittering profile featuring Mike Nichols with Alan Arkin, Richard Burton, Art Carney, Elaine May and Elizabeth Taylor.

A Christmas Memory

Truman Capote's first work especially for television. Starring Geraldine Page. Produced and directed by Frank Perry of "David and Lisa."

Dare I Weep, Dare I Mourn

An original drama by John LeCarre, author of "The Spy Who Came in From the Cold." Filmed on location in Berlin.

Where It's At!

Hilarious musical comedy revue from Hollywood, produced by Bud Yorkin and Norman Lear.

The Canterville Ghost

Oscar Wilde's delightful tale, now an original musical with book by Burt Shevelove, music and lyrics by Sheldon Harnick and Jerome Bock.

Sun Prairie

Pulitzer Prize author A. B. Guthrie dramatizes Hamlin Garland's classic American novel.

Flip Side

Burt Bacharach writes the music for a riotous tale of today's record industry.

How Like A God

Richard Adler, who wrote "Pajama Game," and Jerome Chodorov of "My Sister Eileen" team up on a football fantasy which features the New York Jets.

Barney Kempinski's New York

Murray Schisgal, author of the Broadway smash, "Luv," writes a new comedy to star Alan Arkin.

The Kennedy Wit

Jack Paar narrates this hour of the late President's humor as presented in the best-selling book and newly discovered film.

Rodgers and Hart Today!

An up-to-the-minute presentation of the enduring music of this great team. Interpreted by Count Basie, Tony Bennett and Nancy Wilson.

The Die-Off

Robert Sheckley, author of the critically-acclaimed film, "The Tenth Victim," writes a new, hair-raising original drama for ABC Stage '66.

The Bob Dylan Show

A provocative evening of unique entertainment with one of today's most original and important performers.

Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

have been set up.

It is beyond my understanding to try to fathom the thinking of some TV operators who are up in arms crying for "protection" from community antenna systems which extend service and selectivity for the people. I believe that these TV stations, like our radio stations, should have to go to work to attract listeners on a competitive basis, rather than depending on government protection of their near-monopoly. These stations would survive, and would do a better job of public service under an open market basis, permitting any and all reception of TV services possible.

I believe that in the communications field we have too much of the wrong kind of regulation already, and I certainly do not favor further extensions at this time in an effort to tell the people what they may listen to or view and how they may receive their broadcasting service.—*Galen O. Gilbert, president, KBTN Neosho, Mo.*

Hats off for coverage

EDITOR: Could you air mail us 100 copies of Edward M. Stern's article, "Buying radio without ratings . . .," that appeared in your March 7 issue.

Hats off to BROADCASTING for its continuous, outstanding coverage of the industry!—*Luis W. Morales, assistant manager-administration, WPAB Ponce, Puerto Rico.*

BOOK NOTES

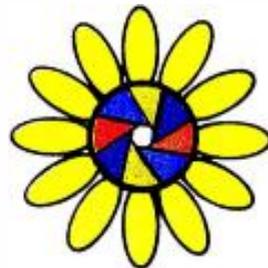
"*Television: A World View*," by *Wilson P. Dizard, Syracuse University Press, Syracuse, N. Y. 349 pp., illus. \$7.95.*

The scope of U.S. involvement in the television operations of other nations and the development of TV in those countries is spelled out by Mr. Dizard, a career officer in the U.S. Information Agency's foreign service. Television's force as a propaganda arm in totalitarian states, a penetrating view of TV behind the iron curtain, the worldwide development of ETV—in many shapes, and a look at the satellite-filled future are well covered.

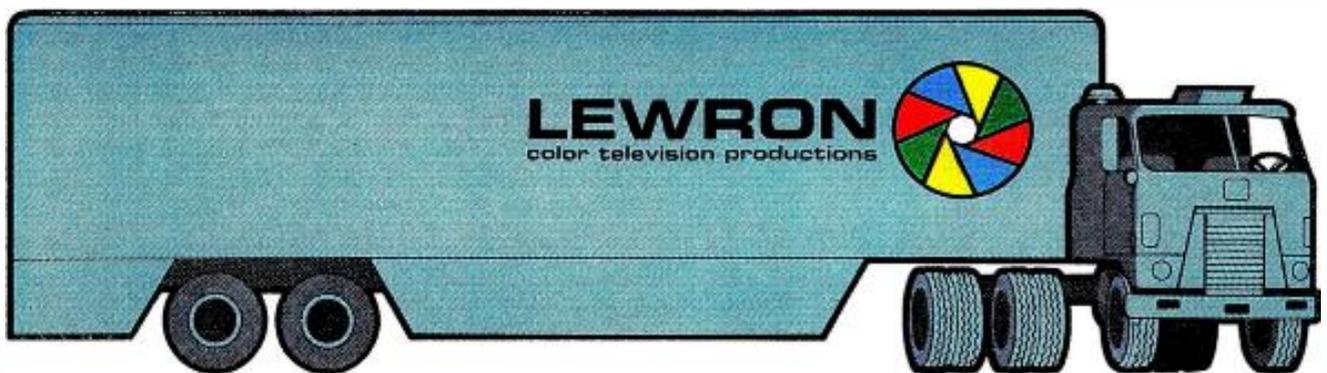
Mr. Dizard also offers a seven-point program for strengthening this nation's position in international television. The key plank in this platform is "closer liaison arrangements between the industry and government to assure unified American policy, whenever practical, in international TV matters."

This book details what has been happening in other lands. It is a subject most American broadcasters, let alone the average citizen, should know more about.

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of
the
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Challenge: Selling time in the computer age

The era of the computer is upon us. Because of it, men and women in all professions, and certainly in advertising, must face the challenge of working with advanced data processing.

We all wonder about our individual roles in the computer world. But for a few moments, I would like to examine the broadcast salesman's problems, responsibilities, and opportunities as they appear to us in this evolutionary period.

We both, buyer and seller, serve the same clients; the salesman just happens to have another client, too: the station he represents. Depending upon point of view, the salesman is the lucky or unlucky middle man.

Now is the time for the broadcast salesman to constructively criticize himself—the role he plays and the services he renders. Are you just the order taker? The liaison man? The nice guy who takes a buyer to lunch now and then? Or are you the man who makes it a point of learning about the advertiser's business? Do you ascertain campaign objectives and reasons behind selection of markets and media? Do you try to improve schedules and cooperate in merchandising such schedules?

Stop, Think Now! • If you don't stop and analyze your job now, it may be too late. There's an ugly, efficient monster restraining its impulses, ready to assume many phases of your job. Can the computer do everything that you're doing now? Be honest. Too many "yes" answers to this question can only mean problems ahead.

Like most of us in the advertising community, if you want job security in the computer age, you're going to have to work harder than ever for it. The computer future is going to be an asset to all of us providing we make the machine work for us—not us work for the computers. Let's try to assess several broad categories of your service responsibilities.

Agency and Client Contact. What is the reason for your sales calls on buyers or media directors or account executives or clients? You want to talk about a station: What is there about the station the agency or client won't know from its own computers? Many agencies will have on file within their own data processing units not only market characteristics but individual station data. They will be able to update and confirm data via instantaneous relay from regional relay centers, too. You want to introduce a station manager: Much of the information he used to rely upon as

a reason for a sales trip is already on file in an IBM, RCA or GE.

Availabilities and Orders. There's little need of elaboration on this aspect of your job. Won't it be more efficient when we ascertain market data and availabilities from individual station, market or regional feed points? As suggested previously, the agencies' computers will be geared to produce at high speed numerous answers to buying problems compatible with the station objectives. Orders can be placed by computers, too. Our communications future will be an extremely tight web of data exchange.

Clients Service. This is the area I believe to be the core of the representative's existence . . . the role of the "middle man." We're talking about your stations as clients, and we're talking about the agencies' accounts as your clients.

You Have To Know More • For your station to exist and profit, for you and your firm to exist and profit, you must ultimately become as engrossed in our account's business as the agency is. In order to provide your stations with in-depth, up-to-date, factual information, you're going to have to know much more about many businesses: the food industry, finance and banking, automotive, electronics, to name a few. Agencies have, on occasion, lost accounts because they haven't done their homework. Is there any reason why stations should be an exception?

Do you really feel an equal responsibility to your stations and our clients? What about the schedule that's currently underway? Do you monitor the station, specifically listening for client's—and competitor's—commercials? Do

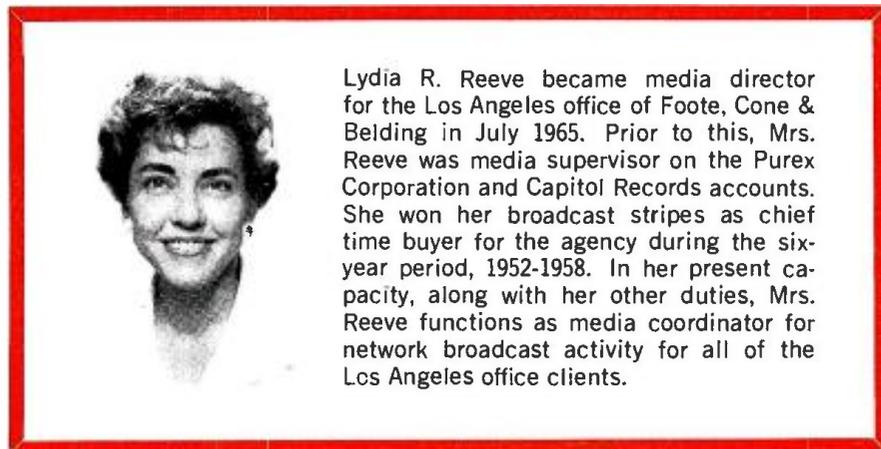
you make suggestions for schedule improvement? Do you notify agencies of deviations in commercial schedule practices before they have discovered them? What attitude do you take with your station about infringement of guarantees to which the station has supposedly agreed? When you make station visits, do you take client problems along?

Certainly, it isn't always a simple task to secure all the marketing data necessary for an informative, hard-hitting sales presentation. But herein lies the challenge—and the potential reward. For the broadcast salesman who gets in and digs to get such information, the future is indeed rosy.

Now Is The Time • Looking at it another way, the computers which are very much with us now will take a lot of the drudgery away from our everyday tasks. Computers cannot reason, however; man is supposed to. Now is the time to lay the foundation for the day when computers will do all the figuring and we will do the reasoning.

Try to learn about and comprehend the many phases of the advertising business, not the least of which is the basis for the selection of media other than broadcast as advertising vehicles.

Perhaps the one word which defines our business more succinctly than any other is "communications." I believe that most of us have only begun to scratch the surface as far as the full implication of the word is concerned. I know this for certain: The broadcast salesman who can communicate about the client's marketing problems creatively, in depth and with understanding, need never fear being pushed aside in the future—for this is a job computers just cannot do.



Lydia R. Reeve became media director for the Los Angeles office of Foote, Cone & Belding in July 1965. Prior to this, Mrs. Reeve was media supervisor on the Purex Corporation and Capitol Records accounts. She won her broadcast stripes as chief time buyer for the agency during the six-year period, 1952-1958. In her present capacity, along with her other duties, Mrs. Reeve functions as media coordinator for network broadcast activity for all of the Los Angeles office clients.



WELI is programmed to Respect People. Colorful capsule comments for busy, active people on travel, leisure, books, sports, finance, features, religion. Delivered by the finest talents in New Haven radio. And balanced with selections from an extraordinary music library. Colorful, balanced programming. It keeps your best prospects tuned in.

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EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



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



Test of FCC program control?

FCC cooperation would open doors to court decision on how far government can go; model FM ready to be guinea pig; NAB may pick up the tab for legal fees

For years the broadcaster and his regulator, the FCC, have argued over the government's authority to regulate his programing. But mostly it has been just talk. Last week, at the National Association of Broadcasters convention in Chicago, the pieces for court challenge to that authority began to fall into place.

NAB President Vincent Wasilewski placed the association on record as being ready to assist any broadcaster bringing a court suit that would help establish the broadcasters' right to the same freedoms as those enjoyed by the press (see story page 62). FCC Chairman E. William Henry, as he has on many occasions, said the commission would welcome such a test and would cooperate with the broadcaster who

brings it. This time, however, he went to pains to emphasize that, in challenging the FCC, a broadcaster would not have to lay his license on the line.

Of even greater importance were reports that the critical piece—the one always missing in previous discussions of possible assaults on FCC regulation of programing—may have been found. The owners of an FM station described as a model operation were said to be ready to test, in court, the commission's new program reporting form for radio—a document that some broadcasters regard as a device to control programing.

They were said to have approached NAB officials during the convention with a request for legal help. The discussion was described as tentative, with no decision reached. But NAB officials

say the association would finance a case it felt was a strong one.

Minimizing Risk ■ Out of the welter of talk on the subject at the convention—in Mr. Wasilewski's speech, in a news conference that Chairman Henry held, and in a panel on broadcasting and the law—there emerged the notion that a challenge may not involve the risk that broadcasters and their attorneys generally have assumed one would.

The feeling has been that the commission's authority could not be tested unless a broadcaster violated a rule and, thereby, placed his license in jeopardy. But both Chairman Henry and Commissioner Kenneth A. Cox, during the panel, said there were other, relatively riskless ways.

Communications attorney W. Theodore Pierson even suggested a broadcaster need not be directly involved in a test of the commission's program reporting form. He said the new TV form itself, due out shortly could be appealed to the courts. The other lawyers on the panel, however, weren't so sure that could be done.

Court Rebuff ■ All of this churning of ideas and talk of not only the what and why of a court challenge but the how as well came at a time when broadcasters' hopes that the commission's regulatory wings could be clipped had received a sharp setback—the U. S. Court of Appeals decision in the WLBT(TV) Jackson, Miss., case (BROADCASTING, March 28).

One of the principal holdings in that case, in which the commission's grant of a one-year renewal to the station was overturned, was that the record, which included allegations of racial discrimination in programing, required a hearing on the public-interest issue.

Thus, said Commissioner Cox, who is the most vigorous exponent on the commission of program regulation, the court "does not find an obvious conflict" between the constitutional guarantee of free speech and commission



The broadcasting industry and the FCC appeared to be moving toward a court test of governmental authority over programing as a result of remarks last week by their chief spokes-

man, Vincent Wasilewski, president of the National Association of Broadcasters (left), and FCC Chairman E. William Henry. Both spoke at the NAB convention.

Methods suggested to test FCC rule in court

Broadcasters' interest in shaking off what they regard as the governmental interference with their freedom was reflected in a panel discussion on broadcasting and the law at the National Association of Broadcasters convention in Chicago last week.

The FCC's fairness doctrine, the applicability to broadcasters of the constitutional guarantee of freedom of speech, and the routes that might be taken to a court test of FCC authority over programming—these were among the issues discussed by a panel of six attorneys and FCC Commissioner Kenneth A. Cox.

The panel, the last event on the convention schedule, was a replacement for the one previously occupied by the members of the commission. And it lacked the heated exchanges in which the commissioners engaged in the past two years.

But Commissioner Rosel H. Hyde, who introduced the panel, managed to capture some of the feeling of those days by applying a needle to the FCC. The commissioner, who consistently opposes the hard-line approach to regulation, said the commission has developed a technique for "instant policy" that avoids "the delay of rulemaking." This was a reference to commission policy statements that freeze developments pend-

ing decisions in a rulemaking.

Code Gets Lumps ■ The talk wasn't all anti-FCC. Some was anti-NAB code. Attorney W. Theodore Pierson said it "is not proper to attempt to standardize services." He referred specifically to code provisions limiting the number of commercials that members may broadcast and containing "puritanical, pious statements" about programming to be avoided "that no one can live up to."

But most of his attention and that of his colleagues was focused on the statutes that they feel restrict broadcasters' freedoms. He said: "There's no better reason for imposing the fairness doctrine on broadcasters than on the press."

The constitutional guarantee of free speech, he said, "applies to broadcasting as a medium. It would be just as appropriate for Congress to regulate newspapers" because of the second-class mailing privileges print media are given, as it is for the commission to regulate broadcasting, he said.

Commissioner Cox said the constitutional guarantees do apply to broadcasters. But, he added, that doesn't mean broadcasters can't be required to "facilitate the right of others to exercise free speech."

He received some support from

one of the panelists, William J. Dempsey, who said the fairness doctrine "is necessary." He also took issue with the constitutional argument advanced by his colleagues. That implies, he said, that only those with a license may speak freely over the air.

A Test Case ■ A question that took on considerable meaning in view of NAB President Wasilewski's pledge to assist any effort to test commission authority over programming was how a broadcaster could bring a test case to court without jeopardizing his license.

There were several suggested answers. Mr. Dempsey said a broadcaster might, after reaching an understanding with the commission, refuse to fill out the program reporting form in order to test the commission's right to request it. Then, if his license were not renewed and the appeals court upheld the commission's decision, the broadcaster could be allowed to amend his application to get renewal.

Commissioner Kenneth A. Cox who, like FCC Chairman E. William Henry, urges broadcasters to test the agency's authority, proposed another plan. He said a licensee might simply refuse to fill out the form and then ask the court for relief when the commission says the information must be supplied. The broadcaster could con-

"concern" with programming.

And Douglas A. Anello, NAB general counsel, who moderated the law panel, expressed the view that broadcasters could hope for little from an appeal of the WLBT case to the Supreme Court. "The tenor of the times and makeup of the court," he said, "make appeal on this case a rather difficult task." The commission is not expected to ask for review by the high court.

The renewed talk of efforts to expand the boundaries of broadcasters' freedom came also at a time when Chairman Henry was twitting them for not exercising the freedom he says they now have. In areas where broadcasters' "freedom and discretion are greatest," he said in his convention speech, they have been something less than adventurous (see page 57).

Battle Cry ■ Yet Mr. Wasilewski's speech represented one of the most forceful expressions in years of industry determination to "shore up," as he put it, "the legal foundations of free broad-

casting." One element of his plan involves requests for relief in amendments to the Communications Act. But he also said:

"It is my belief that the courts, including the United States Supreme Court—if they have an opportunity to rule on the clear issue—will uphold our contention that protection is to be given the free dissemination of ideas irrespective of the type of media.

"I pledge that NAB will join in every opportunity to bring before the courts important cases which will build up a body of law supporting the fact that broadcasting is now, and always has been, fully covered by the umbrella of the Constitution, and that all freedoms that apply to the press apply equally to us.

"In this legal area," he continued, "a way must be found for the law to be tested without a licensee being required to lay his license on the line."

Cooperation ■ Chairman Henry, at his news conference, said the commis-

sion is ready to accommodate the NAB. Mr. Wasilewski's conclusions regarding the desirability of strengthening the legal basis for broadcasters' freedom "are close to mine," he said. Furthermore, broadcasters can test the commission's authority in court "without putting their licenses on the line. We will work with them on this," he said.

He and Commissioner Cox said there were several ways this could be done. Commissioner Cox suggested that a renewal applicant wishing to test the commission's authority to examine his programming could simply refuse to fill out the program reporting form.

Then, when the commission informs him that the information must be supplied before the renewal application can be granted, Mr. Cox said, the licensee can ask judicial review, contending that the commission is seeking information to which it is not entitled. The court could then decide whether the commission was within its authority.

Mr. Cox said the test of the fairness



Six communications attorneys and FCC Commissioner Kenneth A. Cox participated in a panel discussion of broadcasting and the law, at the National Association of Broadcasters convention in Chicago last week. Left

to right are Douglas A. Anello, NAB general counsel, moderator, Thomas H. Wall, W. Theodore Pierson, R. Russell Eagan, William J. Dempsey, Marcus Cohn, Robert M. Booth, Jr. and Commissioner Cox.

tend that the commission doesn't have the right to the information. If the court decides otherwise, the commissioner said, the licensee would simply provide the information.

Mr. Pierson said the new AM-FM form itself could have been appealed to the courts. When Douglas Anello, NAB general counsel, who moderated the panel, said he was surprised that, if that route were open, no one took it. "So am I," said Mr. Pierson.

CATV Discussed ■ Community antenna television played a relatively small part in the discussion. But Commissioner Cox devoted his opening remarks to reply to the argument that broadcasters are risking government controls in asking for protection against CATV. The point was made last week by Sol Taishoff, editor and publisher of BROADCASTING

and *Television* magazines, in accepting the NAB's Distinguished Service Award (see page 71).

Commissioner Cox said no concern is voiced over the economic protection television licensees enjoy as a result of the television system of allocations, which limits the number of stations in a location. He also said the commission, in its new CATV rules, has not given stations "complete protection."

He also said that if Congress extended the provisions of the Communications Act to CATV's as Mr. Taishoff recommended as an alternative to the commission's new rules, the government would still be affording broadcasters protection.

In other matters at the panel, R. Russell Eagan expressed the concern felt by a number of communications

attorneys over the U. S. Court of Appeals decision in the WLBT(TV) Jackson, Miss. (BROADCASTING, March 28).

One "sweeping holding" in that decision, he said, is "that there should be some 'audience participation' in license-renewal proceedings." He called the decision "one of the most far-reaching decisions on renewal" that he could recall.

Marcus Cohn, in speaking on communications and civil rights, said radio and television "bypassed all problems of illiteracy" and urged members of minority groups to participate in society—to vote and to enjoy the other benefits of citizenship.

"Now," he said, "we have an obligation—we and our advertisers" to deliver on the promises being held out.

doctrine—which broadcasters say has the effect of denying them the same freedom to editorialize that print media enjoy—would be "even easier." He outlined these steps:

A broadcaster declines to present both sides of a controversial issue of public importance, as the doctrine requires. The commission suggests that the broadcaster comply with the doctrine. He refuses. The commission then issues a cease and desist order directing him, in effect, to refrain from refusing to comply. The broadcaster then appeals the order to the courts.

In either case, the licensee need have no fear of losing his license so long as he obeys decision ultimately handed down by the court—assuming the commission's authority is upheld. Said Chairman Henry: "I don't think any member of the commission would want to move against a licensee under those circumstances."

Misgivings ■ Communications attorneys were not ready to endorse those

recommendations as the best strategy to follow. And it was by no means clear during the convention that all forces within the industry were of one mind on the question of the commission's authority.

Most ever at NAB

Surpassing all predictions, attendance at the National Association of Broadcasters convention in Chicago last week soared to 5,036, an increase of 16% over the 4,336 who registered at the 1965 Washington convention.

The figures do not include about 2,500 who were on hand to man the equipment exhibits, sell programming and run hospitality suites.

Communications attorney William J. Dempsey, for instance, said during the panel discussion that the fairness doctrine "is necessary." In his view there must be a way of assuring that the views expressed on the air are not restricted to those of the station owners. And another attorney, Marcus Cohn, carefully limited his attack on commission inquiries into programming to questions dealing with religion. He feels the constitutional provision prohibiting the government from "establishing" religion bars the commission from that area.

But for some broadcasters leaving Chicago Wednesday there seemed to be a basis for believing that the fear, and the inertia, that have long kept their industry from taking the commission to court may yet be overcome. "For the first time," said one departing lawyer, "the NAB is fully committed to action on this. They'll have to move carefully in picking the right case, of course. But we seem to be on our way."

ABC-TV tables Batspot issue

Network tells affiliates that economic problems that inspired plan still exist, stations set up committee to study network-affiliate relations

ABC-TV deferred decision on expanding its controversial "fourth commercial" concept last week—at least for the time being—after a tense, heated showdown with its affiliates.

Officials of the network warned, however, that the "economic pressures" that inspired the plan still exist and will have to be met in some other way if not by the addition of an extra one-minute commercial in some nighttime half-hours.

One alternative remedy they suggested was reduction of station compensation.

Whether it comes to that or not, the affiliates independently set up a broad, professional study of "the contractual

revive it and put it into effect for the new fall season as they had hoped to do, possibly acting within a few months and conceivably within weeks.

Stand Fast ■ The affiliates were adamant in not one but two meetings with ABC-TV officials on the network's desire to put a fourth one-minute commercial in all 7:30-8 p.m. periods. The fourth-minute concept was introduced in January in each of the two weekly *Batman* episodes (Wednesday and Thursday, 7:30-8 p.m. EST).

In a resolution passed by what affiliate spokesmen called "an overwhelming majority" but with "several" affiliates not voting, the stations petitioned ABC not only to abandon its proposed expansion of the *Batman* commercial format, but also to (1) cut *Batman* back to the conventional three-minute commercial format "as soon as possible"; (2) refuse to divide piggyback commercials into the so-called "split 30" announcements, and (3) "consider the possibility of some kind of phase-out program looking to the elimination, or at least more restrictive use, of piggyback announcements."

ABC-TV's answer, aside from at least temporarily shelving plans to expand the fourth-minute concept, was that (1) it has advertiser commitments that prevent its reducing commercial time in *Batman*, and (2) piggybacks and split-30's are not just an ABC problem, but an industry problem that ABC would be happy to have settled by the National Association of Broadcasters Code review board.

It was not immediately clear who would ask the code board, which already has set standards for piggybacks, to take up the new and broader issue of both piggybacks and split 30's. ABC authorities said they thought it might be done by both the network and individual affiliates.

Committee Formed ■ The affiliates' economic committee was being set up late last week by Burton B. LaDow of KTVK(TV) Phoenix, newly elected chairman of the board of governors of the ABC-TV Affiliates Association (see page 123). He said it would have five

members, the upper limit set by the affiliates, and that he hoped to have the membership set within a few weeks.

The affiliate-network confrontation took place in two meetings in Chicago on the eve of the National Association of Broadcasters Convention.

The first, on Friday evening (March 25), was between network officials, led by President Thomas W. Moore, and the affiliates board of governors, then headed by Martin Umansky of KAKE-TV Wichita, Kan. Mr. Umansky had taken over the board chairmanship for the last few weeks of Herbert Cahan's term after Mr. Cahan, of Westinghouse Broadcasting's WJZ-TV Baltimore, stepped down to help lead the fight



Mr. LaDow

and economic relationship between the network and the affiliate."

ABC-TV officials did not promise they wouldn't go ahead with expansion of the extra-commercial concept later on. They said only that they had "tabled it," would consider the affiliates' position, but were "not committed to anything."

Many affiliates thought they would



Mr. Moore

against expansion of the fourth-commercial format.

Rising Costs ■ In their presentation, Mr. Moore and his colleagues told the affiliates board that, primarily because of expansion in color programming, ABC-TV would need \$40 million in extra time-and-program sales merely to maintain their pre-color sales level.

Program costs of the average night-

From Nashville... Music City, U.S.A....



*26 new one-hour rhythm
and blues variety programs*

*Seven Arts Television presents an exciting commercial showcase
in a new variety series that blends today's top rhythm and blues
talent with the established stars of the recording world.*

Since November 1964, "Night Train" has made it big in Nashville.

*Three weeks after going on-the-air, sponsorship was S.R.O.
And, S.R.O. is still the story today.*

*Seven Arts Television's new "Night Train" series
is the sound of Nashville. It's what's happening
in the world's second largest recording center.*

*For an audition screening and the facts
and figures for your market, please contact:*



SEVEN ARTS TELEVISION

NEW YORK: 200 Park Avenue • YUkon 6-1717
LOS ANGELES: 9000 Sunset Boulevard • CRestview 8-1771
TORONTO: 11 Adelaide Street West • EMpire 4-7193

Seven Arts Productions International Limited
Roberts Bldg., East St., Nassau, Bahamas • Cable SEVINT



No wonder the Roman empire fell

Think of the FCC commissioners as ancient Romans, draped in togas (above-the-knee length) and adorned with laurel wreaths (also ill-fitting).

Ask one of them for the real meaning of "in the public interest," and get this answer:

"Very simple. If you take a situation in which the fragesheimer coddles the agastoo, you faddlefrong

the microfiddle, always measuring the friggelfreimer."

Got it? Then you now have the true picture of one of the most lucid scenes in the latest production of the Repertory, Dance and Recitation Company of the Society of Television Pioneers, an organization so loosely formed that it lies in almost total disintegration 364 days annually.

Its members come out only once a year, to have breakfast and a ridiculous time. It's no coincidence that their latest coming-out happened last week in Chicago, because the National Association of Broadcasters was meeting there. As was pointed out by W. D. (Dub) Rogers, former broadcaster and apparently permanent president of the society, "the NAB always holds its convention in conjunction with our meeting."

The nearest approach to business was a plea by Treasurer Glenn Marshall Jr. of WJXT(TV) Jacksonville, Fla., to come on, fellows, and pay your dues. Messrs. Rogers, Marshall and the other officers have been re-elected so often that nobody even bothered to raise the question.

It was the society's 10th anniversary, and to mark the occasion selected members posed as a Roman tribunal on communications (see photo) and gave ludicrous answers to silly questions for the benefit of an audience that included four real, live FCC commissioners (see same photo).

After the formal part, the tribunal opened itself up to questions from the floor. One of the most penetrating came from FCC Chairman E. William Henry, who when last seen on the public stage was dressed as Batman (BROADCASTING, March 14).

"When you get through with those outfits," he asked, "can we have them?"



In togas and laurel wreaths, four members of the FCC pose with the cast who represented them and their colleagues in an ancient Roman version of a question-and-answer session on broadcast regulation. Scene: Last week's breakfast meeting of the Society of Television Pioneers, an aimless organization (motto: "We Ain't Got No Noble Purpose") that falls together once a year during the National Association of Broadcasters convention. L to r, standing: Ernest Lee Jahncke Jr., NBC; Clair R. McCollough, Stein-

man Stations; FCC Commissioner Rosel H. Hyde, FCC Chairman E. William Henry and Commissioners Robert T. Bartley and Kenneth A. Cox; seated, Carl Haverlin, former president, Broadcast Music Inc.; Sol Taishoff, BROADCASTING and 'Television' magazines; Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; Ray V. Hamilton, Hamilton-Landis & Assoc.; John E. Fetzer, Fetzer Stations, and W. D. (Dub) Rogers, former broadcaster and lifetime head of the Society of Television Pioneers.

time half-hour, they contended, had gone from \$62,000 to \$76,000.

In casting about for new revenue sources, they said, they decided to take the "least productive" nighttime half-hour, in terms of audience, and make room for an extra one-minute commercial by trimming the accompanying promos, credits and billboards.

This was the 7:30-8 p.m. period, in which the fourth-minute concept was introduced in *Batman*. For the current season the four commercials are priced at approximately \$32,500 each; for next season they will be about \$40,000. (*Batman* advertisers are Kellogg, Procter & Gamble, Colgate and Bristol-Myers.)

Network officials argued that what they were doing and proposed to do in the 7:30-8 p.m. period was to "convert the clutter into a commercial" without

significantly reducing program time, that the various commercial elements were well within NAB code limits, and that when stations program prime-time half-hours they don't limit themselves to three minutes of commercials.

Even with the fourth commercial, they contended, ABC makes little money on *Batman*, and without it would have "an enormous loss."

They denied an extra network minute would take money away from spot TV advertising because, they argued, "advertisers simply don't buy that way."

ABC-TV also took the position that a more general issue is involved, common to all affiliate-network relationships—that it is the networks, not stations, that are putting up substantial sums to develop new programming.

Aid Offered ■ ABC offered to join the affiliates in cofinancing an economic

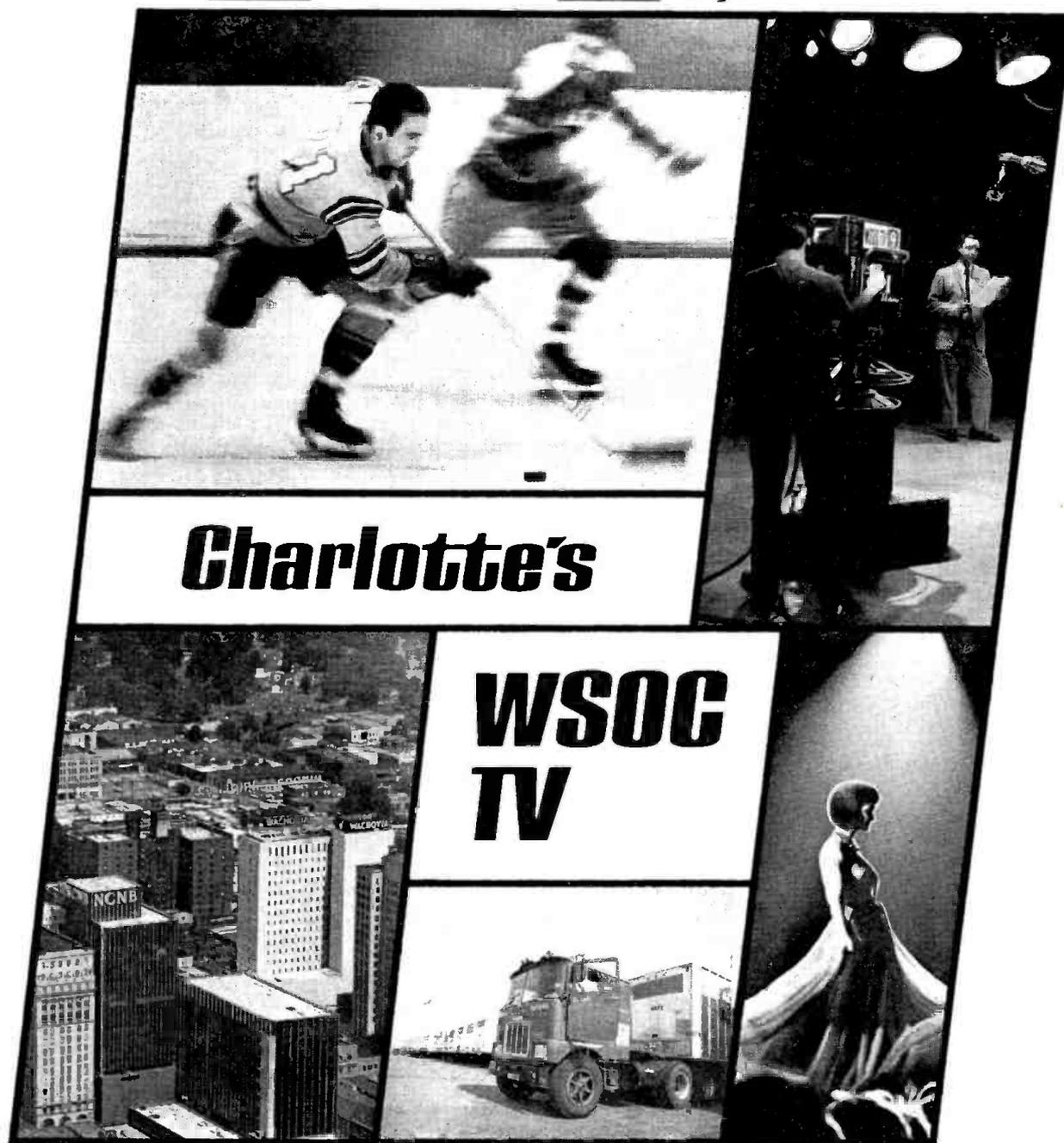
study, and said it would open its books to the study group, according to participants.

ABC also noted that it was working on a proposed revision of the ABC-TV affiliation contract (BROADCASTING, March 28), but indicated it would withhold definite plans until the economic study had been completed.

The network's arguments failed to budge the affiliates board. Its members indicated willingness to make an economic study, but also made clear that they were unshakably opposed to expansion of the fourth-minute plan. ABC's offer to start paying them for carrying the extra minute did not move them.

Their position, as spelled out repeatedly in the weeks when not only they but also CBS-TV and NBC-TV affiliates were mounting a counter-of-

The action station in the action city!



Charlotte's

**WSOC
TV**

HAVE YOU LOOKED AT CHARLOTTE LATELY? Now hub of 7th largest trading area in U.S. according to Rand McNally Commercial Directory. In just a decade population increased 44%, retail sales 83%, wholesale sales 110%. Let Charlotte's WSOC-TV help you boost your sales in this booming market. Your schedule will be backed by the Carolinas' strongest local and regional programming. You'll get a brand of staff support that will add muscle to your own effort here. Ask us or H-R to give you a proposal. See how this great area station can give you more action for your dollar in the Carolinas... Charlotte's WSOC-TV.

NBC/ABC—Represented by H-R



CDX BROADCASTING CORPORATION stations: WSE (M-FM-TV, Atlanta); WHIO (M-FM-TV, Dayton); WSOC (M-FM-TV, Charlotte); WIOD (M-FM-TV, Miami); KTVU, San Francisco-Oakland; WIIC (TV, Pittsburgh).

fensive against the proposed move, was that expansion of the plan almost inevitably would spread to other nighttime periods and other networks, that television's commercial values would be diluted and its viewers aggravated, and that in the process millions of dollars in spot billings would be siphoned into network coffers (BROADCASTING, March 21, 28).

After the Friday meeting with the affiliates board, network officials met Saturday morning (March 26) with the full body of affiliates. This session apparently was a repetition, with flourishes, of the meeting with the board alone.

Tempers Flare ■ On both sides, according to participants, tempers quickened, faces flushed and at times short words passed back and forth.

Afterwards, the affiliates adopted their resolution authorizing an economic study—but declined ABC's offer to help pay for it. In a second resolution they went beyond the fourth-commercial issue again by also asking the network to refuse split 30's and seek a roll-back on the use of piggybacks.

In their annual elections, meanwhile, the affiliates had named Mr. LaDow chairman of their board for the coming year.

In that capacity he was authorized by the economic-committee resolution to appoint, in cooperation with other members of the board, not fewer than three nor more than five affiliates to a committee with authority to "employ such outside professional assistance as it deems necessary" to study contractual and economic relationships.

Affiliates said the committee was envisioned as generally comparable to the CBS-TV affiliates economic study group that over the past five years has delved into CBS-TV compensation trends and helped develop the new CBS affiliation contract made public a few weeks ago (BROADCASTING, March 21; also see page 80).

They said they hoped the ABC committee could shorten its job considerably, however, by "learning from the mistakes of the CBS committee."

The tenseness that gripped the meetings between ABC-TV management and affiliates had not entirely disappeared later last week, but it seemed to be lessening substantially.

ABC-TV spokesmen acknowledged that they had made a tactical error in not giving affiliates a full description of their reasons before adding the extra minute to *Batman*, and also in not telling them of expansion plans instead of letting them hear from advertisers and agencies that they were reserving the right to do the same thing in other 7:30-8 p.m. periods.

Problem Understood ■ For their part, many affiliates said they could see that

ABC-TV was acting under strong economic pressures and that they could understand the problem—but that they didn't want to see its solved by expanding network commercial time.

Leaders on both sides said they felt a cooling-off period was already in progress and expressed hope it would continue so that common problems could be resolved amicably, equitably and constructively.

They pointed out, on both sides, that despite all the differences in the meetings there was also a great deal of favorable excitement, especially about a wide range of new program plans unveiled over the weekend (see below).

The network's President Moore undertook to express this mood when he appeared before the affiliates for the third time, after a preview of new programming at an open meeting Saturday afternoon.

He said he was "sure that none of our bruises will become scars," and promised that the affiliates' position would be considered, "among many necessary considerations," in "formulating our final plans at a future date."

"These economic problems are here for everyone, and they are for everyone to solve," he said, "and I am sure we will find solutions somehow—solutions that will be equitable for everyone."

If the affiliates were nourishing grudges at that session, they didn't show. They gave him a standing ovation.

ABC-TV gets night sample

News and sports coverage

to be expanded in

'66-'67 schedule

When the fighting over the "fourth commercial" died down, (see page 38), ABC-TV affiliates last week got their first real sampling of their network's 1966-67 nighttime schedule and heard some other major programming news as well.

■ The Peter Jennings quarter-hour early-evening newscast will be expanded to a half-hour, starting in January 1967 (Jan. 9 is tentative target date).

■ The number of one-hour documentaries in pre-empted prime-time periods will increase by approximately 100% in 1966-67. Officials said they hoped that by pre-empting entertainment shows they could assure the documentaries of

substantially longer lineups than the approximately 80-station average of the current *Scope* documentary series.

■ In what ABC-TV President Tom Moore called television's biggest single-program sale, the network acquired for \$2 million and sold to one sponsor the award-winning motion picture "The Bridge on the River Kwai." Officials said the movie would be scheduled at 8-11 p.m. on an as yet undesignated Sunday in September or October. Ford Motor Co. will be the sponsor. Mr. Moore said it was "certain to draw one of TV's largest audiences."

■ What was called "television's first daytime suspense series," *Dark Shadows*, complete with "spooks and spirits and creaking doors," is to be added to the daytime lineup in June. Edwin T. Vane, vice president for daytime programming, called it "part of ABC's continuing effort to bring fresh new forms of entertainment to daytime television." It will be produced by Bob Costello for Dan Curtis Productions, with Art Wallace as chief writer.

■ On the day after Thanksgiving, a *Cartoon Carnival* will replace all regularly scheduled daytime shows (BROADCASTING, March 28). Warren Boorum, director of daytime sales, explained that viewing patterns on the Friday after Thanksgiving traditionally are more like Saturdays than Fridays, so that devoting the day to a holiday treat for youngsters was a logical move.

■ ABC-TV's already substantial sports schedule will be expanded with, among other new events, acquisition of the East-West Shrine football games starting in 1968 and, more immediately, a collegiate football schedule this year that will include two double-headers (see page 114).

Elmer Lower, president of ABC News, said the increased lineup of documentaries will be produced, mostly in color, by John H. Secondari, Thomas Wolf and Steven Fleischman, with most of them sponsored by the 3M Co. and B. F. Goodrich Co.

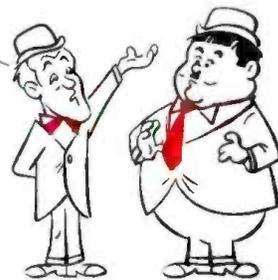
With expansion of the Peter Jennings news show, ABC-TV joins NBC-TV in presenting half-hour early-evening news reports. Walter J. Pfister Jr., executive producer, said the longer format will permit greater concentration on the Vietnam war, a wider selection of other stories and regular inclusion of leading ABC News commentators such as Howard K. Smith, Edward P. Morgan, Jules Bergman, William H. Lawrence and John Scali.

Pleasing Preview ■ The preview of the ABC-TV 1966-67 nighttime schedule didn't tell the affiliates much they didn't know about which shows would go where (BROADCASTING, March 21, 28), but it did give them a look at clips from most of the new programs.

For the most part they seemed to like

LAUREL & HARDY TERRIFIC

I told them
it wouldn't
fit, Ollie.



156 COLOR CARTOONS PRODUCED BY HANNA-BARBERA FOR WOLPER PRODUCTIONS
Distributed by Wolper Television Sales New York: 555 Madison Avenue, HA 1-5322 Hollywood: 8544 Sunset Boulevard, OL 2-7075 ©1966 Wolper Productions, Inc.

what they saw. ABC-TV rounded up quotations from a number of affiliates praising the outlook, including one from Burton B. LaDow of KTVK(TV) Phoenix, new chairman of the ABC-TV affiliates board of governors, saying that "it is my personal feeling that this is the best basic foundation of programming ever presented by the ABC-TV network."

James Duffy, vice president in charge of network sales, said the Saturday 10:30-11 p.m. period definitely would be returned to the stations for their own programming and sale.

Hubbell Robinson, executive producer of the network's ambitious new *ABC Stage '66* series (Wednesdays, 10-11 p.m.); Milton Berle, who will star in his own series (Fridays, 9-10 p.m.) and Arlene Dahl and Jane Wyatt, ABC-TV daytime stars, were among those on hand to help in the presentation.

The presentation was held March 26 in Chicago, preceding the opening of the National Association of Broadcasters convention.

Business briefly . . .

Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, has signed for *Round of Champions* on NBC-TV 5-6 p.m., May 30. Live color golf special is Walter Schwimmer Co. package.

Allegheny Airlines, through Ketchum, MacLeod & Grove Inc., Pittsburgh, will run one-minute spots on 44 radio stations as part of its new campaign entitled "Number one in the sky wherever we fly." The spots are scheduled during peak driving hours and are billed as the "main support of the promotion."

Sunbeam Corp., Chicago, through Foote, Cone & Belding, New York, has signed for sponsorship in NBC-TV's *The Virginian* beginning Sept. 14 (7:30-9 p.m. EDT). **Speidel** (division of Textron Inc.) Providence, R. I., through Marschalk Co., New York, will be in *Tuesday Night at the Movies* starting Sept. 13 (9-11 p.m. EDT) and *I Spy* starting Sept. 14 (10-11 p.m. EDT) both on NBC-TV.

Rep. appointments . . .

■ **KTOB** Petaluma, Calif.: J. A. Lucas Inc., Los Angeles.

■ **WEW** St. Louis: Advertising Time Sales Inc., New York.

Agency appointments . . .

■ **Seven-Up Co.**, St. Louis, has assigned several new products to Grey Advertising, New York. 7-Up and Like beverages, continue with J. Walter

Thompson Co., Chicago.

■ **Southern California Rapid Transit District**, Los Angeles, has named the **Anderson-McConnell Advertising Agency**, Hollywood, to handle an expanded consumer campaign. A new concept in advertising will be started by the transit company in April.

■ **The McCall Printing Co.**, New York, has named **Campbell-Ewald Co.**, Detroit, to handle its advertising.

Upbeat stories on FM's punch

NAB FM session hears how medium's allure is enticing advertisers

FM broadcasters who have become accustomed to small-budget clients saw a ray of hope for the future as they heard how two advertisers, one local, one regional, put big money in the medium and received big results.

More than 500 FM operators jammed the FM Day session Sunday (March 27) at the opening of the National Association of Broadcasters convention to be shown how a Florida drug store chain and a major appliance dealer in a Detroit suburb used FM.

At the same session they heard **Everett Dillard**, **WASH(FM)** Washington, chairman of the NAB FM committee, and **Sherril Taylor**, NAB vice president for radio, talk of the bright, lucrative future for FM.

Mr. Dillard told the broadcasters that FM had already passed the embryonic stages of being a "mass-entertainment medium. Too many people are listening to FM to deduce otherwise. Mass audiences demand variety."

He reminded the FM operators that the ratings and demographics they had been asking for are now coming out. "FM must now meet the program challenges that arise," he said. "If anything has been handed to you on a platter," Mr. Dillard pointed out, "it is a new responsibility."

Mr. Taylor noted FM revenues have been on the increase because "as more advertisers enter FM, stations have decided it is better to raise prices than to abandon FM's advantage of restricting the number of commercials and protecting brands from one another with a policy of single-spotting, spread far apart."

This theory of raising prices is one used by **Harold Tanner**, **WJDM(FM)** Detroit. He said the station had in-

creased its rate card several times, each time clearing out some smaller advertisers who move over to newer FM's with lower rates. The increased rates have enabled the station to keep the number of spots at six per hour.

'Vital Force' ■ Mr. Tanner said FM has been "looking for its golden moment for 20 years. Times have changed and now it is a vibrant, vital force." To those who complain that FM is difficult to sell, Mr. Tanner had an answer: "A person who can't sell FM, couldn't sell AM either."

The advertising potential of the medium was praised by **Howard H. Hilton Jr.**, **Hilton Advertising**, Tampa, Fla., and **A. V. Witbeck**, **Witbeck Household Appliances**, Ferndale, Mich.

Mr. Hilton said his **Eckerd Drug Stores** account began using FM on one station in 1960 with a buy of 5,500 spots the first year, running 15 a day on a run-of-schedule spread. The account uses 30 second spots and has built its image primarily around a light, female voice singing a simple jingle with an institutional copy tag.

Virtually off AM ■ He said Eckerd uses 10 or 12 FM stations in the state and increases the lineup as soon as there are enough stores in a market to warrant it. The chain now has 50 stores and credits FM with much of its growth. Mr. Hilton added that Eckerd's success resulted in the agency moving two savings and loan associations "virtually off AM and into FM" with a resultant higher response from customers.

Mr. Witbeck, who has been on **WLDM** for 17 years, estimates he spends \$50,000 a year, 90% of his budget, on the station. From the beginning, he said, FM has brought in customers and "for retailers that's the test."

He commented that, as an appliance dealer, he's known for years that many FM sets are being sold. "When customers, by the thousands, tell us they listen to FM," he added, "we should listen, for it tells us of the effectiveness of our advertising."

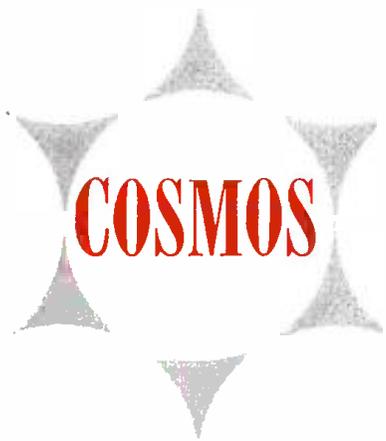
An exclusive **General Electric** dealer, Mr. Witbeck noted that much of his budget is 50-50 co-op. He said that he had used newspapers consistently and "haven't been pleased with their results."

Lee's Predictions ■ The FM broadcasters were also given a glimpse into the future by FCC Commissioner **Robert E. Lee**. Looking 10 years ahead, he foresees:

Network radio running 24 hour stereo services with music and drama the principal programs.

FM stations selling off their AM affiliates "maybe under some duress," a reference to the FCC's AM-FM nonduplication rule.

In Columbia, Montgomery and Toledo



is a “People-to-People” program

3,379,600* people in these three major market areas depend on Cosmos stations for news, information and entertainment. Each station is effective and influential in its respective community—well-manned with experienced, eager personnel who actively seek out the needs and desires of the audiences they serve — then fulfill those requirements. Average weekly audiences — both Nielsen and ARB — offer eloquent proof.

**Includes population in counties with 25% or more Net Weekly Circulation. (ARB Coverage Study/65) (Toledo ARB Coverage Study/60.) Population 1/1/65. SRDS.*

WIS, Columbia, S.C., NBC/P-G-W
WIS-TV, Columbia, S.C., NBC/P-G-W
WSFA-TV, Montgomery, Ala., NBC/P-G-W
WTOL-TV, Toledo, Ohio, CBS-NBC/H-R
Cosmos Cablevision Corp.

The logo features a small version of the starburst graphic above the word "COSMOS" in a large, bold, red, sans-serif font. Below "COSMOS" is the phrase "BROADCASTING CORPORATION" in a smaller, bold, black, sans-serif font.

COSMOS
BROADCASTING CORPORATION

G. RICHARD SHAFTO, PRESIDENT
1111 BULL STREET COLUMBIA, SOUTH CAROLINA

Can a radio station that cares improve the employment potential of Pittsburgh's workers?

KQV thinks so!

Last year many jobs for skilled people in the Pittsburgh area remained unfilled while unemployment loomed as a problem. KQV, in talking with community leaders, discovered that there were many training and education opportunities available to qualify persons for these skilled positions. The problem remained one of communications—letting the people know of the training opportunities available.

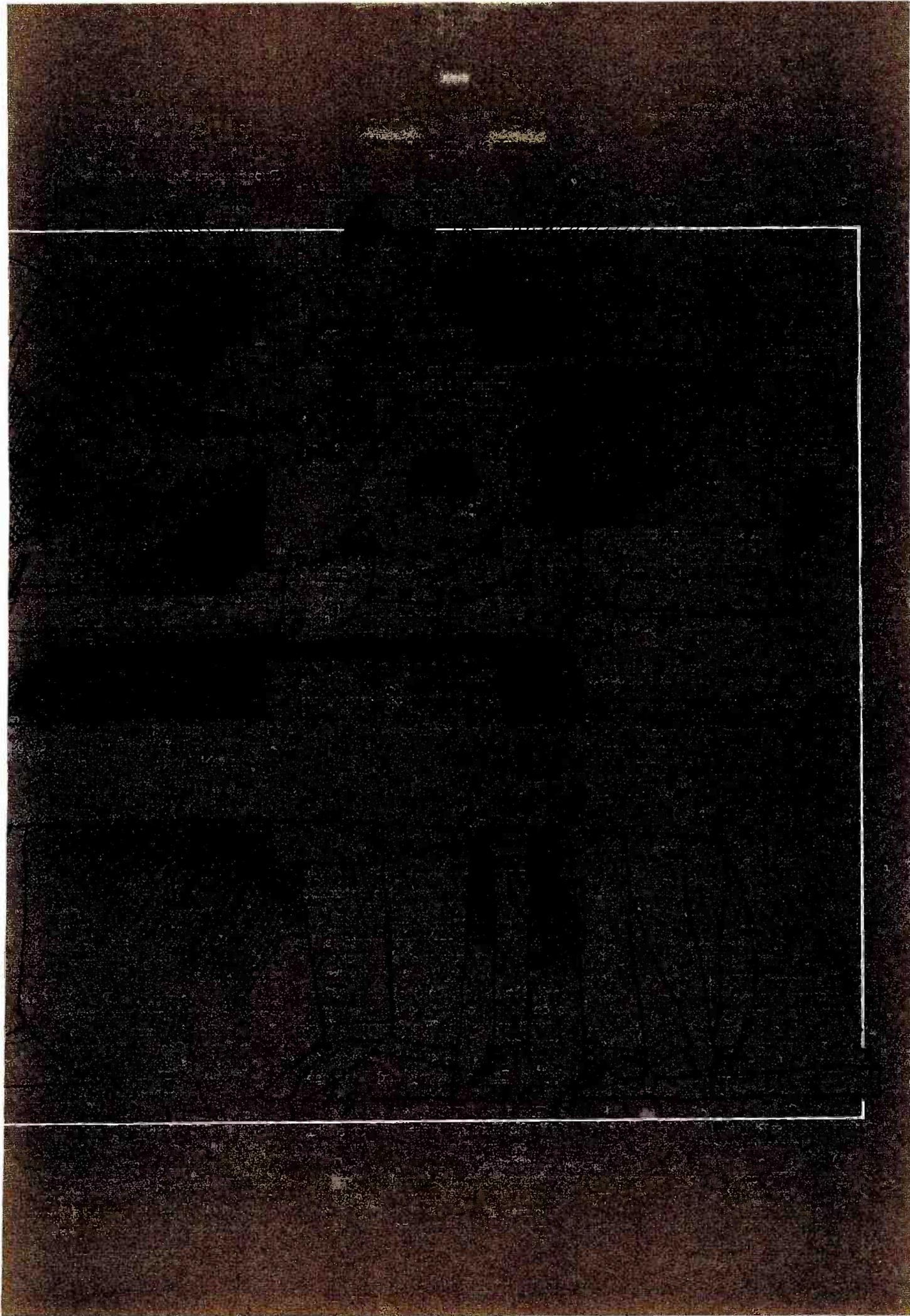
KQV responded dramatically. With the assistance of government, business and education officials, KQV sponsored the nation's first Career Exposition in the Pittsburgh Civic Arena in February, 1965. In three days, a record-breaking 36,000 persons—students, young people, parents, and teachers jammed the arena where 112 public and private institutions held demonstrations, counseled and explained the career training opportunities available. A series of seminars in many professional, engineering and technical fields was also conducted by leading academicians.

So successful was this exposition that KQV sponsored an even larger one this past February. The overwhelming response from every sector of the community confirmed KQV's judgment that job and career training opportunities were a deep concern of the people of Pittsburgh.

Like every ABC Owned Radio Station, KQV cares about its community . . . enough to make things happen!

WABC New York KQV Pittsburgh WXYZ Detroit WLS Chicago KGO San Francisco KABC Los Angeles

ABC Radio Stations



Ask questions, agencies told

ANA provides forum in Pebble Beach for constructive criticism of advertising problems, expenses and wastes

An agency seeking a new account ought to ask point blank what an advertiser wants. This was one of the recommendations and subjects explored by speakers at the 20th annual West Coast meeting of the Association of National Advertisers, which ended on March 26 in Pebble Beach, Calif.

The three-day meeting focused on advertiser and agency executives discussing such areas as selection of agencies, recruitment of personnel, education for advertising, methods of compensation and approaches to the use of corporate and institutional advertising.

Michael W. R. Meyer, vice president, advertising, Continental Airlines, Los Angeles, asserted that the key point in a successful agency presentation is to ascertain and provide the needs of a prospective advertiser. He noted that when agencies made presentations last fall for the estimated \$4 million Continental account, one agency made a point of offering an elaborate fee system; another provided details on advances made in research and a third offered considerable information on a new office in Los Angeles.

The agencies that fared best in presentations were the ones that had asked point blank what Continental considered important, Mr. Meyer reported. What Continental was seeking was information on which people on the account and creative levels would be involved with Continental, according to Mr. Meyer. (The account was given to Needham, Harper & Steers, Chicago.)

Excessive Waste ■ Louis E. Scott, senior vice president and general manager of Foote, Cone & Belding, Los Angeles, criticized the waste of time and money involved in the current excessive hiring and dismissal of agencies. He said that in one three-day period last January, six advertisers shifted more than \$50 million in billing.

He suggested that an advertiser seeking a new agency should not ask every agency to fill out an advertiser questionnaire but only qualified agencies that have some expectation of landing the account.

Walter S. Straley, president, Pacific Northwest Bell Telephone Co., Seattle, described institutional advertisers as falling into two types: (1) those that sell the corporate virtue and personality and (2) those that explain the company's purpose. He said he was opposed to "virtue advertising" and supported "purpose advertising."

Paul H. Willis, vice president, adver-

tising, The Carnation Co., Los Angeles, urged that the advertising management of companies emphasize the long-term extended values of advertising as well as short-term results to corporate management. He said there was a strategic advantage in adopting and fostering the investment concept as opposed to the fallacious concept that all advertising is a short-term, unrecoverable expense.

Scarcity of Education ■ Dr. Stuart Henderson Brill, professor of marketing and advertising at Northwestern University and editor of the *Journal of Marketing*, provided figures pointing to a dearth of advertising education in the U. S. He said that only 30 to 35 of a total of 2,200 colleges and universities now have advertising education. In the 1964-65 year, there were only 3,000 undergraduates studying advertising, Professor Brill stated.

Robert E. Brandon, executive vice president of Charles Bowes Advertising Co., Los Angeles, called the fee system of agency compensation "the wave of the future." Over the long run, he said, more and more services of agencies will be on a fee basis because they are directly related to the output for clients. The commission system of 15%, he maintained, is a purely arbitrary figure and bears no relationship to the services performed by an agency.

'ABC Stage '66' gets first sponsor

ABC-TV is announcing today (April 4) its first advertiser in the network's coming series, *ABC Stage '66*. Burlington Industries, New York, will sponsor one-half of 12 one-hour programs in its first major buy on the network.

Placed through Doyle Dane Bernbach, New York, Burlington's purchase is on behalf of both a corporate and product campaign. The firm will showcase branded Burlington products in the apparel and home furnishing fields including Cameo hosiery and Lees carpets.

"The Many Worlds of Mike Nichols," the first program of the series, will be sponsored by Burlington Wednesday, Sept. 14, 10-11 p.m. Other programs to be sponsored by Burlington will include Truman Capote's "A Christmas Memory," "The Bob Dylan Showcase" and "The Kennedy Wit"

with Jack Paar as narrator and writer.

In announcing the agreement, ABC called attention to FCC Chairman E. William Henry's praise of *ABC Stage '66* as a "notable exception" to weekly television programming when he addressed the National Association of Broadcasters last week (see page 58).

The series will be mainly in color. The shows will run from one to two hours. They will use talents from all the theater arts, many of whom have never before contributed to television.

Radio urged to sell self harder

David stresses neglect resulted in slow growth;

Blanc praises humor in ads

A proposal that radio broadcasters run an "immense" on-air campaign to sell radio over the next two years was made Tuesday (March 29) by Miles David, president of the Radio Advertising Bureau. Speaking at the radio session of the National Association of Broadcasters convention in Chicago, he said RAB would be providing stations with production spots by Bob and Ray, live copy and fact sheets.

Mr. David said that radio had been neglected for so many years that now it is paying for it in slower growth. The new growth plan is "you" he said: "you doing what you do best, you helping to sell radio." He noted that the past month has shown the largest membership growth of any month in RAB's history.

He suggested local broadcasters "get out and open doors." No single organization can cover all the decision-making levels, Mr. David said, and he asked the broadcasters to make calls with RAB-supplied materials. This type of plan, he maintained, gets down to fundamentals and will help "confirm your belief in radio."

In one sample of the Bob and Ray spots, a statistical professor says that if all the radios in America were placed in the Grand Canyon "it would fill it half-way up and make quite a mess, too." "What does this all mean," he is asked. "Darned if I know," retorts the professor.

Mr. David described these spots as a "little public service for yourself."

In a discussion of radio commercials, Mel Blanc, Mel Blanc Associates, Hollywood, noted that advertising actually began with "a sexually starved caveman who stood in front of his cave and



Tulsa, Home of the 1966 International Petroleum Exposition.

In the \$2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV



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



Represented by  The Original Station Representative

shouted: 'I want a woman'."

Humor Reigns — Today, said the voice of Bugs Bunny and a hundred other characters, there is more humorous advertising being produced than ever before, much of it in radio. There is also more bad humorous advertising than ever before, and much of that is also in radio, he added.

He said that in terms of revenue, radio is a "stagnant industry. Advertisers are standing in line to avoid radio." To combat this feeling he offered two suggestions: the medium should do a better job of selling its advertising effectiveness, and industry spokesmen

must sell the creative aspects of the medium.

Steve Frankfurt, Young & Rubicam, New York, cited several ailments of radio: It suffers from an inferiority complex because it doesn't have pictures; broadcasters forget to capitalize on radio's intimacy and personal involvement; too many spots are being created in studios that were built for silence, not sound; there is a sameness of programs and commercials with many stations having no identity that could be classified as distinctively different; the medium appears to have given up on children and this is a mis-

take because they are still important in influencing sales.

He was also critical of radio men who seemingly have ignored making pitches to the creative personnel at agencies to get them excited about the possibilities of using radio. He said other media, newspapers particularly, have poured in over the years to pitch the creative line. Why, he asked, do radio men think creative people have no interest in their medium?

GF lets age of product determine compensation

A two-year test conducted by General Foods Corp., White Plains, N. Y., indicates that the traditional commission form of compensation usually is best for established products, while an annual fee plus service payment tends to be more suitable for new products.

In announcing results of the test last week, General Foods said it was conducted in cooperation with two of its advertising agencies. Ogilvy & Mather and Young & Rubicam. General Foods stressed that the study pertained only to its own program and no attempt was made to generalize about other advertiser-agency relationships.

The products which had been placed under the test system included Maxwell House coffee, Good Season Open Pit barbecue, Maxim Concentrated instant coffee and Gaines Prime pet food assigned to O & M and Postum, Tang and Gainesburger, assigned to Young & Rubicam.

New agency for Fibers Co.

The Celanese Corp. of America last week transferred its Fibers Co. division to Grey Advertising from West, Weir & Bartel, all New York. The division bills about \$6 million.

Approximately \$600,000 was allocated to TV-radio last year by the account but the broadcast budget is expected to grow to approximately \$1 million in 1966. The fibers division has begun a campaign on NBC-TV's *Today* and *Tonight* programs and has stepped up its radio spending through a five-minute, daily *Fashion In the Air* program on stations in nine major markets.

Code comings and goings

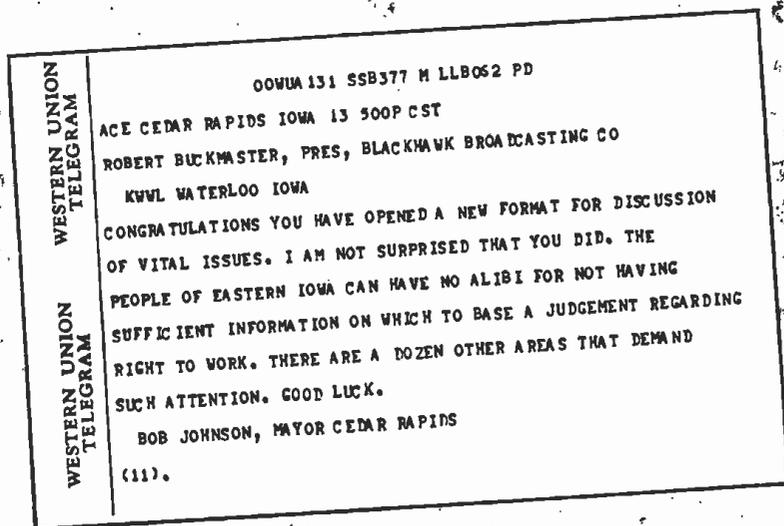
Four stations were withdrawn and one station was added to the membership lists of the National Association of Broadcasters television code between Jan. 15 and Feb. 15.

Stations withdrawn: WLTV(TV) Bowling Green, Ky.; WWLP(TV) Springfield, Mass.; KHFI-TV Austin, Tex., and KXMC-TV Minot, N. D. KCOY-TV Santa Maria, Calif., was added.

Another Television FIRST at KWWL-TV

In February, KWWL-TV cancelled its regular Sunday afternoon programming to introduce something entirely new in informational television. Two of Iowa's leading attorneys were asked to prepare cases and select witnesses for a trial of the so-called "right-to-work" law.

The case came to court in the studios of KWWL-TV on "OPEN HEARING — 14B". For more than 3 hours the attorneys examined and cross-examined witnesses. When the case finally went to the "Jury" — the viewing audience — everyone had a real understanding of the case. Response to this innovation in television service brought compliments from both sides of the issue. Here's how Cedar Rapids Mayor Bob Johnson looks at this KWWL-TV **FIRST!**



KWWL-TV will continue to serve all of Eastern Iowa with **FIRSTS** — First in depth informational programming . . . First with **ALL** Color Television in Iowa. Ask your Avery Knodel representative right now to take advantage of the **FIRST** station.

KOMBO-TV

KWWL-TV—Cedar Rapids • Waterloo • Dubuque
KMMT-TV—Austin • Rochester • Mason City



INDUSTRIAL ALBANY, GA.

Home of Gulistan Carpet

Did you know Albany rolls out the red carpet (other colors too) thousands of yards at a time? Gulistan Carpet, one of the nation's leading carpet manufacturers, has been located in Albany since 1952. Albany-made Gulistan Carpet is sold

throughout the United States and abroad. Gulistan—Division of J. P. Stevens & Co., Inc., has a continuing important place in the American Carpet Industry, and in the economy of Albany.



and WALB-TV

Gulistan's large family of employees, plus 899,700 more Southwest Georgians, look to Albany's WALB-TV for the best in entertainment, news and information. Channel 10's Southwest Georgia area continues to grow providing you, the advertiser, with the very best industrial and agricultural market. In this billion dollar market the mass media with the power and people capable of delivering for you is WALB-TV.

Raymond E. Carow, General Manager WALB-TV, Albany, Georgia
 Represented Nationally by Venard, Torbet and McConnell
 and in the South by James S. Ayers Company



LOW-BUDGET COLOR TV TAPE SYSTEMS

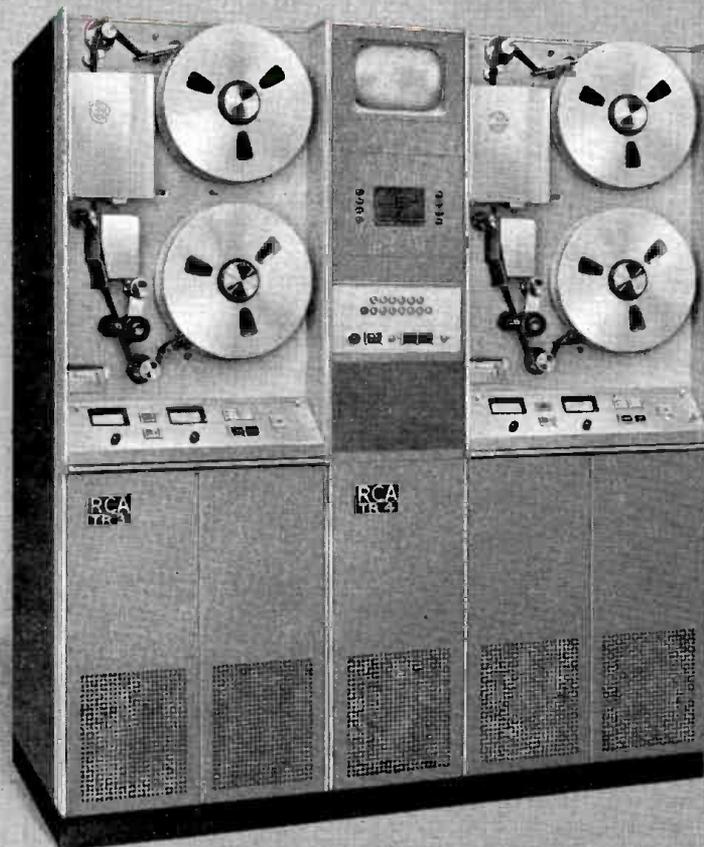
...the easy way to make



TR-4 Recorder/Player

For recording or playing.

This colorized TR-4 affords the most economical way to record or playback color tapes. It's complete in a 22 x 33 inch cabinet, 5½ ft. tall. It includes suitable metering facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.

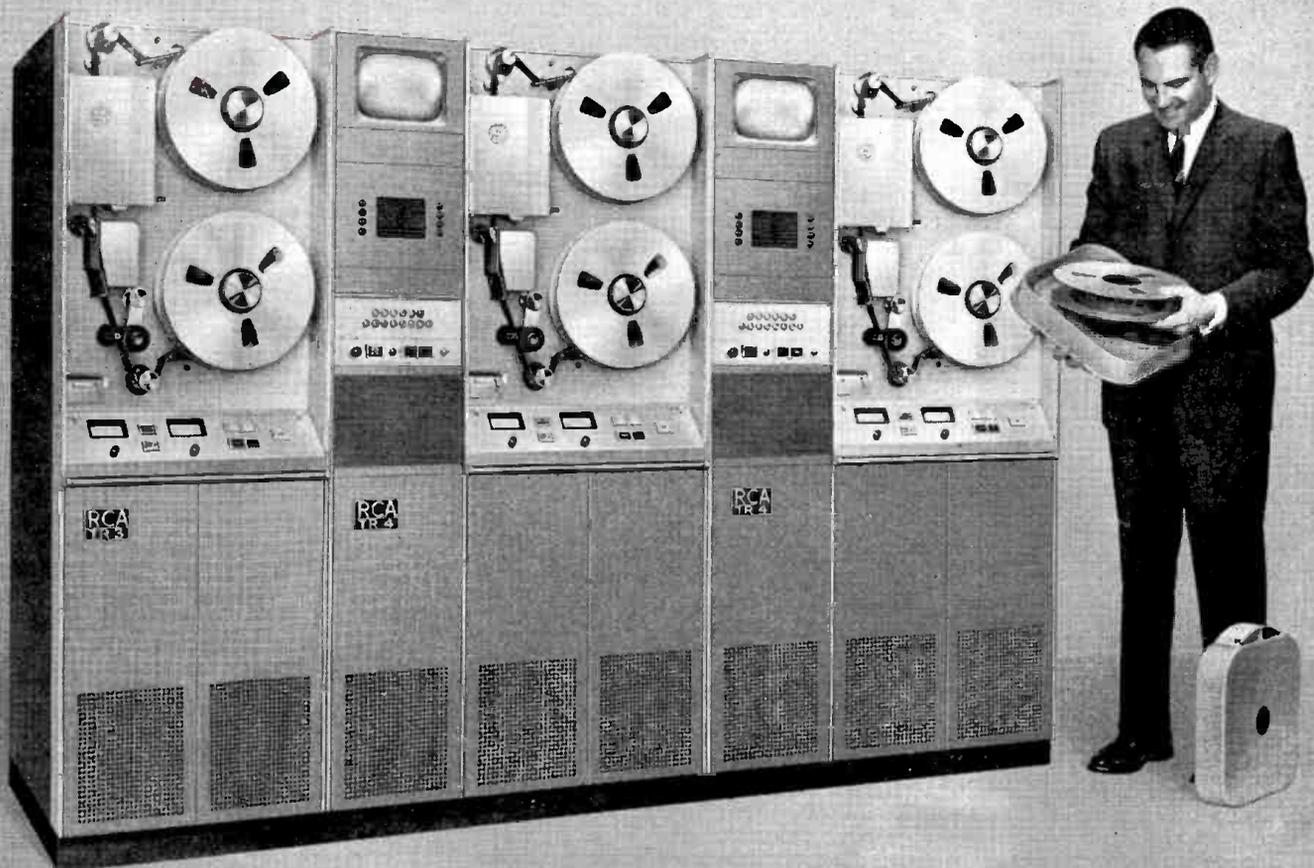


TR-3 Player TR-4 Recorder/Player

For recording and playing— at the same time.

Combining the TR-4 with the TR-3 Player enables you to record on the one while the other is on the air. The colorized TR-3 Player performs to the same high RCA broadcast standards and is compatible with all quadruplex recorders. When recording and playback must be done at the same time, the TR-4/TR-3 combination is the most economical.

and play color tapes!



TR-3 Player TR-4 Recorder/Player TR-4 Recorder/Player

For simultaneous record and playback, with spare function.

Adding a second colorized TR-4 to the TR-4/TR-3 combination provides a system that is extremely versatile. It permits you to record and playback simultaneously—and still have a machine available for those unexpected jobs. It provides practically the equivalent, in studio time, of a three recorder setup.

See your RCA Broadcast Representative for complete details on these economical systems for color recording and playback. Or write RCA Broadcast and Television Equipment, Building 15-5 Camden, N. J.



The Most Trusted Name in Television

Lorillard exits Cigarette Ad Code

ACTS AFTER FTC APPROVES NICOTINE-TAR ADS

P. Lorillard Co., New York, a leader in the field of high filtration cigarettes, last week withdrew from the tobacco industry's Cigarette Advertising Code. The firm based its action on the Federal Trade Commission's announcement that cigarette manufacturers could advertise their product's nicotine or tar content (BROADCASTING, March 28).

The FTC's announcement included a proviso that advertising could not claim the product will reduce health hazards. It was announced on Friday, March 25 and Lorillard's resignation came the following Monday (March 28).

The tobacco firm had recently announced the switch of its \$15 million Kent account from Lennon & Newell to Grey Advertising, both New York (BROADCASTING, March 7). Kent sales have been slipping.

Stating his belief that the legislative

situation leading to the code's establishment was now stabilized, Manuel Yellen, Lorillard's chairman of the board and chief executive officer, added in a letter to Robert B. Meyner, the code's administrator: "We regard the FTC's announcement as a stimulus to the further development of improved filter cigarettes. Accordingly, we now wish to advise you of our resignation. . . ."

Unexpected ■ In a hurriedly called news conference Monday (March 28) at the code's headquarters in New York, Mr. Meyner, the former New Jersey governor, said Lorillard's sudden action was unexpected and would make the industry's task of self-regulation more difficult.

Mr. Meyner did not feel the withdrawal had anything to do with the letters sent to the code by both the Senate Commerce Committee and the FTC protesting the appearance of Lorillard's

Kent commercials immediately following an appearance by the Beatles on the *Ed Sullivan Show* (CBS-TV).

"I feel there were assurances given that this [the code] was going to be a continuous operation, and if Lorillard had some issue with the code, they could have been expected to come into my office and have talked the matter over," Mr. Meyner said.

Mr. Meyner met Monday with the five remaining firms acting as code directors and each expressed their firm intention to continue as members of the association. The three nondirector firms participating also gave every indication of holding fast, Mr. Meyner said.

Health Claim ■ He recalled that the Senate Commerce Committee, the Department of Agriculture, the Department of Health, Education & Welfare and, until last Friday, the FTC, all maintained the simple statement of tar-nicotine content would be construed as a health claim by the average consumer.

Mr. Meyner said the code itself requires the declaration of a certain tar-nicotine content must also be accompanied by "scientific proof of the significance of the statement—facts by which one could come to a reasonable conclusion."

Although the FTC ruling only requires the stated amount of tars and nicotine be verified by "adequate tests of record," Mr. Meyner said code members using this advertisement would still have to provide the additional statement of significance.

Sources in the cigarette industry reportedly have criticized what they term Mr. Meyner's "one-man rule" and his alleged refusal to "sit down and reason things out together." They are said to see Lorillard's resignation as the first outward sign of a possible growing dissatisfaction among members of the cigarette code members.

Inconclusive ■ The code-sponsored study to develop criteria for which characteristics in TV programing have distinct appeal to teen-age audiences has been completed, but was inconclusive, Mr. Meyner said.

Lorillard stressed it would continue to adhere to those restrictions of the voluntary code that deal with advertising to youth. Mr. Meyner said he also expected the firm to honor certain financial commitments made at the code's inception.

Lorillard produces about 10% of U.S. cigarette products. The cigarette code members produce all but 1% of the other 90%. They are American Tobacco, U.S. Tobacco, Brown & Williamson Tobacco Corp., Larus Brothers, Philip Morris, Liggett & Meyers, R. J. Reynolds Tobacco and Stephano Brothers.

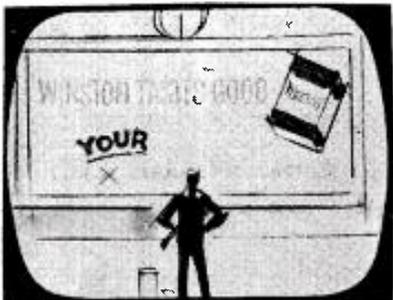
A one word change can make a big difference

With a slight change in copy but a big change in commercials. R. J. Reynolds Tobacco for its Winston cigarettes is modifying its sales slogan—"Winston tastes good like a cigarette should" to ". . . good like your cigarette should." The striking of "a" and the substitution with "your" has sparked a major new campaign in media, including radio and TV. TV commercials will show the cross-

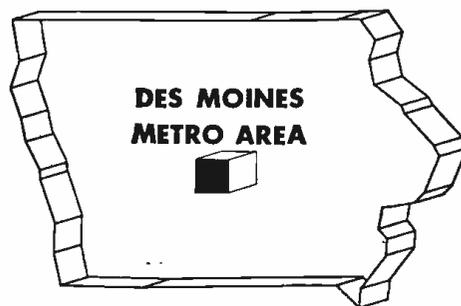
ing out of the "a" and the painting in of the new word by various people including a man in a deserted ball park who changes the billboard on the centerfield fence (see sequence from storyboard).

Radio commercials promoting the modified slogan are included in the spring campaign.

William Esty Co., New York, is the agency.



WHO Radio gives you 89.3% MORE PEOPLE than the Des Moines metro area!



The Des Moines metro area includes *one* county (Polk)—281,400 people who account for total retail sales of \$431,503,000 per year.*

WHO Radio covers 94 Iowa counties (plus 4 in Minnesota, 3 in Illinois, 16 in Missouri) —2,757,600 people who account for retail sales of \$3,940,625,000 per year.

WHO Radio is the only 50,000-watt, 1-A, clear channel station in the state (and is lo-

cated near Iowa's *center*). It covers 1,104,700 more people than all six of Iowa's metro areas **COMBINED!** In fact, WHO's "Iowa Plus" is America's 23rd largest radio market.

Since 1924, WHO has been Iowa's greatest station for power, programming, prestige, productivity. It still is. Ask PGW to prove it!

*Sources: NCS '61. SRDS '65

WHO RADIO

for Des Moines PLUS . . . for Iowa PLUS!

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



Peters, Griffin, Woodward, Inc., National Representatives

BAR next witness for small business hearing

TVB FOLLOWS WITH THE NETWORKS SCHEDULED IN MAY

The House Small Business Subcommittee on Regulatory and Enforcement Agencies will resume its hearing on the FCC this week (April 7) with testimony to be given by the Broadcast Advertisers Reports on prime-time spot availabilities on stations in the top-75 markets.

The subcommittee is trying to determine whether small business is getting a "fair chance" at placing TV ads on nighttime schedules in the top markets.

Representative John D. Dingell (D-Mich.), subcommittee chairman, also announced that it plans to hear Norman E. (Pete) Cash, president of the Television Bureau of Advertising, New York, on April 19 and will receive testimony from the networks in May.

CBS-TV will be heard May 10, followed by ABC-TV May 12 and NBC-TV on May 17.

In other developments, Representative Dingell sent a letter to FCC Chairman E. William Henry asking for information on the number of community antenna television systems that would be affected by the commission's proposed rulemaking that (1) operate in cities in which there is no television station and (2) make a net profit of \$50,000 or less annually.

The reason for the request, according to Representative Dingell, is that many small CATV's have complained that the rules "promulgated by the commission will work a hardship on them if enforced."

He contended that the large operations are the ones that have necessitated the regulation of all CATV and that these more profitable segments of the industry should not be responsible for strictures on the entire industry.

Commissioners Correspond ■ In another vein, two FCC members, in communications to the subcommittee, added comments on matters previously discussed before the group.

Commissioner Lee Loevinger discussed the problem of the prime-time TV availabilities for local advertisers and Commissioner Kenneth A. Cox discussed Commissioner Loevinger. Congressman Dingell had stressed that all the commissioners could offer opinions or further testimony on any subject discussed by the subcommittee (BROADCASTING, Feb. 28).

Commissioner Loevinger indicated that there would be a question on the spot availabilities as to whether such an inquiry were proper since the basis for the inquiry, the "public conven-

ience, interest and necessity," has no specific legal meaning. He cited a Supreme Court statement that it "is impossible to give any precise meaning to the concept."

And he said that the commission had not made any official inquiry into the matter and has no specific information on the subject, to his knowledge.

Although local availabilities are scarce, the costs of network programming have increased to the point that few advertisers can afford to purchase full program sponsorship during the prime viewing hours, he noted.

But he said that this shift in the spot buying patterns of the major advertisers should make it easier for the local advertiser to place his advertisements.

Although television tends to be a national advertising medium and radio tends to be a local medium, "the difference is due to economic forces rather than exclusionary policies," Commissioner Loevinger commented.

The commission, he added, has had very few complaints from local advertisers about difficulties in buying TV advertising.

Commissioner Loevinger also called attention to an article in BROADCASTING regarding commission letters to Esther Blodgett (BROADCASTING, Feb. 28) saying that this bears out his contention that the commission regulations bear more heavily upon small than upon large business.

Commissioner Cox challenged some of the statements formerly made by Commissioner Loevinger and supplied some statistics regarding the number of stations selling spot announcements for "from 50 cents to \$5." He charged that although Commissioner Loevinger appeared to find fault with the FCC's Office of Network Study, Commissioner Cox could not find any steps that Commissioner Loevinger may have taken to induce action on advertising rate discount practices.

New commercials firm undergoes expansion

Van Praag Productions, New York, producer of film commercials and industrial motion pictures, announced an expansion into TV program packaging last week and the appointment of Walt Framer to head the new operation as director of special projects. Mr. Framer has created and produced more than 25 television series, including *Strike it Rich*, *Break the Bank* and *The Big Payoff*.

Art brings select crowd to Young suite

Adam Young Inc. went to the 1966 National Association of Broadcasters convention in Chicago seeking increased selective traffic to its hospitality suite and looking to reinforce an image—an image of a station representative that sells with dignity. The New York-based company rented the red-carpeted English Room in the Sheraton Blackstone hotel across the street from NAB convention headquarters. On the walls of the room works of art were hung—art painted or photographed by registered broadcasters. It marked the beginning of the Adam Young amateur art award exhibit, the first of what the rep firm hopes will be an annual event.

And selective traffic did come to view the scene. Included were members of the FCC and station management. "It created a much better atmosphere for us," commented James F. O'Grady Jr., Adam Young's ex-

ecutive vice president. "Most people didn't come to drink. They came to look at the art and talk to us in a serious, dignified manner."

Chosen first prize winner among the 24 art exhibits on display was a painting titled "Drying Sunflower Heads," executed by Mrs. John B. Johnson, wife of the president of WWNY-TV Watertown N. Y. She was awarded a sterling silver ice bucket as a prize. Runnerup at the exhibit was "New England," painted by Leslie H. Norins, vice president and general manager of KEYT(TV) Santa Barbara, Calif.

The success of this year's exhibit has convinced Adam Young to repeat the same promotion at the next NAB convention. According to Mr. O'Grady some 70 entries already have been received including one from an amateur painter named Adam Young who's president of station representative company.

AS PRESENTED IN SUITE 1300 CONRAD HILTON, CHICAGO, NAB CONVENTION

NEW! "SOUNDS LIKE FUN"

Sensational New Station I.D. Series from CRC and World. Forty Vocals, Twenty Instrumentals. It's alive with happy Sounds. (CRC Series #41)

New!

EMPIRE BUILDER

A Glorious Station I.D. Series for Class Image, Prestige. Fifteen Vocals, Twenty Instrumentals. A Voice for the Finest. (CRC Series #40)

NEW!
NEW!
NEW!
NEW!

all kinds of Deejay Intros from World

For Rock, Mid-Road, Good Music, C & W, Negro Formats.



MONEY-MAKER TIME SIGS

FOR EVERY QUARTER HOUR OF THE DAY

A Bonanza from CRC. Every cut under Ten Seconds. Public Service, Image Exclusive and Highly Saleable.



A NEW Singing Calendar

The Day and Date in Sound and Song. A musical Production for Every Day of the Year. Image Enhancing and of Enormous Sales Potential.

Get the Story on the

NEW! WORLD COMMERCIAL SERVICE LIBRARY FEATURES INCLUDING A NEW CATALOG AND USE OF LIBRARY IN PERPETUITY!

Get the Amazing Offer for the

NEW CRC "MONEY-MAKER" COMMERCIAL SERVICE LIBRARY FEATURES INCLUDING CUSTOMIZED I.D.'S.

Don't miss it! CRC's "TOP GUN" — *hottest* country and western image in Radio today.



CHECK THE ITEMS YOU'RE INTERESTED IN.

ASK **CRC** OR **WORLD** FOR FULL DETAILS.

P. O. Box 19726
Dallas, Texas

Broadcasting System
P. O. Box 19246
Dallas, Texas

Henry urges more daring TV

Takes aim at \$200 million radio-TV cigarette billings, says local live programs may be a necessity for survival in the satellite age

FCC Chairman E. William Henry travelled to the National Association of Broadcasters convention in Chicago last week not to propose new restrictions on broadcasters but to challenge them to show greater daring and more responsibility in exercising the freedom he says they now have.

The approach wasn't calculated to avoid controversy. The speech immediately thrust him into a dispute over the degree of responsibility the NAB is showing in connection with cigarette advertising on television.

And indications are that in the days ahead he may become involved in another controversy as a result of a statement urging broadcasters to deal with provocative and sensitive themes in their programming.

The address was in a sense a response to speeches delivered earlier in the convention by Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines, and Vincent Wasilewski, NAB president. Both had urged opposition to what they characterized as undue government interference with broadcasters' freedom (see pages 71 and 62).

The FCC doesn't want to lay "a dead hand of government" on broadcasters, Chairman Henry told a news conference following the speech. "My point is that broadcasters should be more daring" in using their medium.

Conciliatory ■ In some respects, the speech was the most conciliatory of the three he has made to NAB conventions. He said the industry's overall record "is showing much general improvement" and that as "our nation is growing, your industry is demonstrating growth and maturity. Though your critics still take pot shots at you, they often miss the mark.

"As one who carefully watches and regulates you," he said, "I take this opportunity to congratulate you publicly, and to encourage you to continue along the road of better service to all the people."

He proposed no new policies. But he specified several areas where he felt the

industry should improve.

The suggestion that created the greatest stir at the convention was his call for standards on cigarette advertising that would reflect the "great bulk of medical opinion" that a causal relationship exists between smoking and health.

Bell's Reply ■ He had hardly completed his speech before the NAB press department issued a statement from Howard H. Bell, director of the code authority, challenging the chairman's assertion that the broadcasting industry has been "silent" on the question of cigarette advertising.

Mr. Bell said the NAB radio and television codes were the first in advertising or in business to take action. He noted that provisions were added to the codes in 1964 prohibiting commercials that imply to youth that cigarette smoking is important to personal development or that health benefits result from it.

"While certainly more can be achieved in this area," he said, "there has been an improvement in the content of cigarette commercials."

But the chairman said the steps thus far taken by the industry are inadequate. Television viewers, he said, "are led to believe that cigarette smoking is the key to fun and games with the opposite sex, good times at home and abroad, social success, and virility."

The chairman recognized that the law forbids federal requirements concerning advertising for four years. But, he

said, it doesn't forbid broadcasters from adopting appropriate standards "to reflect increasingly persuasive medical evidence, or the hazard labeling requirements of the law itself."

He ridiculed the self-regulatory efforts of the Cigarette Advertising Code, created by the tobacco industry to demonstrate to Congress that legislation to control advertising is not needed.

No Teeth ■ He said the approach of the Cigarette Advertising Code, headed by former New Jersey Governor Robert G. Meyner, "seems to be there must be study, study, study, and yet more study." That kind of regulation, he said, "not only lacks teeth, it has soft and bleeding gums. Moreover, it fools no one."

Fairfax Cone, chairman of one of the nation's largest advertising agencies, Foote, Cone & Belding, said Chairman Henry's complaint was "justifiable." But Mr. Cone, who appeared with the chairman on *Kup's Show*, on WBKB-TV Chicago, had a complaint about the studies linking smoking and health that he has seen. He said there should be some suggestion that "not all cigarette smoking is harmful." The program was taped Tuesday for presentation Saturday (April 2).

Cigarette advertising is big business in broadcasting. The Television Bureau of Advertising reports that cigarette companies spent \$189.6 million in national television, both spot and network, in 1965. Some \$26.4 million was spent on national radio, \$19.3 million of it in spot, last year, according to the Radio Advertising Bureau.

Chairman Henry laid the basis for possible controversy with Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, in urging broadcasters to show more "artistic integrity" in the programming they present.

Senator Pastore has expressed concern over the likelihood that the new crop of theatrical films with their frank handling of sex and other controversial themes, will find their way onto the home television screen. Commissioner Robert E. Lee has expressed similar

Near 4,000 mark

Fiscal year figures for membership in the National Association of Broadcasters showed an increase of 255 members in the year ending April 1, 1966.

	1966	1965	Increase
AM stations	2,227	2,152	75
FM stations	985	852	133
TV stations	480	459	21
Associates	219	193	26
	3,911	3,656	255

views.

Chairman Henry said later he was aware of their positions. But he said he would defend broadcasters who demonstrate "artistic integrity."

Quick Surrender ■ "Too often," he said in his speech to the NAB, "you surrender to popgun complaints as if they were the crack of doom. Too often the record here shows not only a lack of courage but a lack of common sense."

He referred specifically to a television presentation of "Room at the Top" in which the word whore was blooped out. Noting that the word was critical to a piece of dialogue, the chairman said, "This bloop-blip technique may be fine for selling razor blades, but is scarcely appropriate in an adult film on a controversial issue."

He said that "the requirements of good taste call for the most careful exercise of your judgment as licensees." And he said that he was not "advocating a policy of 'anything goes.' But the alternatives to that extreme," he said, "do not stop at treating the adult American public as if it were dominated by the Ladies Auxiliary of River City, Iowa."

Chairman Henry has frequently criticized broadcasters for failing to present

more local live programing. But last week he warned them that, in the face of rapidly changing technology, it might be the key to their survival.

He noted that direct satellite-to-home television is a technological possibility. And although "mountains of unsolved problems" remain, "the threat thus posed is clear: the direct broadcast satellite could eliminate overnight the need for all the broadcast stations."

Local Service Needed ■ When that possibility becomes a probability, he said, "your only justification for continued existence will be the manner in which you serve local needs, and act as an outlet for local expression."

The chairman also called on broadcasters to use their "unprecedented freedom" in programing to produce more creative entertainment programs. He said "more creative effort goes into the production of commercials, than into the production of drama."

He deplored the networks' "new math" approach to programing, in which he said ratings showing a program with no more than 8 million viewers are too low to sustain it. If networks and affiliates plan their schedules solely by the ratings, he said, "creativity in television will not be fostered but abandoned."

He noted that voices within the industry have begun to express criticism of current practices. And in this connection he cited the resignation of Fred Friendly as president of CBS News because of the network's refusal to preempt daytime programing for live coverage of the Senate hearings on Vietnam.

"Fred Friendly's courageous stand speaks for itself," he said. "Though I know only what I read in the newspapers, it seems clear that if ever there was a classic example of the pressures of the marketplace overcoming the corporate conscience, this was it."

The chairman told his news conference that the use to which networks put ratings "is a proper concern" of the FCC. His remarks were in response to questions about the commission's request to the networks for an explanation of the basis on which they cancel programs.

"If networks say they simply program for the greatest audience, no one at the commission would say this is irrelevant," he said. "This is a matter we would be concerned about."

But, he said, if ratings are only one of several factors in a decision, "it becomes a matter of degree," he said.

Six named to two-year terms on NAB TV board

Three incumbents were returned and three newcomers were added to the National Association of Broad-

casters television board of directors in balloting Wednesday (March 30) at the final session of the NAB con-

vention. Re-elected were (standing, l to r) John T. Murphy, Avco Broadcasting; Joseph S. (Dody) Sinclair, Outlet Co. stations, and Robert W. Ferguson, WTRF-TV Wheeling, W. Va. New members (seated, l to r) are Roger W. Clipp, Triangle Stations; Willard E. Walbridge, KTRK-TV Houston, and Arch L. Madson, KSL-TV Salt Lake City. Named for two-year terms that started upon conclusion of last week's convention, the six were chosen from a field of 10.

Others nominated were Kenneth R. Giddens, WKRQ-TV Mobile, Ala.; Eldon Campbell, WFBM-TV Indianapolis; Eugene W. Wilkin, WGAN-TV Portland, Me., and William L. Putnam, WWLP(TV) Springfield, Mass. The new members succeed Mike Shapiro, WFAA-TV Dallas, who has been board chairman the past two years and was not eligible for re-election; Dwight Martin, WDSU-TV New Orleans, who did not seek re-election, and Gordon Gray, formerly of WKTU(TV) Utica, N. Y., who resigned his board seat when he became a community antenna TV consultant.



Color television: the unsold medium

Cash urges that tint be used as means to bring in new advertisers and bigger budgets from old

Television broadcasters were warned last week that in their excitement about color they have failed to use it to attract new business and may be letting it cost them money.

Norman E. Cash, president of the Television Bureau of Advertising, said that there's no great problem in switching a TV advertiser from black-and-white to color, but that there is no evidence that color has brought more business to television. He blamed the lapse on broadcasters' failure to sell color as they should.

If the advertiser pays for color's extra production costs by cutting back on the amount of time he buys, or by failing to buy additional time that he would have bought, Mr. Cash said, then "both the telecaster and the advertiser have been hurt."

He called upon broadcasters to learn to sell color positively and aggressively, and to do so in the same way they sold black and white in the early TV days—as a special audience "without the numbers."

Mr. Cash spoke at "Color Conference '66," a three-hour National Association of Broadcasters convention session Monday afternoon that covered the buying of color equipment and the pro-

gramming and promotion as well as the selling of color. Other highlights:

- The extent of the color equipment lag that has many stations in a sweat was indicated, at least partly, when representatives of four manufacturers estimated they would need from "about one year" to 15-18 months to deliver a complete color camera unit ordered now. Delivery time for color tape equipment was estimated at four months to a year, depending on model and make.

- Simplicity, good taste, preplanning, common sense, sparing use of color, careful observance of a maximum 20-to-1 contrast ratio between lightest and darkest objects, and thorough communication between everybody involved in the production were cited by E. Carlton Winckler, CBS-TV, and Milton Altman, NBC-TV, as keys to success in staging color programs and commercials.

- Need for ingenuity as well as color in promoting color was pointed up by Howard Coleman, now of the A. C. Nielsen Co., in showing how WMAQ-TV Chicago (then WNBQ) promoted its conversion to color 10 years ago when he was with the station, and by Chet Campbell of WMAQ-TV in presenting ex-

amples of current color promotion by stations across the nation.

The session, produced and moderated by Charles H. Tower of Corinthian Broadcasting, opened with a simplified technical description of the basic principles of color TV broadcasting by John Wentworth of RCA, Camden, N. J.

Questions about color equipment, tossed out by John Wilner of the Hearst Stations and Robert Flanders of the Time-Life group, were fielded by Charles H. Colledge of RCA, Harry E. Smith of General Electric, John Auld of North American Philips Co. and Larry Wieland of Ampex Corp.

On the question of cost and delivery time for complete color camera equipment, the RCA panelist estimated \$70,000 and about one year; the Ampex representative said \$80,000 and 15 to 18 months; the GE spokesman estimated \$70,000 and "summer of 1967."

The North American Philips representative put his cost estimate at \$69,000 and delivery time at "late spring." When a broadcaster in the audience asked, "What year?", the laughter drowned out his reply. He told BROADCASTING later that he meant late spring 1967.

Tape Delivery ▪ Delivery dates for color tape equipment ordered now were put at about August of this year for the Ampex VR 1200 and at November, also this year, for the VR 2000. Delivery time for the RCA TR 70 was estimated at one year, for the TR 3 and TR 4 at about 120 days and for the TR 22D at August.

Asked what new equipment was in development that might supersede present gear, the panelists seemed agreed that, as one put it, "if you will tell us what your burning needs are, we'll try to meet them."

In the session on selling color, Mr.



Smiles indicate questions about delivery dates for color TV gear were yet to come when photographer shot this picture of equipment panel at "Color Conference '66" session of Na-

tional Association of Broadcasters convention. L-r: John Wilner of Hearst Stations and Robert Flanders of Time-Life group, who tossed questions at Harry E. Smith, General Electric;

Jerry Wieland, Ampex Corp.; John Auld, North American Philips Co., and Charles H. Colledge, RCA. At lectern is Charles H. Tower, Corinthian Broadcasting, the moderator.

*"To have
great poets,
there must be
great audiences."*

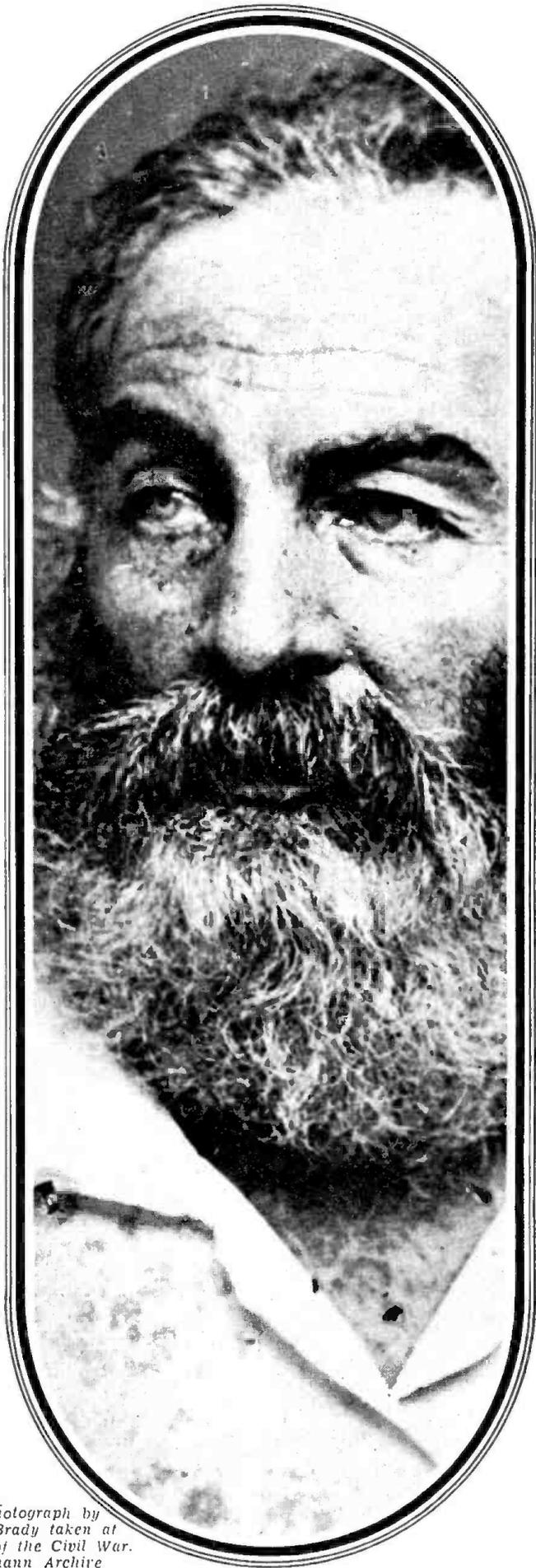
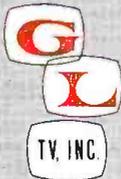
*Walt Whitman
(1819-1892)
American Poet*

Today, we would paraphrase
Whitman's statement: "To have great
television audiences, there
must be great programming."

This philosophy guides the efforts of
all G-L stations, to make the most of
our dynamic Southwestern markets.

**GRIFFIN-LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY



*From a photograph by
Matthew Brady taken at
the time of the Civil War.
The Bettmann Archive*

Cash told the broadcasters that that's what they have not been doing—really selling it.

He also reported that advertiser interest in TV, especially color TV, "has never been as great as it is right now."

Even so, and despite a 5.9% gain in spot-TV revenues in 1965 over 1964 (BROADCASTING, March 14), he said, "there are—and there will be—areas of softness" in sales, and that "several important categories of advertisers actually declined in their television usage last year" (BROADCASTING, March 21).

Without explanation, he said the sales softness "sometimes is due to arrangements between networks and their outlets."

Viewing Up ■ He saw no softness in the public's TV habits, however, reporting that viewing in February reached a record high of 6 hours 39 minutes per average TV home per day. Broadcasters, he suggested, ought to go on the air and thank viewers for their loyalty.

Mr. Cash cautioned his audience not to let "the general good health of television" cause them to "overlook areas that might otherwise be of great concern"—including color.

Aside from their heavy investment in color equipment and promotion, he said, broadcasters are failing to make the most of their investment by not actively selling color, as distinguished from selling television.

Selling color, he said, means expanding the market by selling new advertisers and causing old ones to use more, not merely convincing black-and-white advertisers to switch to color, even at higher rates.

Now is the time, he asserted, to go back to the early-TV type of salesmanship and sell advertisers on the values of color and the color audience itself—selective, younger, higher in income, more interested in new things, just as the first owners of black-and-white television were.

These characteristics, he said, make color an inviting prospect for many advertisers who are not now in television but who want to reach "the cream of the crop," audiences "small in number but big in importance."

The Numbers ■ At this stage color has only one "number," the number of color-equipped homes. Thus, Mr. Cash asserted, "color is our second chance to prove that television is a medium whose value goes beyond the numbers, that can't be measured in cost-per-thousands."

But, he cautioned, "time is short. As color grows to be as universal as black-and-white television, our selective audience will be less selective, and the clients will be after the numbers—again. Let's not reduce television to a statistic—again."

"Color," Mr. Cash continued, "can

bring new advertisers to television—if we take color to new advertisers.

"Color can increase the television usage of current advertisers if they realize that color adds to television's impact.

"All we've got to do is to remember how we sold television when it was only black and white. And our clients must remember why they bought television in the first place. . . .

"Color television is a new medium—fast, exciting, valuable. All we've got to do is remember how to sell it."

Wasilewski has 3-point plan

Wants Communications Act amended, codes strengthened, public support increased

A long-range three-point program that includes amending and testing the Communications Act was advocated last week by Vincent Wasilewski, president of the National Association of Broadcasters.

In his luncheon address to the NAB



Mr. Wasilewski
Long-range plans

convention Monday (March 28), Mr. Wasilewski called attention to three broad areas: "shoring up the legal foundations of broadcasting, building our codes and developing greater public understanding of broadcasting."

He said the program could not be realistically accomplished in one year, and the results rather than being "immediate and miraculous" would more likely be "gradual and earned." The plan, he said, will "require concentration of our financial, intellectual, and in one sense, our moral resources. . . ."

The chief plank in the platform is the shoring up broadcasting's legal foundations, beginning with the Communications Act.

Risky Venture ■ He cautioned against urging a new Communications Act, saying it was unlikely Congress would scrap the present law and that broadcasters would be seeking "the risky exchange of a known with problems for an uncertain unknown with new problems." A wiser course, he felt, would be to "undertake positive and aggressive action to amend or test the Communications Act in several areas. He defined these as: censorship, free-press guarantees and a challenge of FCC policy statements prior to their being put into effect.

The NAB chief executive said the commission for 40 years "has strained against the leash" imposed by the congressional edict that the FCC has no power to censor. A major problem in this area, he said, is that the narrow definition of censorship "does not adequately prevent the use of indirect administrative procedures or the intimidation of the raised eyebrow technique."

The Communications Act should be amended to more precisely define censorship, he said.

Mr. Wasilewski vowed that NAB would take every opportunity to support broadcasting's contention that "all the freedoms that apply to the press apply equally to us." The constitutional protections of free press, he maintained, are the key to "your right to program as you see fit, to editorialize and to present the news as you see it. There has been a good deal of shilly-shallying on this question by judges, government officials and newspaper people."

An Erosion ■ He termed statements that broadcasting is not covered by the First and Fourteenth Amendments "dangerous and short-sighted thinking which not only would relegate broadcasting to second-class status, but which could erode all our freedoms. We cannot permit such a concept to go unchallenged."

Attacking the FCC's history of policy statements, which establish policy without a notice of rulemaking, Mr. Wasilewski noted that the only way

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Film's fine and tape's terrific, but they can't duplicate the authentic immediacy of

SPENCER ALLEN



and



HOWARD STREETER NEWS, the

anything-can-happen atmosphere of THE CHARLOTTE PETERS SHOW



the

straightforward spontaneity of ED MACAULEY



and ART BROCK SPORTS



DON BEECHER WEATHER

the informative informality of SUSAN HARRIS



and



the endearing unpredictability of MISS LOIS'



ROMPER ROOM.

That's why KTVI presents these 8 outstanding news and entertainment personalities LIVE.

That's why KTVI carries almost 28 hours of live programming per week—more any other St. Louis Station.

THE EXCITING NEW

KTVI

ST. LOUIS abc HR

for such declarations to be challenged at present is for a licensee to "refuse to comply and take his chances." He said a way must be found to test the law without asking a station to put its license on the line.

The NAB president charged that broadcasters are engaged in an unfair battle with the government in legal actions. The government, he said, "can carry on a case for months or even years, whereas a case dragging on this long for an individual—even if he has the financial resources to fight it through—is an agonizing experience and casts a blight on his entire business and professional life."

What is needed, he said, "is an amendment to the law, which would allow challenge of these policy rulings in court on whatever grounds are appropriate *before* such policies are permitted to be put into effect." Mr. Wasilewski said NAB would "explore with members of the Congress the need to provide some such protective device in the law."

Best Protection ■ Mr. Wasilewski called "a strong and functioning" code the "single best protection this industry has against both the inroads of government and private pressure groups. . . . It is NAB's most positive program for industry self-improvement."

Because the codes are concerned with programing and commercials, he said, "there has always been some criticism" of them, and this criticism is not dismissed lightly. "It seems to me," he said, "that purely selfish, private business interests—if nothing else—indicate that every station should support the codes."

The NAB president called on the industry to direct a "prolonged and effective educational effort . . . to the American public as a whole, with particularized and effective arguments aimed at different groups and segments within society—including our representatives at the state and national level." Broadcasting, Mr. Wasilewski said, is continually and "inescapably in the public eye and ear."

Mr. Wasilewski said: "Nothing in our society arouses more talk nor causes more controversy. Nothing elicits more recommendations for change and demands for reform than broadcasting. Nothing is more misunderstood. Nothing is more undervalued. Our failures tend to be magnified and our successes accepted as routine."

To get broadcasting's story to the public he called on the individual. "It is your profession I am talking about, your responsibility and your contribution to society. None of us at NAB can do this for you. NAB can provide tools, but the job has to be done right in your own backyard."

Mr. Kintner goes to Washington

Former NBC executive named special assistant to the President and secretary of the cabinet

Robert E. Kintner, former president and, for a short while, chairman, of NBC, was named a special assistant to President Johnson last week.

The President announced Mr. Kintner's appointment last Thursday, and at the same time appointed him secretary of the cabinet. He also said that

of the Great Society programs, as well as top-flight presidential personnel. . . .

"Bob Kintner is a man of wide experience in public affairs, journalism and executive management. He is an innovator, administrator and genuine 'doer'. The government is fortunate to secure his services."

The White House post pays \$30,000 yearly.

The 56-year-old Mr. Kintner resigned as chairman of NBC last month after serving in that post since Jan. 1. He was president of the network from 1958 to 1966, and for a year before 1958, executive vice president. From 1950 to 1957, Mr. Kintner was president of ABC.

A native of Stroudsburg, Pa., and a 1931 graduate of Swarthmore College, Mr. Kintner served as a reporter on the *New York Herald-Tribune* and later in the newspaper's Washington bureau. In 1937, with news columnist Joseph Alsop, he began a nationally syndicated Washington column. He served in the U. S. Army as a lieutenant colonel in World War II, and received the Distinguished Service Award from the National Association of Broadcasters in 1956.

He is also the author, with Joseph Alsop, of two books: "The American White Paper" and "Men Around the President."

In his termination agreement with NBC, which became effective on the same day the President announced his appointment, Mr. Kintner will receive a total of \$583,000 spread over the next 10 years. He also holds an option to purchase 7,000 shares of RCA common at \$43.375 that must be exercised within three months after leaving NBC. He already owns 31,640 shares of RCA common. RCA closed at 53½ last Thursday. Also in leaving, Mr. Kintner received \$30,667 as salary from Oct. 1, 1965 to Dec. 9, 1965. He was due to receive \$79,300 in deferred compensation.

Grant to Zousmer Foundation

ABC-TV affiliates honored the late Jesse Zousmer last week with a \$1,000 donation to the Ohio University foundation set up in memory of the former ABC vice president and director of television news. Martin Umanski, acting chairman of the board of governors of the affiliates association, announced the gift to the Zousmer Foundation at the group's annual meeting in Chicago.



Mr. Kintner
In the White House

the former reporter, columnist and TV and radio network executive would help him with personnel problems.

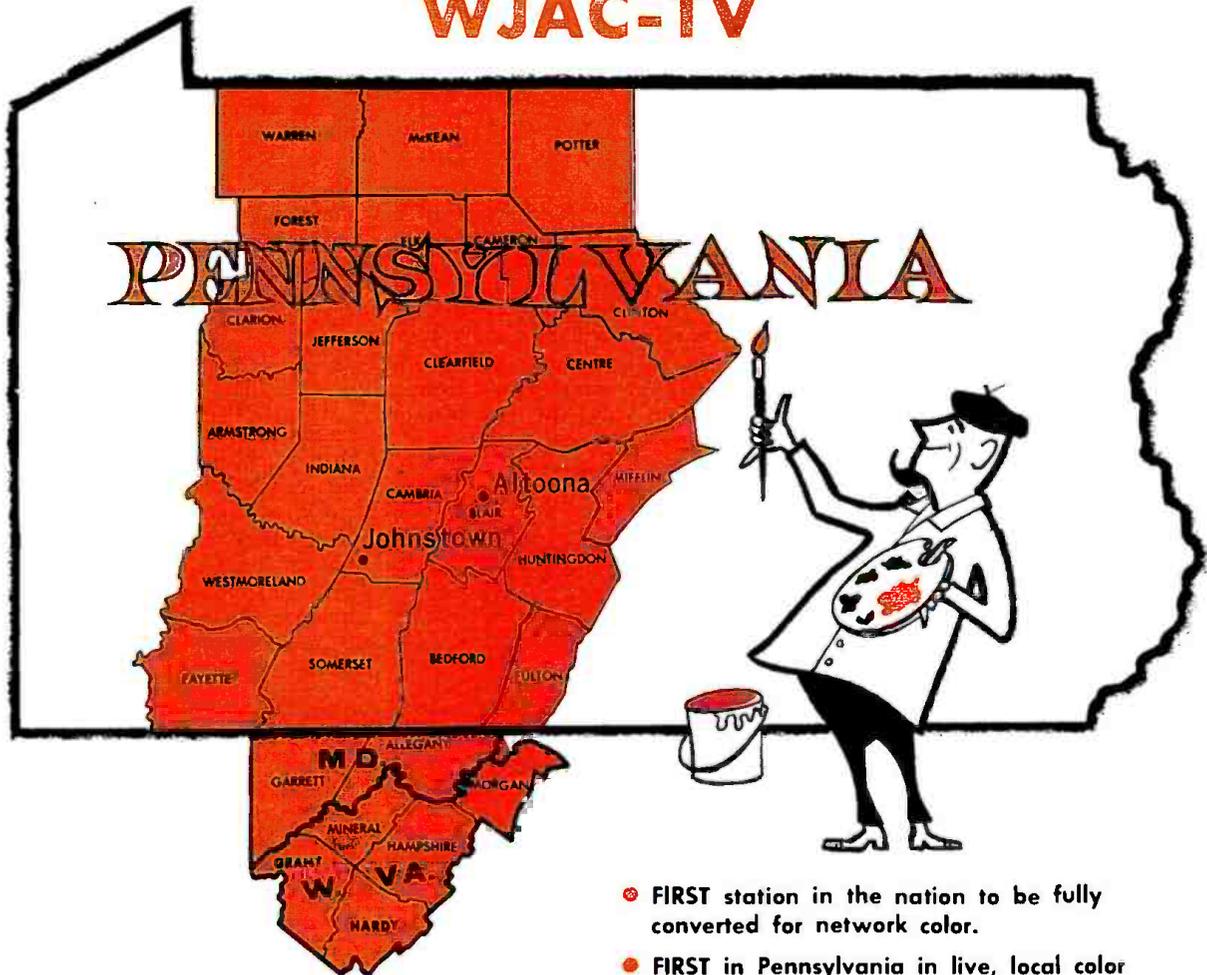
LBJ Reminisces ■ In announcing Mr. Kintner's appointment, President Johnson took the occasion to reminisce a bit about his early days in Washington: "When I came to Washington sometime in the early 1930's I remember coming back on the train with President Roosevelt and I first met Bob Kintner and his wife Jean. They have been friends ever since. . . ."

And, the President continued: "He will work at the highest level in the cabinet, and as a liaison not only with each cabinet department, but with the other agencies that report to the President. He will take a substantial part of the work that Jack Valenti is doing with the cabinet at present, and Joe Califano. They are dividing it, and Mr. Kintner will assume that responsibility and relieve them for other work."

"He will advise me on a broad range of matters, including organizational and administrative problems, coordination

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WJAC-TV



- FIRST station in the nation to be fully converted for network color.
- FIRST in Pennsylvania in live, local color
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- OVER 50% of all Local shows in color and 85% of Network Shows in color.
- ONLY station serving the entire "Million Dollar Market in the Middle"

... in fact, we're so far ahead in color tv, we're already replacing our original equipment! Proof again ...

WHAT'S IN THE MIDDLE
MAKES THE BIG, COLORFUL DIFFERENCE
and in PENNSYLVANIA, it's
WJAC-TV



An NBC Station

Represented Nationally by Harrington, Righter & Parsons, Inc.

Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

ABC-ITT merger filed at FCC

Application says deal will place ABC on more equal footing with CBS and NBC

The FCC should approve the merger of ABC and International Telephone & Telegraph Co. because it will assure more competition in network broadcasting.

This is the gist of the justification by ABC of its applications filed last week with the commission for approval of the multimillion dollar merger that was announced at the end of last year.

The bulky applications (see picture) were filed with the commission even before the merger agreement had been ratified by the stockholders of both corporations. The agreement, which already has been approved by the boards of the two companies, is scheduled to be voted by shareholders at meetings April 27 (BROADCASTING, March 28).

ABC's inability to close the gap between it and the other two TV networks (the goal of its merger with United Paramount Theaters in 1953) is due to a number of reasons, ABC said. Among them:

- A shortage of equal outlets in the top 100 television markets.
- Prospective heavy costs to convert ABC television stations and network facilities to color. This will amount, the network said, to virtually the same sum spent originally in establishing the facilities.
- Increasing costs for programs. ABC noted that TV half-hour pilots have gone up in costs by 21% in five years, from \$72,000 per pilot in 1960 to \$87,000 in 1965. The costs of one-hour pilots have increased by 48%, the network said, from \$135,000 in 1960 to \$200,000 in 1965.

- Increased costs for feature films.
- Increased expenditures for news, special events, and public-affairs programs.

"Therefore," the network stated. "ABC is again seeking to broaden its base by joining forces with a company with greater capital resources, more diversified earnings and broader technical experience."

Throughout its bid for FCC approval, ABC emphasized that the commission should consider the ABC-ITT merger in relation with NBC's affiliation with

RCA, and CBS's with its other, non-broadcasting interests.

The merger, ABC commented, will stimulate competition by making all three networks more equal economically. This, it observed, will be good for the public. The merger, it said, will still leave NBC-RCA number one from a capital position, with ABC-ITT as num-



Vernon L. Wilkinson, Washington attorney, delivers 17 applications, in triplicate, asking FCC approval of the ABC-ITT merger. Each application was over six inches in height, and the 51 copies were delivered in these eight cartons last Thursday afternoon just before closing time. Here Mr. Wilkinson is handing over a check for \$2,550 to Mrs. Isabella Dixon, FCC fee clerk, in payment for the fees charged by the commission for such applications.

ber two and CBS as number three.

Two Problems ▪ ABC noted that there are two sticky problems in the commission's consideration of the merger—aside, obviously, from the principal one of the merger itself. One involves the FCC's top-50 market policy. The other is the interlocking ownership by brokerage houses and mutual funds in the merged ABC-ITT and other companies having broadcast interests.

The commission's top-50 policy prohibits a single entity from acquiring more than three TV stations in the major 50 cities, and no more than two of them may be VHF.

But, said ABC, the transfer applications for its five TV stations do not constitute any actual change in ownership and since existing holdings were grandfathered in by the commission, the FCC should waive this policy.

On cross ownership by brokerage houses and mutual funds, ABC stressed that after the merger no brokerage house will hold more than 5% of ITT stock. Submitted with the applications were letters from brokerage houses and mutual funds attesting that they did not plan to vote more than 1% of their holdings, if at all. Eleven brokerage houses and mutual funds were named in the exhibits on this point.

Several problems involving cross-directorships have been resolved, ABC said, through resignations or changes in corporate alignments.

J. Patrick Lannan, an ITT director, is also a director of Crowell Collier and Macmillan Inc. CC&M owns KFWB Los Angeles, KEWB San Francisco and KDWB Minneapolis-St. Paul. This would engender a conflict, again under the commission's duopoly rules in the first two cities. But, ABC pointed out, CC&M already has sold its California stations (now awaiting FCC approval) so that problem is mooted.

And, ABC further noted, R. Edwin Moore, an ITT vice president, is a director of the Polaris Corp., a group broadcaster. Polaris, however, is merging with J. B. Fuqua's Natco Co., and is selling off some of its TV and radio properties. In any event, ABC observed. Mr. Moore resigned his Polaris directorship March 21.

Eugene R. Black, an ITT director, is also a director of the *New York Times*, owner of WQXR-AM-FM New York. This brings ITT, which will own WABC-AM-FM New York, into conflict with the *New York Times* under the FCC duopoly rule, forbidding cross-ownership or management of two broadcasting facilities in the same city.

Investment Listed ▪ The network's applications did not attribute a value to each station. The applications did,



The big news is in color. So is the big money.

Is there a better way to show your concern for local events than by filming them in color? Is there a better way to increase your value to advertisers? Eastman lets you color the news profitably (and ethically) with a versatile new color film: *Eastman Ektachrome EF Film, 7242 (Type B)*. Indoors or out, you'll find new *Ektachrome Film* ideal for news work. It's fast, exceptionally sharp and fine grained and has superb color rendition. And with Eastman's prepackaged chemistry and quality-control system, you'll find it most efficient to process your own news footage. For a demonstration of new *Ektachrome Film* on your own monitors, call your nearest Eastman representative. You'll see the profit in it.

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Best Contemporary Vocal Performance—Male
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KING OF THE ROAD
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JAZZ SUITE ON THE MASS TEXTS
Recorded by the Paul Horn group and chorus
Composer: Lalo Schifrin
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Recorded by Leopold Stokowski and the American Symphony Orchestra
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ANYONE FOR MOZART?
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Composer: Billy Page
Publisher: American Music, Inc.
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I KNOW A PLACE
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Publisher: Affiliated Enterprises
FAITH UNLOCKS THE DOOR
Composers: Samuel T. Scott
Robert L. Sande
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- DO-WACKA-DO**
ATTA BOY GIRL
REINCARNATION
THAT'S THE WAY IT'S ALWAYS BEEN
AS LONG AS THERE'S A SHADOW
HARD HEADED ME
KING OF THE ROAD
YOU CAN'T ROLLER SKATE IN A
BUFFALO HERD
OUR HEARTS WILL PLAY THE MUSIC
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IN THE SUMMERTIME
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MY NAME IS BARBRA
An album recorded by Barbra Streisand containing these BMI licensed compositions:
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Composer: Carol Hall
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Composers: Johnnie Melfi
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Recorded by Karl Boehm conducting the Orchestra of the German Opera, Berlin—Principal Soloists: Dietrich Fischer-Dieskau, Evelyn Lear, Fritz Wunderlich
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however, list initial tangible property investments and the depreciated value as of Dec. 31, 1965, for each license.

In television, ABC's original investment totaled over \$29 million; it was carried under a depreciated figure of \$17.5 million. In radio, the original investment was listed as \$2.8 million; depreciated, \$2 million.

The AM network facilities cost \$2.5 million originally and are carried at \$1.55 million under depreciated cost. The TV network's tangible costs are assessed against stations.

Independent Period ■ ITT has promised ABC management that the network would retain its autonomy for at least three years, unless a major deterioration of the business occurs. This was stressed in one exhibit that listed a letter from Leonard H. Goldenson, ABC chairman and president, to Harold S. Geneen, chairman and president of ITT.

Among the significant points noted by Mr. Goldenson and accepted by Mr. Geneen:

- Four ABC representatives will become members of the board of ITT, with three of them on the ITT executive committee.

- Two ITT representatives will join the ABC board, and will also be members of the ABC executive committee.

- The distinction between ABC's broadcasting division and its other activities (theaters, records) will be maintained.

In a major section of the filing, ABC recounted the history of the network, from its founding by NBC as the Blue Network in 1927, to its sale in 1943 to Edward J. Noble for \$8 million, and the 1953 merger with United Paramount Theaters.

Among other details, the ABC filing emphasized that whereas 60% of its \$188.8 million revenues in 1954 came from its theater holdings, in 1965 broadcasting accounted for 83.33% of its \$476.5 million revenues.

Closed session held on labor problems

For the first time in three years the National Association of Broadcasters held a closed-session management labor clinic at its annual convention. And the 8:30 a.m. session last Wednesday (March 29), the morning after the Broadcast Pioneers banquet, attracted an overflow crowd of more than 500 broadcast executives.

Although it was described as a general nuts-and-bolts session, the panelists covered the day-to-day problems of management in dealing with labor. The session also marked the first time in several clinics that individual station operators, rather than group executives,

made up the panel.

Of chief interest were the problems Frederick Custer, KPOL-AM-FM Los Angeles, has had in the 11 months since the stations were struck.

Another Californian, Manning Slater, KRAK Sacramento, discussed how a station operates in a market where a secondary boycott against a television

station (KXTV) has been upheld by the courts, and the effect the decision has on other stations.

The other panelists, Tony Moe, WKOW-AM-TV Madison, Wis., and Kenneth H. James, KETV(TV) Omaha, covered other basic areas of labor relations, including how to negotiate offers and counter-offers.

ABC Radio hears merger details

Goldenson says network wants satellite service, even if it's someone else's bird

The merger of ABC with the International Telephone & Telegraph Co. will produce "one of the leading forces in broadcasting in the world," Leonard H. Goldenson, ABC president, told some 400 representatives of ABC Radio affiliates at their annual meeting in Chicago last Sunday.

The companies jointly have gross income "about equal to what RCA's is now," he said. But that is "only the start," he added, voicing confidence that the new organization would in time pass RCA in both gross and net. The merger is subject to approval by stockholders of ABC and of ITT, and by the FCC. Officials hope to have final clearance by the end of this year.

Harold S. Geneen, chairman and president of ITT, and Hart Perry, treasurer, were introduced to the affiliates by Mr. Goldenson at the meeting, held just before the opening of the National Association of Broadcasters convention.

Up in the Sky ■ Mr. Goldenson also said that ABC not only will pursue its current application for authority to put up its own communications satellite, but will also seek use of the one that the American Telephone & Telegraph Co. wants the Communications Satellite Corp. to put up (BROADCASTING, March 28), if the latter is approved.

"We don't care whether we own the satellite," he said, indicating ABC's chief interest is having access to one for distribution of programming not only in the U. S. but across broad areas of the world. He also indicated that ABC will seek to have certain voice channels on the satellite reserved for relaying radio programming.

He also assured the affiliates that ABC and its divisions would retain their autonomy after the proposed merger with ITT.

Mr. Goldenson spoke at the opening of a meeting in which President Robert R. Pauley and other ABC Radio officials reported billing gains of 13.2% in 1965 over 1964, announced plans for a second study by the Daniel Yankelevich research organization to compare

radio's sales effectiveness with that of other media, and traced the network's growth in programming, sales and facilities over the past five years (BROADCASTING, March 28).

Highest Price ■ Mr. Pauley said that since last fall, when the network boosted its one-minute rate to \$1,550, ABC Radio has been the "highest priced radio network." He said that no advertiser on the network is paying less than rate-card prices, and that over the past three years ABC Radio has turned down \$5 million in business because the programming wanted by the advertisers didn't fit the format that ABC Radio considered best for itself and its affiliates.

Elmer W. Lower, president of ABC News, stressed the speed of radio as a news medium and the advantages of maintaining independent radio and television news operations within ABC News. In the same vein Mr. Goldenson had called radio "the best means that God has created to date for informing the world."

Details of sales and programming accomplishments were stressed by Theodore Douglas, ABC Radio vice president and national sales director, and John Thayer, national program director. The presentation was introduced by Earl Mullin, stations vice president.



Mr. Goldenson (l) with Mr. Geneen during a non-business moment at the ABC-TV cocktail party in Chicago during the convention.

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In the past six months alone, ten national magazines have run articles on us, proving that our local programs and personalities are of *more than usual interest*.

Excitement over creative programs such as "Oh, My Word!," our unique personalities like Gypsy Rose Lee and Bill Gordon, and our distinguished newsman Roger Grimsby, cannot be contained in San Francisco alone.

It's been carried across the country by *Time*, *Life*, *Look*, *TV Guide*, *Newsweek* and other magazines.

Nationwide publicity for local programming is rare. But, so is KGO-TV's reputation as one of the most creative and talked about stations in the country.

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An ABC Owned Television Station Represented Nationally by ABC Television Spot Sales.

Boldness and imagination

That's what broadcasters need in the view of NAB's award winner

The man honored by the nation's broadcasters as their man of the year responded last week by calling on them to bequeath a proper heritage of imagination and boldness to the coming generation of communicators. He said there was little evidence they would leave that kind of heritage.

"The current climate of the broadcasting business is not especially conducive to imaginative ventures and risky progress," said Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines.

"The dominant attitude in the power centers of television is conservative," he said. "All across the country broadcasters rally to the cry: 'Don't rock the boat.'"

Mr. Taishoff spoke to more than 2,000 broadcasters at the National Association of Broadcasters convention in Chicago Monday (March 28), in accepting the NAB's 1966 Distinguished Service Award.

He criticized broadcasters for seeking government protection against community antenna television and for failing to mount an attack on Section 315 of the Communications Act, the equal-time law. And he called on broadcasters to resist government controls that "inhibit" their freedom.

Surrender Freedom ■ Broadcasters who petition their government for economic protection against a competitor must expect to give up a piece of their freedom "and they have little enough left as it is," he said. He suggested that the FCC may require them to present programing it feels desirable to justify their profits.

Mr. Taishoff said CATV's should be required to request permission of the originating station before retransmitting its programing. "It is unfair, and indeed we think it immoral," for a CATV to "purlain any broadcast signal it wants," he said.

"But to go beyond a correction of that condition and to seek protection that is clearly economic in its motives is to scurry for a type of shelter that must eventually prove suffocating."

Mr. Taishoff, who has long argued that broadcasting is entitled to the same editorial freedom as are other news media, expressed disappointment over the failure of broadcasters to seek repeal of

Section 315—a statute that he said "has done more to arrest the development of broadcast journalism than anything else I can think of."

"It is a handy alibi for the timid broadcaster who prefers not to be in journalism anyway," he said. "It is a constant worry and often a legal expense to the broadcaster who attempts a schedule of meaningful news presentation."

Program Forms ■ He also said no one "objects effectively" when the commission "draws the noose a little tighter around your necks" as he said it did in adopting the new program reporting form for radio. That form, with its

more precise questions on program proposals, will enable a renewal applicant to "hang himself with practically no trouble at all."

In his view broadcasters must maintain constant vigilance against erosion of their freedom by the FCC. Mr. Taishoff, who has published *BROADCASTING* for 35 years, said that "with remarkably few exceptions" the commission staff members he has known "have been sincere and dedicated men. With remarkably few exceptions," he added, "they have been sincerely dedicated to chiseling away your freedom."

He said broadcasters should resist

Who plays second fiddle?



Neither Harden nor Weaver. Both are first-chair men, complementing each other perfectly as they fill the breakfast and commuting air with laughs, music and repartee. Washingtonians listen to Harden & Weaver, the two early Americans—mornings six to ten.

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Vincent Wasilewski, president of the National Association of Broadcasters, prepares to present the association's Distinguished Service Award to Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines, at the NAB convention in Chicago last week. Left to right from Mr. Wasilewski are the Rt. Rev. Gerald Francis Burrill, bishop of the Episco-

pal Diocese of Chicago; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Grover C. Cobb, KVGB Great Bend, Kan., vice chairmen of the NAB television and radio boards, respectively, and convention co-chairmen; Mr. Taishoff; John F. Dille Jr., Communicana Group of Indiana, joint NAB board chairman; and Walter Scott, chairman of NBC.

"neutralizing federal controls" and develop "a sense of mission as large as the opportunities that new technology is certain to present." He urged broadcasters to seek replacement of the Communications Act, "with its patchwork of amendments," by a new law "that takes its thesis from the constitutional guarantee of freedom of speech."

Mr. Taishoff took issue with one argument advanced in defense of government restrictions on the use to which broadcasters may put their stations—that the airwaves "belong to the public"

and therefore are a resource to be conserved.

The spectrum, unlike oil fields and other natural resources, he said, "is permanent and cannot be consumed. Its capacity only expands with advances in technology." Furthermore, he said, if spectrum space is being squandered, the place to look for waste is "elsewhere than in the broadcast services." He noted that radio and television occupy less than 2% of the 40,000 megacycles of spectrum space under FCC jurisdiction.

The Veep offers his congratulations

Vice President Hubert H. Humphrey congratulated the National Association of Broadcasters and Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines, in connection with the association's presentation of its Distinguished Service Award to Mr. Taishoff.

The vice president, in a telegram to NAB President Vincent Wasilewski said:

"NAB does itself proud in so well honoring Mr. Broadcasting Magazine Sol Taishoff. My warmest congratulations to Sol. What a tremendous record of growth both of his fine

magazines have achieved in serving your dynamic industry.

"He is in good company with all those past outstanding winners of the NAB Distinguished Service Award.

"I wish it were possible to say hello again to the convention, but I look forward to that pleasure on future occasions.

"My greetings to all those lively and varied sessions, reflecting television's and radio's expanding frontiers. To NAB's officers, members and my friends, my best regards and wishes for your continued vital contributions to American growth."

Mackay introduces NCTA's CATV bill

Congressman James A. Mackay (D-Ga.) last week introduced a fourth bill into the House Commerce Committee's hearing on the regulation of community antenna television (HR-14201).

Representative Mackay, a member of the committee, indicated earlier that he might introduce the bill proposed by the National Community Television Association, if it were given to him "just so that we don't have to bother with all these different amendments to the FCC's bill" (*BROADCASTING*, March 28).

He told *BROADCASTING* he didn't expect to see any of the present bills passed "including my own," but he stressed the importance of getting all the proposed ideas on the subject before the committee.

"I'm just a layman on the subject myself and I think that when the committee writes its final measure, it will be a good bill.

The congressman feels that some sort of legislation on the CATV question will be approved by the committee at this session of Congress.

He indicated that he did not believe the bill by Representative Walter Rogers (D-Tex.) would gain enough votes to be passed.

Congressman Rogers's bill (HR-12914) would prohibit the FCC from exercising jurisdiction over the reception of any broadcast radio signal.

The committee is also considering the FCC bill (HR 13286) introduced by Chairman Harley O. Staggers (D-W. Va.) of the committee. It would give the commission broad general authority over the CATV industry. Included in the record of the hearing is the bill introduced by former Chairman Oren Harris (D-Ark.) (HR-7715). It would call on the commission to develop a basic national policy on television of which CATV would be a basic integral part.

The committee will resume testimony on the proposed bills April 5.

Representative Mackay indicated that he had talked with Chairman Staggers about the NCTA bill and he said that there was no opposition from the chairman on the introduction of the measure. He said he had no opinion on the bill but wanted a clarification of some of the major issues before the committee so that a workable solution could be achieved.

The NCTA bill introduced by Mr. Mackay would require CATV's to give

local stations simultaneous nonduplication protection for their programs; would specify that a local station was one within 30 miles of the CATV antenna; would specify that CATV's are not broadcasters or common carriers; would give the FCC authority over technical requirements of CATV's, and would permit the commission to outlaw the conversion of a CATV to a pay-TV operation. But the bill would not prohibit a CATV from originating any type of program that it wished as long as the system did not make an additional charge for the program service.

Pa. congressmen want CATV delay

The congressional delegation from Pennsylvania has drafted a petition calling for a six-month stay of the FCC order on community antenna television which it sent to Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee. The Pennsylvanians' action came last week, midway in the 12-day recess of the committee's hearing.

The petition asks that Chairman Staggers "request the commission to stay the effective date of the Second Report and Order in order that Congress may proceed in an orderly manner to reach a fair and equitable solution to the problems. . ." on CATV.

The request is for a period of 180 days or until such time as Congress completes legislation on the matter.

The petitioners were led by Representative Fred B. Rooney (D), an advocate of limited FCC jurisdiction over the cable systems. He told BROADCASTING last week that some 19 members of the Pennsylvania delegation had already signed the petition, both Democrats and Republicans, and that other names would be added when certain members returned to Washington.

The delegation also sent a letter to Representative Staggers expressing its "concern over the recent action of the FCC" and it stressed that although the commission published the notice of proposed rulemaking, the publishing of the notice "does not convey to the FCC the authority to enforce the substance of the proposed rules."

The letter also pointed out that with the commission's action, "substantial investments have been placed in jeopardy and promised services unfulfilled even though the municipalities involved have approved the projects." The letter referred to the commission action as "precipitous" and charged that the action seemed "to constitute a taking

without due process."

The letter was signed by the dean of the state delegation, Representative Thomas E. Morgan (D).

Late last week it was understood that at least two other states (Ohio and New Jersey) were considering similar petitions but a check with the respective chairmen of the House caucuses—Michael A. Feighan (D-Ohio) and Peter A. Rodino (D-N.J.)—revealed that nothing was definitely planned, but neither man ruled out such a move.

The committee will reopen its hearing this week with witnesses from the

National Association of Broadcasters, the Association of Maximum Service Telecasters and representatives of the television industry. It also will question the FCC further on its proposed legislative package which would give the commission broad authority over the CATV industry.

The hearing is scheduled to resume April 5 and continue through April 7. Testimony was heard March 22-24 from the FCC, the National Community Television Association, the CATV industry and some broadcasters (BROADCASTING, March 28).

Musician? Yes indeed. And more.



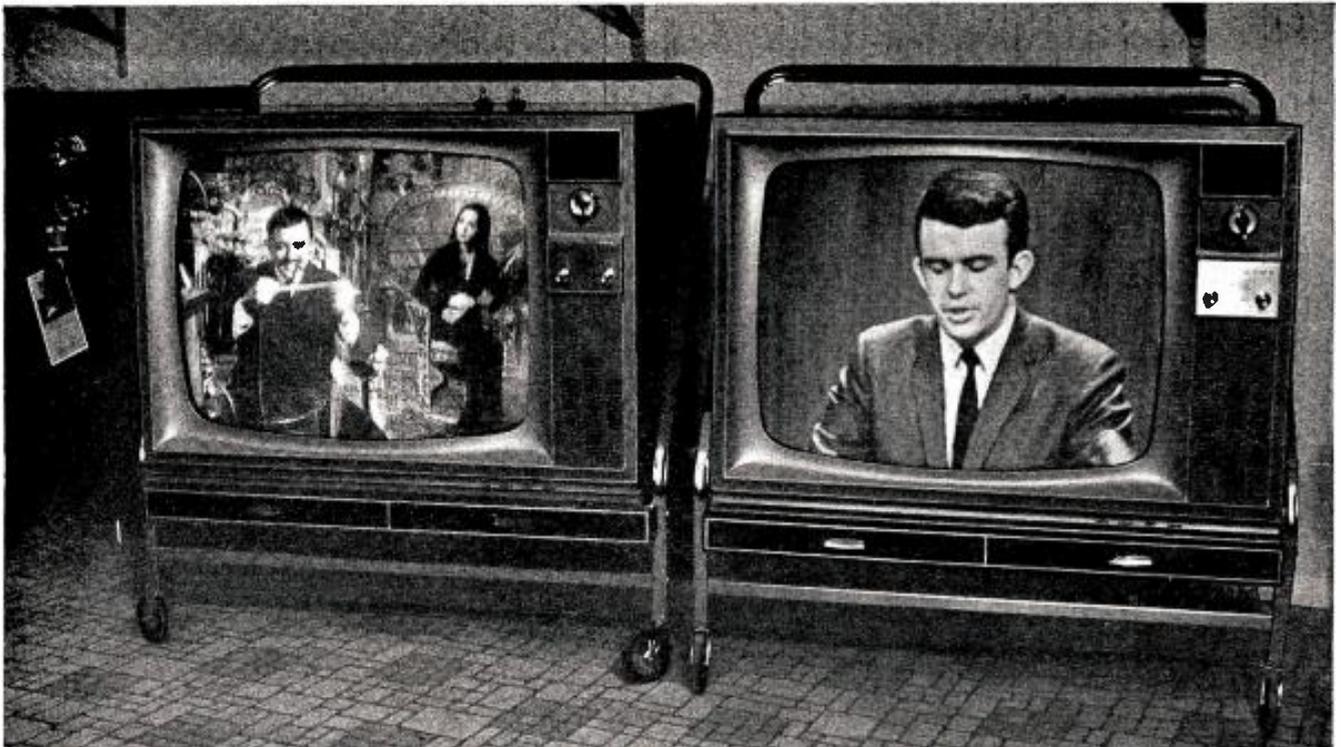
As a guitar pickin' virtuoso Jim Evans is worth hearing. And as host of an entertaining ten to two daytime daily musical show he's an audience-building, cash-register-bell-ringing genius. He wears well, say Washingtonians. Even without strings.

wmal radio

5000 powerful watts. Washington, D.C.

Can Chicago's UHF station WFLD be clearly received 60 miles away?

Judge for yourself.



Up to now some people thought UHF television was just so much static, once you got a few miles away from the transmitter.

To put an end to that kind of thinking, we took the above picture in Cook's Television and Appliance Shop, New Buffalo, Michigan, 60 miles from Chicago. On the right-hand screen is WFLD Channel 32 in Chicago. On the left is one of Chicago's VHF stations.

Channel 32 looks every bit as clear as the VHF offering. You can expect the same sharp picture for at least 60 miles in any direction.

To get coverage as complete as that of any station in Chicago, Channel 32 installed the finest broadcast equipment available anywhere. For example, our transmitter is a 50,000 watt Marconi. And our signal is beamed from Marina Towers, 929 feet above Chicago. WFLD's sky-high antenna radiates 1,000,000 watts of power, covering the entire Chicago marketing area. (Audience potential: 800,000 UHF-equipped sets.)

Thanks to all the power we've got, the strong reception we get in New Buffalo is just one of our fringe benefits.

WFLD-TV



Field Television Center,
Marina City, Chicago

National Sales Representatives, Metro TV Sales

Pay-TV companies comment on plan

Two of the principals in the campaign to persuade the FCC to authorize pay TV last week hailed the commission's proposed rulemaking action two weeks ago (BROADCASTING, March 28) and listed some of the agreements they have already entered into pending full FCC approval of over-the-air subscription television.

Joseph S. Wright, president of Zenith Radio Corp., the company that has been urging pay TV for more than 15 years, said: "When broadcast subscription TV is given an opportunity to go to the marketplace as a regular supplement to present TV, viewers throughout the country will welcome the chance to choose for themselves the convenience and economy this new entertainment and educational distribution system can offer them and their families."

Thomas F. O'Neil, chairman of RKO General, whose WHCT(TV) Hartford, Conn., on channel 18 has been the only broadcast station offering pay TV on an experimental basis for four years, called the FCC move "a significant and courageous decision."

Both Zenith and RKO General noted that options for pay-TV franchises using the Zenith system, had been signed with the latter for New York, Philadelphia, Washington, San Francisco and New Haven, Conn., in addition to the Hartford operation.

Zenith also announced that similar options are held in Chicago by Field Enterprises Inc. (*Chicago Daily News* and WFLD[TV] Chicago), and in Los Angeles, by Kaiser Industries (group radio and TV broadcaster).

Agreement reached on CATV-translators

A VHF TV translator case that appeared headed for a fight between a community antenna television operator and a translator applicant has apparently been settled.

FCC Hearing Examiner Basil P. Cooper has issued an initial decision approving five of the seven applications of Tri-State Television Translators Inc. for new VHF TV translators to serve Cumberland, Md., after Tri-State agreed to withdraw two of its applications.

Potomac Valley TV Co., a CATV operator that serves Cumberland, had opposed the translator applications on the basis that translators would retard the development of UHF television in

the area. Potomac Valley, one of the largest CATV systems in the country with 18,000 subscribers, is an applicant for channel 52 in Cumberland.

Potomac had also protested that the translators would interfere with its off-the-air pickup of television signals. To meet this objection Tri-State withdrew its application to rebroadcast on channel 10 thus removing the possibility of interference with the off-the-air pickup of channel 10 (WFBG-TV Altoona, Pa.) by Potomac Valley.

A third contention of Potomac Valley was that the translators would cause economic injury to the Cumberland

CATV system. The issues were not decided, however, because Potomac Valley withdrew from the case before the evidentiary hearing was held.

The second application withdrawn by Tri-State was for a translator to rebroadcast on channel 3. Tri-State had applied for channels 2 and 4 and the commission rules do not allow translators to operate on adjacent channels in the same community.

The initial decision gives Tri-State permission to rebroadcast the signals of WJAC-TV Johnstown, Pa.; KDKA-TV Pittsburgh; WMAL-TV, WTOP-TV and WTTG(TV), all Washington.



Horn of a dilemma?

Only if you try to find a logical alternative to John Wilcox. He modulates WMAL-Radio into Washington homes and cars between the afternoon hours of two and six each day. The melodies are familiar, the talk is bright and the commercials hit home.

wmal radio

5000 powerful watts. Washington, D.C.

Bulls loose at FM convention

Optimism runs through NAFMB meetings as Pulse announces AM-FM measurements and dues and members increase; but still needed: hotter promotion

Availability of another selling tool and evidence of even greater strength within the National Association of FM Broadcasters sparked an air of optimism at the seventh annual convention of the NAFMB. FM operators came away from the Chicago session with the knowledge that:

- The Pulse Inc. will begin including FM station ratings with AM stations, starting in the July 1966 report.
- Membership of the association was at a record 246, an increase of 51 since Nov. 1, 1965.
- Dues will be increased \$5 across the board.
- The Chicago convention had attracted 298 registrants, almost a hundred more than last year's session.

The FM broadcasters, who for several years had been proclaiming annually that "this is the year FM arrives," weren't using that phrase this year. The new rallying cry is: "We are here."

Among the topics covered in the two-and-a-half-days of panels, seminars and speeches were: successful FM formats; audience promotion; use of research in sales presentations; local and regional sales; one or two sales staffs for AM-FM operations; national FM selling; taped symphonic programs, and automation.

Pleases Majority ▪ Pulse's decision to finally incorporate FM stations in its ratings was welcome news to the majority of NAFMB members who have been arguing that FM must be sold as "radio" and must be ready to battle it out with AM's on equal footing. Media Statistics Inc. and the American Research Bureau had already begun listing FM and AM stations together. Those services use the diary method of research. Pulse uses in-home interviews.

Allen Klein of Pulse said the decision followed 18 months of talks with advertisers and FM operators. He said the cost of such reports would be between \$750 and \$1,400 per station.

The continuing increase in sale of AM-FM sets, he said, has changed the long-held opinion that FM penetration is too low to justify inclusion with AM stations. However, he warned the NAFMB that once these figures are included in the ratings, "you will have

to take your chances with the pack." The outgrowth of these new ratings, he predicted, will be an increase in advertising dollars for FM.

The dues increase, approved by the board prior to the annual membership meeting, raises the monthly figures from a minimum of \$5 and maximum of \$20 to a \$10 minimum and a \$25 maximum. Coupled with the disclosure of increase was the announcement of the increased membership. There are now 235 station members and 11 associates.

The mood of the convention was described by NAFMB's new chairman, Elmo Ellis, WSB-FM Atlanta, as a "fresh new breeze." He said the opin-

ions being expressed about FM today are "positive, confident opinions." FM has shown, "a willingness to experiment and to challenge existing procedures," he said.

Mr. Ellis noted that broadcasters and advertisers are learning that "FM is good healthy radio" when it is properly operated. He termed this a sign of the medium's growth and use.

Promotion of FM as radio, and not as a separate medium, he said, "can and will mean future millions" both in audience size and in advertising dollars.

Vaden Hits Failings ▪ However, in a scalding attack on promotion, H. Taylor (Bud) Vaden, Triangle Stations, Philadelphia, charged that "by and large FM has done a lousy job" of it.

The past president of the Broadcasters Promotion Association and the only professional promotion man on an audience promotion panel, called on FM operators to "use ingenuity" rather than "plead poverty." He urged the broadcasters to make promotion a definite assignment of someone at the station and give him a budget. It may be small, he said, but at least allocate something.

He also cautioned FM operators against leaving everything in the lap of management. "The general manager doesn't necessarily know anything about promotion," he said.

Calling stereo "the greatest thing in radio," Mr. Vaden declared: "FM broadcasters who have been pleading poverty have done a poor job on a subject that is dramatically exciting and beats AM."

Two major needs of most FM stations today, he said, are to "tell the audience you exist and where you are on the dial." He urged the broadcasters to promote their call letters and dial position at every turn and suggested that they look into the many trade-out possibilities such as stuffers in department store bills, laundry bags and even ice cream cartons. These trades, he said, also draw paying advertisers who will learn through the trade outs that FM delivers results.

A major facet of promotion is dealer cooperation, Mr. Vaden said. "If your station is demonstrated in the store, the buyer at least knows where you are on the dial."

Meaningless Promotion ▪ The impor-



General Maxwell Taylor (r), former ambassador to South Vietnam, spoke on U. S. involvement in that Asian nation at the Wednesday (March 30) luncheon at the NAB convention. He was introduced by John F. Dille Jr. (l), Communicana Group of Indiana, chairman of NAB board.

tance of dial identification was also covered by George Gray, WBSM-FM New Bedford, Mass. He said FM has already been "painted in a corner" with phrases like 107.3 or 98.1 on your dial. Since dials are often out of kilter, he noted, these numbers "bear little or no relationship to where the station can be found." He said the need for more accurate dials was important.

With an ever-increasing number of AM-FM outlets going to separate programming, some of them after a gentle nudge from the FCC, the broadcasters are facing a problem of whether to use the same sales staff to sell AM and FM or have separate staffs. Both views were represented at a panel session.

George Thorpe, WVCG-AM-FM Coral Gables, Fla., said he has one staff since it simplifies calling on prospective clients, creates less jealousy than two staffs would, and allows concentration of sales effort and promotion. He said his stations program similarly, although not identically.

Mr. Ellis said that WSB and WSB-FM have separate formats, but he uses one staff and will until the FM income justifies a staff split. He feels the single staff produces better results than two, particularly where some accounts, not big enough to put adequate money in AM, could get a solid FM schedule.

Jerry Holley, WIBW-AM-FM Topeka, Kan., said his separately programed outlets have separate staffs. He said a salesman can't concentrate on both stations and is "going to pitch for the one" that produces the most income for him. In most cases this would be the AM, and the FM would suffer as a result.

The separate staff approach was also recommended by Don Frost, Peters, Griffin, Woodward Inc., New York. Participating in a panel on national FM sales, Mr. Frost compared separately programed AM-FM selling with selling of radio and television. The latter cannot be effectively sold by one staff, he noted.

Although the general consensus of the convention was that FM, in many markets, is ready to fight with AM's for advertising budgets, the NAFMB president was pessimistic.

Voron, Schulke Differ ■ Abe Voron, WQAL(FM) Philadelphia, said FM is "still not strong enough to be sold as just another radio station. Generally speaking we still lack top radio ratings and large enough audiences to be sold as just another radio station."

Equating "different" with "superior" he called on the broadcasters to push "superior programming, superior transmission, superior commercial policies" to produce a "superior audience, a superior market." FM, he said is "a different kind of radio, a better kind of radio."

This point was argued by James Schulke, Quality Media Inc., New York. "We don't need more bromides or general and inflexible definitions," he maintained. "What we do need is more mature research providing exacting definitions that can be used to find our place. . . . This is what will increase revenues." He termed definitions such as "separate medium", "it's all radio", "mass-class" or "class-mass" as "crutch definitions [that] preclude articulate sales approaches to high potential advertisers with different marketing and media problems."

Consultancy formed

A new programming consultant firm, "Contemporary Programming Consultants," has been formed by Michael A. Noverr and Donald J. Stump.

Messrs. Noverr and Stump attended Michigan State University and both gained their radio experience with WJIM Lansing and WKFR Battle Creek, both Michigan.

New offices will be located on West Grand River Avenue, East Lansing. Mailing address is P. O. Box 309.

Can you identify the instrument?



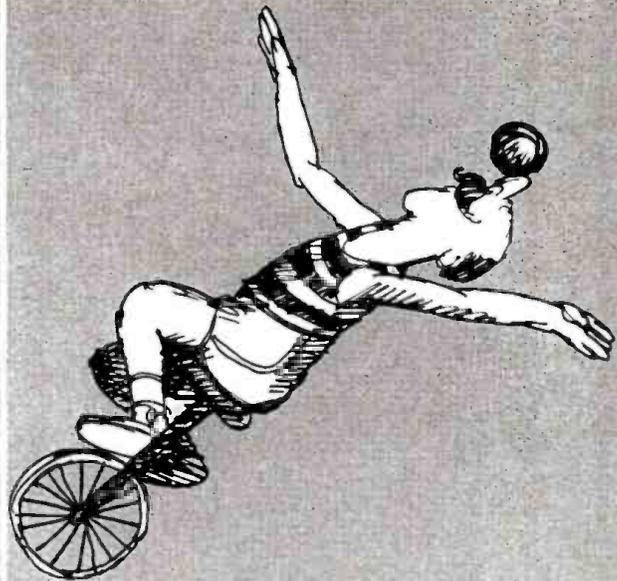
Ask Felix Grant. He's the man musicians turn to when they want to get the facts.

Washingtonians turn to Felix for "The Album Sound," WMAL-Radio's 8 p.m.-to-midnight answer to ennui. They've been doing it since 1953.

wmal radio

5000 powerful watts.
Washington, D.C.

There'll be a new freshness in the air over Toledo!



Along with Spring, we're headed for Toledo to freshen things up. We'll be creating plenty of excitement. We may not be the biggest station in town, or the richest, but we'll be the one to watch. TV 24 is the first of several TV stations we'll be opening in major cities across the country. Overmyer Communications Company, New York, New York.
Representatives: National Television Sales, Inc. Tel. 212-TN7-1440.

POWERFUL/COLORFUL
TV24
WDHO/TOLEDO

ABS speakers aim guns at superpower

The concept of superpower broadcasting was shot down twice last week before a group that's dedicated to seeing that it never becomes a reality in the U.S.

Communications attorney Andrew Haley called it a "scientific anomaly." Gerald Gross, international communications consultant, said the common practice of superpower radiocasting in Europe has reduced the quality of reception there to the point where there's "no really good reception for the public in the standard broadcast band."

The two spoke at the membership meeting of the Association on Broadcasting Standards in Chicago. The association, formed three years ago to combat the efforts of radio stations seeking presunrise operating authorization and which later took up the fight against the superpower ambitions of a number of clear channel operators, comprises about 80 stations, most of them class III regional broadcasters.

Mr. Haley, who is retained by the association as legal counsel, suggested there would no longer be any reasonable need for power authorizations above the current maximum 50 kw because satellite communications systems should now be able to handle full-continent signal distribution and they won't need a signal power any greater than 50 kw.

Inefficient • Gerald Gross, secretary general of the International Telecommunications Union from 1960 to 1965 and now president of Telecommunication Consultants International, Washington, said he considered it strange that "some experienced broadcasters and some leading figures at the FCC at this late date" are still convinced that some 50 kw operations would be advisable and in the public interest.

"Superpower," he concluded, "has proven to be inefficient and wasteful in Europe. It will be inefficient and wasteful if resorted to in this country."

There are now eight superpower applications pending before the FCC. Last year the commission staff was instructed to prepare criteria under which developmental superpower grants might be made. The staff is said to have completed this task last fall, but without making a written report. The Association on Broadcasting Standards indicates it expects the commission to take action on the matter before the end of the year.

The association spent about \$50,000 last year in legal fees, other consultant expenses, and on engineering studies aimed at supplying the FCC with data

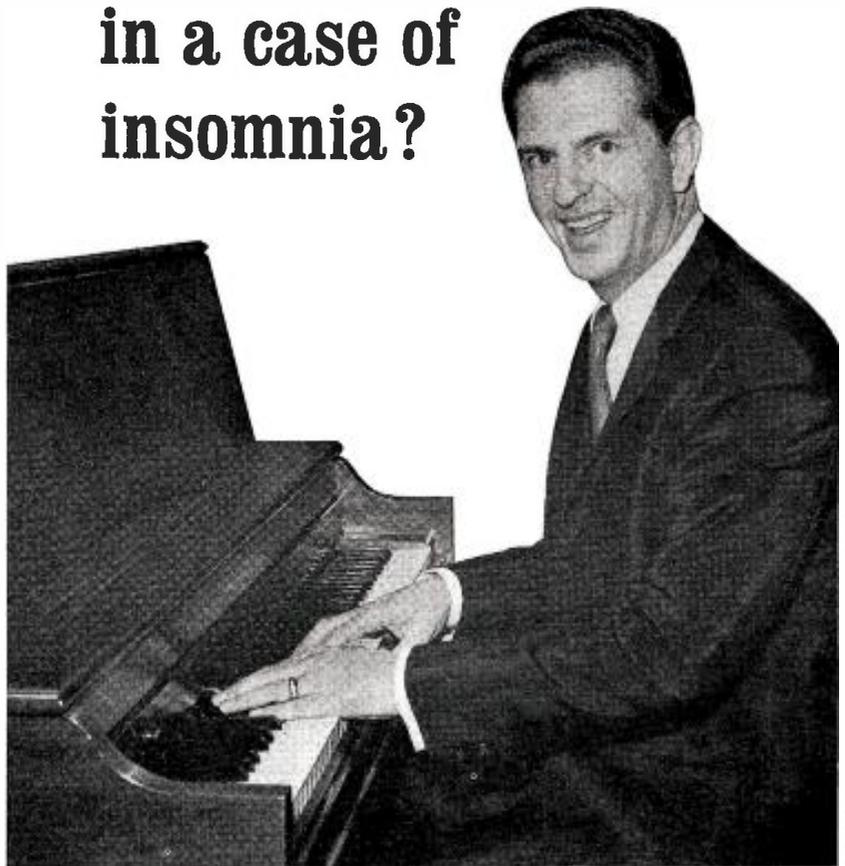
in support of the group's contention that presunrise authorizations should not be granted. This year's budget is set at \$44,000.

MEOV Problem • Another matter that has this group of regional broadcasters on edge is a commission proposal to standardize its method of arriving at a station's maximum expected operating value (MEOV). Depending on what criteria are selected for determining MEOV the eventual signal strength and coverage of a station could be affected. The association has recent-

ly turned its attention to this new problem.

George Comte, vice president and general manager of WTMJ Milwaukee was elected last week to succeed E. K. (Joe) Hartenbower of KCMO Kansas City, Mo., as president of the organization. Mr. Hartenbower remains as a member of the board of directors. James Schiavone of WWJ Detroit was elected vice president, succeeding Mr. Comte in that position and Frederick Houwink, WMAL Washington, was re-elected treasurer.

How many sheep in a case of insomnia?



Wool gatherers, lobster shifters, insomniacs, and other night owls in the Washington market find Bill Mayhugh (midnight to six a.m.) a good reason for staying awake. In fact doctors prescribe him instead of stay-awake pills. Trouble is, he's habit-forming. Especially for sponsors.

wmal radio

5000 powerful watts. Washington, D.C.

All quiet on CBS-TV scene

Affiliates express relief that network has no plans for fourth commercial, have few questions about new contract

CBS-TV network officials and affiliates went over their new affiliation contract forms together for the first time last week in a session described as "routine and serene."

The question of an extra network commercial in prime-time programs, an echo of the controversy over ABC-TV's scheduling of four minutes of advertising in *Batman* (see page 38), came up in the closed meeting but apparently was disposed of by reassurances from CBS-TV officials and a resolution by affiliates expressing relief.

CBS-TV Network President John T. Reynolds faced up to the "fourth commercial" question at the outset.

Except in feature films, where CBS-TV schedules seven commercials per hour, "your network has no plans whatsoever for increasing the commercial content of network programs," he declared.

"As we have made clear in correspondence with members of your affiliates advisory board, we are opposed to increased commercialization.

Policy Praised ■ The affiliates, numbering about 200, afterward adopted a resolution conveying to CBS-TV "our highest admiration and commendation for adopting this position, so perfectly consistent with the statemanship which

has always characterized its consideration of industry problems."

The affiliates also heard other cheering news from Mr. Reynolds.

Introduced by John A. Schneider, whom he succeeded as CBS-TV network president a few weeks ago when Mr. Schneider was promoted to group vice president for all of CBS Inc.'s broadcasting operations, Mr. Reynolds assured them that "the network has never been in better shape."

He said that not only has CBS-TV had six of the top 10 programs this season, leads in average audience on six out of seven nights, and "practically owns the daytime" (number one in every time period that it programs between 7 a.m. and 6 p.m.), but that the average CBS-TV affiliate also has increased its nighttime audience by 24% over last year.

In 94 three-station markets in the American Research Bureau's November sweep, Mr. Reynolds said, CBS-TV affiliates led in average share of audience in 59, as against NBC-TV affiliates leading in 35 and ABC-TV affiliates in none. In the 128 markets where a CBS-TV affiliate competes directly with an ABC-TV affiliate, the CBS affiliate has a higher share in 86, he said, while the CBS outlet beats its ABC competition in 92

of 100 markets where they compete.

All this puts him as the network's new president on the spot, but is "mighty reassuring," Mr. Reynolds said, because "it means we're going into next fall with a tremendous head start."

Contract Questions ■ When the meeting got around to its only scheduled business, the new affiliation contract, the questions primarily sought clarification of details and mechanics, according to participants.

Carl Lee of WKZO-TV Kalamazoo, Mich., chairman of the affiliates board, and Richard A. Borel of WBNS-TV Columbus, Ohio, chairman of an affiliates economic study committee that worked out the new contract with network officials, led the discussion and were joined by William B. Lodge, network vice president for affiliate relations and engineering, in fielding the questions.

Both the economic committee and the affiliates board were said to have approved the new forms unanimously.

According to the transcript of the closed session, Mr. Borel told the affiliates:

"The coverage given to the agreement by Sol Taishoff [editor and publisher] in BROADCASTING magazine I think deserves everybody's reading, and if you haven't read it, for heaven's sakes get the last [March 21] copy and read it. It's a better report than I could make here and it'll foreshorten the amount of time that we have to spend on that subject."

The contract, described as much simpler than the old one, will produce total compensation about equal to what CBS-TV is paying now—a figure reportedly about \$85 million—but for individual stations the formula will unavoidably result in "slight" upward or downward variations from the present level, according to officials.

Old vs. New ■ Because the new plan freezes at 3% a premium payment that has been constantly diminishing and is expected to disappear entirely by next June, it was pointed out, some stations will find they will receive more compensation by switching to the new forms soon, while others will find it pays to wait a while. But by early next year, network authorities said, practically all affiliates will be better off, financially, under the new contracts.

This, they explained, is because the premium payment factor, known as the "K" factor, is slated to drop—in the old contracts—from its present 3% to 2% in September, to 1% at the first of 1967, and to zero in June 1967.

The K factor represents premium charges such as those derived from half-



The CBS Television Network Affiliates Advisory Board at their meeting in Chicago: (seated, l-r) William Grove, KFBC-TV Cheyenne, Wyo.; Stuart (Red) Martin, WCAX-TV, Burlington, Vt., Carl Lee (chairman), Fetzer Broadcasting Companies; Eugene Dodson, WTVT(TV) Tampa, Fla.; Charles Grisham, WHNT-

TV Huntsville, Ala.; Robert Dillon, KRNT-TV Des Moines; Donald Campbell, WMAR-TV Baltimore. (Standing, l-r): Vann Kennedy, KZTV(TV) Corpus Christi, Tex.; Louis Simon, KPIX(TV) San Francisco; T...n Bostic, KIMA-TV Yakima, Wash.; and Kenneth Giddens, WKRK-TV Mobile, Ala.

hour and quarter-hour sales. At one time it was as high as 16%, but as minute sales increased and sponsorships declined, the premium charges—and therefore the premium factor in the compensation formula—also diminished.

Each affiliate can decide when it wants to switch from the present contract, with its diminishing K or premium factor, to the new contract in which this factor is frozen at 3%.

The new contract is expected to make CBS-TV's total compensation outlay about \$2.5 million a year higher than it would be under the old one when the premium disappears in mid-1967.

Beginning this fall, officials said, affiliates still on the old contract will receive, along with their monthly compensation checks, a statement showing what the payments would have been under the new contract. Because the network's 1966-67 program schedule and new rate card go into effect in mid-September, these comparative figures will be supplied starting in October rather than September as originally indicated.

No Retroactivity ■ In response to other questions, officials said that a station still on the old contract next fall could not, upon seeing that he would have received more under the new agreement, switch over retroactively and get the benefit of the higher payment for the month already past.

In addition to revising the compensation formula, the new contract also, among other changes, forbids affiliates to put CBS-TV programs on community antenna TV systems without network permission; extends from 72 hours to two weeks the time in which an affiliate may, in general, accept a regularly scheduled network offering; gives the network the right to make presidential speeches and other matters "of immediate national concern" available to non-affiliated stations and provides, in line with current practice, for case-by-case negotiation of station compensation for sports and special events such as elections, nominating conventions, presidential inaugurations, space shoots, parades and pageants (BROADCASTING, March 21).

The meeting was held March 27 in Chicago, preceding the National Association of Broadcasters convention.

Transistor resolution

The broadcasting industry has formally urged that everyone own transistor AM-FM radios and keep them handy in case of emergencies. In a resolution adopted at the National Association of Broadcasters convention in Chicago last week, the NAB noted the northeast power blackout last fall and cited the importance of transistors in the home.

BROADCASTING, April 4, 1966

UHF seeks extension because of fire

Is there such a thing as constructive destruction? The owner of WICC-TV (ch. 43) Bridgeport, Conn., thinks there is and has expounded this theory to the FCC.

Connecticut-New York Broadcasters Inc., permittee of the dark UHF facility, lost more than \$700,000 in capital and operating costs between 1954 and 1960. In March 1965 it was forced to ask the commission to extend its license two more years to continue attempts at re-

suming operation. But in June 1965 the license renewal was denied. In February 1966 a second application for renewal was also denied.

Now WICC-TV has asked the FCC to reconsider its decision. On what grounds? Because on Feb. 1 a fire destroyed the old WICC-TV transmitter and studio equipment. This equipment was insured.

As a result WICC-TV expects to be able to replace its outdated equipment and says it hopes to restore its signal to the air within six months of the commission's granting of permission to install the new equipment.



**Whose walls
come
tumbling
down?**

Washington's. Bill Trumbull, we have it on good authority, can tell a cornet from a trumpet—even though his ability to read music is somewhat limited. The same is never said about his way with a commercial.

Try him. Any week-end.

wmal radio
5000 powerful watts. Washington, D.C.

TV's image, piggybacks probed

In reports to NAB, TIO reviews its expansion,
Code Authority defines monitoring, self-regulation

Broadcasters last week heard reports of progress in both the job of projecting a clearer image of television and that of giving it a better image to project.

The reports, covering the activities and plans of the Television Information Office and the Code Authority, were presented Wednesday morning at the final television assembly of the National Association of Broadcasters convention in Chicago. Both the TIO and the code are under NAB jurisdiction.

Willard E. Walbridge of KTRK-TV Houston, chairman of the Television Information Committee, and Clair R. McCollough of the Steinman Stations, chairman of the television code review board, praised the work of the two organizations and urged broadcasters to continue and expand their support.

Howard H. Bell, code authority director, reported that during the past year the New York code office alone has worked with 112 advertising agencies that represent 195 companies whose commercials were promoting 537 products or services. In all, 1,139 commercials were evaluated.

Referring to the "great proliferation" of piggyback commercials, Mr. Bell said the code authority has reviewed 989 multiple-product announcements, classifying 640—almost 65%—as piggybacks, and 349 as integrated.

The Hollywood code office, he reported, reviewed 183 syndicated television shows and 56 radio shows in various stages, from scripts to finished product, and also reviewed 69 movie commercials, rating seven of them as unacceptable.

Toy Ads Classified ■ He said that in the toy field alone the code authority reviewed 307 new commercials in 1965, approving 283 and marking 24 unacceptable. These figures were compared to 208 toy commercials reviewed in 1964, when 197 were found acceptable and 11 unacceptable.

Toy commercials have improved and public criticism of them has greatly diminished as a result of the code work, Mr. Bell asserted.

He said 392 TV stations, the three TV networks and more than 20 other organizations, mostly TV production firms, currently subscribe to the code.

Monitoring (about 70,000 hours a year), continuity acceptance and public information activities added "important dimensions to the concept of self-regulation" during the past year, he told

the assembly.

Among important changes in the code during this period he listed new standards dealing with derogatory advertising, which become effective Sept. 1; testimonials, arthritis and rheumatism products.

Mr. McCollough said the code "has served the industry well" and "has proved to be a working document with which most broadcasters can live."

Better Understanding Needed ■ Mr. Walbridge, opening the TIO session of the assembly, stressed the importance of creating among opinion leaders a better understanding of television and its values.

Under Director Roy Danish, he said, TIO "is doing a superb job" which deserves support. He asked all television broadcasters who are not now TIO



Willard E. Walbridge (l) consults with Roy Danish before both gave reports on the progress of TIO.

sponsors (subscribers) to re-evaluate the long-term benefits and join up.

Mike Shapiro of WFAA-TV Dallas, chairman of the NAB television board, announced at the outset of the session that his station was rejoining TIO "as of tomorrow."

In his report Mr. Danish stressed that TIO's work is a continuing, expanding, essentially long-term effort to create a better understanding of television and what it offers among opinion leaders and various influential groups

such as educators and the clergy.

'Best Seller' ■ TIO's book, "Television and the Teaching of English," was "a best seller," he said, and has led to a sequel on the use of TV in social studies. Work with the National Council of Teachers of English meanwhile has expanded into year-round TIO activities not only with that group but also with the Speech Association of America and the National Council for Social Studies.

TIO also is working with members of the clergy, he said, to show how they can use commercial television as well as to clear up their misconceptions about it. A book on TV religious programming is now in preparation.

The series of TIO-sponsored studies by the Elmo Roper research organization, which showed in 1963 that television had surpassed newspapers as the public's major source of news, and which has also examined public attitudes toward commercials, may be expanded to explore TV's "impact and memorability," Mr. Danish reported.

Among activities to clarify television's role he listed the mailing of reprints of speeches and articles to opinion leaders throughout the country, compilation of special materials and cooperation with stations in preparing special mailings, including advance program highlight schedules.

An exhaustive report, "Careers," on opportunities in broadcasting will be ready soon for distribution to school guidance counselors and others, he said.

This year should be TIO's busiest yet, according to Mr. Danish. He said that in January-February TIO received 5,693 requests for various TIO publications by title, compared with 2,589 in the same period last year, and that in the last five months the office received almost as many requests from broadcasting sources as in the preceding 12 months.

Opposition to move answered by WLCY-TV

WLCY-TV Largo, Fla., authorized by the FCC to cover the Tampa-St. Petersburg market, has met stiff resistance to its petition to change location and increase antenna height to provide better coverage of Tampa-St. Petersburg. WLCY-TV claims it has never been able to fulfill the goal of its allocation because of insufficient antenna height and by being too far from the centers of population it was designed to serve.

Three parties have opposed the change. WSUN-TV (ch. 38) Tampa-St. Petersburg, which lost its ABC network affiliation to WLCY-TV and has since

been sold while operating under a heavy deficit, has objected because it does not want any sharper competition from the VHF outlet.

WLBW-TV (ch. 10) Miami is objecting because the new antenna specifications would present interference problems. And the Association of Maximum Service Telecasters objects because WLCY-TV would be 40 miles short of the FCC's minimum co-channel mileage separation requirements.

WLCY-TV says that WSUN-TV cannot cry economic wrong without proving an impact different from normal competition it is already experiencing. Since the switch by ABC is a fait accompli this can have no bearing on the situation. Thus specific allegations of fact must be made by WSUN-TV to prove new and different economic damage, WLCY-TV claims.

With regard to WLBW-TV, the Largo station pointed out that the area of possible interference would be about 200 square miles of "virtually uninhabited and uninhabitable swampland" in central Florida supporting about 1,000 persons.

Against AMST's position, WLCY-TV stated that no other antenna sight which met the minimum mileage requirements would provide a true city-grade contour over Tampa-St. Petersburg.

UHF's discuss problems on VHF competition

A group of UHF broadcasters operating in mixed markets got together in Chicago last week to exchange notes on how to compete, and hopefully prosper, against VHF stations.

Five stations, one grantee and one applicant were represented at the session, held Tuesday afternoon (March 29) during the National Association of Broadcasters convention.

J. W. O'Connor of WCIU(TV) Chicago, who called the meeting, said the group felt that regular get-togethers would prove mutually helpful and expressed interest in holding another one in about six months.

Among those participating, in addition to Mr. O'Connor and associates at WCIU, were Frank Fouce of Spanish International Stations KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex.; Rene Anselmo of those stations and Spanish International Network, sales representative; Conrad Springer and Harvey DeGering of KPOL-TV Los Angeles; Robert M. Chandler of WKNX-TV Saginaw-Flint, Mich.; Don Thompson representing the grantee for KPAZ-TV Phoenix; Fred Livingston and Tom Davis, applicants for channel 38 in Chicago, and Al Shepard of Eastman TV Inc., station sales representative.

Two nays from all-channel group

FCC proposals for pay TV and prime-time program

limitations fail to get endorsements in Chicago

The executive committee for the Committee for the Full Development of All Channel Broadcasting has indicated opposition to two proposals now being considered by the FCC.

The committee rejected proposed resolutions that would have called on the commission to establish a nationwide system of pay television. It re-

jected a second suggested resolution that would have supported the purposes of the commission's proposed rule to limit network ownership of prime-time programming.

The committee, which met in Chicago March 26 on the eve of the National Association of Broadcasters Convention, was created under the auspices

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of the FCC three years ago primarily to aid in the development of UHF television. The networks are represented, and Commissioner Robert E. Lee is chairman.

The committee met two days after the commission approved a notice of rulemaking looking to the establishment of a nationwide pay-television system. Members of the all-channel executive committee, in rejecting a proposed endorsement, reportedly expressed the view that broadcasting should be maintained as a free system.

The resolution on program production would not have endorsed the proposed commission rule specifically, but it would have called on the commission to encourage the competition in TV programming production—one of the stated purposes of the commission's proposal.

The two resolutions were among three offered by the committee on business practices. The one approved called on the commission to afford television stations with greater protection from community antenna television systems than its new rules provide.

The resolution calls on the commission to require new CATV's to make a showing they would not pose a threat to new or existing television stations. The commission would grant or withhold

permission to operate on the basis of the showing.

The committee said the top-100-market concept—under which CATV's must request commission permission in hearings before relaying distant signals into top markets—should be abandoned. The committee feels stations in smaller market should be given the same protection as those in larger ones.

It also asked the commission to restore the 15-day before and after non-duplication that had been in effect under the old interim policy. Under the new rules CATV's need afford only same-day nonduplication to local stations.

In another development, the Electronic Industries Association consumer products division submitted estimates of UHF set capability penetration, which indicated that by 1970, 68% of the nation's sets—or 65 million out of 96 million sets in use—would be capable of receiving UHF signals. According to the EIA report, 31% of the sets—or 25 million out of 80 million sets—can receive UHF programs.

Media reports . . .

High council for ETV ■ A non-profit corporation called the Nebraska Educational Television Council for Higher Education Inc. has been formed to ex-

tend ETV to every university, college and junior college in the state. Presidents of 24 institutions of higher learning were named as incorporators, with Clifford M. Hardin, chancellor of the University of Nebraska, as its registered agent.

Expanding ETV ■ Connecticut Educational Television Corp., licensee of WEDH(TV) (ch. 24) Hartford, with a translator on channel 71 in New Haven, is filing applications to activate a new facility on channel 53 in Norwich and to improve the Hartford facilities. A station in Bridgeport is also contemplated. The Norwich station will cost \$378,531 and improvements on the Hartford station will cost \$266,115.

Blossoming medium ■ FM radio received an optimistic report in the March 15 issue of *Forbes Magazine*, a financial publication, which headlined the story with "The duckling turns into a swan." *Forbes* noted that for years FM radio has been the ugly duckling of the radio business but now a change is taking place which can even be called a boom. Real profits, though, won't come until later when set circulation will be more saturated, *Forbes* indicated.

Consultant firm ■ Basic Research Consultants, Canton, Ohio, has been formed by veteran broadcaster Robert Fehlman to provide consultancy for radio station owners in the fields of management, finance, programming, promotion, and sales. Mr. Fehlman has been in radio management for over 20 years. Basic Research Consultants is located at 204 15th Street N. W., Canton 44703.

Listings in Spanish ■ A weekly TV magazine in Spanish, carrying listings and coverage of television programs for the New York area's 1.4 million Spanish-speaking residents, was issued on April 1. It is called *Semana TV* and will be published by Consultant's Bureau Enterprises Inc., New York. Plans call for regional editions to be issued in Los Angeles, Miami and in the Southwest.

Changing hands

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

■ **WVAM-AM-FM** Altoona, Pa.: Sold by General Broadcasting Co. to Blair County Broadcasters Inc. for \$225,000. President of General Broadcasting is E. S. Leopold. Principals of Blair County are Randolph Burdsall and Denny J. Bixler. WVAM operates full-time on 1430 kc with 1 kw. WVAM-FM operates on 100.1 mc with 360 w.

■ **WOMT** Manitowoc, Wis., sold by

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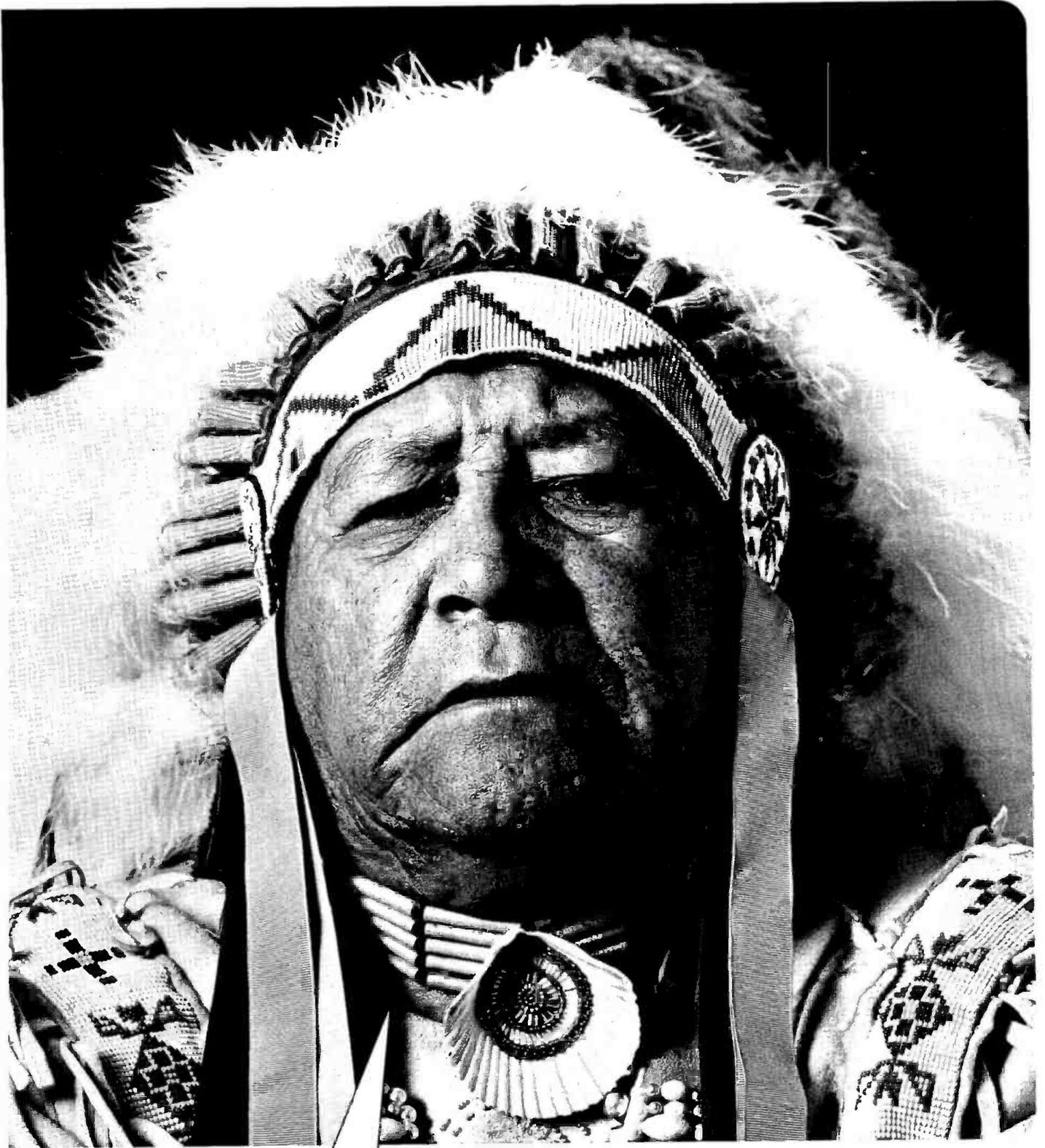
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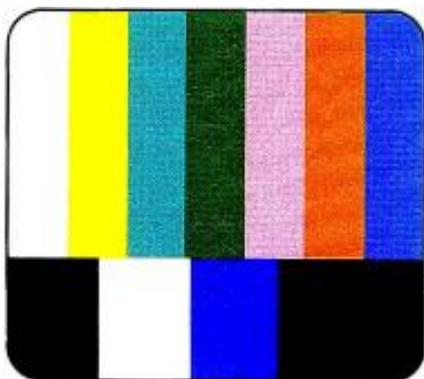
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APPROVED ■ *The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 124).*

■ **KGMO** Cape Girardeau, Mo.: Sold by Norman W. Wood, Rush Limbaugh Jr., Jim Wilson, George E. Bockhorst, Henry L. Jones and Jerald V. Flynn to William M. Bryan for \$150,000. Mr. Bryan is owner of WDEH Sweetwater, Tenn. KGMO operates daytime on 1550 kc with 5 kw.

COMMUNITY ANTENNA TV

■ **Soo Electronics Inc.**, Sioux City, Neb.: Sold by Dale Voss Jr. and associates to Minneapolis Star and Tribune Inc. Price was undisclosed. Soo Electronics is a new system serving South Sioux City and has no subscribers at present. The *Minneapolis Star and Tribune* has ownership in WCCO-AM-FM-TV Minneapolis and KTVH(TV) Hutchinson (Wichita), Kan.

New TV stations

WJET-TV Erie, Pa. (ch. 24), began operation April 3. The new station has a primary affiliation with ABC-TV and is equipped for color origination. WJET-TV is owned by the Myron Jones Stations, owners of WJET Erie, WEEP-AM-FM Pittsburgh, WHOT and WRED(FM) Youngstown, Ohio, and WTV Titusville, Pa.

Ex parte charges

answered by WFTV(TV)

Mid-Florida Television Corp., WFTV(TV) Orlando, Fla., has petitioned the FCC to conduct a full field investigation to ascertain the real views of Orlando citizens toward assignment of Orlando channel 9.

WFTV, presently holding interim authority for the channel, is being challenged by seven applicants for the facility. The petition is a reply to charges made by several applicants that WFTV had instigated a letter sent to the commission by local residents, and thus was guilty of ex parte influence (BROADCASTING, March 28).

Mid-Florida charged that the insinuations of the protesting applicants constitute a "scurrilous and defamatory" attack upon the character and qualifications of WFTV.

NAB chairmanship still up in air

The annual jockeying for position to see who will be the next chairman of the National Association of Broadcasters has begun in earnest. The eight retiring members of the NAB board will make their recommendation at the June board meeting and the selection will then be in the hands of the 44-member joint board.

Harold Essex, WSJS Winston-Salem, N. C., was elected chairman of the selection committee at its organizational meeting Tuesday (March 29) during the NAB convention in Chicago.

Although John F. Dille Jr., Communicana Group of Indiana, present board chairman, has been mentioned prominently as a leading candidate for the post, he deferred a formal commitment last week, saying he wants to consult his wife first. The only other announced active seeker of the position is Jack W. Lee, wsaz Huntington, W. Va., currently chairman of the radio board.

The next chairman will be operating under the new setup proposed by Mr. Dille and adopted by the joint board

at its January meeting in Florida. The new plan calls for the chairman to spend an average of at least one week a month at the Washington headquarters. He would receive expenses only. The current concept, now in its second year, calls for a fulltime chairman with \$50,000 for salary and expenses.

The next chairman will also be part of a reconstituted executive committee with much broader powers than the present committee. Another of Mr. Dille's approved suggestions creates a seven-man executive committee made up of the chairmen and vice chairmen of the radio and television boards, the NAB president, the joint board chairman and the past chairman. Currently the past chairman is not on the committee and the president, although acknowledged as a member, is not formally one.

Another meeting of the selection committee is tentatively scheduled for April 12 in Dallas.

The committee members are: Mike Shapiro, WFAA-TV Dallas; John Henzel, WDHL Olean, N. Y.; Julian Haas, KAGH Crossett, Ark.; Lester Spencer, WKBV Richmond, Ind.; Rex Howell, KREX Grand Junction, Colo.; Lloyd C. Sigmon, Golden West Broadcasters, Los Angeles, and John Box, WIL St. Louis.

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Initial ARMS draft rates techniques

Report on general audience measurement methods says two methods come close to ideal standards

For broadcasters and researchers a year of uncertainty ended last week when the report of the All-Radio Methodology Study was made public at the National Association of Broadcasters convention.

The report of the \$325,000 survey came on Tuesday (March 29), exactly a year after the project went into the field in the eight-county Philadelphia metropolitan area. Based on information obtained from almost 35,000 individuals, ARMS reported that two research methods—the personally placed and picked-up radio-only weekly diary, and the yesterday personal recall—came closest to the home and car audience standards set in the study. It also found the multimedia diary to show the lowest total audience of any method measured.

Ratings firms praised the work of the ARMS committee but some had questions about the methods used (see box below).

It will still be another six to eight weeks before all the material is written

up and ready to be presented as the final report on the ARMS project. After that comes out, George B. Storer Jr., Storer Broadcasting Co., chairman of the ARMS steering committee, said he will recommend that the committee be disbanded since the job for which it was formed will be complete.

Mr. Storer also noted that “we got more than we thought we’d get. In fact, we had no knowledge of what we’d find—if we’d find anything—when we began the project. We’re delighted that we made some real and substantive findings.”

Generic Techniques ■ In its conclusions, Audits & Surveys Inc., New York, the research firm that conducted the study, repeatedly referred to the “generic” techniques used. It noted several times that none of its findings or conclusions “should be taken as an evaluation of any of the methods currently in commercial use. We are reporting on what we found with respect to general techniques when certain specific practices of design, recruitment, instruc-

tion and supervision were adhered to.”

Among the highlights of the presentation given by Dr. Morris J. Gottlieb, vice president of A&S, were:

■ All methods showed the evening in-home audience was undermeasured when compared to the standard. This was particularly true of the multimedia diary.

■ Diary share measurements are not infallible, since all diaries gave “Philadelphia’s leading station a smaller share of audience than shown by the standards.” All the diaries failed to agree with the standard for station share among the car audience.

■ Radio-only diaries show audiences higher than the standard for morning and afternoon day-parts.

■ Recall methods showed particular difficulty in measuring the car audience in size and share. “None of the recall methods agreed well with the standard in measuring station shares for automobile audience.”

The study also showed that:

■ More than 90% of individuals 12 years of age and older were exposed to radio in a week.

■ The average amount of time spent with radio daily by these individuals exceeded an average of two hours.

■ The average for all individuals in car radio listening in the Philadelphia market was 25 minutes per day.

■ In the test area, 91% of the cars had radios.

Team Play ■ ARMS had originally been jointly underwritten by NAB and the Radio Advertising Bureau at \$75,000 each. Then the associations anted up an additional \$50,000 each. An ad-

Research firms react to ARMS report

At a news conference following the full-dress presentation of the All-Radio Methodology Study, members of the ARMS steering committee expressed their satisfaction with the results and said ratings firms would be able to meet with the committee and Audits & Surveys, starting this week, to make more complete studies of the project.

They again stressed that none of the methods tested were meant to imply praise or criticism of any existing ratings system. All they did was make generic tests, they said.

However, two ratings firms, Media Statistics Inc. and American Research Bureau, decided not to wait for the meeting with the committee before commenting. A third, The Pulse Inc., said it would wait to see the full report before saying anything. “It’s hard to evaluate without seeing,” a Pulse spokesman said.

Both Mediastat and ARB applauded the ARMS effort and both intimated they might apply some of the ARMS research in their own studies. ARB couched its comment even further, in noting its “impartial scientific advisory council will want to study the findings before we consider changes, if any, to our own techniques.”

George Dick, ARB president, said ARB has been developing its four-media diary for several years and “this format is drastically changed over the type that we understand was used in the ARMS study.” ARB, he concluded, is “flexible enough to adopt important contributions and knowledgeable enough to recognize the merits of our own findings.”

Alterations? ■ James Seiler, Mediastat president, said he would use the ARMS report as a base “for our own experiments and we will make what-

ever alterations our tests indicate.” He said he was “very pleased with the indications that can be drawn on the yet untested two-media diary [the type Mediastat uses].”

Mr. Seiler noted that in general diary testing the “levels of listening vary dramatically by two factors: the editing procedures . . . and the return rate achieved. The level differences between a diary study with a 30% return rate vs. one with a 60% return rate can show a variance of as much as 15%.”

He also questioned the “definition of a radio listener” in the ARMS study. ARMS’ inclusion as a listener of a person who said he heard a station “tends to add adults in a home to stations being listened to by a teen-ager,” Mr. Seiler said. He added that this “adds approximately 20% to coincidental listening levels, according to the committee.”



Mr. Storer Jr.
Job is nearly done

ditional \$75,000 was contributed by individual broadcasters and group owners.

The survey was a study of 11 different rating procedures, using three tests of standards, and all running concurrently from March 29 to April 20. The bulk of the survey work was completed by April 11.

Five diary methods and three recall methods were tested. Each recall method was tested on "today" and "yesterday" versions.

The diary methods differed as to:

- Placement—whether the person was recruited through a telephone or personal interview.
- Content—four diary methods called for radio listening only. The fifth asked for information on four media: radio, television, newspapers and magazines.
- Collection—two methods required the diary keepers to mail in diaries daily, the other three came in weekly and one of those was personally picked up.

The recall method variations were:

- Telephone vs. personal interview using a station roster as a memory aid.
- One covered the four media, the other three were radio only.
- Each was tested in today and yes-

terday versions.

The three test standards used during the survey were the telephone individual coincidental (TIC), which set the in-home standard, and two for car listening: traffic coincidental (TRAC) and car radio time (CART).

The standard for the at-home radio audience between 7 a.m. and 10 p.m. was 11%. The D-5 diary, personally placed and picked up weekly, reached 11.4%. Three diary methods—the personally placed and picked-up daily (D-4): the telephone placed and mailed-in daily (D-1), and the telephone placed and mailed-in weekly (D-2)—showed 14.3%, 13.2% and 12.4% respectively.

Below Standard ▪ The other eight methods were below the standard. The personal recall yesterday (R-3Y) was 10%; the personal recall today (R-3T), 9.9%; the telephone recall today for radio only (R-1T), 9.7%; the telephone recall today multimedia (R-2T), 8.9%; the coincidental study where respondents said they listened to radio and could identify the station, 8.3%; the telephone recall yesterday for radio only (R-1Y), 8.4%; the telephone recall yesterday multimedia, 7.4%, and the multimedia weekly diary (D-3), 6.9%.

The car radio audience had a 2.8% standard based on TRAC and CART figures. The D-1 diary hit this one on the nose and only the D-3 was higher at 3.1%. The D-4 and D-5 were 2.2%; the R-3Y was 2.1%; the R-2T was 1.8%; the R-3T was 1.6%; the R-1T was 1.5%; the R-1Y and D-3 were 1.3%, and the R-2Y was 1.2%.

The combined home-plus-car radio audience standard was 13.8%. The D-5 method was closest with 13.6%. Above the standard were the D-4 at 16.5%, the D-1 at 16%, and the D-2 at 15.5%.

Below the standard were the R-3Y at 12.1%, the R-3T at 11.5%, the R-1T at 11.2%, the coincidental listening at 11.1%, the R-2T at 10.7%, the R-1Y at 9.7%, the R-2Y at 8.6% and the D-3 at 8.2%.

The Audits & Surveys conclusions said "all of the diary techniques showed good agreement with our standard in their ranking of the leading stations for the all-day average quarter-hour for all persons at home. . . . None of the methods agrees well with the standard in measuring station shares for automobile radio."

A&S also believed the D-5, personally placed, personally picked-up weekly radio-only diary, showed a method that "can give the industry useful specific time-period ratings, and in addition, furnish daily and weekly reach and frequency (cumulative) audience measurements."

Regarding the recall methods, the conclusions found all of them, personal and telephone, "below the standard for

the automobile radio audience. . . . Since the personal recall, R-3Y, matched reasonably well with our standards, it is our opinion that this method as executed in this study can give the industry useful specific time-period ratings and, in addition, provide daily reach and frequency audience measurements."

Research Breakthrough ■ Solomon Dutka, president of A&S, called the project one of the "most demanding . . . ever undertaken in media measurement research. We believe that a number of important technical breakthroughs have been achieved. . . ."

The report noted that at this preliminary stage it did not take into account the "economic considerations involved in implementing any of these methods." These figures will be produced in the final report.

The study's at-home standard was determined by a continuing TIC sample during the survey period. This was preceded by a two-week prelisting random sample to get the name, age and sex of all the residents of the household 12 years and over. From this data the daily TIC calls were made.

The at-home standard was a measure of all individuals exposed to radio at home. Of the respondents, 7.6% said they were listening to radio and could identify the station; 0.7% said they were

listening, but did not identify the station; 1.7% said they were not listening, but that they could hear a radio in the house and identified the station; 1% said they could hear a radio but did not identify the station. These four groups equal the 11% that made up the in-home radio audience during the average quarter-hour, Monday through Friday, 7 a.m.-10 p.m.

Car Stoppers ■ The auto radio audience standard was established by the TRAC and CART methods. In TRAC, interviewers were stationed at preselected intersections and instructed to obtain from each driver of a car stopped for a light whether the car radio was on, and to what station.

The CART phase was designed to measure the number of minutes of car radio use and car use daily through a meter that would measure the time the ignition was on and the time the car radio was on when the ignition was on.

The TRAC and CART figures produced a standard showing 56% of persons in all cars were exposed to radio. Translated into minutes, the figures showed that the average person was in a car with the radio on 25 minutes a day. This was further broken down to show the 2.8% standard for all persons for the average quarter-hour, 7 a.m.-10 p.m., Monday through Friday.

AMST to fight subscription TV

Opposition to FCC plan is second at convention; Cox quits association

The Association of Maximum Service Telecasters, which is one of the broadcasting industry's most vigorous foes of community antenna television, last week disclosed it was taking on pay television as another opponent.

The AMST board of directors, meeting in Chicago March 26 in connection with the National Association of Broadcasters convention, unanimously adopted a resolution opposing any use of broadcast facilities for pay television.

The AMST action was the second indication during the convention of broadcaster opposition to the pay-TV proposal that the commission issued on March 24 (BROADCASTING, March 28). The Executive Committee for the Committee for the Full Development of All Channel Broadcasting refused to endorse a proposal supporting it (see page



Hough named director emeritus of AMST

Harold Hough, WBAP-TV Fort Worth-Dallas, one of the founders of the Association of Maximum Service Telecasters and a director since its inception in 1956 was honored by the AMST membership last week.

The association presented him with a citation of appreciation for his years of leadership and unani-

mously elected him the association's first director emeritus.

Abe Herman (left), WBAP-TV accepted the presentation for Mr. Hough, who is ill, Jack Harris, KPRC-TV Houston, president of AMST (right), made the presentation. Looking on is Lester W. Lindow, executive director of AMST.

The following directors were elected for the coming year:

Roger W. Clipp, WFIL-TV Philadelphia; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, WEWS-TV Cleveland; Harold Essex, WSJS-TV Winston-Salem, N. C.; Mr. Harris; John S. Hayes, Post-Newsweek Stations, Washington; Mr. Herman; C. Howard Lane, KOIN-TV Portland, Ore.; Mr. Lindow; Arch L. Madsen, KSL-TV Salt Lake City; Bill Michaels, Storer Broadcasting Co., Birmingham, Mich.; James M. Moroney Jr., WFAA-TV Dallas; Carter Parham, WDEF-TV Chattanooga; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; D. L. Provost, The Hearst Corp., New York; Ward L. Quaal, WGN-TV Chicago; William B. Quarton, WMT-TV Cedar Rapids, Iowa; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, and Harold Stuart, KVOO-TV Tulsa, Okla.

The board of directors elected the following officers: Messrs. Harris, president; Crutchfield, first vice president; Rogers, second vice president; Essex, secretary-treasurer, and Lindow, assistant secretary-treasurer.

83).

The AMST board, which acted on a recommendation of the staff, was said to believe that broadcasting should be an entirely free system, that the public should not be required to pay for the television programs it receives.

Concern over maintenance of a free system is cited by AMST in its opposition to CATV. And Ernest Jennes, the association's legal counsel, told the board the commission's new CATV rules do not go far enough to protect the public interest in free television broadcast service. He said the battle to maintain, and improve, the safeguards in the commission rules "will be carried out in the courts, before Congress, at the FCC, and at the local level throughout the country."

Not Warned About Competition ■ AMST sources said there was no concern over the competitive impact of pay television on the free system. The commission, in its notice, indicated that, in its view, grounds for such concern were slight. But the commission feels subscription television might provide an additional source of programing for viewers to watch.

The board also adopted without dissent a resolution endorsing the activities of the association in the past year, including its actions in CATV. The endorsement was backed up by a vote to provide the association with an extra \$85,000 in dues in the current year.

The association reportedly has used up a reserve of \$110,000 because of unusually high expenses, particularly in its opposition to CATV. The additional funds were raised by billing members for an extra quarter's dues in April.

The association also decided to drop its Washington public relations counsel, Newmyer & Co.

Cox Broadcasting Corp., which is becoming increasingly engaged in CATV enterprises, is pulling its five VHF stations out of the association (CLOSED CIRCUIT, March 14). However, Triangle Publications Inc., which also has substantial CATV interests and which was the first group owner to bring into the open the split over CATV within the association, is staying in the organization. Roger W. Clipp, Triangle, was among the AMST board members re-elected.

In addition, AMST announced eight new member stations, which bring the membership to 163 stations. They are KWGN-TV Denver; WDAM-TV Hattiesburg, Miss.; KVOA-TV Tucson, Ariz.; WNEP-TV Scranton, Pa.; KRGV-TV Westlaco, Tex.; KOAT-TV Albuquerque, N. M., and WBTW Florence, S. C.

While billing themselves dues for an extra quarter, the association changed the basis on which its quarterly is paid. Dues that had been based on the highest

national spot quarterly hour rate, will now be based on 40% of the highest hourly rate, network or national spot, whichever is higher.

Officials said the change will bring in "a little more" money but that the primary reason for it is that many stations had eliminated the quarter hour rate and, as a result, some inequities in dues payments had developed.

Leisure Index to be new Gallup service

A new service that will study the time the public spends with radio and television among other leisure activities will be issued by the American Institute of Public Opinion, Princeton, N. J., as a supplement to its nationally-known Gallup poll which reports opinions.

Dr. George Gallup, public opinion analyst and director of the opinion research firm, told a Sales Executives Club luncheon audience in New York last week that the service would be known as the Leisure Index.

Dr. Gallup said his new service "will deal thoroughly with the important media of communication—with the time spent on television, newspapers, magazines, radio" and other recreational activities. But unlike the newspaper-sponsored Gallup poll, he explained, the Leisure Index would be supported by business and industrial groups on a co-operative basis. Continual surveys will report on people's activities and interests in various leisure pastimes, while tracing changes and reflecting the entertainment and advertising effect.

Dr. Gallup mentioned that TV was the medium that now takes "a major slice of the public's free time." But he also quoted a few "signs which should give this industry pause." He referred to evidence that in approximately two-thirds of the TV homes in this country, the majority of viewers apparently are either under 17 years or over 57 years old. He said the buyers and deciders in the 18-58 age group "display far less interest in the current program fare."

Scholarships awarded

Students at the University of Florida and University of Illinois last week were named recipients of the 1966 Harold E. Fellows scholarship. The awards, presented annually by the National Association of Broadcasters, are administered by the Association for Professional Broadcasting Education. Howard Pactor, a junior at Florida, and Joseph Dominick Jr., a senior at Illinois, were given the grants for additional study in radio and television.

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A TOP RATING-A GREAT SALES STORY...

Longer licenses in future?

Congressional pressure to save money may bring new 5-year licenses

Broadcasters were given some hope of possible abandonment of the FCC's policy of three-year license renewals last week by Congress, an FCC commissioner and, indirectly, the Budget Bureau.

Congress perhaps provided the greatest leap forward.

In a hearing before the House Post Office Subcommittee on Census and Statistics, Representative Paul J. Krebs (D-N.J.) suggested the license term be abandoned altogether "since the commission can at any time remove the license from a misbehaving station and can fine the station for its misdeeds." He stated that the commission could still receive the needed technical data and from time to time acquire information on the station's operations that it needed for administrative purposes.

The purpose of the hearing is to establish ways in which paperwork could be lessened as it poses a burden on both the government and private industry, according to the opening remarks of the subcommittee chairman, Congressman Robert Nix (D-Pa.).

Testimony was received from both the National Association of Broadcasters and from William A. Merrick, president and general manager of KBMN Bozeman, Mont., and current president of the Montana Broadcasters Association. Both NAB and Mr. Merrick contended that the 22 forms presently required of broadcasters by the FCC enforce a hardship on the stations and that much of the information is not needed for good administration. They said the three-year term was arbitrary and the commission should be willing to go along with a longer term.

Mr. Merrick felt a longer term would ease part of the administrative burden on the FCC since the "commission usually renews most of these licenses as a matter of course."

Streamline Forms ■ Paul B. Comstock, speaking for the NAB, stressed that in addition to lengthening license terms, the commission could eliminate a lot of paperwork by streamlining some of its present forms. At Representative Nix's request, he said that NAB would supply the committee with some

revised forms that it thinks would give the commission all the information it needs and yet reduce costs for the FCC and the licensee.

Mr. Comstock pointed out that the "commission always appears to be overworked and understaffed" and he recommended the reduction of the number of forms and the extension of the license period to five years.

But at this point the discussion on the subcommittee shifted to the question of the Jackson, Miss., short-term renewals (BROADCASTING, March 28) and whether the FCC should have held hearings on the renewal.

Mr. Comstock said if a hearing is to be held the commission should hear from anyone provided that they are affected in some way by the decision. But he said, "the commission cannot possibly hold a hearing for every station that gets its license renewed."

And he added that the findings of the NAB are that "in public hearings, the public is rarely heard from. Usually it is the vested interest groups that come forth to testify and these people generally present the extreme positions of the case. Seldom does the average person offer testimony. These are busy people with jobs and they just can't take the time off to come to Washington and be heard."

Money Saver ■ Then Representative Krebs suggested that the commission do away with the term license. In this way, he feels, tremendous amounts of

time and effort could be saved in processing and large amounts of money could be turned to other purposes.

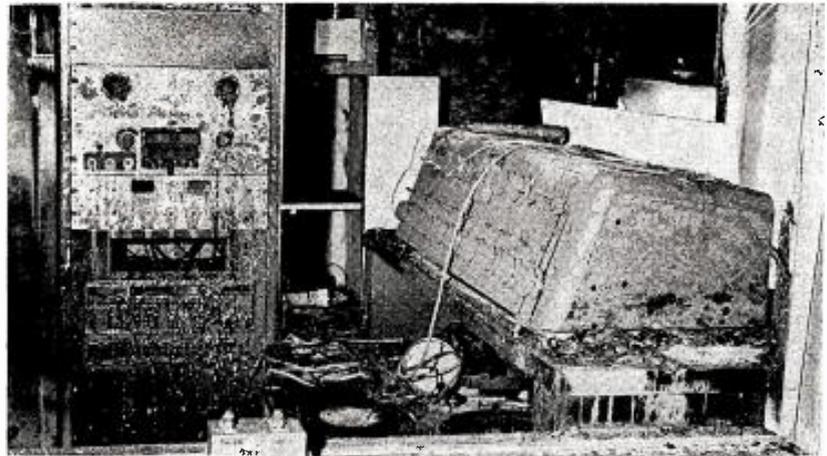
Representative Arnold Olsen (D-Mont.) asked that the FCC testify on the matter and Nix stated that it would appear at a later date.

In a most offhand manner broadcasters learned in Chicago that the possibility of longer licenses is being considered by the FCC. Speaking informally to the Saturday (March 26) luncheon of the National Association of FM Broadcasters convention, FCC Commissioner Kenneth A. Cox said the industry "may have an ally" it didn't know about: the Budget Bureau.

He said the bureau has been pressuring federal agencies with a "most intensive effort" to reduce paper work and save money. With this kind of pressure the commission is looking into ideas for saving money and paper work. Among them, is the possibility of going to Congress with a recommendation that license terms be extended. He didn't mention a specific term, although he implied any such recommendation would be for a five-year license.

Commissioner Cox said he doesn't like the idea of longer licenses and he's not sure that relaxation of the present three-year license is constructive.

FCC Chairman E. William Henry has expressed his feeling against lengthening the terms, (BROADCASTING, Feb. 21).



Second disaster in two years hits KLIQ

KLIQ Portland, Ore., last week said arson was responsible for the \$25,000 fire that destroyed the station's production studios, engineering offices and sales offices the night of March 20.

The main studio and transmitter were undamaged and KLIQ continued

to operate without loss of air time from the fire-blackened building.

The fire was the second disaster to hit the station within 15 months. The Christmas Day 1964 flood in the Northwest almost completely destroyed KLIQ and stopped its operations until February 1965.

Cash registers ring loud for equipment

Sales pace surprises even the optimists, though tight-money economy dampens some action

The "hardware" men of radio-TV are smiling all the way to the bank today.

Once again the sales of equipment during the National Association of Broadcasting convention in Chicago last week surpassed previous records. But this time the increases surprised even the optimists in most cases.

Color-TV cameras and video-tape recorders, with all their associated gear—now solid state and modular—dominated the enlarged exhibit halls. Displays hit new heights of lavishness as studio-like settings and pretty models provided "shows" costing up to \$90,000 or more to prove product features.

Even some tiny booths, though, came up with show stoppers. Like Westel's new TV-tape camera, considered a breakthrough for fast spot coverage. Or the stop-action TV disk recorder developed by MVR Corp. with the encouragement of CBS.

Automation systems for radio, AM and FM transmitters and UHF transmitters too, hit new sales highs. New loudness control mechanisms, automatic logging systems and transmitter remote control gear attracted heavy traffic. Community antenna television suppliers reported excellent prospect interest.

But the silver clouds also had some dark linings:

▪ If Mr. Broadcaster bought a color camera Monday he probably will wait at least until this time next year to hook it up in his studio. His new high-band color video-tape recorder may make it "home" by fall if he is fortunate.

In some cases the order backlogs will also cause slow deliveries in the radio field, but principally for custom systems. Most standard items like microphones, recorders, the smaller transmitters etc., are available "off the shelf" or within the usual 30 days.

▪ The "tight money" market of the present economy slowed down the big-price-tag purchases of some buyers, according to several observers. Or at best it made them more selective than they might have been in view of the

prevailing bright buying mood.

▪ With the growing demands of the war in Vietnam, a battlefield bristling with as many electronics as bullets and bombs, the supply of copper has become so critical the production of fundamental components for much of everything else is being affected. The impact of added delay can well become sequential all down the line, even for basic things like antenna transmission line. Most big firms have hedged, though, and have inventories for many months ahead.

RCA is further increasing production facilities for its new line of four-channel color cameras as a result of "unprecedented" sales last week, according to Charles H. Colledge, vice president and general manager, RCA Broadcast and Communications Products Division. The extra production decision came on top of his pre-NAB announcement that RCA planned to turn out more than 600 color cameras this year, with total value in excess of \$40 million, to meet the demand.

RCA sales of all products at the NAB, including the company's new high-band color video-tape machines and UHF transmitters, exceeded all previous records by more than 50% and possibly by as much as 75%, Mr. Colledge indicated. RCA's new color camera, fully solid-state and featuring instant warmup for fast on-air use, will be used by NBC News for its "instant news" color studio.

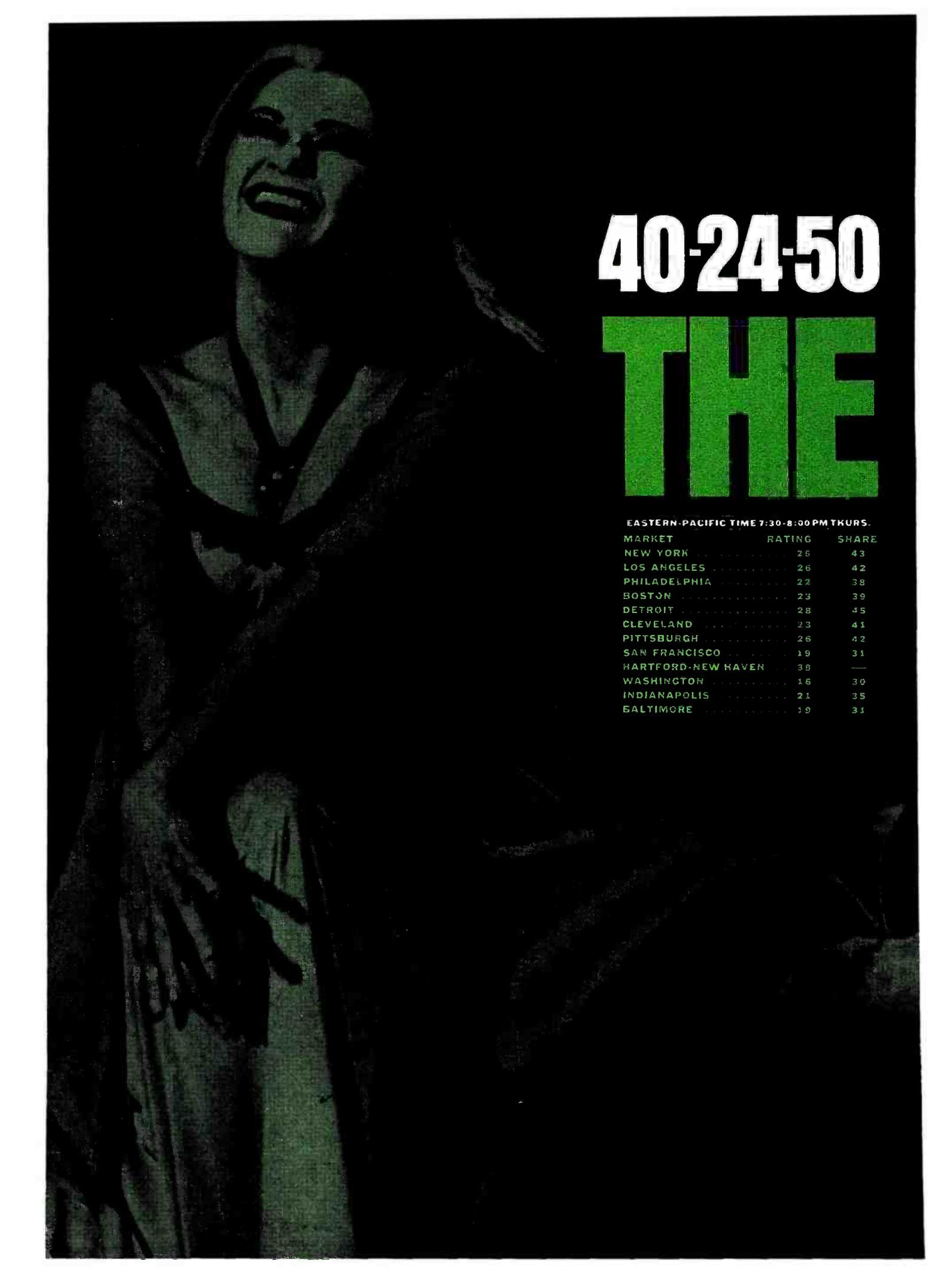
RCA since 1953 has made most of its color-TV cameras at its Clifton, N.J., plant. Manufacturing capacity was enlarged only last year to prepare for the order load expected this year upon introduction of the new TK-42 color camera.

All-Time Record ▪ More than \$4.5 million worth of orders were written by Ampex Corp., according to Thomas Harleman, national sales manager. "We set an all-time record at the NAB," he said, "with our orders up more than \$1.7 million from last year's convention sales."

Mr. Harleman said the record vol-

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OUTSTANDING
DIMENSIONS
IN THE
TOP 50
MARKETS...



40-24-50

THE

EASTERN-PACIFIC TIME 7:30-8:00 PM TKURS.

MARKET	RATING	SHARE
NEW YORK	26	43
LOS ANGELES	26	42
PHILADELPHIA	22	38
BOSTON	23	39
DETROIT	28	45
CLEVELAND	23	41
PITTSBURGH	26	42
SAN FRANCISCO	19	31
HARTFORD-NEW HAVEN	30	—
WASHINGTON	16	30
INDIANAPOLIS	21	35
BALTIMORE	19	31

**AN AGGRESSIVE 40% SHARE OF AUDIENCE!
A CONSISTENT 24 RATING IN THE TOP 50 MARKETS!**

MUNSTERS

SEATTLE	21	34
CINCINNATI	21	34
BUFFALO	30	50
MIAMI	25	43
ATLANTA	23	39
COLUMBUS	NOT CLEARED	
PORTLAND, OREGON	22	37
SACRAMENTO-STOCKTON	27	44
CHARLESTON-HUNT.	20	31
TAMPA-ST. PETE.	NOT CLEARED	
DAYTON	30	52
ALBANY-SCH.-TROY	28	44
GRAND RAPIDS	30	45
SYRACUSE	29	45

CHARLOTTE	28	45
PROVIDENCE	26	42
LOUISVILLE	25	36
WILKES-BARRE	31	44
SAN DIEGO	27	41
TOLEDO	30	54
NORFOLK	26	46
AVERAGE	25	41
CENTRAL MOUNTAIN TIME 6:30-7:00PM THURS.		
MARKET	RATING	SHARE
CHICAGO	23	43
ST. LOUIS	27	46
DALLAS-FT. WORTH	24	39
MINN.-ST. PAUL	23	40

MILWAUKEE	21	36
KANSAS CITY	18	33
HOUSTON	21	35
MEMPHIS	NOT CLEARED	
BIRMINGHAM	NOT CLEARED	
NASHVILLE	22	34
NEW ORLEANS	NOT CLEARED	
DENVER	NOT CLEARED	
OKLA. CITY	17	27
WICHITA	23	40
OMAHA	23	40
TULSA	23	38
SAN ANTONIO	20	37
AVERAGE	22	38

THE LATEST NATIONAL SWEEP (NSI NOV.'65)*

70 HALF-HOURS FROM
mca

*NIELSEN STATION INDEX (NSI) AUDIENCE ESTIMATES, OCT. 14-27 AND NOV. 4-17 1965 REPORT. SUBJECT TO QUALIFICATIONS DESCRIBED IN SAID REPORTS.

Lightweight tape-camera a hit at NAB

Shoot it anywhere. Air it now—with sound.

Westel Co.'s new portable TV-tape camera with few exceptions topped the list of exhibit observers last week as the most significant product development of the show. It's a happy marriage of the best qualities of film for-say-spot news coverage with the instant usability inherent in video tape.

The system is battery-powered, records 30 minutes-plus and weighs only 23 pounds for the recorder backpack (including 12 pounds of batteries) and seven pounds for the camera. Cost: \$10,500 less lens.

Westel also introduced a highly compact studio-type video-tape recorder that it claims will produce "high-band" quality tapes in color. Monochrome version is but \$15,000; with color addition another \$10,000.

The machine is described as one-tenth the weight and size of the big recorder. Its guts are 60% integrated circuits.

Both systems are built around a new, "highly proprietary" single recording head and self-correcting servo controls that eliminate color picture banding and the moire of carrier frequency interference. Both also have their own built-in sync generators. Tape pressure at the head is understood to be around three ounces. The head is guaranteed for 250 hours.

How well did they sell? Westel reported that on the first day of introduction alone orders totaled over \$1.6 million for nearly 100 units. One big buyer was CBS-TV which had cooperated with Westel in suggesting design needs and technical requirements.

ume was due in large part to sales of the new Ampex VR-1200 high-band color Videotape recorder. Ampex also had high volume sales of the new Marconi color camera which the firm distributes in the U.S.

The traffic converging on General Electric's new PE-250 live color camera, weighing but 150 pounds and using Plumbicon tubes, showed it to be one of the hits of the year. Harry Smith, marketing manager for GE, said that as a result of acceptance and orders for the new camera the production schedule established over a month ago has been increased by 14 times.

He also said orders on all other major items such as color film cameras, transmitters and antennas at the convention had been unprecedented.

GE's 50 kw UHF television transmitter displayed in Chicago also drew a good audience and constituted part of a generally strong showing for UHF transmission equipment.

UHF Growth ■ For example, Townsend Associates of Springfield, Mass., said reaction at the convention had been strong enough to insure UHF equipment manufacturers of their best growth year ever in 1966. George Townsend, president, said the company had signed \$600,000 worth of convention business and that \$1 million in additional sales over the next several months could be anticipated.

Visual Electronics Corp. scored sales "actually several times that of the most successful last NAB," James B. Tharpe, president, reported. Large

orders for the new Visual-Allen high-band color video-tape recorders were written for two of the three major U.S. networks and for so many stations that Visual will have to further expand VTR headwheel production facilities beyond that scheduled on the eve of the NAB.

The Norelco Plumbicon color cameras, introduced by Visual last year, have been purchased by all three major networks and by two of the specialized networks. The station sale backlog grew considerably larger as current users and those who are still awaiting delivery came back to NAB this year and in many cases doubled their buys, Mr. Tharpe said.

The record sales rate held true throughout the Visual lines for tubes, audio consoles, cartridge tape units, AM and FM transmitters and especially video switching systems, Mr. Tharpe said. "Our TV switching equipment orders jumped four-fold," he estimated.

Sales Move ■ Sarkes Tarzian officials called it a highly successful convention. Russ Ide, marketing manager for the TV equipment manufacturer, said the company moved more than \$2 million worth of equipment in firm orders at the NAB exhibit and estimated that another \$3 million in business might be generated by the convention display.

According to Mr. Ide, ST sold 46 live and film color camera chains. Strong interest was also reported for the Sarkes Tarzian APT 1000 computer controlled automatic programmer. The

company's Tascom (traffic availability computer) got six tentative orders and was said to have been well received by station management personnel.

Off-the-floor sales of Gates Radio Co.'s diversified AM-FM equipment exceeded all previous exhibits by 50% for a record total of more than \$250,000, Eugene Edwards, manager, broadcast sales, reported. He said there was unusually good activity among the big ticket items like Gates's new 50 kw vapor-cooled AM transmitter.

Another major exhibitor enjoying a 50% off-the-floor sales increase was Collins Radio Co. whose new 212-S stereo speech input console was the heaviest traffic item. "Broadcasters didn't just browse this year," said Theil W. Sharpe, assistant director of broadcast communications, adding: "They looked, they picked and they bought. They were businesslike about it."

Up 100% ■ Verne Nolte, Automatic Tape Control, said convention sales were twice as good as last year, topping \$100,000 for the firm's lines of automation systems and tape gear. He predicted at least another \$250,000 will flow from immediate post-convention contracts.

Specialty suppliers also reported highest exhibit sales to date. This applied to the large-money lines such as the fast new color film processor of Houston-Fearless and the auxiliary power generators of Cummings Engine Co. as well as to the smaller gear like radio microphones, recorders and test equipment. Zoom lens, lighting and similar suppliers cited unusually good sales too.

Typical of the good sales showing for radio equipment was CCA Electronics whose president Bernard Wise said every piece of CCA equipment on the convention floor had been bought. This represented about \$100,000 in new business for the company. He said \$250,000 worth of additional equipment would be written within the next three months as a result of the convention.

CATV Brisk ■ Community antenna television equipment manufacturers, who moved into the NAB showcase in full strength this year, were uniformly pleased with their reception by broadcasters. The director of marketing for one CATV gear supplier said "last year people came to learn; this year they were buying."

However there was some corridor muttering about how much stronger their showing could have been in the absence of the recently announced FCC regulations covering the industry they supply.

None of these manufacturers would put figures on business actually transacted on the convention floor, each

Does the light really go off when you close the refrigerator door?

It really does.

But even if it didn't, it would hardly make a difference in your electric bill.

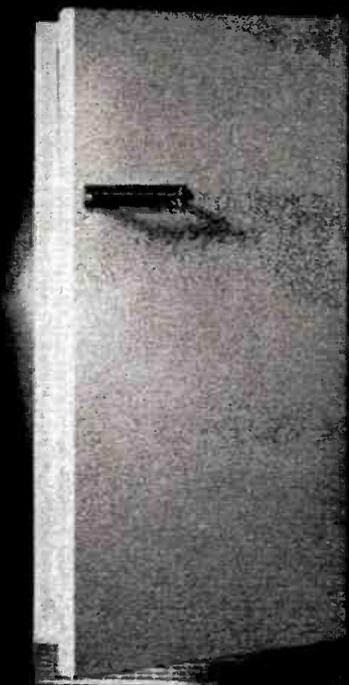
That's because the price you pay for electric service is so low, it's one of the best bargains you can get. Hardly anything else does so much and costs so little.

Today, the average family pays about 15% less per kilowatt-hour for electric service than it did 10 years ago. And the investor-owned electric light and power companies—through sound business methods—intend to keep benefits like that going right on into the future, too.

Investor-Owned Electric Light and Power Companies*

*Names of sponsoring companies available through this magazine.

Tune in "Hollywood Palace" with host Gene Barry, Saturday, April 9, 9:30 P.M., Eastern Time, ABC-TV.



one citing the highly competitive state of the industry and the fact that most of the business they write requires field engineering study before turning into firm contracts.

Gary Langseth, vice president in charge of sales for the Kaiser-Cox Corp., indicated the company had done considerable business at the show. He said one CATV system operator had made commitments for over 1,000 miles of community antenna plant.

Arlo Woolery, assistant to Ameco President Bruce Merrill, also reported strong broadcaster response to CATV hardware at the convention. Jerry Hastings, division manager for CATV systems, Jerrold Corp., said large numbers of broadcasters with CATV ambitions in the top-100 markets are still interested in getting started in those markets in spite of the FCC's decision to require evidentiary hearings on their proposed systems. This, he said, had been proved by the comment of broadcasters visiting Jerrold's exhibit.

Sam Street, director of marketing for Viking, summing up the industry situation, said people are still buying regardless of FCC regulations. "Nobody who started system construction with us has stopped as a result of commission rules," he added. Viking sold two turnkey operations at the convention representing 40 miles of plant.

The marketing manager of one large television manufacturer said "the stations came to this convention and spent what they had. They would have bought more if they'd had the money.

"Their buying was done very selectively this year," he continued, "because they wanted more than they could afford." Asked how this differed from any other year, he called attention to high-interest rates and the tight-money situation of the overall economy and said this appeared to be slowing down the sale of high-ticket items that often require borrowed money. He continued, "business is good, just not as good as it might be in a different economy."

Charyk douses satellite-to-home TV

Dr. Joseph V. Charyk, president of the Communications Satellite Corp., threw cold water last week on the dream of direct broadcasting from a satellite to a home receiver.

What Dr. Charyk foresees, as he told members attending the National Association of Broadcasters engineering conference, is a total communications facility in each metropolitan center. This, he said, would be a system linking

homes, business offices and stores in a single community, through wideband, high capacity transmission facilities, to central switching and computing centers providing a variety of services: color TV, stereophonic FM, aural and visual telephone service, high speed facsimile data and newspapers, library reference, theater and transportation booking, access to computers, shopping and banking services, central charging and billing.

For communications beyond the metropolitan area, Dr. Charyk said, transmission would be to a processing and



Mr. Charyk
Another view on satellites

transmitting center that, in turn, would be linked to a terminal earth station of a worldwide satellite system.

"This is a far more likely course of development," the Comsat president said, "than the one of a direct link between the satellite and the home. It is a more natural and logical development, more economical and more compatible with the efficient utilization of the frequency spectrum."

Feeding Affiliates - Speaking of the proposals that have been made for a domestic satellite, initially by ABC to feed network TV and radio programs to affiliates and more recently by AT&T and Western Union for all-purpose use, Dr. Charyk warned that difficult interference problems and cost assessments need to be resolved.

To keep the costs of receiving stations to a minimum, he noted, maximum power in the satellite is required. But, he added, there are limitations established by international agreement on the energy flux density that can be produced by a satellite.

"I am afraid," he said, "that in this application many of the exotic pronouncements have been on the glib side."

The potential is there, however, he

concluded. He observed that Comsat is engaged in studies and discussions with TV networks and others on this matter. The networks and carriers are scheduled to discuss a domestic communications satellite program on April 12 in Washington at the Comsat offices.

Dr. Charyk discussed the plans for deploying two more Early Bird-type communications satellites this fall (one over the Pacific and the other as a second over the Atlantic) and plans for a high-capacity, multipurpose satellite for 1970 that would be capable of handling more than 6,000, two-way telephone circuits or 10 TV channels.

Sylvania denies patent infringement

Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp., has told the U. S. Federal Court in Boston that it is not guilty of patent infringement as charged by CBS.

In a brief filed with the court Sylvania denied that the patents, which cover the production of color television picture tubes, were legally issued and valid. Sylvania said that the holder of the patents didn't invent or discover any new useful art, machine or manufacture as is required for a patent to be valid under federal law.

Sylvania asked the court to dismiss the CBS suit.

Tiny generator may get TV application

Scientists at the Army Electronics Command in Fort Monmouth, N. J., are perfecting a miniature wave generator that engineers expect will be used to increase the efficiency of the tower relays carrying radio and television programs across the country. The new generator is the size of a grain of rice.

The tiny microwave generator will have proximate applications in lightweight combat equipment, but within three years will be used to replace Klystron vacuum tubes and associated power packs in the transcontinental relay system, according to Barney De Loach, a supervising engineer at Bell Laboratory's Murray Hill, N.J. division. Bell is working on the commercial applications of the Army's solid-stage miniature generator.

Frank A. Brand, a physicist at the Army Electronics Command, said greater reliability, low power needs and decreased maintenance costs rank alongside miniaturization as advantages of the new microwave generator.

Communications, Singular and Plural

The ten thousand people who visited Dean Landfear's *Voice of Iowa* program this year included third graders from the area's Madison School. Probably with teacher encouragement, they took pencil in hand and thanked us.

Tom wrote, "Do you know what I like the best? I like Mr. Lampheres show thank you." David liked it "where Jerry was," wherever that is. Becky was more specific: "Thank you for giveing us the bloons." Bobby was "surprise when we saw it owely took one man" (to be Dean Landfear). Doug allowed himself a note of envy: "Steve the one that got the candy liked it very much." David L. was matter-of-fact: "Steve got a big totseroll." Steve himself got down to essentials: "I thank you for the gint tootsie Roll . . . hope we can come back."

Dean, a reformed fiddler from southern Iowa, is at least as well known in WMTland as is Heifetz, having been on WMT's air for twenty years. An estimated 60,000 people have been heard on the *Voice of Iowa* since it began in 1932 with sidewalk interviews. Now Dean entertains guests inside, with fifteen minutes of noontime "audience participation."

There's a better name for it. Darold, one of our third-grade visitors, summed it up: "Thank-you very much for Showing the Voice of Iowa We saw Communications."



WMT

Cedar Rapids
CBS Radio for Eastern Iowa
Affiliated with WMT-TV,
WMT-FM, K.WMT, Fort Dodge
National Representatives:
The Katz Agency

The varied views inside NAB

Meetings of daytime and clear-channel stations

emphasize the divergent interests of group's members

The conflicting interests of various radio groups within the National Association of Broadcasters were shown in sharp relief in meetings during the convention last week of groups concerned with presunrise operation and high-power operation on clear channels.

The Daytime Broadcasters Association, trapped for funds and contending with what it regards as an unsympathetic FCC, reasserted its determination to win a longer broadcast day for its members. It also adopted a resolution pledging opposition to grants of "superpower" authorization to any radio stations.

A few hours later, and meeting in the same hotel, members of the Clear Channel Broadcasting Service made plain their determination to press the commission to lift the 50-kw power limit it now imposes on all AM stations. Eight clear channel stations have asked for authority to operate with up to 750 kw on an experimental basis. CCBS is also determined to keep the clear channels clear of all interference, including that of daytimers operating on extended hours.

In yet another meeting—that of the Association of Broadcast Standards—opposition was expressed to the principal aims of both of those groups. The association, which was formed three years ago to combat daytimers' proposals for presunrise operation, is now, in addition, opposing clear-channel stations in their efforts to win permission to operate with up to 750 kw.

DBA Position ■ Richard E. Adams, president of DBA, told daytimers the association would urge members of Congress to introduce bills providing for the long-sought authority to broadcast from 6 a.m. to 6 p.m. And, he said, it will wage a fight against superpower in Congress and at the FCC.

Ray Livesay, chairman of DBA, said the association's efforts are handicapped by a lack of participation on the part of daytime stations. He said only "a faithful few" (later defined as less than 200) of the nation's 1,900 daytimers are members of the organization and pay the \$50 annual dues.

He also expressed annoyance with the commission for what he regards as its refusal to show a proper concern for the needs of daytimers and their public. "The amount of interference that would be caused presunrise by daytimers," he said, "would be more than justified by the service rendered." He said interference is a matter of degree.

And he suggested that the commis-

sion's standards for determining interference are out of date. He said the commission is "lacing the public interest into an engineering straitjacket that was created 30 years ago."

He was concerned, too, about the consideration the commission is giving to clear-channel stations' requests for higher power. The skywave service of stations with 750 kw, he said, would so dominate the broadcast band that there would be little need for regional or local stations at night.

Mr. Livesay said that higher power is the device clear-channel stations hope will enable them to "get back on Madison Avenue and compete with television for the big national advertising dollar."

Different View ■ The CCBS position, as restated at that organization's meeting, is that higher power represents the only hope of bringing improved nighttime AM service to 25 million residents of "white areas," which cover more than 50% of the nation's land area.

Both organizations are anxious to impress their conflicting views on U. S. negotiators who will deal with Mexican representatives in writing a new treaty governing the use of the AM band.

The daytimers want changes in the agreement, which will replace the one scheduled to expire June 9, that would clear the way to extended hours of operation by the 272 daytime stations now

Hurricane proof

Never underestimate the ingenuity of broadcast engineers, particularly in Florida where the hurricane winds occasionally blow.

WTVJ(TV) Miami for some time has maintained a standby microwave link at its downtown emergency transmitter. But because the shape of the parabola antenna acts like a sail, which would be disastrous in high winds, Norm Bean, WTVJ engineering manager of special projects, installed the microwave dish on the back of a plywood door in an existing cement penthouse on top of the WTVJ studio building. The door is transparent to microwave signals, so there's no problem there. When maintenance or adjustment is needed, station technicians just open the door.

operating on the Mexican clear channels. (The association also is pressing the government for changes in the radio agreement with Canada to permit extended hours on that country's seven clear channels.)

R. Russell Eagan, counsel for CCBS, told that organization's members they have much to lose, potentially, in the Mexican negotiations. The Mexican representatives are expected to press for an agreement that would reduce the amount of protection Mexican stations are now required to give U. S. clear-channel stations. He recommended that CCBS participate in planning the U. S. position on the negotiations. The CCBS executive committee will consider that matter.

Color sales power January's TV rise

Television set sales by distributors to retailers were up 13.4% for January this year compared with the same month in 1965, the Electronic Industries Association reported last week. Color TV zoomed a healthy 58.7%.

Sales of home radios were also up in January compared with the same month last year; auto radio sales, however, were down by 4.4%. Sales of FM radios were up 40%.

As usual, sales in all categories were down from the highs in December 1965; with all TV down 21.2%; color TV down 34.4%; and home radio sales down 52%.

Distributor sales as reported by EIA:

TELEVISION		
Period	Total TV (Monochrome)	Color
January 1966	882,142 (650,904)	1231,238
January 1965	777,703 (632,009)	1145,694
RADIO		
	Home (with FM)	Auto
January 1966	831,350 (203,430)	746,152
January 1965	693,005 (145,353)	780,581

Fotochrome exhibits 3 flat-TV tubes

Several new developments among "flat-TV" tube manufacturers were reported last week, among them the acquisition by Fotochrome Inc., Long Island City, N. Y., of Intertel Inc., Los Angeles, a firm that's experiment-

Video Cruiser



Battery (and foot) powered. The nice thing about this model is that anywhere it can walk, climb, ride or crawl it can make 33 minutes of broadcast quality video and sound recording. We actually supply only the electronics. The biologic system is up to you, and it doesn't take a very sturdy one. The recording pack weighs only 23 pounds with a full load of tape and rechargeable batteries — sufficient for a full 33-minute recording with sound, plus 30 minutes of preview time, plus 60 minutes of standby. Actually, the recorder weighs only 11 pounds empty. Pretty small for a mechanism that makes broadcast-quality video recordings. You might even call it a breakthrough. The camera head is intriguing, too. Weighs only 7 pounds

*TM

and has a 1 1/4-inch active CRT viewfinder that lets you see exactly what the tape sees. Flick a switch and it's an A-scope for set-up. All the operational controls are on the camera head where they belong. There's a lot more to tell about — like the proprietary Westel Coniscan* recording system that makes all this possible — so why not write for our Westel* System brochure and get the whole story? We'll admit there are other video cruisers, but did you ever see one navigate ladders, catwalks, narrow alleys, tight corridors, airplane cockpits, ski lifts and such? And you can park ours on any chair. For further information write: Westel Company, 298 Fuller Street, Redwood City, California 94063. **WESTEL**



Engineers fear a technical foul from lawmakers

When is an engineer not an engineer? It sounds like Gertrude Stein, but to members of the Society of Broadcast Engineers at last week's National Association of Broadcasters convention it was subject of an entire membership meeting.

Professional engineering groups have been lobbying to exclude all others but themselves from the engineer title. A bill currently pending before the New York state legislature would discontinue the use of the engineer classification next to a name unless the person using it has a professional license. If the bill is approved, many broadcast engineers, chief engineers, maintenance engineers and nonregistered consultants would have to look for other titles.

"An engineer is still an engineer even if he's not licensed as one," said Charles Hallinan, chief engineer of WKOP Binghamton, N. Y., and newly elected president of the SBE. "You can't legislate out a job."

Mr. Hallinan and members of the

society's executive committee agreed that the problem is one of semantics, and that legislation restricting use of the engineering title would be inconsistent with other licensing procedures. There would be no objection to legislation that graded or defined various engineering classifications, such as that done in the nursing profession with registered and practical nurse designations.

"But," said Mr. Hallinan, "we must preserve the general use of the term broadcast engineer. Should we or should we not take a stand?" he asked. By a show of hands the answer was overwhelmingly affirmative.

Upon a motion from the floor, it was decided to voice opposition to the pending bill in New York in form of a strong resolution. In addition, the support of other communications engineering groups such as the Audio Engineering Society and Society of Motion Picture and Television Engineers will be solicited in the effort.

breach of contract over thin-tube units (BROADCASTING, March 14).

Another is a possible action threatened by Noramco, New York, which recently acquired Video Color Corp., Los Angeles (BROADCASTING, Feb. 14). VCC is experimenting with flat TV tubes and claims patent rights acquired from Kaiser Industries Corp. Noramco officials hinted their company may enter the picture on the grounds of determining license exclusivity.

Noramco this week plans to announce plans to produce TV sets using the flat tube in a joint venture with Bristol-Dynamics. Production would begin at the end of this year.

Another company, Electric-Tec, Ormond, Fla., is reported to be working on a concept of using a flat TV screen with the thickness of plate glass.

Visual buys Allen California plant

Visual Electronics Corp., New York, has purchased the manufacturing facilities of Allen Electronics Corp., Palo Alto, Calif. The plant will produce a new line of high-band color video-tape recorders jointly developed by Visual and Allen. The purchase is a stock transaction.

Visual also has obtained exclusive access to the Allen company's research and development resources under a contract that is part of the overall agreement. Allen itself continues as a separately owned corporate entity with Steven Allen as president. Visual is headed by James B. Tharpe.

The Palo Alto plant will be expanded considerably and will be a part of Visual Electronics Laboratories, the firm's manufacturing subsidiary, which also has facilities at Clifton, N. J. Visual also distributes a wide range of broadcast products made by other manufacturers.

Technical topics . . .

Color camera contract ■ D. H. Overmyer Communications Co., New York, has contracted to purchase, for an estimated \$750,000, 10 Norelco Plum-bicon color camera chains and monitoring units from Visual Electronics Corp. Equipment is earmarked for Overmyer's six UHF-TV stations and follows similar purchases from other manufacturers (BROADCASTING, Feb. 7).

Joint endeavor ■ Sylvania Electric Products Inc. and The Reader's Digest Association Inc., both New York, have formed a joint group to investigate the potential of electronic systems in education. Integrated effort will be made to develop advanced methods of instruction for academic programs.

ing with the new tube type.

Fotochrome last week showed its stockholders in New York three prototype models using a flat color tube and two flat monochrome tubes.

Though one company official said Fotochrome might enlist the cooperation of manufacturers in Japan in putting TV sets together with the new tube type, details were being withheld pending registration with the Securities and Exchange Commission of a proxy statement.

The color unit—6-inch tube, hidden behind a 3-inch-thick screen—uses two electron guns that shoot combinations of red and blue-green phosphors. An

Intertel official said this technique offers "a fairly broad" color spectrum. Typical color sets in the U. S. use a three-electron gun system.

Both black-and-white models—4½ inch and 10-inch tubes—were constructed to project images on either side with the picture opposite the front shown in reverse. The 10-inch type was shaped like an attache case and weighed 16 pounds.

Other developments involve entanglements pending or threatening in the courts. One such action is an \$8-million suit filed in New York Supreme Court by Bristol-Dynamics Inc. charging Fotochrome and Intertel with a

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Radio humor praised at CAB

TV session hears
upbeat profile of
typical color viewer

Batman's bout with spiked orange juice in a discotheque and the humorous approach to radio advertising were highlights of the concluding television and radio sessions of the Canadian Association of Broadcasters convention held in Montreal (BROADCASTING, March 28).

J. Walter Thompson Co. Ltd. set the stage for the CAB's session on television by citing statistics on the growth of color TV in the U.S. and Canada. It estimated that there are 20,000 color sets in Canada at this time, with 70,000 expected by the end of this year, and 190,000 by the end of next year. Only eight out of 60 Canadian stations polled said that they had no plans for color for this year, one delegate reported.

In another report, a profile of a typical color-TV viewer, the average viewer was found to have a higher-than-average income, is better educated, is in the 35-49 age group, travels more and tends to buy products with a "status symbol aura." At about this time Batman appeared on a screen and illustrated the brilliance of color TV in a scene from one of his early shows.

Color was also spotlighted at the radio meeting entitled "Radio, All Ways Colorful." But color in this case meant humor, and this was illustrated by Mel Blanc of Mel Blanc and Associates, Hollywood. Mr. Blanc, speaking before the 400 delegates at that session, described the importance of humor in advertising and illustrated his speech with what he considered good and bad humor.

Radio Gains ■ The growth of radio sales in Canada was described by William Brennan, CFRB Toronto, as "fantastic." He pointed out that 23% of operative radios are in automobiles.

Another speaker at the radio session, Roch Demers, CJMS Montreal, took a look into the future and predicted that the day when the wrist watch radio powered by the heat of the wearer's body is not too far away.

Station Awards ■ At another meeting of the CAB, an award for the television station of the year was presented to CFTM-TV Montreal, a French-language station, for its "outstanding contribution to community service." CJBQ Belle-

ville, Ont., was awarded the John G. Gillin Jr. award for "promotion of genuine public interest in local education problems." A French-language station, CJMS Montreal, was honored by the English-language members of the CAB for promoting greater understanding among Canadians and the cause of Canadian unity.

Honorable mention awards were also presented at the meeting. These were given to: CHAN-TV Vancouver, CHEK-TV Victoria, B. C.; CJAY-TV Winnipeg, Man.; CFTO-TV Toronto; CKEM Kentville, N. S.; CHUM Toronto; CHRC Quebec; CHAB Moose Jaw, Sask., and CKLG Vancouver.

A special honorable mention citation was given to CFMB Montreal. It also was presented an award from the French-language members of CAB for encouraging the use of French by new Canadians.

Another special award, in the form of a scroll, was given to Sam G. Ross, president of the Parliamentary Press Gallery for his "outstanding contribution to the development of broadcasting in Canada."

VOA's Chancellor sees increase in propaganda

Give a thought to the day when the U.S. is going to be on the receiving end of worldwide broadcasts. This was the message brought to broadcasters at the National Association of Broadcasters convention by John Chancellor, chief of the Voice of America.

"The American people have been on the sending side of this business [international broadcasting] for 24 years. but we never have listened enough in short-wave to be on the receiving end," the former NBC newsman, said.

Yet, he added, "20th century technology may one day make us a target audience, and it is not too early to begin thinking about it."

American audiences might be bored by foreign propaganda, Mr. Chancellor said. They have a "rich fare" of entertainment and information from local TV and radio stations, and have a "very low potential" as targets for propaganda, be noted. But Communist societies spend great sums on propaganda, he added, and "it is surely not too early for sensible men in this country to begin serious consideration of what our attitudes should be toward what is the inevitability of more international broadcasting to mass audiences around the world."

Mr. Chancellor's principal theme was the success of the VOA in reaching Soviet people and those in satellite countries.

WTRF-TV STORY BOARD

7

159,100*

OBVIOUSLY . . . bikinis were really designed for fellows who can't remember faces.

wtrf-tv Wheeling GROUND! The Hollywood couple were married. A few months later they were divorced, then they remarried. The divorce didn't work out.

Wheeling wtrf-tv

POSTINGS from the Bulletin Board at the Three Gaynors Restaurant in Bridgeport, Ohio: "CARD BURNER? Make it your Diners Club card, Eat Now—Pay Waiter!" "Wine from our Best Cellar list."

ALL COLOR SOON REMEMBER when women used to turn fifty instead of blonde?

Color film, tape, slides WIGS & WIGLETS! With so many gals wearing them, it's so impersonal to compliment a hairdo these days.

NBC Network Color COMPASSION FOR GOLD DIGGERS? Well, they just happen to hate poverty worse than sin.

REP: Blair Television FOR AN AFT? A career girl's mind moves her ahead, a chorus girl's mind moves her behind.

Wheeling-Steubenville NEW COCKTAIL called the Little David, you not only get stoned, you have to Coliath down.

Ohio River Valley TV SELLING LINES! Guy to gal at the bar, "I'm not really this tall, I'm sitting on my wallet."

WTRF-TV from Wheeling TRUE MUSIC LOVER . . . a man who hears a girl singing in the bathtub and puts his ear to the keyhole.

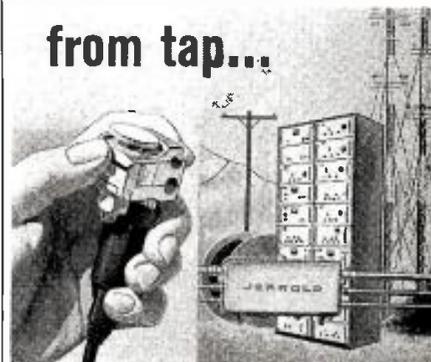
Wheeling wtrf-tv *THE NATION'S ninth color market, the Nov. '65 ARB credits the WTRF-TV coverage area with 159,000 color sets. Your Blair man will provide all specifics on Wheeling-Steubenville WTRF-TV.

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The big search: first-run color

TFE showmen with new tint films for TV
found the selling brisk, stations on
the lookout for fresh program approaches

Television syndicators and distributors were at the 1966 National Association of Broadcasters convention in force. They came, they exhibited, they sold. But the party's over now and for most it was a convention of mixed reactions.

"The convention is the greatest nothing I've ever seen," said one prominent film executive.

"We've had tremendous traffic, no question about it," commented Donald Klauber, executive vice president and general sales manager of Seven Arts Associated Corp. "We haven't missed very many broadcasters from Jack Schneider to the smallest station buyer."

Good convention or terrible, for the product sellers it depended on the line offered and the vantage point. Color

was so in, it was out.

Color Mad ■ "The first question we were always asked," remarked ABC Films president Hal Golden, was "is it in color? But you know we were not being asked this question as feverishly as six months ago."

Added Hollywood Television Service western division manager Tom J. Corradine: "Everybody was talking about color but I believe the whole thing was overemphasized. The best movies Hollywood ever made were made in black and white. And when you get right down to what buyers really are interested in it's features."

Rip-snorting demand for feature product is, like *Peyton Place*, a continuing television story. But the plot at the

convention had an added note of urgency. The threat of a depletion in movie supply had some buyers running persistently, if not scared.

Nothing shown at the convention was so much in demand. A scene enacted at the Embassy Pictures suite in the Sheraton Blackstone hotel was typical of the product line action at the convention. "Hi," said the program director of a midwestern station, "what do you have? I need features."

Is It First-Run? ■ Yet along with color and features—and the two together really made for a hot item—a whisper of something new was heard. "This NAB convention, more than any other in my experience, has been marked by widespread unrest among station



Program salesmen used tested lures, such as those shown above, to attract traffic to their NAB suites last week. And they got more traffic of some kinds than they wanted. One question they hope to answer before next year is how to discourage visitors who aren't even faint

prospects for a film sale (see page 107). They wish that all their callers were like a station program director whom BROADCASTING trailed through the film displays last week. For an account of his adventures see picture story beginning on page 109.

TFE problem: how to keep outsiders outside

With the sound of gaiety dying out and exhibits being struck, the Television Film Exhibitors organization decided last week in Chicago that the 1966 National Association of Broadcasters convention was a real nice clambake and that it will be back for more of the same next year. Meeting in a two-hour session on Wednesday morning (March 30) at the Conrad Hilton hotel, the 22-member organization voted to be part of the 1967 NAB convention also to be held in Chicago. In addition, TFE elected a new executive committee to handle next year's convention arrangements.

Wynn Nathan, vice president, director of TV for Comet Film Distributors Inc., New York and Elliot

Abrams, vice president in charge of TV sales for Walter Reade-Sterling Inc., New York, were elected co-chairman of the film organization. Joining them on the executive committee are Walter Kingsley, vice president in charge of sales for Wolper Television Sales Inc., New York; John A. Ettlinger, president of Medallion Television Enterprises Inc., Hollywood, and Frank Miller, operations administrator for Official Films, New York. Mr. Ettlinger will be West Coast representative for TFE and Mr. Miller will be business manager.

It was agreed at the meeting to make a concentrated effort to bring MGM-TV, MCA TV Ltd. and Embassy Pictures, non-TFE exhibitors this year, into the fold by 1967.

TFE's other plans include a proposal that the distributors, through the David Wolper organization, produce next year's television session at the convention. A formal objection was to be lodged with the NAB because it allowed Colorvision International Inc., New York, a nonmember company, to be represented among TFE's exhibit suites on the fifth floor of the Conrad Hilton hotel. Suggestions also were made, and taken under consideration, to increase the security at the next convention in hopes of keeping out or discouraging "outsiders." These were described as including college students and the general public who, it was claimed, create a traffic problem, dilute sales efforts and "steal everything in sight."

managers and their representatives who, as one voice, say they want something new, something different in TV programming," said Edward A. Montanus, MGM-TV director of syndication sales.

"Is it first-run?" was the question that invariably followed ones about availability of color and features. The types of programs—cartoons, kid shows, lady entertainers, magicians, travelogues, panels, off-network series—didn't seem to make a great deal of difference. How often had it been played was the thing.

If the product was new and in color its sales success appeared assured. But even if it was something old dressed up as something new, it generated interest.

"The pattern is changing," observed a film buyer for a group of stations. "We're going after the housewife in the fringe afternoon times now instead of the kid. We're recommending the Mike Douglas and Merv Griffin shows for our stations. We have to have something new and creative."

The product sellers who offered an abundance of color or a first-run package or features films with respectable production values, scored heavily at the convention. The others didn't do as well.

Good and Bad ■ Nobody was citing specifics but there are some hurrahs and hurts to report.

"Generally speaking the traffic was sensational at the TFE exhibits," pointed out Wynn Nathan, vice president, director of TV, Comet Film Distributors Inc. "We had 2,300 people at our industry

cocktail party and better still lots of sales were made at the convention."

Echoed Dan Goodman, vice president in charge of syndicated sales for Screen Gems Inc.: "We did very big business in sales. It was our best ever. In some years past I've walked out of the convention without closing a thing. But this time these guys buying meant business."

ABC Films revealed 10 sales for its newly released *Hayride* color series of western and country music programs, and Four Star International claimed it originated business running into six figures for its *Burke's Law*, Winchell-Mahoney and *Something Special* packages. But other sellers had less to crow about and maintained that at a convention the closing of a sale is not necessarily all important.

See and Be Seen ■ "We closed very few deals," said the top executive of a major program distributor firm. "But that's not the reason we come to the convention. We come to see and be seen. We plant the seed for a future sale. And we've done that, all right. Each of our salesmen has six or seven prospects lined up for near future screenings."

Affirmed account executive Richard Perin at Embassy Pictures where the traffic was brisk: "If you don't come to the convention, buyers think you've gone out of business. But, listen, any deal made at the convention could have been made a week before or a week after."

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The good, old, wild days are gone at TFE

"The hootchie kootchie days of previous NAB conventions," says a leading program distributor, "may be gone." (If so, they probably won't be forgotten.) The girls in their flim-flam dresses frugged and fidgeted in places on the fifth floor of film exhibitor suites last week in Chicago, but it was only a vague remembrance of wild times past. When two film exhibit hostesses wearing shorts, for example, tried to attend Sunday night's TFE cocktail reception they were emphatically denied entrance. And for convention swingers, the future atmosphere may be getting downright grim.

"I'd like to see the same climate

for us as it is when a guy is buying a \$50,000 video-tape machine," Peter Rodgers, senior vice president of National Telefilm Associates Inc., told BROADCASTING. "Sure, we want to provide gaiety but we also want our products to be viewed with seriousness. The convention represents a year's effort for every one of us. We can't kick it away aimlessly."

The NTA executive wants fellow television film exhibitors to trade in free-wheeling techniques for dignified ones. "I'm asking every television executive in our industry to let us know how we can best prepare our displays to serve their interest."

was "economically efficiently priced" for stations on one-run, one-year terms and indicated his sales for it and other company product was "unprecedentedly" good.

As might be expected with sellers of mostly film, show business-type merchandising was much in evidence. The star personality approach was used by several of the program exhibitors. Four Star International led the parade with Gene Barry, Paul Winchell and Dennis James shaking hands, posing for pictures and signing autographs. At Seven Arts it was reported that Gypsy Rose Lee, making a personal pitch, sold her show to two station buyers. Filmways Inc. paraded members of its *Addams Family* up and down the convention halls and Virginia Graham gave out with some girl talk in the ABC Films suite.

Absent Star ■ At some exhibits the show was a better crowd pleaser than the star. The 20th Century-Fox exhibit undoubtedly was one of the traffic leaders and the star—Batman—wasn't even there. But his tools of the crook-chasing trade were all over the place including a blinking light "hyper-spectrographic analyzer" that played music, identification stickers, the bat cave and Batman records and drinks.

Just about all the program distributors distributed giveaways along with their sales pitches. Fishing lures, shopping bags, squeeze toys, pencils, pens, magic tricks, colored handkerchiefs, posters and promotional clocks were among the rewards buyers received for stopping and saying hello. It was not a unanimously accepted practice. "I'd like to cut the bottom out of every shopping bag," remarked one unhappy film salesman.

Yet against this background of giveaways and gaiety, the business of buy-

ing and selling was carried out, relentlessly for four, full days. For the program suppliers it was a big, busy convention, there's no dispute about this. The only really significant question left hanging in Chicago was where is the next batch of first-run, color features coming from?

Film sales . . .

Group IV, Cavalcade of the '60's (Allied Artists TV): WNBC-TV New York; KNBC-TV Los Angeles; WJBK-TV Detroit; WEWS-TV Cleveland; WCCO-TV Minneapolis; KTVU-TV Oakland-San Francisco; WBNS-TV Columbus, Ohio; KHTV-TV Houston; WAST-TV Albany, N. Y.; WKZO-TV Kalamazoo, Mich.; WDIO-TV Duluth, Minn.; WFMJ-TV Youngstown, Ohio; KOTV-TV Tulsa, Okla.; WMBD-TV Peoria, Ill.; KORK-TV Las Vegas; WSIL-TV Harrisburg, Ill.; WMTW-TV Poland Spring, Me.; KAKE-TV Wichita, Kan., and KSWs-TV Roswell, N. M.

Boston Symphony Orchestra (Seven Arts): WITV-TV Charleston, S. C.; WHO-TV Des Moines, Iowa; WLBT-TV Jackson, Miss., and WJSP-TV Columbus, Ga.

Man in Space (Seven Arts): WHEC-TV Rochester, N. Y.; WLWB-TV Miami; WKEF-TV Dayton, Ohio; KLAS-TV Las Vegas; KREX-TV Grand Junction, Colo.; KGUN-TV Tucson, Ariz., and WNHC-TV New Haven, Conn.

Behind the Scenes with the Royal Ballet (Seven Arts): KCOP-TV Los Angeles and KVOS-TV Bellingham, Wash.

En France (Seven Arts): WENH-TV Durham, N. H.

Churchill, the Man (Seven Arts): WHNT-TV Huntsville, Ala.

Swinging tour of film suites

A live prospect gets the treatment as he looks for movies at NAB convention

Why do film salesmen go to a convention of broadcasters? The question was put to a salesman for Seven Arts on a Boeing 707 zooming from Hollywood to Chicago.

The veteran of a dozen earlier versions of the National Association of Broadcasters convention that he was now heading for looked up from his gin-rummy hand. "It doesn't pay to make a call on a lot of these God-forsaken single-station markets," he said. "The price we get isn't worth my airplane ticket.

"But the convention, well, it gives us a chance to say hello to the film buyer from Harlingen, Tex."

Mal Kasanoff is the film buyer from Harlingen. He's vice president and program director of KGBT-TV. By Mr. Kasanoff's standards Harlingen is neither God-forsaken nor a one-station town. A signal from KRGV-TV Weslaco blows in strongly. (Hollywood film men tend to speak in extremes.)

Mal Kasanoff's station has CBS primary and ABC secondary affiliations.



Off and running at the NAB, the first hello is from a Desilu hostess. 'A film buyer here,' Mal Kasanoff says, 'is like a sailor at sea: roll with the waves and enjoy the view.'

With two network lines to ride, he's not under terrible pressure to find other programing.

But Mr. Kasanoff likes to beef up his schedule with shows that have especially strong local appeal. He bumps the networks every Monday night at 8:30 to play Universal's "102" package of post-1950 features and the Warner Bros. "One" package of 25 films. He also has 20 science-fiction pictures from Medallion TV that he programs on Saturday afternoons under the heading of *Boo* and movies from Screen Gems

that he shows in late time Fridays and Sundays.

Mr. Kasanoff went to the NAB's 1966 convention looking for a film buy. Medallion was offering six John Wayne pictures that he wanted. In Texas John Wayne is bigger than oil wells, and when rating periods come along, a Wayne film can do wonders for weekly averages.

It was the fifth consecutive NAB convention for film buyer Kasanoff. In that experience he has learned how to negotiate. He can charm, kid, cajole, pressure, fake and finagle with the best of the men on the other side of the film deal.

For five days of NAB film showings last week Mr. Kasanoff breezed through 50-odd exhibits and suites. It was one long succession of back slaps and hand clasps, of pretty girls and tall drinks, of tough talk and salesmen's jokes, of toys and gimmicks and everything nice in the age-old practice of buttering up the prospect for a future bite.

And along with his Batman sticker and his Four Star pocket scarf, Mal Kasanoff took home his film package—but not the one he went to Chicago to buy. He's waiting for John Wayne's price to come down. Instead, viewers in Harlingen will be seeing 28 Blondie movies from King Features next season.

Mr. Kasanoff had fellow-travelers during his convention stay. BROADCASTING went along to see what happens when a buyer meets the film sellers. The report is on this and the next two pages.



Branded with a Batman decal in the hall, offered his first shot of liquid hospitality, Mr. Kasanoff (l) is now in the swing. 'Selling any films?' he asks Hollywood TV

Service's Ken Weldon. 'We've been typing contracts all day.' The talk continues over a drink. It's all part of the routine. Still no sale is chalked up here.



'Let me show you our stuff,' says Gypsy Rose Lee at Seven Arts. But the buyer is just window shopping.



Frank Parton of Screen Gems spots and grabs an old client, while company vice president Dan Goodman smiles

his approval. 'He covers my station in Harlingen,' explains Mr. Kasanoff. Still, he's tossed a pitch.



There's a good time to be had at National Telefilm Assoc. Senior VP Pete Rodgers (I, background) is friendly. It would be nice to stay but there's still a job to do.



It's celebrity time at Four Star International. Gene Barry, sun-tanned and handsome and with an off-network series to peddle, makes polite but charming conversation.



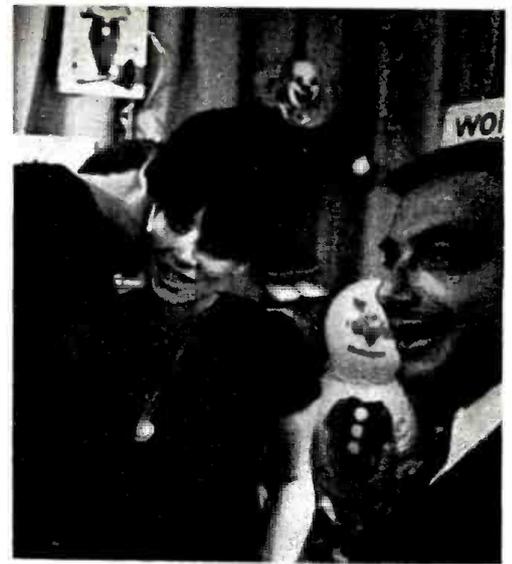
A sales presentation at King Features via telephone. The offering is 28 Blondie movies. Not interested at first, Mr. Kasanoff is impressed, comes back later and buys.



Trans-Lux TV is merchandising a toy out of one of its kid shows. But Gigantor can't compete with beauty.



'Pierre Weis can make a believer of a guy,' says Mal Kasanoff after meeting the United Artists-TV executive.



His poise jolted at Larry Harmon Pictures, Mr. Kasanoff looks away as Mrs. Harmon is busied by a friend.



There are John Wayne movies at Medallion that Mal Kasanoff wants to buy. But the price, he finds, is too high.



The bat computer at 20th Century-Fox catches the film buyer's eye. 'You know,' Fox VP Alan Silverbach is

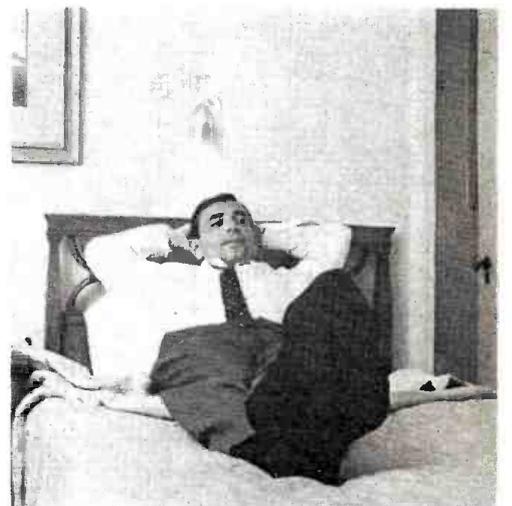
told, 'you have a great display here.' Later an evaluation is made: 'That company is really going strong.'



MCA TV is on another floor but it can't be missed. 'These boys are among the best,' Mr. Kasanoff says.



Across to the Blackstone goes the Texas film buyer where Cy Kaplan of Embassy Pictures tells his story.



The end of a long trail. If 28 Blondies prove better than six John Waynes, the trip was necessary.

Radio session: It's a hoedown

Seven format types exposed: C&W, all talk, FM, all news, middle of road, small market, top 40

More than 1,000 delegates, expecting the usual programming panelist's thesis of: "This is how we do it," got a pleasant and loud shock last week when a country music group twanged, sang and amplified its way through a 20-minute show at the National Association of Broadcasters Monday (March 28) radio session.

The major portion of the session was devoted to the "Sounds of '66" and it showed that broadcasters can use their own weapon — entertainment — to sell formats to other broadcasters.

The LeRoy Van Dyke Show, a troupe from Nashville, represented the Coun-

and information programming with the taped assistance of Walter Cronkite, Douglas Edwards and Jack Buck. These three got into their own discussion.

If radio goes under, Mr. Hyland said, it will be killed by broadcasters who don't watch their stations' programming as carefully as a mother watches her baby. He maintained that in today's era of technical and educational explosions there is a need for talk and information programming.

The benchmarks of successful programs in this area, he said, are "me, here and now;" three words the broadcaster should remember to keep the



The Leroy Van Dyke Show was the hit of the Monday (March 28) radio assembly at the NAB convention. Mr. Van Dyke, with hand microphone, is a star of the 'Grand Ole Opry' and

was singing praises of country-music formats. Behind curtain are three violinists who add to accompaniment but don't fit the on-stage driving country image.

try Music Association in singing the praises of country-and-western music. The music jarred the hall, shook their eardrums and produced an applauding audience that clamored for more, but the program was locked in and there was no encore.

Mr. Van Dyke, in a few comments between songs, noted that the past year has been the year of the "big switch—the switch to country music." Jerry Glaser, WENO Nashville, president of CMA, reported that in the past few months stations have been switching to a country music format "at the rate of one a day."

The act was a tough one to follow for the six broadcasters who discussed other formats. However, they successfully used tapes to explain their positions and to brighten what could have turned into a dreary series of position papers.

Talk Shows ■ Robert Hyland, KMOX St. Louis, described his station's talk

listeners involved. The KMOX schedule, he said, is planned at a daily 7 a.m. meeting and is always designed to assess the needs of the audience in the framework of the day's events and news.

The all-news operations instituted by Westinghouse Broadcasting Co., at WINS New York and KYW Philadelphia were described by James Lightfoot of Westinghouse, New York. He, too, urged audience involvement and said the sounds of the news are the exciting things. He urged the use of actualities and letting the newscast speak for itself.

The Small-Market Scene ■ John Hurlbut, WVMC Mount Carmel, Ill., described the small-market station's operation as one of chasing ambulances, fire engines and police cars. "We keep it local or else we lose listeners."

Describing middle-of-the-road programming, Elmo Ellis, WSB Atlanta, urged the broadcasters to "maximize" the audience's comfort and "minimize" its irritation. He said broadcasters must seek

a "delicate, critical balance. . . . We should be sensitive to every sound we emit and we should listen, listen, listen—not to competitors but to ourselves."

Walter Schwartz, WABC New York, criticized the broadcasters who program modern music by picking records just because they have a beat, who have "untutored disk jockies," who run "careless contests," who use "rubber rate cards" and who see to it that the "listener is made to feel like a sucker."

He said there are creative differences in popular music, that there is "no rubber stamp." Modern music is a direct reflection of our times, he noted, and through the years music has shown an evolutionary change. Mr. Schwartz said the pop sound is the one the big under-25 audience wants. He pointed out that jazz, big bands and folk music are still around, although in new forms.

John Sullivan, Metromedia New York, described the group's operations in separating its AM-FM operations in compliance with the FCC's nonduplication rule. He said the new FM's have been budgeted to "hopefully" break even in 1966.

The Radio Code ■ In a slide-audio presentation on "The Challenges of Self-Regulation," Howard Bell, NAB code director, reported that radio code membership now stands at 2,380 stations. 43.3% of all operating stations and up 6% from 1964 figures. He said the code monitored 37,000 hours last year and covered 1,725 stations at least once.

Mr. Bell said he would propose to the radio code board that it adopt a provision against derogatory advertising. This would be similar in language, he said, to one recently adopted for the television code.

Lee Fondren, KJZ Denver, chairman of the radio code board, told the broadcasters to be "proud of the self-regulatory machinery" of the industry. "We do not pretend to have solved all our problems or corrected all our ills," he said, "but the fact is we are working on it in a very concrete and positive way . . . and we are making headway."

Jack Lee, WSJZ Huntington, W. Va., NAB radio board chairman, predicted that the "increasing presence of dynamic new programming formats and creative, aggressive selling" means continued success for the medium. "Radio is continuing to grow and improve its stature," Mr. Lee noted.

Automation and research were described as giving the radio broadcaster more time to concentrate on the audience by Earl Nightingale, host of the syndicated program *Our Changing World*. Audiences would be the prime beneficiaries of these developments, he predicted, since there will be opportunities for the humanities-oriented broadcaster who is knowledgeable about and dedicated to his audience.

Formulas for UHF success

Five independents tell the varied mixtures they're using to win audience for their stations

Five independent television broadcasters, who happen to be UHF broadcasters as well, gave their recipes last week for what they hope will soon be black ink.

The recommended ingredients varied from one formula to another, but included strong local programming and local identification, counter-programming, sports, careful preplanning and a couple of contradictions—heavy news in some cases, no news in at least one; strong reliance on movies by some, no movies by another.

The five gave their views to some 225 other TV broadcasters who crowded the Sunday afternoon (March 27) television assembly of the National Association of Broadcasters.

They were: Jerry Bassett of KCFT-TV Concord, Calif.; Richard C. Block of the Kaiser stations; Leonard B. Stevens of WPHL-TV Philadelphia; Sterling C. (Red) Quinlan of Field Communications, and Arthur M. Dorfner of D. H. Overmyer Communications, not yet on the air but holder of six UHF grants targeted for the start of operations this year.

The panel subject was "Challenges: Operating the Unaffiliated Television Station." William Carlisle, NAB station-services vice president, presiding as moderator, said it was coincidence that

all panelists represented UHF as well as unaffiliated stations.

No Frills ■ Mr. Bassett, whose KCFT-TV commenced operations Feb. 5, said his station eliminates "frills and extras," uses personnel in multiple jobs and tries to "give everything we do a local flavor," with programming that includes a full hour of news and a full hour of sports daily.

How well this formula is paying off financially was suggested when, in response to questions, Mr. Bassett said he expected cash flow to reach about \$34,000 a month—at or close to the break-even point—by November, some nine months after the station went on the air.

He said KCFT-TV's total investment to date has been \$470,000, that all but \$196,000 of this has been paid off, but that by November he expected it would need about \$324,000 more.

In February, the first month of operation, daily revenues averaged \$822, according to Mr. Bassett, who said he expected the March total to be about \$24,600 as against approximately \$35,000 in operating expenses.

The station, he said, depends on local advertisers, does not expect to get much from the national spender.

Mr. Stevens said that after 28 weeks of operation WPHL-TV is still running at

a "definite deficit" but is coming closer to "seeing the light."

The station counter-programs against its VHF competition, considers movies "as vital as our transmitter," has found children's programs profitable in daytime hours when other stations are offering adult fare, goes heavy on sports, picks up programs rejected by network affiliates, considers color "critically important" and feels that "for us, no news is good news" because the viewer looking for news tends to look elsewhere anyway.

Unaffiliated Concept ■ Mr. Block traced the development of the Kaiser group of stations, which include KHJK (TV) San Francisco, KMTW (TV) Corona-Los Angeles, WKBD (TV) Detroit and WKBS (TV) Burlington, N. J.-Philadelphia. (The latter two are on the air.)

"More and more," he said, "our problem is not in selling UHF, but in selling the concept of the unaffiliated station."

Strong local programming and identification, Mr. Block asserted, offer a "sure way" to make CATV, when it comes into the community, work for a station rather than against it.

Mr. Quinlan said Field's WFLD (TV)

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FOI bill may get through this time

The third time may well be a charm for Senator Edward V. Long (D-Mo.) in his effort to pass into law a freedom-of-information bill that would open government files to the public except in cases of national defense, trade secrets and confidential business information.

The senator's bill (S-1160) has been introduced in the last three Congresses and he has ushered it through the Senate on each occasion, but the last two times the bill has failed in the House. This year, however, things could be different.

Representative John D. Moss (D-Calif.), chairman of the Government Operations Subcommittee on Information, last week reported the bill from his group and said that "pros-

pects are high for approval by the full committee and subsequently the House."

He pointed out that although the President is said to oppose the bill, administration opposition has been "somewhat eased" (BROADCASTING, Feb. 22).

Representative Moss said: "I believe that it will materially strengthen the right of access to government news." And he predicted that the bill would pass.

The measure provides that if access is denied an individual, he may seek redress before a federal court with the particular government agency bearing the responsibility or the burden of proof as to why the information should be denied.



Problems and challenges facing unaffiliated television stations held the attention of this panel and some 225 other broadcasters at the March 27 television assembly of the National Association of Broadcasters convention: (L to r): William Carlisle, NAB,

moderator; Jerry Bassett, KCFT-TV Concord, Calif.; Richard C. Block, Kaiser stations; Arthur M. Dorfner, Overmyer Communications; Leonard B. Stevens, WPHL-TV Philadelphia, and Sterling C. (Red) Quinlan, Field Communications.

Chicago, on the air about three months, is trying to reach "the disappearing viewer" by being the station "for adults who are watching [other] TV less and enjoying it less."

In this quest, which he said he was confident would prove profitable. Mr. Quinlan reported that he has avoided teen-age shows, has not used feature films, but offers a heavy schedule of sports and personality programs and special film shows and documentaries.

Ratings Problem ■ He was critical of A. C. Nielsen Co.'s failure to report stations with less than a 10% share of audience, but said he thought this problem would be corrected. He said his own station has a 9% share. If there were three others in the same situation in the market, he noted, the result would be that 27% of the audience would be unreported.

Mr. Dorfner said the Overmyer company believes the future of television lies in UHF, and that group ownership offers economies and efficiencies—in purchasing, management and ideas—that can speed the success of the operations.

The Overmyer grants are for WATL-TV Atlanta, WAND(TV) Pittsburgh, WSCO-TV Newport, Ky. (Cincinnati), KBAY-TV San Francisco, KJDO-TV Rosenberg, Tex. (Houston) and WDHO-TV Toledo, Ohio.

CATV Problem ■ In a question session, Messrs. Stevens and Block disagreed on whether CATV should be allowed to import TV signals into the Philadelphia market, where they both operate.

Mr. Stevens thought it would be "very unfair" to the UHF stations and that he would "fight" to prevent the

importation of programs from New York independent stations.

Mr. Block, noting that his own organization is engaged in CATV equipment manufacture, said he found it hard to subscribe to the philosophy that limitations should be imposed on a viewer's choice of programming.

Mr. Dorfner said Overmyer is "strongly interested" in CATV in "non-service areas" but not in others.

To another question, Mr. Quinlan said he didn't know whether off-the-air pay television would fit into the Field operations but that he was pleased that Field had taken an option on the Zenith Phonevision pay-TV system.

Mr. Block said he thought Los Angeles "looks extremely attractive" for pay TV.

Schedule set for NCAA football

ABC-TV's college football schedule next fall will include two double-headers for the first time.

They will both be presented Nov. 19 but will be fed to different parts of the country. One section will get the Michigan State-Notre Dame and the UCLA-Southern California games, while the other will watch Kentucky-Tennessee and California-Stanford.

The 1966 TV schedule of National Collegiate Athletic Association games, revealed to ABC-TV affiliates at their meeting in Chicago last week (see page 38), also calls for 10 preseason and regular-season games to be televised

nationally, with a series of regional telecasts on five other weekends.

The national games and some of the regionals are expected to be in color.

The national-telecast schedule:

July 9, Coaches All American; Aug. 5, College All Stars-Green Bay Packers; Sept. 10, Syracuse-Baylor; Sept. 17, Texas-Southern California; Sept. 24, Notre Dame-Purdue; Oct. 1, Missouri-UCLA; Oct. 8, Georgia Tech-Tennessee; Nov. 24 (Thanksgiving), Nebraska-Oklahoma; Nov. 26, Army-Navy, and Dec. 3, Alabama-Auburn.

In addition to the Nov. 19 double-headers, regional single-game telecasts are scheduled Oct. 15, 22 and 29 and Nov. 5 and 12.

Authorities also reported that the East-West collegiate all-star Shrine game, played in late December, would move to ABC-TV in 1968 after many years on NBC-TV. Cost of the rights was not disclosed, but it has been estimated that NBC-TV paid \$300,000 for them last year.

Bud Wilkinson, veteran Oklahoma University coach, has been signed as host of the NCAA pregame shows and as color commentator with Chris Schenkel, who will handle the play-by-play coverage of the games.

NBC-TV gets rights to hockey playoffs

NBC-TV has paid an estimated \$250,000 for exclusive TV rights to the National Hockey League's Stanley Cup playoff games, scheduled for two-hour color taped telecasts on April 10, 17 and 24 with possibly two more games on May 1 and 8. Ford Motor Co., Detroit, has purchased half-sponsorship.

NBC-NHL negotiations were completed last week after a formal announcement by NHL President Clarence S. Campbell and Carl Lindemann Jr., NBC Sports vice president. The talks that lasted for over four weeks (CLOSED CIRCUIT, Feb. 28), were tied up with such problems as station clearances and sponsorship lineups. Considerations were also given to the development of a network TV series on Sundays during the 1967-68 season and to another Stanley Cup meet. No agreements were reached in these areas.

The 1966 arrangements call for Sunday telecasts, presented on a half-hour delayed basis (3-5 p.m., EST). Two NHL teams will compete.

The teams vying for a spot in the 1966 Stanley Cup games are the Chicago Black Hawks, Detroit Red Wings, Montreal Canadiens and Toronto Maple Leafs. Beginning April 7, the first team in the NHL standings will play the third, and the second will oppose

the fourth in two seven-game runoff series. The outcome will determine the two teams to compete in the Stanley playoffs for the best four games. The first telecast is set for Chicago.

Ford's buy was placed by J. Walter Thompson Co., New York. Other participating advertisers in the series are United Air Lines, through Leo Burnett Co. and Zenith Radio Corp., through Foote, Cone & Belding, all Chicago; R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty Co., New York; and Pabst Brewing Co., Milwaukee, through Kenyon & Eckhardt, Chicago.

The NHL has expanded its league to 12 teams, and expects to award franchise rights for TV coverage of its 10 U.S. teams during the 1967-68 season (BROADCASTING, Feb. 14).

Screen Gems buys NFL 'Game of Week'

NFL Films, which previously limited distribution of its *Game of The Week* movies to National Football League cities, sold national distribution rights for the package to Screen Gems last week. The rights fee was not disclosed.

The series of 17 half-hour color programs are condensed versions of weekly NFL contests. Stations purchasing the package have the option of showing one team's entire schedule or a pre-selected game each week that would be chosen as a game of maximum interest depending on league standings.

Edwin Sabol, president of NFL Films, said rights to the series had been sold to a syndication company because the league is "not equipped on a distribution basis to handle a national package." NFL Films is jointly owned by all NFL teams who share equally in its proceeds.

Slow progress for Negroes on TV

The way the Negro is presented on television today represents a long step forward from the Amos and Andy, Step 'n' Fetchit and Uncle Tom portrayals of earlier days, but there's still a long way to go before he is depicted as an equal member of a culturally and racially mixed society, according to a report made public Tuesday (March 29).

Basis of the report was a one-week survey of prime-time television in Los Angeles that found 40 Negroes with speaking roles in TV programs out of a total 1,197 (3.36%) and 117 (8.49%) of the total of 1,377 nonspeaking roles.

Not all stations blooped 'Room at the Top'

An industry executive said last week that not all stations that carried the film. "Room At the Top," blooped out certain words, a technique that was criticized by FCC Chairman E. William Henry in his speech at the National Association of Broadcasters convention (see page 58).

Elliot Abrams, vice president in charge of TV sales, Walter Reade-Sterling, the distributor of the motion picture, noted that a number of stations in the more than 75 markets

where the film has been sold, have televised the film without any cuts.

Mr. Abrams said that his company was gratified that Chairman Henry referred to the film and that it agreed with him that there appeared to be no reason to bloop words out of the film so as to hamper a mature audience's understanding of the story.

He said Mr. Henry's remarks "should help the TV industry grow up," noting that "Room At the Top" was an Academy Award winner that won wide acclaim when first released.

In TV commercials, the percentages of Negroes were lower: 0.65% for speaking roles (nine out of 1,371); 1.3% for nonspeaking parts (21 out of 1,509).

The survey was made under the auspices of the American Civil Liberties Union of Southern California by 50 volunteers who watched the seven VHF TV stations in Los Angeles for a full week (Dec. 6-13, 1965) during the prime-time hours (7-11 p.m.). The study was supervised by Fred Schmidt, a research specialist with the Institute of Industrial Relations at the University of California at Los Angeles, who called the findings "demeaning" to American Negroes.

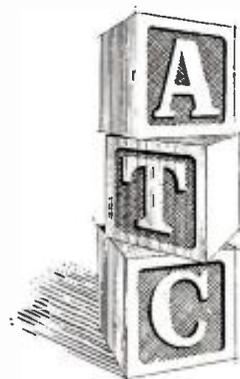
The Setting ■ Commenting on the low employment of Negroes in TV commercials, Mr. Schmidt's report states:

"In its effort to exhibit products in what it considers the most desirable and most readily acceptable setting, television advertising, when it uses life situations as background, confronts us with shining, well-scrubbed, stylishly-dressed people in clean, uncluttered and modern houses. Most of all, it inundates us with a sea of white, 'Aryan' faces. The proportions of this deluge are made clear in this survey. . . .

"Other than the several appearances of actor Sidney Poitier to advertise a motion picture in which he stars, there were few Negroes who had speaking or nonspeaking roles outside of those now most often considered "appropriate" for Negroes, such as groups of singers, a football player, a service station attendant, a laborer, a truckdriver—occupational roles generally found acceptable to the host society. However, in addition to these there was one Negro salesgirl, a member of a boys' club, a housewife, a female white-collar worker, and a couple being interviewed by the U. S. Department of Agriculture. These last portrayals illustrate the kind of breaks with traditional stereotypes that ACLU is urging."

The solution is not more documentaries or televised debates on race problems, in ACLU's view, the report declares ACLU "seeks more than this. It calls on the industry to use its skill in projecting the good image, to help improve intergroup relationships. Perhaps the same subtle techniques that have helped so much to make cleanliness a cardinal virtue in our society . . . could be used to make bigotry unpopular and unusual."

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Vote count set for '66 and '68

Three networks and two news services agree to pool resources for election tabulations

The news operations of three networks and the two major news wire organizations have agreed to pool resources and share expenses of a central service that will collect and count voting returns in the 1966 and 1968 elections.

The same companies—ABC, CBS, NBC, the Associated Press and United Press International—collaborated in the collection and tabulation of votes in the 1964 presidential election.

According to plans announced last week, the News Election Service (NES) will collect, tabulate and distribute returns in the 50 states in both elections on contests for governor, the U. S. Senate and House of Representatives, plus, in the 1968 election, for President.

The companies said experience in 1964 proved that votes could be gathered and counted more quickly, more accurately and "more completely"

through a pooled operation. In 1964, the total cost of NES (then called Network Election Service) was estimated at \$1.6 million, or some \$900,000 less than the networks before that time had announced they intended to spend for their separate compilations of the votes.

Speed and Uniformity ■ In that year, the news organizations cited the advantage of uniformity and speed in vote reporting as justifying the expenses. The wire services at the time said they had to increase election coverage budgets slightly because of participation in NES.

As in 1964, vote tallies will be relayed from the field to central headquarters in New York with totals issued simultaneously to networks and wire services. Thus listeners and readers get the same information at any given time. NES's work will not affect the reporting, analysis, projection or interpretation of returns by each of the news

companies.

A board of managers to supervise NES will be made up of a representative of each of the participating organizations: Arnold Snyder, ABC; Victor Hackler, AP; William A. Eams, CBS; Frank J. Jordan, NBC, and Francis T. Leary, UPI.

J. Richard Eimers, formerly bureau chief for the AP in Baltimore and more recently on special executive assignment in New York, has been appointed executive director of NES. Mr. Eimers, who also was an AP bureau chief at Portland, Ore., devised a computerized vote-count system to provide rapid results in both the presidential and local contests in 1964.

NES offices will be located at 1180 Avenue of the Americas in New York.

The network news organizations indicated approval of NES plans to operate in both the off-year and the presidential year elections, noting it would continue to provide a vote tabulation that was speedy and consistent for major news media.

NES in 1964 gathered the nationwide raw vote an estimated 35% ahead of the tally speed in the 1960 presidential

'Three faces of radio' viewed by Mark Century

A standing-room crowd of 250 radio broadcasters were told last week that, whatever their program formats, the key to success is in the way

they serve their audiences.

Herb Mendelsohn, vice president and general manager of WMCA New York; John V. B. Sullivan, president

of Metromedia's Metropolitan Broadcasting Radio, and Jack Stapp, president of Tree Publishing Co. and Dial Records, examined "Three Faces of Radio" as panelists at Mark Century Corp.'s fifth annual breakfast seminar, held Monday (March 28) in Chicago in conjunction with the National Association of Broadcasters convention.

Mr. Mendelsohn cited WMCA's experience in editorializing and news coverage to stress that contemporary-music stations—and any others—can and should be a constructive force in their communities. Middle of the road, Mr. Sullivan said, relates to total program concept, not music alone, and is applicable, for example, to the "two-way radio" talk concept of Metropolitan's KLAC Los Angeles as well as to the musical styles of WNEW New York and its other radio stations. Country and western, according to Mr. Stapp, has come of age and should be programmed and promoted professionally in the same ways as any other format.

Milt Herson, president of Mark Century Corp., and Marvin A. Kempner, president of Mark Century Sales Corp., introduced and presided over the session.



Five faces contemplating "Three Faces of Radio" at Mark Century Corp.'s fifth annual breakfast seminar, conducted during the NAB convention were (l to r): Herb Mendelsohn, WMCA New York; Marvin

A. Kempner, president, Mark Century Sales Corp.; Jack Stapp, Tree Publications and Dial Records; John V. B. Sullivan, Metropolitan Broadcasting Radio, and Milton H. Herson, Mark Century president.

election. At 8:30 p.m. EST on Nov. 3, 1964, more than 4 million votes had been counted, as opposed to some 3 million at that point in 1960's election night. By 1:30 a.m. in 1964, 60 million votes were counted as opposed to 46 million in 1960 (BROADCASTING, Nov. 9, 1964).

NES had reporters in 130,000 of the nation's 172,000 voting precincts and was called a "tremendous success," encountering few difficulties despite wide local and state differences as to the time of vote tabulation accessibility.

10-year scholarship fund set up by Visual

A \$10,000 scholarship program, spread over a 10-year period, has been instituted by Visual Electronics Corp., New York. The scholarship, announced March 26 at Visual's 10th anniversary dinner in Chicago, will be given to a radio or television student who is matriculating at a university or college.

James Tharpe, Visual president, called the program a means of "stimulating the development of the future leaders of the broadcast industry." Students in their junior or senior year will be eligible for the \$1,000 scholarships in each of the next 10 years.

A three-member committee will choose the recipient. The committee will be made up of a member each from the National Association of Educational Broadcasters, and the president of a college or university that offers communications courses.

ABC-TV changes its summer lineup

ABC-TV announced summertime changes for its primetime lineup last week including placement of a Wednesday night movie in the 9-11 p.m. period now occupied by *Big Valley* and *Long Hot Summer*.

Len Goldberg, the network's new vice president in charge of TV programming, said *Big Valley* would be moved to the Monday 10-11 p.m. period, where it has been set for the fall. It moves to its new home July 18.

The summertime Wednesday movies will comprise films shown this season on the network's *Sunday Night Movie*. *The Baron*, now telecast in the 10-11 p.m. slot Thursdays will be replaced July 21 by *The Avengers*. The latter show is now in the Monday, 10-11 p.m. slot where it was a replacement for *Ben Casey*.

BROADCASTING, April 4, 1966

Is this the real E. William Henry?

FCC Chairman E. William Henry did some zigging when he might have been expected to zag in an interview on WBKB-TV Chicago last week. His responses to two questions dealing with programming caught some of his listeners by surprise.

The chairman, who has led the fight within the commission against overcommercialization by broadcasters, said his "first reaction" to a proposal for an all-want-ad format for a station in Los Angeles is "favorable."

And the chairman, who has encouraged broadcasters to present more news and public affairs type programming, expressed sympathy with viewers who complain when all three networks pre-empt regular programming to cover big news events.

Chairman Henry was interviewed on *Kup's Show*, which was taped Tuesday for presentation Saturday (April 2).

Irv Kupcinet, the show's moderator, asked the chairman about radio group operator Gordon B. McLendon's application to purchase KGLA(FM) Los Angeles and devote

its air time almost exclusively to want ads (BROADCASTING, Dec. 20, 1965).

The chairman said that a public interest determination depends on such factors as diversity of programming to be provided and the public's needs and wants. "But my first reaction is that I'm favorably impressed," he said.

He hadn't seen the application yet and might change his mind he said. "But nobody is going to spend money on something that no one is going to listen to."

He also expressed the view that "there is an overexposure of some newsworthy events," like the space flights. He said the commission had received a "great many complaints" that coverage of some events by all three networks "destroys diversity."

John Chancellor, head of the Voice of America, who appeared on the program with Chairman Henry, suggested the answer might be a fourth network devoted entirely to providing the news coverage that the three networks now provide. Mr. Chancellor is a former NBC correspondent.

Expansion mood prevails at Banner

SERIES PRODUCER EYES DIVERSE ENTERTAINMENT AREAS

Bob Banner Associates, New York and Hollywood, is pointing toward the return of Carol Burnett to a weekly TV series in 1967-68 while stepping up a diversification program into motion pictures, Broadway plays, action-adventures and comedy series for TV and night club packages.



Mr. Banner

Mr. Banner, president of BBA, revealed in an interview in New York last week that Miss Burnett will expand the number of specials in which she will appear in 1966-67 to three or four, as compared to one this season, in preparation for a full-scale series the following year.

"We are now discussing several different formats for Carol," Mr. Banner said. "She is under exclusive contract to CBS-TV and BBA."

During the past year BBA has been in an expansion mood, according to Mr.

Banner, and has established a west coast office under producer-director Buzz Kulik. On April 11, BBA, in partnership with Paramount, begins production on its first feature film in color, "Warning Shot," starring David Janssen. Scheduled for production in late 1966 or early 1967 is another feature film, "The Insensitives."

BBA has specialized in the past in producing musical-variety series for TV (*Garry Moore Show* and *The Entertainers*, among others) and now intends to move into broader areas, including comedy, situation comedy and action-adventure series. BBA hopes to have at least three pilots ready for 1967-68, according to Mr. Banner.

Summer Series ■ BBA produced *The Jimmy Dean Show* for ABC-TV and *Candid Camera* for CBS-TV this season. This summer BBA will present the *Summer Kraft Music Hall*, starring singer-actor-personality John Davidson, for NBC-TV.

Several Broadway productions and night club packages also are in BBA's long-range plans, part of the company's

thrust into various areas of entertainment.

"But beyond that," Mr. Banner observed, "BBA as a company is involved in other ventures. Both for reasons of security and for growth potential, we have invested in bowling alleys, apartment houses, land development and shopping centers. These investments help to reduce the risks we take in show business."

Pool storm-plan offered broadcasters

The U.S. Weather Bureau has started a program to set up pool operations in selected coastal cities to provide up-to-the-minute knowledgeable information on weather and related activities whenever a violent storm threatens.

The cities are New Orleans; Biloxi, Miss.; Mobile, Ala.; Houston/Galveston, Corpus Christi and Brownsville, all Texas; Savannah, Ga.; Wilmington, N. C.; Philadelphia-Atlantic City; New York; Providence, R. I.; Hartford, Conn., and Boston.

Meetings in each of these areas will be attended by representatives of the Weather Bureau, perhaps some representative of the FCC, and representa-

tives of the state broadcasters associations.

At the meetings the Weather Bureau will explain the mechanics of establishing a pool organization and will stress the public-service value of participation in the plan.

If such a plan is adopted in an area, the Weather Bureau will provide space for pool headquarters and service the affiliate stations with current weather information in broadcast form. It will also provide for interviews with local leaders such as civil defense chiefs, police and fire marshalls, the mayor's office and public-health officials.

Cities in Florida and other areas were omitted from the list because the bureau feels that they already have workable arrangements.

The FCC representatives that would attend the meetings will be asked to explain to broadcasters that it is possible to rebroadcast programs of a public-service nature in an emergency situation with only a phone call to the originating station and a letter to the commission later. Broadcasters will also be told that in an emergency, daytime stations may remain on the air throughout the crisis providing necessary service.

The move by the Weather Bureau is based on a study of the New Orleans hurricane of last year. Bureau heads feel that if such a pool had been in

operation at that time, there might have been a savings in lives and a possible reduction in the property loss.

Weather Bureau personnel attending the meetings will be the local user representative, the local meteorologist-in-charge and Jeff Baker, of the bureau's public information staff.

The meetings will begin in May at the Texas and Gulf Coast cities and will extend through June meetings in New England.

Stations advised to create own shows

An attack on stations' reliance on the three TV networks for virtually all their programing was made last week by Herb Jacobs, president of TV Stations Inc., New York.

Discussing "Programing: Spectator Sport of Broadcasters," at the Chicago convention of the National Association of Broadcasters, Mr. Jacobs cautioned the annual TSI meeting that the day of satellite to home transmission in on its way, and when it gets here stations that have not made a start toward creating their own programing may be left behind.

He said moves by group owners at producing fresh programs were steps in the right directions and he suggested that stations look for ways they can create local programing. However, he said, such programing should be handled by professional firms.

Mr. Jacobs noted that the feature films are being eaten up at a continually increasing rate by the networks and that even with foreign film imports the supply of modern pictures is very low.

Educator tackles television's critics

TV critics were roundly criticized last Friday (April 1) by an associate professor of radio and television. Speaking to the members of the Eastern States Speech Association, Dr. A. William Bluem of Syracuse University urged that critics adopt a philosophy of patience with "the kitchen culture of a society in which everyone is exasperated with *Gomer Pyle* and *Bonanza* except a majority of American TV viewers."

Dr. Bluem challenged those critics, who claim that television merely reflects a barbaric society, to examine the medium's assets. He argued that television functions best when it uses its singular ability "to build massive audiences by

'Monitor' writer criticizes LBJ's 'news ooze'

"Television should be outlawed in three places anyway—in the Supreme Court, in the nuptial bed, and in White House press conferences," declared veteran Washington correspondent Richard L. Strout last week.

In an address "President Johnson and the Press," at the 18th annual George Polk Memorial awards luncheon in New York, Mr. Strout, Washington correspondent for the *Christian Science Monitor*, called for the full-fledged return of the formal news conference, which he said has fallen into relative disuse during President Johnson's administration. He agreed, however, with what he saw as the President's apparent dislike of radio-TV live coverage of the White House news conference.

Citing a recent interview in which Presidential News Secretary Bill Moyers attacked broadcast news conferences as a "circus" and "televized extravaganzas," Mr. Strout agreed, but said it was the chief executives themselves, beginning with President Eisenhower, who "unfortu-

nately" admitted live radio and TV.

He said Mr. Johnson had only nine formal news conferences last year and only one so far in 1966, which he contrasted with Franklin D. Roosevelt's nearly 1,000 formal conferences.

While saying that Mr. Johnson is most accessible to informal meetings and ambulatory gatherings with newsmen, Mr. Strout added: "There is no question time in Congress. This is my chief argument—I think it is terribly important that somebody in behalf of the people meet the President face to face and ask him what he is doing. Not in a hostile or challenging manner. But just to make his position clear."

Mr. Stout contended that "government by leak, information by seepage," or what he termed "news ooze" eventually creates a credibility gap between the President and the people.

The George Polk awards were announced last month (BROADCASTING, March 7).

presenting common and dynamic experiences which draw men of all levels and all interests together." As support for this contention, he cited the 10 most significant telecasts during the first 15 years of television. Attracting over 70,000,000 Americans at a single given moment were the following communications listed in order of size:

First: The Funeral of John F. Kennedy

Second: The Sunday Game of the 1963 World Series

Third: The 1963 Miss America Contest

Fourth: The Flight of Colonel John Glenn

Fifth: The 1962 Miss America Contest

Sixth: The 1961 Miss America Contest

Seventh: The Saturday Game of the 1963 World Series

Eighth: The 1963 Motion Picture Academy Awards

Ninth: The 1963 Rose Bowl Game

Tenth: The 1960 Kennedy-Nixon Election Returns

In conclusion Dr. Bluem asked "not for less criticism, but for better criticism—for deeper, more informed, more analytical and profound criticism."

CBS Films syndicates

'Perry Mason'

CBS Films has placed the long-running *Perry Mason* series into syndication and already has completed sales in five major markets, it was announced at the NAB convention in Chicago by James T. Victor, vice president in charge of syndication sales. It was understood that initial sales on *Perry Mason* have grossed more than \$2 million.

CBS Films is offering 195 one-hour episodes of the series. It has been bought by WPIX(TV) New York, KCOP(TV) Los Angeles, WTCN-TV Minneapolis, KPTV (TV) Portland, Ore., and KOOL-TV Phoenix. The series completes nine years on CBS-TV at the end of this season.

Fredericks's hearing moves into second week

The Federal Trade Commission last week opened a hearing into charges that radio personality Carlton Fredericks had violated provisions of the FTC Act during the selling and distributing of his nutrition radio series. *Living Should Be Fun*.

During the hearing in New York, the FTC charged Mr. Fredericks of various misrepresentation, challenged his

educational credentials and the advertising and promotion of his program. The FTC also claimed that advertising on the Fredericks broadcast were on certain stations inaccurate. The hearing was expected to continue into this week.

Broadcasters welcome at State conference

The Department of State will hold a National Foreign Policy Conference for broadcasters and editors in Washington April 28-29. Secretary of State Dean Rusk will speak at the conference and has invited Vice President Hubert H. Humphrey to participate. Other participants are expected to be George W. Ball, under secretary of state; General Earle G. Wheeler, chairman of the joint chiefs of staff; David E. Bell, administrator of the Agency for International Development; William P. Bundy, assistant secretary of state for far eastern affairs; and Lincoln Gordon, assistant secretary of state for inter-American affairs and U.S. coordinator of the Alliance for Progress.

The conferences, which are to last a day and a half, will be open to representatives of the U.S. information media by invitation. Interested parties can have their names placed on the in-

itation list by writing to the Director, Office of Media Services, Department of State, Washington, D. C. 20520.

Program notes . . .

From radio to TV ■ A TV revival of an old radio favorite, *Can You Top This?* is being produced by Henry Jaffe Enterprises, New York, in association with RKO General Productions. A half-hour color series is being prepared featuring various comedians and Peter Lind Hayes as host.

Tapes available ■ International Good Music Inc., Bellingham, Wash., has a new 12-page brochure describing music on tape available to radio broadcasters. Copies may be obtained by writing International Good Music, P. O. Box 943, Bellingham 98225.

WBZ gets Patriots' games

WBZ Boston has been granted exclusive rights to carry the Boston Patriots football games beginning with 1966-67 season and continuing through 1968-69.

The Westinghouse station will broadcast a total of 18 games beginning with an exhibition game against the champion Buffalo Bills in mid-August.

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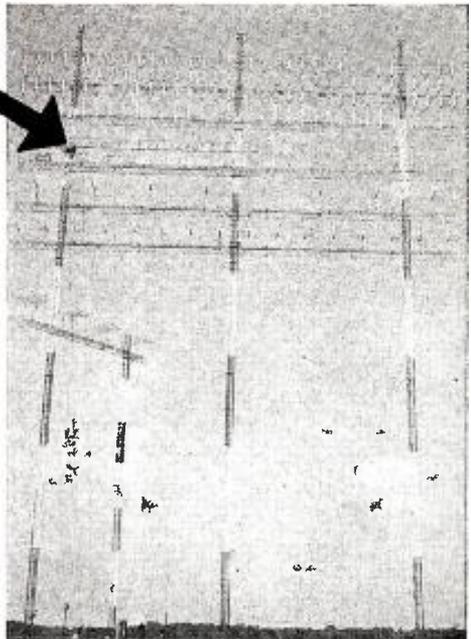
DESIGN — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

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Rerun sought on ratings inquiry

Rep. Paul Rogers cites Sparger-Nielsen case as basis for reopening congressional hearing

A former member of the congressional committee that plied the scalpel on TV and radio rating services in 1963-1964 has urged Congress to reopen the investigation.

Representative Paul G. Rogers (D-Fla.), a member of the House Commerce Committee, whose Oversight Subcommittee investigated ratings two years ago, last week also:

▪ Asked the FCC to furnish data "as to the extent of control over television programming which broadcast ratings exert today."

▪ Asked the Federal Trade Commission to examine the "possibility of monopolistic domination of the TV rating industry by one company."



Mr. Rogers

"These answers," Mr. Rogers said last week, "are needed to obtain more concise information which should be useful to the Congress in determining whether additional legislative authority is needed for the regulation of TV ratings."

And, he added, in a statement on the floor of Congress: "In view of the recent criticisms of TV programming, the ratings systems, the turnover of programs on national networks and press reports concerning a former staff investigator who has released additional information regarding ratings, I urge that congressional review of this whole matter be reinstated."

Representative Rogers's moves followed by one week the \$1.5 million suit filed by the A. C. Nielsen Co. against Rex Sparger, former oversight committee ratings investigator, charging that he had attempted to rig the *Carol Channing Show*, and the subsequent admission by the 33-year-old Mr. Sparger that he had also rigged a Bob Hope Vietnam special as well as other programs (BROADCASTING, March 28).

Mr. Sparger, who was ill with the mumps last week, won a continuance to April 7 of his scheduled appearance before a federal judge in Oklahoma City to respond to the Nielsen suit. Appearing for Mr. Sparger was J. Howard Edmondson, former governor of Oklahoma.

Last week, Mr. Sparger acknowledged that a complaint had been made against his alleged use of information

he had acquired as a committee investigator in the ratings investigation, but that he had been "cleared" after being heard by the committee in January 1963.

He also said he had met with a Nielsen representative last month, but had refused to agree to cease his activities or give up the list of Nielsen respondents.

Last week, neither the FCC nor the FTC had any comment on Mr. Rogers's requests. Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, was non-committal about reopening the ratings investigation. He said he preferred to wait until the situation was more clear.

Plot Uncovered ▪ The Nielsen Co., last week, stated that Mr. Sparger's attempts to influence the viewing of the Channing show had been foiled since it was discovered by Nielsen's "normal security system" before the program was broadcast. The 58 homes that had been circularized with an ostensible marketing survey, including \$3 plus an offer of \$5 more upon return of the questionnaire, had been deleted from the Nielsen sample, the company pointed out. In the Hope show, Nielsen said, the attempted rigging was unsuccessful because the rating for the show in 1965 and 1966 were very comparable—a rating of 36.0 for 1965 and a 35.5 in 1966.

Explaining the reason for his company's suit against Mr. Sparger, A. C. Nielsen, Jr., president of the Chicago-based ratings firm, warned that tampering could have economic repercussions to advertisers, networks and stations as well as entertainers and producers.

"The measurement of television audiences," Mr. Nielsen said, "is invested with far-reaching public interest. . . . We are doing everything we possibly can to provide reliable estimates of the public's television viewing. For this reason, we believe that what Mr. Sparger has been doing is wrong and if permitted to continue could, unless invariably detected and counteracted by us at substantial extra expense, result in misleading the industry concerning the type of programs which are preferred. For example, shows could be canceled which the public wants and others which have met with little favor could be continued through this process of 'rigging.' . . ."

Nielsen said it had reported the attempted tampering to the FCC, the FTC, the Commerce Committees of both houses of Congress and the Broadcast

Rating Council.

After leaving the congressional committee in 1963, Mr. Sparger joined Sindlinger & Co., a Philadelphia-based audience research firm. Later, he announced the formation of Sparger & McCabe (with Gene McCabe, a former employe of Bill Burrud Enterprises, a Hollywood production firm) to engage in program production and management in Hollywood.

More recently, Mr. Sparger said last week, he had been an associate editor of the *Oklahoma City Journal*, a new daily newspaper in that city; publisher of a weekly for state employes in Oklahoma City, and a ghostwriter for political figures in the state.

Seven Arts, Filmways plan for a merger

A proposed consolidation of Seven Arts Productions Limited, Toronto, and Filmways Inc., New York, was announced last Thursday (March 31) by Eliot Hyman, Seven Arts president, and Martin Ransohoff, board chairman of Filmways.

The proposal is subject to audits, drafting of contracts and approval of the boards of directors and the requisite number of shareholders of each company.

It is contemplated that for each outstanding share of Filmways Inc. one share of a new Seven Arts voting preferred will be issued, convertible into 9/10 of a share of Seven Arts common. The new preferred shares will be entitled to cumulative dividends at an annual rate of 80 cents a share.

Filmways has a 50% interest in a company that will operate the proposed Ontario Motor Speedway, located in Southern California, scheduled for completion in 1968. Upon consummation of the merger and completion of the speedway, Seven Arts will acquire Filmways' interest in this venture in exchange for an additional 155,000 shares of Seven Arts common shares, the approximate equivalent of 2/10 of a share of Seven Arts for each Filmways common share.

Both Seven Arts and Filmways are traded on the American Stock Exchange.

Seven Arts has been active in the distribution of feature films to television and is involved in motion-picture production and theatrical distribution. In the past year, Seven Arts has stepped up its activities in the production of specials and program series for TV. In the fiscal year ended June 30, 1965, Seven Arts grossed almost \$26 million

and had net earnings of almost \$3.8 million equal to \$1.59 a share (the net included nonrecurring net revenues of almost \$1.3 million).

In the fiscal year ended Aug. 31, 1965, Filmways grossed almost \$25.5 million and had net revenues of slightly more than \$600,000 equal to 90 cents a share. Filmways is regarded as one of the more successful independent producers of networks programs (*Beverly Hillbillies*, *Mr. Ed*, *Petticoat Junction*, *Addams Family*, *Green Acres*) and is active in producing motion pictures for theaters and commercials for TV.

Uniform time bill awaits LBJ's pens

The U. S. House of Representatives has prevailed in its effort to pass a strong uniform daylight savings time bill and, with the Senate dropping its amendments, the measure only awaits the President's signature to become law.

The bill, in effect, would make networking and station clearance much easier as it provides for no exceptions except on a statewide basis, for adoption of daylight time the last Sunday in April and return to standard time on the last Sunday in October.

Prior to this, local options allowed cities and counties to switch at will and at any time they desired.

With the time bill, every state must decide for itself whether to adopt standard time continuously throughout the state and must pass a law to this effect before the closing date of the federal bill—1967. After this, the time standards of the country are set and cannot be changed except with repeal of the federal statute.

The Senate had passed the measure last year but in a much weaker form than the present bill. The House, under the guidance of Chairman Harley O. Staggers (D-W. Va.) of the Commerce Committee, passed a stronger bill. Representative Staggers pressed for its adoption in a House-Senate conference. The Senate had amended the House version.

Representative Staggers got his way. The Senate agreed to accept the conference report on the bill.

If the President should sign the bill into law soon, the beginning and ending dates for DST would be April 24 and Oct. 30. Those areas that still have local options on either daylight or standard time could keep them until 1967. If he holds up the bill past April 24, the situation will remain as it has been.

Music battlers trudge along

All-industry TV group to continue its 5-year fight with ASCAP

The All-Industry Television Stations Music License Committee reviewed its five-year battle for lower TV music rates last week and decided, unanimously, to press on.

Charles H. Tower of Corinthian Broadcasting, chairman of the committee, told broadcasters at the final television assembly of the National Association of Broadcasters convention in Chicago on Wednesday (March 30) that "it won't be easy" and that the committee might have to come back to them for more money.

He said that pushing the fight, which seeks to lower the rates at which TV stations pay the American Society of Composers, Authors and Publishers for the use of ASCAP music, means a court trial, probably soon, to determine what a reasonable rate would be.

He said that the outcome of litigation is always unpredictable, so that he couldn't guarantee results.

Awkward Situation ■ Moreover, he said, some parts of "discovery proceedings" sought by ASCAP in the case "may be awkward for broadcasters." This apparently related to ASCAP's efforts to get court-ordered access to financial data, correspondence and other records of TV stations and their subsidiaries and parent companies.

But, Mr. Tower continued: "We think we have a good case and with any sort of a reasonable shake we think we'll do all right."

He said the committee had voted unanimously to push ahead but that it needed the backing of a determined group of broadcasters. With that backing, he said, "we guarantee to carry through to the best of our ability."

The question of support was not put to a vote, but a warm round of applause went up.

Mr. Tower, whose committee had met Tuesday afternoon in a session open to any subscriber, told the group that the committee had enough money left to carry the proceedings for a reasonable period. But if detailed and protracted court hearings ensue, as they are expected to do, another solicitation of subscribers would be necessary.

Two solicitations have been made thus far since the battle started in February 1961. Each time, TV stations were

asked to contribute four times their highest quarter-hour rates. There are approximately 375 station subscribers.

Too Much Cash ■ Mr. Tower said the committee was convinced that TV stations "pay much too much for music" and that "this is the last chance to get a substantial reduction," so that broadcasters "should leave no stone unturned to get it."

He praised the work of his fellow committeemen and of the committee's counsel, the New York law firm of Root, Barrett, Cohen, Knapp & Smith. He especially lauded the work of three committee members based in New York, where the case is in court: Robert Dreyer of Metromedia, Andrew Murtha of Time-Life Broadcast and Elisha Goldfarb of RKO General.

Mr. Tower also reported that in 1964 the committee and ASCAP engaged in detailed negotiations looking toward an out-of-court settlement, but said the gap between them remained too great.

54 TV's signed for Tiger-Griffith bout

The public resentment toward closed circuit telecasting of last week's Cassius Clay-George Chuvalo fight apparently has not spread to the rest of boxing.

RKO General Productions Inc., New York, has already lined up 54 TV stations to carry the live colorcast of the April 25 middle-weight championship fight between Dick Tiger and Emile Griffith. Fifty-two of the stations will carry the fight live with WOR-TV New York carrying it the next day, and WFIL-TV Philadelphia carrying it right after a Phillies baseball game.

Four beers, F&M Schaefer Brewing through BBDO, C. Schmidt & Son through Ted Bates, Stroh Brewing through W. B. Doner and Falstaff Brewing through Dancer-Fitzgerald-Sample will regionally sponsor half the fight on 50 stations. The stations will sell the other half locally.

Cleveland is the only top-11 market where the fight has not been placed. The only major-market UHF carrying the fight will be WFLD(TV) Chicago.

Hazam to take sabbatical

Lou Hazam, producer-writer for NBC News, announced last week that he will take a year's leave of absence from television. Mr. Hazam, who most recently produced and wrote *Michelangelo: The Last Giant*, for NBC-TV, said he plans to resume work on a book of fiction "having no relation to TV."

Plough sets record for 14th straight year

Plough Inc., Memphis, recorded all-time highs for the 14th consecutive year in sales, net income and earnings per share for 1965. Net sales were up 10%, income after taxes 27%, and earnings per share 25%, over 1964. According to the company's annual report, Plough Broadcasting Co., which owns WMP5-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WFLO-AM-FM Atlanta, had one of the best years in its history in 1965.

Abe Plough, president, reported that the manufacture and marketing of proprietary drugs and other consumer products accounted for 79% of sales and 87% of net earnings.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$2.15	\$1.72
Net sales	64,107,033	58,504,926
Income before taxes	11,011,078	9,093,145
Net income	6,001,078	4,733,145

New clients cause earnings dip at PKL

The Papert, Koenig, Lois agency, New York, sustained a decline in earnings during 1965 and the reason appeared to be expenses involved in preparing for new accounts.

Per-share earnings fell eight cents below the previous year's figure of 67 cents. PKL officers told shareholders "considerable investment" in staff and service for four new accounts had been made during the year before any of the new clients placed billings with the agency.

New business came the agency's way from Hunt Foods & Industries, National Airlines, Procter & Gamble and Charles Pfizer & Co.

Year ended Nov. 30:

	1965	1964
Earned per share	\$0.59	\$0.87
Gross billing	33,135,761	29,015,804
Commissions	5,143,349	4,420,090
Net income	462,937	515,456

Richmond Newspapers register stock at SEC

Richmond Newspapers Inc., owner of WRNL-AM-FM Richmond, Va., and WFLA-AM-FM-TV Tampa, Fla., has filed a registration statement with the Securities and Exchange Commission covering a proposed offering of 400,983 shares of class A nonvoting stock. Lehman Brothers, Scott & Stringfellow and J. C. Wheat & Co. will head an underwriting

group, which hopes to offer the shares in the latter part of April.

The company will sell 50,000 shares for working capital. The 350,983 remaining shares will be sold by D. Tenant Bryan, chairman. Mr. Bryan will then own 336,880, or 27.2%, of the firm's class A common shares and 81,180, or 54.1% of the class B voting common shares.

Richmond Newspapers Inc. owns the Richmond radio stations and publishes the *Richmond Times-Dispatch* and *News Leader*. The company owns controlling interest in The Tribune Co. of Tampa, Fla., which publishes *The Tampa Tribune* and *Times* and owns WFLA-AM-FM-TV in Tampa. Richmond Newspapers took over control of the Tribune Co. last January in a \$17.5 million transaction.

In 1965, on a pro forma consolidated basis, the company had gross revenues of \$36,727,178 and a net income of \$2,438,103, or \$1.75 a share. Broadcasting income last year amounted to \$5,159,158, which consisted of \$313,484 from Richmond broadcasting operations and \$4,845,674 from the Tampa operations. The firm's preliminary prospectus of March 30 indicated that WFLA-TV had contributed significantly to the income of the Tribune Co. in 1965. Net income before taxes was \$1,408,094 compared to \$1,132,700 in 1964.

Broadcast sales down for Crowell-Collier

Crowell Collier and Macmillan Inc., New York, reported new sales records in 1965 for its textbook, encyclopedia, and home study business although its broadcasting division, Crowell-Collier Broadcasting Corp., showed a decline in sales from the previous year. Crowell Collier's overall operations registered a 13% gain in consolidated sales and revenues with a 34% increase in net income, according to Raymond C. Hagel, chairman.

Broadcasting sales declined to \$3,842,000 last year, compared with \$4,794,000 in 1964. The increasingly competitive situation in the Los Angeles market accounted for most of the loss, according to the company's annual report. The report stated, however, that temporary market conditions were not a major factor in the company's decision to sell its two California stations. The company sold KEWB San Francisco-Oakland, Calif., to Metro-media Inc. for \$2,459,000 on Nov. 24, 1965, and KFWB Los Angeles to West-

inghouse Broadcasting Co. for \$10,750,000 on Jan. 26. Both sales are subject to FCC approval.

Crowell Collier's only remaining station is KDWB St. Paul. The company reported that it has been investigating possible television acquisitions for some time.

For the ended Dec. 31:

	1965	1964
Earnings per share	\$2.26	\$1.73
Sales and revenues	127,287,000	112,808,000
Net income	9,292,000	6,956,000

United Artists net up 40% in 1965

Net earnings after taxes for United Artists Corp. were reported last week to be 40% higher than in 1964, which had been a record year for the company.

Board Chairman Robert S. Benjamin and President Arthur B. Krim said that on the basis of 1966 operations to date, net earnings for the first quarter of this year will reach a new high for any quarter in the company's history.

For the year ended Dec. 31:

	1965	1964
Income per share	\$6.10	\$4.40
Gross income	195,000,000	181,400,000
Net earnings	12,843,000	9,261,000

Gross drops at Trans-Lux

Trans-Lux Corp., New York, reported a decline in gross revenues and net income after taxes for 1965. Richard Brandt, president, and Percival E. Furber, chairman, attributed the decline in net income to higher depreciation charges, greater outlays for research and development, an expanded sales program, and the increased cost of obtaining quality first-run pictures in a tight market.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$0.87	\$0.81
Gross revenues from operations	7,935,122	8,204,184
Net income after taxes	478,631	578,722

Color TV collaboration planned

Polaroid Corp., Cambridge, Mass., intends to enter with Texas Instruments Inc., Dallas, into the development of a color TV system for either commercial or closed-circuit application. According to Polaroid's annual report for 1965, an agreement was made "to determine how our capability in the theory of color and their [Texas Instruments'] capability in the theory of solid-state phenomena might be combined" to engineer a two-color TV electronic system. Both companies have remained silent as to the outcome of the "collaboration."

NBC lassos batch of Edison awards

NBC received five radio and television programing awards, and CBS, National Educational Television (NET), the Canadian Broadcasting Corp. and WNYC New York, one programing award each, last week in New York at the 11th annual Thomas Alva Edison Foundation awards reception.

KPIX(TV) San Francisco and WMAQ Chicago were given special station awards at the ceremony presided over by Walker L. Cisler, president of the Edison Foundation and chairman of the board of the Detroit Edison Co.

NBC winners for 1965 were *Grand Canyon: A Journey with Joseph Wood Krutch*, cited as the best science television program for youth; *Exploring*—the best children's television series; *Profiles in Courage*—the television series best portraying America; *World of Science*—the best science radio program for youth and *Four Faces of Poverty*, parts II & IV—the radio program best portraying America.

CBS was honored for the television program best portraying America for *The Making of the President*, and WNYC's *Teen-Age Book Talk* was called the best radio program for youth.

Special citations were awarded for

TONIGHT...
Go home and read
your Channel 7

'Reading' TV

WNAC-TV Boston, has responded to the five-week-old Boston newspaper strike with an unusual maneuver. Deprived of its regular newspaper space, the RKO General station has channeled its ad energies into an intensive poster campaign in Boston's subways and on busses. Appearing on the posters over a background page of the *New York Times* is the simple slogan: "Tonight . . . Go home and read your channel 7."

Al Korn, WNAC-TV's director of advertising-promotion, invented the copy line, and the layout work was done by the station's agency, Arnold and Co. of Boston.

NET's series *History of the Negro People*, and CBS's series, *Animals and Man*.

WMAQ and KPIX were chosen as the radio and television stations that best served youth. Among WMAQ's best programing were *The Great Ideas*, a series that sought to stimulate interest in world literature and *Today's Youth*, a panel discussion by high-school students. KPIX offered *Jack's Place*, a daily educational entertainment program for preschool and elementary school children and *Astronomy in the Space Age*.

Edison awards are also conferred in the fields of children's books and films. Award winners are selected with the assistance of 69 national civic and professional organizations. The foundation strives to strengthen science-school education and encourage improvement in mass communications.

Revisions made in Armstrong FM awards

A change in the administration of the Armstrong awards program was announced in Chicago at the National Association of FM Broadcasters convention. The 1966 program, sponsored by the Armstrong Memorial Foundation in honor of Major Edwin Armstrong, the inventor of FM, will be administered by Columbia University. The contest will close Dec. 30 and the winners will be announced at the 1967 NAFMB convention.

Mrs. Edwin Armstrong, widow of the major, said that the 1966 program will be enlarged to eight awards. Four of the awards will go to commercial stations for excellence in broadcasting in programing categories of: music, education, news and community service. Four awards will go to noncommercial stations for excellence in the same categories.

Members of the executive committee of the awards program will include Elmo Ellis, WSB-FM Atlanta, NAFMB chairman, and representatives of the National Association of Broadcasters and National Association of Educational Broadcasters.

Headliners announce radio-TV award winners

Radio-TV station awards for news, public affairs and editorial broadcasts have been announced in the National Headliners Club of Atlantic City's 32d



Cited for 40-year service

John Elmer (l), WCBM Baltimore and president of NAB from June 1937 to February 1938, received an award of merit at the Tuesday (March 29) luncheon of the National Association of Broadcasters convention. Presenting the award was Robert W. Ferguson, WTRF-TV Wheeling, W. Va., vice chairman of the NAB TV board and co-chairman of the convention. The award was given to Mr. Elmer for his more than 40 years of service to the industry.

annual competition.

Honored for outstanding news programing in major markets (more than 250,000 people) were KFMB-TV San Diego, as exemplified in *The Gun Battle* and WAKY Louisville. Named for outstanding local news programing were WJIM-TV Lansing, Mich., for *Newsview '65*, and WFTL Fort Lauderdale, Fla., for *Yarmouth Castle Ship Disaster*.

Awards for consistently outstanding editorials were given to CFRN Edmonton, Alberta, and its editorial writer Bruce W. Hogle, and WSB-TV Atlanta, and its news director Hal Suit.

Public-service honors went to WTRY Troy and Bill Duffy, news editor, for *Electric Power Blackout*, and the Taft Broadcasting Co., Cincinnati, for "The Man in the Middle," an episode in its TV series *Cross Section*.

WCBS New York won a special public-service citation for *Under Whose Wing*, a documentary on parental abuse of children.

The awards will be presented in Atlantic City on April 16.

BROADCAST ADVERTISING

Herbert Zeltner, senior VP and media director of Lennen & Newell, New York, has resigned. He is being succeeded by **Mort Keshin**, VP and director of media for L&N. Mr. Keshin has been with agency for eight years in various media posts and earlier was with Kenyon & Eckhardt. Mr. Zeltner will announce his future plans at later date.



Mr. Slater

Paul Slater, VP in charge of international operations at Compton Advertising, New York, elected senior VP.

E. A. (Bud) Schirmer, senior VP at Campbell-Ewald Co., Detroit, retires. After some travel Mr. Schirmer plans to open consulting office in Detroit.

Herbert O. Weiss, account executive with Metro Radio Sales, New York, appointed national sales manager of KLAC Los Angeles. Both station and station representative firm are properties of Metromedia Inc. Before joining Metro Radio Sales in 1956, Mr. Weiss was with H-R Representatives, ABC and The Katz Agency, all New York.

Ralph L. Countryman Jr., director of field marketing department for D'Arcy Advertising Co., New York, named manager, media and field advertising services for The Coca-Cola Co., Atlanta.



Mr. Gustafson

James Gustafson, formerly account executive and local sales manager at WTTG(TV) Washington, named sales manager.

John R. Hughes, account executive at WWLP(TV) Springfield, Mass., named national sales manager of WKEF(TV) Dayton, Ohio. **Gordon Campbell**, account executive at WKEF(TV), named local sales manager.

Jack B. Creamer, with advertising promotion department of *Philadelphia Inquirer*, rejoins Philadelphia office of Al Paul Lefton Co. as radio/TV director.

James W. Maguire, data processing coordinator for Broadcast Advertisers Reports, Darby, Pa., appointed VP in charge of computer systems and product development.

James L. Hodge, local sales manager for WLAC-TV Nashville, named to new-

ly-created position of sales manager for commercial production division. **Tom Ervin**, account executive at WLAC-TV, becomes assistant sales manager-national. **Erskin Bonds**, account executive, named assistant sales manager-local for WLAC-TV.



Mr. Seehafer

Gene F. Seehafer, eastern sales manager, NBC Radio, New York, named to newly created post of manager, special sales projects. He will serve as liaison between NBC radio and advertiser/agency executives.

William Tenebruso, media buyer, Fuller, Smith & Ross, New York, appointed associate media director.

H. Theodore Quale, formerly with WICC Bridgeport, Conn., joins WFAS-AM-FM White Plains, N. Y., as general sales manager.

William V. Weithas, formerly VP and account supervisor at Lennen & Newell, New York, named advertising manager for P. Ballantine & Sons, Newark, N. J.

Steven Bell, manager of corporate advertising and sales promotion for Allied Chemical Corp., New York, joins WINS, that city, as advertising and sales promotion manager.

Robert Higgins, formerly in creative department, MacManus, John & Adams, Bloomfield Hills, Mich., named associate director for radio-TV, MJ&A, New York. He has written and directed films and shows for General Motors, RCA and Campbell Soup Co.

Dan Alexander, formerly in production department of Pams Inc., Dallas, appointed sales representative. Item in March 21 BROADCASTING was in error.

Howard S. Spikol, formerly with Bofinger-Kaplan Advertising, Glenside, Pa., joins Firestone & Associates Inc., Philadelphia, as copywriter.

Ben Norman, VP and director of operations at Gerald Schnitzer Productions, Hollywood, joins commercial film production house of Filmfair, Studio City, Calif., as producer-director.

Sam Weiss, director with Pantomime Pictures, Hollywood, joins Carson/Roberts Inc., Los Angeles, as TV art director.

Frank J. Lionette, director of advertising for Howard D. Johnson Co., Wollaston, Mass., elected VP.

W. Robert Paine, art director at Ted

Bates & Co., New York, joins Geyer, Morey, Ballard, that city, as art supervisor.

Edward A. Vernick, formerly art director at Wermen & Schorr, Philadelphia, appointed associate art director of Lewis & Gilman, that city.

William Hewson, formerly account executive with Benton & Bowles, New York, joins Cunningham & Walsh, that city, as account executive.

Kenneth Holmberg, formerly account executive, WMTR Morristown, N. J., appointed radio account executive, George P. Hollingbery Co., New York.

Charles Govea, consultant to Becton, Dickinson & Co., East Rutherford, N. J., named consultant to WNJU-TV Linden-Newark, N. J., for Spanish-language time sales.

James Britton Crabtree Jr., formerly with Pitney-Bowes, Stamford, Conn., joins Becton, Dickinson and Co., Rutherford, N. J., as marketing analyst.

Forrester Mashbir, account executive with Erwin Wasey Inc., Los Angeles, joins Anderson-McConnell Advertising Agency, Hollywood, in same capacity. **Clare Smith**, account executive and copywriter at Lennen & Newell, joins Anderson-McConnell, Hollywood, as copywriter.

James Ballard, manager, WTAL Tallahassee, Fla., named account executive, WEEI Boston.

Bruce J. Axt, formerly with *The Wall Street Journal* in Phoenix, joins KBUZ-AM-FM Mesa, Ariz., as account executive.

Jim Lewis, district sales representative for Stuart Pharmaceutical division of Atlas Chemical Co., joins WJRT-TV Flint, Mich., as account executive.

Charles J. Harrington, formerly managing editor with Moore Publishing Co., Duluth, Minn., joins Buchen Advertising, New York, as account executive.

Lloyd Werner, with ABC Spot Sales, New York, joins sales staff of KGO-TV San Francisco.

MEDIA

Charles D. Young, station manager, KTTV(TV) Los Angeles, named VP and general manager. Joining station in 1953 as account executive, he was named national sales director in 1959 and in 1963 was made VP in charge of national sales. In February of this year he became manager of this Metro-media TV station.

Ellis NAFMB board chairman; Voron president

Elmo Ellis, WSB-FM Atlanta, elected board chairman of National Association of FM Broadcasters at Chicago convention (see page 76). **Abe Voron**, WQAL (FM) Philadelphia, chairman for past two years, elected president. (President's chair has been vacant for two years.) Re-elected were **Stan Hamilton**, Stan Hamilton Associates, New York, treasurer, and **Edward Kene-**



Mr. Ellis

han, Washington attorney, secretary. Elected directors-at-large: **David J. Bennett**, Triangle Stations, Philadelphia; **David H. Polinger**, WTFM (FM) New York, and **Herbert E. Groskin**, Herbert E. Groskin & Co., New York.

Elected regional directors were: **Alex Smallens**, WABC-FM New York; **Fred Fletcher**, WRAL-FM Raleigh, and **Gary Gielow**, KPEN (FM) San Francisco.

Gunther Meisse, WVNO-FM Mansfield, Ohio, was named to board vacancy created by resignation of **Art Crawford**, WABX (FM) Detroit.

with pictorial center.

Robert H. Huston, formerly director of corporate relations for Cox Broadcasting Corp., Atlanta, named executive VP of American Cable Television, Phoenix.

Jack R. Merker, operation manager for KYMN Oregon City, Ore., elected VP.

Hank S. Basayne, associate professor of radio-TV films at San Francisco State College, appointed western regional manager of Mediastat. Mr. Basayne is currently setting up new Mediastat offices in San Francisco and Los Angeles.

Richard E. Cross, chairman of board of American Motors Corp., Detroit, and practicing attorney in that city, appointed to five-year term on board of directors of International Educational Television, New York.

Ralph R. Rust, program and operations manager of WSPD-TV Toledo, Ohio, named general manager of WGBS-TV Miami.

Ray Colonari, sales manager, WICC Bridgeport, Conn., named general manager.

Jerry Rosset, with WTTM Trenton, N. J., named operations officer.

Ron Jackson, news director of WHTN-TV Huntington, W. Va., appointed assistant to general manager of WTCR Ashland, Ky.

Richard W. Fatherley, director of production for KXOK St. Louis, appointed assistant station operations manager.

Dean H. Fritchen, head of his own public relations and marketing counsel-

ing firm since 1958, named to newly-created post of marketing coordinator, Metromedia Inc., New York.

PROGRAMING

Jackie Cooper, VP of West Coast operations for Screen Gems, Hollywood, given new contract and named VP in



Mr. Cooper

charge of television program production division. **Allan Rice**, administrative assistant to VP and executive production manager of SG, Hollywood, named director of business affairs, negotiating all production contracts with producers, directors and writers on SG series. **E. W. Swackhamer**, producer of NBC-TV's *Wackiest Ship in the Army*, named producer of *Love on a Rooftop* for SG, Hollywood. **William Allen Schwartz**, manager of program studies for NBC-TV, New York, joins SG, that city, as associate director.

Jack Grossberg, producer for VPI Productions Inc., New York, appointed unit manager/producer for special projects. **Robert Doud**, VP in charge of eastern sales for Wilding-Fedderson.

James R. McNitt elected VP of International Telephone and Telegraph Corp., New York. Mr. McNitt continues as group executive, international communications operations and president of ITT World Communications Inc. **Gerhard R. Andlinger**, group executive-Far East and Pacific, and president of ITT Far East and Pacific Inc., also elected VP of IT&T, New York.



Mr. Stevens

Leonard Stevens, formerly VP in charge of broadcast media at Weightman Inc., Philadelphia, appointed executive VP of WPHI-TV, that city.

Peter K. Friend, assistant to VP for radio of National Association of Broadcasters, returns to active duty with U. S. Army Pictorial Center, Long Island City, New York, as captain. He joined NAB in summer of 1965 after two-year tour of active duty

Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION

21 West 10th, KANSAS CITY, MO.
NEW YORK, 111 John • SAN FRANCISCO, 230 Montgomery
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SPOTMASTER

RS-25



Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

New York, joins VPI there as sales/producer. **Tony Alatis**, former associate producer for TV commercials at VPI, New York, joins firm's sales staff.

Jerry Weissman, producer-director at WCBS-TV New York, appointed manager of community affairs broadcasts.

Ed Perlstein, with Desilu Productions, Hollywood, named director of business affairs.

Milt Hoffman, with KHJ-TV Los Angeles, named executive producer.

Ray Butts, news director of WCOV-AM-TV Montgomery, Ala., appointed editorial director of WSFA-TV, that city.

Jim Leaming, sportscaster at KYW-TV Philadelphia, named sports director.

Bill Welsh, with KTTV(TV) Los Angeles, named executive director of sports and special events.

Victor Bikel, with David L. Wolper Productions, New York, appointed southeastern regional sales manager.

Sam Holman, formerly with WABC New York, joins WPOF Hartford, Conn.,

Clears re-elect

The Clear Channel Broadcasting Service members, at their annual meeting at National Association of Broadcasters convention in Chicago last week (see page 102), re-elected the organization's officers and executive committee members. They are Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Victor A. Sholis, WHAS Louisville; Ward L. Quaal, WGN Chicago; John T. Murphy WLW Cincinnati; and George Wagner, KFI Los Angeles; and Clyde G. Haehnle, WLW, chairman of the engineering committee.

as program director.

C. M. Brown, with KDWB St. Paul, appointed program director.

Paul King, associate producer for 20th Century-Fox Television Inc., New York, joins CBS-TV, Hollywood, as executive producer. He will be program executive in charge of *Mission Impossible*, new series; *Daktari*; *Gomer Pyle—USMC*, and *The Andy Griffith Show*.

Stanley Niss, producer-writer with Warner Bros. Pictures, named producer of *Jericho*, new MGM-TV Arena Production series to start on CBS-TV in 1966-67 season.

Gary L. Pudney, executive producer in programming department of Compton Advertising, named to handle West Coast liaison for *ABC Stage '66*, weekly series of special entertainment programs starting in 1966-67 season. In addition he will be responsible for the overall supervision of programs in series originating on West Coast.

Morton Schaps, formerly VP in charge of sales for On Film, Princeton, N. J.-New York, elected VP of Producing Artists Inc., New York.

Dick Landfield, with WAEZ(FM) Miami Beach, Fla., appointed program director.

Donald Rumbaugh, producer-director at WKYC-TV Cleveland, and **Leo O'Farrell**, formerly with engineering department of WNEW-TV New York, appointed staff directors at WNEW-TV.

Ralph Riskin, VP of Daystar Productions, Hollywood, joins Official Films as producer.

Richard Bluel, production executive at Warner Bros. Pictures TV, signed by Greenway Productions and 20th Cen-

tury-Fox TV as producer of *The Green Hornet* series scheduled for ABC-TV in fall.

Don Roberts, formerly sports director and program manager for WRDO Augusta, Me., appointed sports director of WIMA-AM-FM-TV Lima, Ohio.

John P. Flaxman, head of MCA-Universal eastern literary department, joins William Morris Agency, New York.

NEWS

Michael T. Malloy, United Press International manager for Viet Nam, named chief Asia correspondent for UPI, with headquarters in Bangkok. He is succeeded by **Bruce Miller**, correspondent in Viet Nam for UPI. **Richard Growald**, news editor for Germany, **Leon Daniel**, Atlanta Bureau, and **William H. Reilly**, Viet Nam correspond-



Mr. Malloy

ent for UPI Audio Network, assigned to UPI's Saigon Bureau. **Peter J. Cronin**, with UPI, Boston, appointed New England broadcast news manager. **Joseph S. Marler**, manager of UPI's Cheyenne, Wyo., bureau, appointed manager of Denver bureau. **Max Jennings** succeeds Mr. Marler. **Charles Justice**, with UPI, New York, named news editor of UPI Audio Network.

Paul G. Kuntz and **Larrye deBear**, with WTIC-AM-FM-TV Hartford, Conn., named news director and assistant news director, respectively.

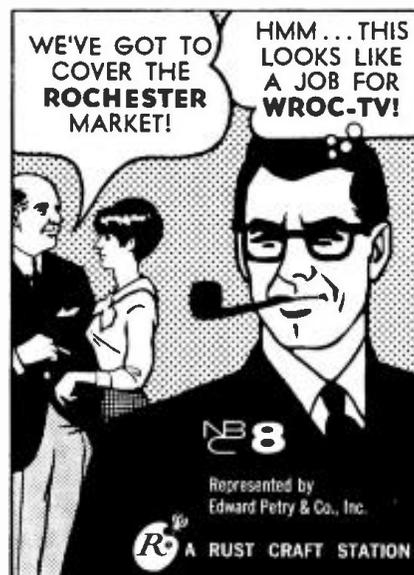
Duane Johnson, formerly news director of KIJV Huron, S. D., appointed news director of KMA Shenandoah,



Daddy is back... but for how long?

This father is back from the hospital . . . from a mental hospital. New treatments made it possible for him to recover and come home. But will he stay? Two out of three of the patients who now leave hospitals because of new treatment methods do have to return. The reasons . . . inadequate aftercare and insufficient help in readjusting to the job and family. HELP provide that aftercare. HELP bring fathers back . . . for keeps.

Support Your Local Chapter of the National Association for Mental Health



Iowa.

Richard Thorne, with WNUS-AM-FM Chicago, named managing editor.

J. Richard Eimers, Associated Press executive in New York, named executive director of new News Election Service that will centralize tabulating of raw votes in 1966 and 1968 elections for three networks and two wire services (see page 116). Mr. Eimers, who joined AP at Spokane, Wash. in 1948 was bureau chief in Portland, Ore., and Baltimore, before transferred last August to New York on special executive assignment.

Earl Aronson, state editor of Associated Press, Albany, and chief assistant to **Norris Paxton**, named to succeed Mr. Paxton as chief of bureau for New York state. Mr. Paxton retires after nearly 30 years as head of Albany bureau.

Ed Groome, formerly news director of WHYN-AM-FM Springfield, Mass., joins WPOP Hartford, Conn., in similar capacity.

FANFARE



Mr. Catalano

Jim Catalano, VP of Doremus & Co., New York, elected VP of Grey Public Relations, that city.

Murray Weissmann, assistant director of press information, CBS-TV, Hollywood, named manager of TV

press department for Universal City Studios, Universal City, Calif.

William C. Aden Jr., writer in CBS Radio press and program information department, New York, named manager of sales promotion for CBS Films, that city.

Robert R. Rodgers, eastern sales manager for Storer Programs, New York, named PR director for Detroit Institute of Arts.



Mr. Ellerbe

William Pickett Ellerbe Jr., publicity supervisor of WBTV-TV Charlotte, N. C., named promotion manager of WBTW-TV Florence, S. C.

Todd A. Spoeri, advertising and promotion manager of WJZ-TV Baltimore, appointed promotion director for WJBK-TV Detroit.

Chet Adams, chief copywriter for Advertising Specialty Institute, Philadelphia, appointed promotion manager of WIBG-AM-FM, that city.

Michael Buchanan, manager of press information for CBS-TV, Hollywood,

LaDow heads ABC affils

Burton B. LaDow, KTVK-TV Phoenix, elected chairman of the board of governors of ABC-TV Affiliates Association. **Leslie H. Norins**, KEYT-TV Santa Barbara, Calif., elected vice chairman; **Tony Moe**, WKOW-TV Madison, Wis., named secretary, and **Robert Doubleday**, KATV-TV Little Rock, Ark., re-elected treasurer.

As president, Mr. LaDow succeeds **Martin Umansky**, KAKE-TV Wichita, Kan., who took over two weeks prior to elections when **Herbert Cahan**, WJZ-TV Baltimore, resigned chairmanship to oppose ABC-TV's expansion of commercial time in certain nighttime half-hours (BROADCASTING, March 21, et seq; also see page 38).

Mr. Cahan remains on the board, along with **Ben West**, KOCO-TV Oklahoma City; **Robert C. Wiegand**, WTVN-TV Columbus; **Joseph Brechner**, WFTV-TV Orlando, Fla., and **Joseph Hladky**, KCRG-TV Cedar Rapids, Iowa.

appointed assistant director of press information.

Don E. Whiteley, promotion manager of KBTR and KBTW-TV Denver, appointed director of public relations for Central City Opera House Association, Central City, Colo.

EQUIPMENT & ENGINEERING

Reid O. Clark, with Ameco Inc., Phoenix, appointed assistant to president.

Barton C. Conant, with CBS Laboratories, Stamford, Conn., appointed general manager, professional products department.

George E. Barry, southwest area representative for Ameco Inc., Phoenix, appointed southwest area manager for Kaiser-Cox Corp., Dallas.

Robert E. West, engineer at Chicago Circle campus of University of Illinois, Chicago, named chief engineer for non-commercial WNIC(FM) DeKalb, Ill.

Winfield W. Bemis, engineering sales manager with Spencer Kennedy Laboratories, Boston, appointed director of engineering at National Teline Corp., Waltham, Mass.

Russ A. Gimellaro, field engineer

and electronics instructor at Tech Rep division of Philco Corp., Philadelphia, joins Jerrold Electronics Corp., that city, as staff engineer for distributor sales division.

ALLIED FIELDS

Samuel M. Goodman, news editor and writer for ABC-TV, New York, appointed lecturer in journalism at Columbia University, that city. ABC has granted Mr. Goodman leave to teach at Columbia during spring term.

Chuck Glance, director of public affairs and special events for KPHO-TV Phoenix, named consultant to state superintendent of public instruction. He will be available on part-time basis to school districts throughout Arizona.



Mr. Whisnand

Roy V. Whisnand, formerly president of Whisnand Management Co. and VP of WHS-TV, both Boston, elected VP of The Curtis Publishing Co., New York.

Roy E. Morgan, Wilk Wilkes-Barre, Pa., elected president of Association for Professional Broadcasting Education. He succeeds **Hugh Cordier**, University of Illinois. Other new officers: **Owen S. Rich**, Brigham Young University, VP, and **Henry H. Fletcher**, KSEI Pocatello, Idaho, secretary-treasurer. New to APBE board is **Arthur Hungerford**, Pennsylvania State University.

Ancil H. Payne, VP and general manager of KGW-AM-TV Portland, Ore., named to State Board of Higher Education in Oregon by Governor Mark Hatfield.

Robert P. Sutton, VP and general manager, KNX Los Angeles, named member of The Congress for The United Way, serving on Los Angeles board as representative of communications industry.

INTERNATIONAL

Gerald Pelletier (Liberal from Hochelaga, Que.) elected chairman of Commons broadcasting committee in Ottawa. **Ron Basford** (Liberal from Vancouver-Burrard, B. C.) will be committee's vice-chairman.

Donald G. Campbell, formerly VP. finance. Maclean-Hunter Publishing Co., appointed VP. broadcasting, and also appointed president of Shoreacres Broadcasting Co., Maclean subsidiary that operates CKEY Toronto.

H. G. Love of CFCN Calgary, Alberta, re-elected president of Broadcast News

Ltd., Toronto, subsidiary of Canadian Press, for third year. **Stuart Keate**, publisher of *Vancouver* (B. C.) *Sun* and president of CP, re-elected VP.

Joe Doyle, account executive with Associated Television Ltd., London, appointed general sales manager of European Circuit Television Ltd., that city, closed-circuit commercial TV service in London.

Alec Bristow, account director at London Press Exchange Ltd. since 1954, appointed vice-chairman.

Michael English appointed joint managing director of Hobson Bates and

Partners Ltd., London. Mr. English joined agency in 1958 from London Press Exchange. He was appointed to board five years ago.

Nigel J. Grandfield, previously with McCann-Erickson, New York, and The Marschalk Co. at its New York and Miami offices, joins McCann-Erickson Ltd., London, as account group head.

Gabe Massimi, previously associate creative director at J. M. Mathes, New York, joins Pritchard Wood and Partners Ltd., London, as creative director.

Peter Tyrell named media planning manager at Spottiswoode Advertising

Ltd., London. He has been with agency for 10 years.

DEATHS

Peggy Allenby, 65, who originated role of Mattie Grimsley on CBS-TV's *The Edge of Night*, died March 23 in Park West hospital, New York, after brief illness. From 1930 to 1950 Miss Allenby was on such radio programs as *David Harum*, *Little Women*, *The Aldrich Family* and *Mr. District Attorney*. Surviving are her husband, actor John McGovern, son and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 23 through March 30 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

St. Louis—Greater Saint Louis Television Corp. UHF channel 30 (566-572 mcs); ERP 870 kw vis., 87 kw. aur. Ant. height above average terrain 363 ft., above ground 332 ft. P.O. address: c/o Boyd W. Fellows, 71 Maryland Plaza, St. Louis 63108. Estimated cost of construction \$565,650; first-year \$370,000; revenue \$395,000. Geographic coordinates 38° 38' 47" north lat., 90° 20' 13" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Studio and trans. both located St. Louis. Legal counsel Dow, Lohnes and Albertson, consulting engineer Serge Bergen, both Washington. Principals: Boyd W. Fellows Jr., Benjamin F. Davis, James A. Butler Jr., Ronald J. Coleman, Dr.

Richard K. Danis, John C. Butler, Mrs. John C. Butler, John W. Dean III, Mrs. John W. Dean III and Mrs. Thomas C. Hennings Jr. (all 10%). Mr. Fellows has various broadcast interests including assistant to president of Continental Television Enterprises Inc. Mr. Danis is doctor of dental surgery. Mr. Butler is leather broker. Mr. Coleman has advertising agency. Mr. Danis is medical doctor; Mr. Butler is licensee of KIXL Dallas. Mrs. John C. Butler is housewife. Mr. Dean is lawyer. Mrs. John W. Dean is housewife. Mr. Thomas has farming interests. Ann. March 25.

Florence, Ala.—Elton H. Darby. UHF channel 26; ERP 182 kw vis., 36.4 kw aur. Ant. height above average terrain 354 ft., 380 above ground. P.O. address: Box 471, Sheffield, Ala. 35660. Estimated cost of construction \$228,838; first-year operating cost \$150,000; revenue \$200,000. Geographic coordinates 34° 46' 25" north lat., 87° 40' 32" west long. Studio and trans. locations both Florence. Type trans. General Electric TT-25, type ant. General Electric TY 25-C(2). Legal counsel Booth and Lovett, Washington; consulting engineer Kear and Kennedy, Washington. Principal: Elton H. Darby. Mr. Darby is president of steel tubing manufacturing and has other industrial interests. He is sole owner of WVNA-AM-FM) Tusculumbia, Ala. Ann. March 23.

Cocoa Beach, Fla.—Gralla Broadcasting Corp. UHF channel 52; ERP 200 kw vis., 40 kw aur. Ant. height above average terrain 250 ft., 264 above ground. P.O. address: P.O. c/o Maurice B. Gralla, 3150 North Atlantic Ave., Cocoa Beach 32931. Estimated cost of construction \$287,594; first-year operating cost \$173,180; revenue \$250,000. Geographic coordinates 28° 20' 38" north lat., 80° 36' 31.5" west long. Studio and trans. locations both Cocoa Beach. Type trans.

RCA TTU-10A, type ant. RCA TFU-27DH. Legal counsel Steptoe and Johnson, Washington; consulting engineer David Steel and Associates, Washington. Principals: Maurice B. Gralla (50%) and Wallace R. Kinney (50%). Maurice B. Gralla has real estate interest. Wallace R. Kinney is president of Mel-Eau Broadcasting Corp., licensee of WMEG Eau Gallie, Fla. Ann. March 23.

New AM stations

APPLICATIONS

Ferus Falls, Minn.—Empire Broadcasting Corp. 1090 kw, 5 kw. P.O. address c/o Otto A. Korp, P.O. Box 624, Fergus Falls 56537. Estimated cost of construction \$26,000; first-year operating cost \$10,750; revenue \$36,000. Principals: Otto Korp and Donald Fritzell. Ann. March 28.

St. Charles, Mo.—Cecil W. Roberts. 1460 kc, 5 kw. P.O. address: 909 Michigan Avenue, Farmington, Mo. 63640. Estimated cost of construction \$40,850; first-year operating cost \$50,000; revenue \$60,000. Mr. Roberts is joint owner with wife of KREI Farmington, Mo. Ann. March 28.

St. Charles, Mo.—First Capital Radio Inc. 1460 kc, 5 kw. P.O. address: P.O. 402 Union National Bank Bldg, 900 Walnut Street, Kansas City 64106. Estimated cost of construction \$99,000; first-year operating cost \$75,000; revenue \$78,000. Principals: John M. Tilton and Carl Mandacina (both 50%). Mr. Tilton is television producer and director. Mr. Mandacina is employed by railroad. Ann. March 28.

Lenoir, N. C.—Robert L. Baker Jr. 1080 kc, 1 kw. P.O. address: Box 937, Gastonia, N. C. 28052. Estimated cost of construction \$20,000; first-year operating cost \$48,000; revenue \$50,000. Principal: Robert L. Baker Jr. Mr. Baker has 33 1/3% of WPCC Clinton, S. C. Ann. March 29.

Seaside, Ore.—Seaside Broadcasting Corp. 930 kc, 1 kw, P.O. address: c/o Ronald A. Murphy, 1010 4th Avenue Bldg, Seattle 98101. Estimated cost of construction \$22,933; first-year operating cost \$48,000; revenue \$50,000; Principals: Gerald B. Dennon (50%), Robert L. Flick, Richard A. Foley, John F. Paine, Michael D. Kirkland (all 12.5%). Mr. Dennon is vice president of music publishing company. Mr. Foley is president of music publishing company. Mr. Paine is secretary of music publishing business. Mr. Kirkland is in music publishing business. Ann. March 28.

New London, Wis.—New London Enterprises Inc. 1460 kc, 1 kw. P.O. address: c/o Mr. Paul Mueller, 1153 Eder Lane, West Bend, Wis. 53095. Estimated cost of construction \$49,433; first-year operating cost \$40,000; revenue \$52,000. Principals: Edwin Wohlt and Herman Schmallerberg (both 41%). Charles Schmallerberg and W. A. Bender (both 7%) and Sigurd W. Krostue (4%). Mr. Wohlt is president of a milk and cheese company. Herman Schmallerberg is physician. Charles Schmallerberg is manager of supper club. Mr. Bender is executive vice president & cashier of bank. Mr. Krostue is lawyer. Ann. March 28.

EDWIN TORNBERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, O.C. • DI 7-8531

Existing AM stations

APPLICATION

KBHS Hot Springs, Ark.—Tim Timothy Inc. Seeks CP to change hours of operating from D to U, using power of 1 kw, 5 kw-LS; install D ant.; change ant. trans. location to route 270 on Lake Catherine. S. E. of Hot Springs, Ark.; install new trans. Ann. March 25.

New FM stations

ACTION BY FCC

***Raleigh, N. C.**—North Carolina State University at Raleigh. Granted CP for new FM on 88.1 mc, channel 201, 10 kw, P.O. address: c/o Gerald G. Hawkins, Box 5505, State College Station, Raleigh 27602. Estimated construction cost \$3,698; first year operating cost \$7,444. Station will be administered by trustees of University of North Carolina. Action March 28.

APPLICATIONS

West Monroe, La.—Howard E. Griffith 98.3 mc, channel 252, ERP 3 kw, 975 w. Ant. height above average terrain 300 ft. P.O. address: Box 486, West Monroe 71291. Estimated cost of construction \$12,000; first-year operating cost \$12,000; revenue \$12,000. Mr. Griffith is owner of KUZWN West Monroe. Ann. March 25.

***Springfield, Mass.**—American International College. 91.9 mc, channel 220, 10 w. Overall height above ground 26 ft. Principal is American International College, charter by state of Massachusetts. Ann. March 25.

Fergus Falls, Minn.—Empire Broadcasting Corp. 103.3 mc, channel 277, 28.7 kw. Ant. height above ground 266 ft. P.O. address: Box 624, Fergus Falls 56537. Estimated cost of construction \$26,000; first-year operating cost \$10,750; revenue \$36,000. Principals: Otto Korp and Donald Fritzell. (See above AM application for Fergus Falls.) Ann. March 24.

Abingdon, Va.—Burley Broadcasting Inc. 92.7 mc, channel 224, 1.8 kw. Ant. height above average terrain 373 ft. P.O. address: c/o Lindy M. Seamon, Box 190, Abingdon 24210. Estimated cost of construction \$9,234; first-year operating cost \$7,500; revenue \$10,500. Principals: Nelson T. Barker, Ethel M. Baker, Francis L. Seamon and Lindy M. Seamon (all 25%). Burley Broadcasting is licensee of WBBI Abingdon. Ann. March 24.

Albany, Ore.—Radio Stations KNND and KRKT. 107.9 mc, channel 300, ERP 25.8 kw. Ant. height above average terrain 266 ft. P.O. address: P.O. c/o Peter Ryan, 2840 Marion Street, Albany 97321. Estimated cost of construction \$16,700; first-year operating cost \$38,000; revenue \$48,000. Principals: Peter Ryan and Milton Viken (each 50%). Mr. Ryan and Mr. Viken are partners in ownership of KNND Cottage Grove, Ore., and KRKT Albany. Ann. March 28.

Bedford, Pa.—Fort Bedford Enterprises Inc. 100.9 mc, channel 265, ERP 3 kw. Ant. height above average height 206 ft. P.O. address: c/o William A. Jordan, Box 427, Bedford 15522. Estimated cost of construction \$27,392; first-year operating cost \$23,900; revenue \$45,200. Principals: William A. Jordan (17.67%), George Gayman (8.33%), Harold S. Hill (8.33%), Charles F. Brown (6.67%) and others. Mr. Jordan is employed by Commonwealth of Pennsylvania. Mr. Gayman is salesman. Mr. Hill is employed by register company. Mr. Brown is employed by Commonwealth of Pennsylvania. Ann. March 29.

Racine, Wis.—John Weigel. 680-686 mc, channel 49, ERP 17.85 kw vis., 3.5 kw aur. Ant. height above average terrain 261.5 ft. P.O. address: 1275 North Waukegan Road, Lake Forest, Ill. Estimated cost of construction \$138,586; first-year operating cost \$96,000; revenue \$106,000. Mr. Weigel is president and general manager of Weigel Broadcasting Co., licensee of WCIU Chicago. Ann. March 29.

Ownership changes

ACTIONS BY FCC

KMOP Tucson, Ariz.—Granted assignment of license from Paul Baker, receiver, to Golden State Broadcasting Corp., owned by William L. Miles, Robert H. Scholz (each 40%) and Joseph R. Scholz (20%). Robert H. Scholz is newsman with KGB San Diego. Joseph R. Scholz is retired. Mr. Miles is radio station manager. Consideration \$100,000. Action March 28.

KDEO El Cajon, Calif.—Granted assignment of license from Tullis and Hearne Broadcasting Co. to Howard L. Tullis and John P. Hearne db/as Tullis and Hearne Broadcasting. Transfer is for legal convenience only. No financial consideration. Action March 28.

WKTX Atlantic Beach, Fla.—Granted assignment of license from John J. Wheeler to WKTX Inc. Assignment is to allow Mr. Wheeler to purchase stock interest in Alumni Radio Inc. Consideration \$78,000. Action March 22.

WIVY and WEBL(FM) Jacksonville, Fla.—Granted assignment of license from WIVY Inc. (Edward J. Oberle, 100%) and Edward J. Oberle, respectively, to Alumni Radio Inc. Alumni Radio is owned by Jan L. Brundage (26%), Albert M. Crabtree Jr. and Nadine G. Brundage (each 25%), and John J. Wheeler (24%). Messrs. Brundage hold Volkswagen and Porsche dealerships, and have holding company investments. Mr. Crabtree is Jacksonville attorney with real estate interests. Mr. Wheeler is owner of WKTX Atlantic Beach, Fla., and 50% owner of WCRY Macon, Ga. Consideration \$265,000 for WIVY and \$35,000 for WEBL(FM). Action March 22.

KOYN Billings, Mont.—Granted assignment of license from Eileen S. Williams, executrix of estate of D. Gene Williams deceased and Delbert Berthoff, co-partners, to Meyer Broadcasting Co. Meyer Broadcasting is licensee of KFVR-AM-TV Bismarck. KMOT-TV Minot and KUMV-TV Williston, all North Dakota. Consideration \$120,000. Action March 28.

KWRV McCook, Neb.—Granted assignment of license from Regional Broadcasting Corp. to Semco Broadcasting Corp. Semco is owned by W. O. Corrick (52½%), Vernon A. Meints, Walter E. Sennert, Russel L. Jensen (12½% each). Mr. Corrick is general manager of KWRV; Mr. Sennert is sales manager of Waddell and Reed Inc. McCook. Mr. Jensen is branch manager of Waddell and Reed Inc., Cozad, Neb. Consideration \$91,000. Action March 28.

KNOX Grand Forks, N. D.—Granted assignment of license from Community Radio Corp. to KNOX Radio Inc., owned by: Justin D. Hoberg, Robert F. Hansen (20% each), Alma Bannach (30%), Douglas E. Tegmeier (10%), Wayne E. Lockhart (14%), Terrance E. Harrington (6%). Messrs. Hoberg, Hansen, Tegmeier, Lockhart and Harrington are all members of Community Radio Corp. Mr. Bannach has farming interests. Consideration \$317,500. Action March 22.

KYFM(FM) Oklahoma City—Granted involuntary transfer of control of licensee corporation KYFM, Inc., from Arnold D. Fagin, trustee of American Preferred Corp. (majority stockholder of licensee corporation) through "quit claim" back to licensee. Action March 24.

KJIM Fort Worth—Granted assignment of license from Trinity Broadcasting Co. to C. D. Salley and Everett S. Salley db/as KJIM Broadcasting Co. Trinity Broadcasting wishes to assign AM license in order to concentrate on KJIM-FM and UHF permittee. Consideration \$300,000. Action March 28.

APPLICATIONS

WHOS and DRUM Decatur, Ala. Seeks assignment of license through acquisition of stock from Jeffe Jones to John H. Jones (50% before, 100% after) db/as North Alabama Broadcasting Co. and as executor of estate of Jeffe Jones. No financial consideration. Ann. March 25.

KSVJ-TV Hanford, Calif.—Seeks relinquishment of positive control of permittee corporation from Cy Newman (58% before, 38.8% after) to Dr. Leon J. Pinsker, Dr. Max Schleimer (both 4.1%), Dr. Richard W. Gilman, Fred Ibe, Dr. Nathan Goldstein, Dr. Marx Litow (all 2.3%) and Dr. Waldemar Brehm (17%). Consideration \$17,000. Ann. March 28.

KCIN Victorville, Calif.—Seeks voluntary assignment of license from Victor Valley Broadcasters Inc. to Top-Dial Broadcasters Inc., owned by Robert G. Griffin, Clifton Paxson and Robert T. Griffin (all 33¼%). Mr. Robert G. Griffin and Robert T. Griffin own KHSJ Hemet, Calif. Mr. Paxson is owner of soft drink bottling company. Consideration \$66,000. Ann. March 28.

WBEL-AM-FM South Beloit, Ill.—Seeks assignment of license and CP from Beloit Broadcasting Inc. to Salter Broadcasting Co. Purpose is to merge two corporations, Beloit Broadcasters Inc. (WBEL-AM-FM) and Salter Broadcasting Co. (WKKD-AM-FM) South Beloit. Both corporations owned solely by Russell G. Salter. No financial consideration. Ann. March 24.

KBCL-AM-FM Shreveport, La.—Seeks transfer of control from Good Music Inc.,

owned by Crawford Godfrey (37.5% before, none after) and Jacques Wiener (25% before, none after) to Alvin Childs Sr., Kirke Couch and Armand Daigle (each 25%). Consideration \$562,250. Ann. March 24.

KRNY-FM Kearney, Neb.—Seeks assignment of CP which authorized change of station location to Kearney, Neb., from Bi-States Company to Radio Kearney Inc. Ann. March 28.

WFTN Franklin, N. H.—Seeks acquisition of negative control of permittee corporation, Franklin Broadcasting Corp., through sale of stock from Lewis V. Farris (30.5% before, none after) to Eugene W. Clark (19.5% before, 50% after). Consideration \$6,220. Ann. March 28.

WOOW Greenville, N. C.—Seeks assignment of license from WOOW Inc. to WOOW Broadcasting Inc. owned by Mark Clements (51%) and Daniel S. Jacobson (49%). Mr. Clements owns marketing research company. Mr. Jacobson is vice president and general manager of KWEL Midland, Tex. Consideration \$150,000. Ann. March 29.

WFOB Fostoria, Ohio—Seeks transfer of control of licensee corporation from Eldren E. Layton and Jane E. Layton to Melvin L. Murray (15%), Richard H. Carter (28%), James D. Guernsey (26%), Robert J. Fast (13%) and Roger V. Wise (10%). Consideration \$48,972. Ann. March 25.

WNEL Cagnas, P. R.—Seeks assignment of license from Atlantic Broadcasting Corp. to Quilanz Broadcasting Corp. owned by (19.5% before, 50% after). Consideration \$300,000. Principal has filed application for assignment of license of WPRM-FM, which he owns, to Quilanz Broadcasting Corp. of which he is sole owner. Action March 25.

WLOW-FM Aiken, S. C.—Seeks assignment of CP from Soundcasting Inc. to Radio Aiken. Transfer is for legal convenience only. Radio Aiken is licensee of WLOW Aiken. Ann. March 28.

KTAC-AM-FM Tacoma, Wash.—Seeks assignment of license from Tacoma Broadcasting to Radio 850 Corp., owned by M. Lamont Bean, Dan L. Starr and Ronald A. Murphy (all 33¼%). Mr. Bean is business executive. Mr. Starr is newspaper publisher. Mr. Murphy is lawyer. Consideration \$410,000. Ann. March 23.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 31

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,041	25	73	376
FM	1,435	45	206	233
TV-VHF	471	22	19	239 ^a
TV-UHF	90	22	78

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 31

	VHF	UHF	Total
Commercial	513 ^a	189	702
Noncommercial	68	65	133

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

	AM	FM	TV
Licensed (all on air)	4,034	1,417	556
CP's on air (new stations)	17	37	41
CP's not on air (new stations)	82	210	99
Total authorized stations	4,134	1,664	702
Applications for new stations (not in hearing)	290	173	142
Applications for new stations (in hearing)	70	41	67
Total applications for new stations	360	214	209
Applications for major changes (not in hearing)	208	40	37
Applications for major changes (in hearing)	37	1	7
Total applications for major changes	245	41	44
Licenses deleted	1	0	1
CP's deleted	2	1	0

^a Breakdown on UHF and VHF applications not available.

^b Includes three noncommercial stations operating on commercial channels.

March 31 to April 29 for comments, and from April 11 to May 9 for replies, in matter of rulemaking proposal to amend FM table of assignments in Doc. 16212. Action March 28.

■ Commission on March 24 granted request by Cascade Broadcasting Co., Pasco, Wash., to extend time from March 28 to April 8 to file comments and from April 15 to April 22 for replies insofar as it concerns assignment of channel 42 to Kennewick, Wash., in matter of fostering expanded use of UHF television channels. Action March 28.

■ Commission on March 24 granted request by Cascade Broadcasting Co., Pasco, Wash., to extend time from March 28 to April 8 to file comments and from April 15 to April 22 for replies insofar as it concerns assignment of channel 42 to Kennewick, Wash., in matter of fostering expanded use of UHF Television channels. Action March 28.

■ Commission directed Buckeye Cablevision Inc. to show cause at hearing, April 28 why it should not be ordered to cease and desist from further operation of its CATV system in Toledo, Ohio, which it commenced March 16, extending signals of WKBD-TV Detroit, and WJIM-TV Lansing, Mich., beyond their grade B contour in violation of Sec. 74.1107 of rules. Action March 25.

■ Review board by memorandum opinion and order in proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, Tenn., respectively, in Docs. 16368-9, (1) denied petition by Central to enlarge issues as to Second Thursday; and (2) on board's own motion, enlarged issues to determine (a) whether Second Thursday failed to perform responsibilities of continuing accuracy and completeness of information furnished in pending application as required by Sec. 1.65 of the rules by its failure to amend its broadcast application within 30 days to reflect changes in ownership after addition of three principals, revision in corporate make-up and increased equipment costs; and (b) whether the facts adduced pursuant to foregoing issues bear upon comparative qualifications of its application. Members Nelson and Pincock voted against adoption of the issue. Action March 25.

■ Review board granted petition by Clark Broadcasting Corp. to extend time to April 5 to file reply briefs to exceptions to initial decision in proceeding on AM application of WOOO Radio Inc., Orlando, Fla. Action March 24.

■ Review board by memorandum opinion and order in proceeding on applications of Charlottesville Broadcasting Corp. to change operation of WINA, Charlottesville, Va., from 1400 kc, 250 w-N, 1 kw-LS, to 1070 kc, 5 kw, DA-N, U, and WBXM Broadcasting Co. for new station to operate on 1070 kc, 5 kw, D, in Springfield, Va., (1) approved applicants' joint petition for approval of agreement and waiver of Sec. 1.525(a) whereby WINA would reimburse WBXM \$3,892 for expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed WBXM application; (3) retained in hearing status WINA's application; and (4) dismissed as moot previous joint petition for approval of agreement. Member Kessler concurred with statement; Member Berkemeyer dissented with statement; Member Nelson not participating. Action March 24.

■ By order, commission granted request by Elfred Beck for reconsideration of March 9 order and (1) set aside that order which denied his application for additional time within which to file application for assignment of CP of UHF KCEB(TV) Tulsa, Okla., and (2) extended time to April 11 for filing such assignment application. Commissioner Bartley dissented. Action March 24.

■ By order commission further extended time for filing comments and reply comments in Doc. 16068, concerning proposed amendment of Sec. 73.636(a) of its rules in matter of multiple ownership of TV's in top 50 markets, to and including Oct. 3 and Dec. 1, 1966, respectively. This was done on petition of Council for Television Development (group of TV licensees) which wants more time for research organization to complete economic and other studies for council. Commissioner Cox concurred and issued statement. Action March 24.

■ Review board granted request by Norristown Broadcasting Co. (WNAR), Norristown, Pa., and continued without date oral argument scheduled for March 29 pending disposition of pleadings now before board

Hearing cases

INITIAL DECISION

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Jersey Cape Broadcasting Corp. to increase daytime power of WCMC Wildwood, N. J., on 1230 kc, U, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 24.

FINAL ACTIONS

■ Commission gives notice that the Feb. 7 initial decision which looked toward granting the applications of WFLI Inc., to increase daytime power of WFLI Lookout Mountain, Tenn., from 10 kw to 50 kw, continued operation on 1070 kc with 1 kw-N, DA-2, and Newhouse Broadcasting Corp. to change operation of WAPI Birmingham, Ala., from DA-2 to DA-N, continued operation on 1070 kc, 50 kw-LS, 5 kw-N, both with conditions, became effective March 29 pursuant to Sec. 1.276 of rules. Action March 29.

■ Commission granted application of Midwest Program on Airborne Television Instruction Inc. for new instructional fixed TV system for in-school instruction at Montpelier, Ind., conditioned that operating authority will not be issued until such time as MPATI submits further technical showing. System would operate on six channels in 2500-2690 mc band allocated to that service, with each trans. operating with effective radiated power of 100 kw at a height of 23,000 ft. It would serve area within 200 mile radius circle centered near Montpelier, Ind., including parts of Ill., Ind., Ken., Mich., O. and Wis. Action March 24.

■ Commission granted application for assignment of license of UHF TV station WUHF Milwaukee, from WXIX Inc. to WKY Television System Inc.; consideration \$550,000 plus \$150,000 for agreement not to compete for three years within 75 miles of station's transmitter. Action March 24.

■ Review board members Berkemeyer and Pincock, with member Nelson concurring in result only, adopted decision (1) granting application of Nelson Broadcasting Co. for new FM to operate on channel 276 (103.1

mc) at Newburgh, N. Y., and (2) denying similar application of WBNR Inc. March 24, 1965 initial decision looked toward this action. Action March 22.

OTHER ACTIONS

■ Review board members Berkemeyer, Slone and Kessler adopted decision on March 28 (1) granting application of Nelson Broadcasting Co. for new FM to operate on channel 249A (97.7 mc) in Kingston, N. Y. and (2) denying application of Ubiquitous Frequency Modulation Inc., for same facility in Hyde Park, N. Y. April 5, 1965 initial decision looked toward this action. Action March 30.

By memorandum opinion and order in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc., for new FM's to operate on channel 285 (104.9 mc) in Frankfort, Ky., (1) granted applicants' joint petition for approval of agreement whereby Capital Broadcasting would reimburse Capital News \$593 for out-of-pocket expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Capital News application; (3) granted Capital Broadcasting Corp's application; and (4) terminated proceeding. Member Kessler concurred with statement; Member Slone dissented with statement in which member Berkemeyer joined. Action March 30.

■ Review board in proceeding on applications of Brown Broadcasting Co. Inc. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, N. C., respectively, granted petition by broadcast bureau to extend time to April 15 to file responsive pleadings to petitions by Brown and Onslow Broadcasting Corp. to enlarge issues. Member Nelson not participating. Action March 29.

■ Commission on March 28 granted petition by Federal Communications Bar Association to extend time from April 8 to July 8 to file comments and from April 22 to July 22 for replies in matter of amendment of part 1 of rules of practice and procedure to provide for discovery procedures. Action March 28.

■ Commission on March 23 granted request by Minnesota-Iowa Television Co. Austin, Minn., to extend time, insofar as RM-838 and 918 only are concerned, from

in proceeding on WNAR's application. Action March 23.

■ In proceeding on applications of WMGS Inc. for renewal of license of WMGS and Ohio Radio Inc. for new station, both Bowling Green, Ohio, review board granted petition by broadcast bureau to extend time to March 31 to file responsive pleadings to motion by WMGS to clarify issue, or alternatively, to enlarge issues. Action March 23.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ Granted motion by Atlantic Broadcasting Co. to extend time to April 7 to file pleading responsive to motion for stay in proceeding on assignment of licenses to WOL-AM-FM Washington from Washington Broadcasting Co. to WOL Inc. By separate action, granted motion by Atlantic to extend time to April 14 to file pleading responsive to petition for reconsideration and/or modification of designation order. Action March 24.

By Chief Hearing Examiner James D. Cunningham

■ Dismissed without prejudice to filing of new pleading at appropriate time petition by Quality Radio to hold hearing at Superior, Wis., instead of Washington in proceeding on its applications to change operation of station WAKX Superior, Wis., and Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, and for assignment of license of WIGL to D. L. K. Broadcasting Co. Action March 24.

■ Designated Examiner Charles J. Frederick to preside at hearings in proceedings on applications of Gordon Sherman and Omicron Television Corp. for new TV stations to operate on channel 35 in Orlando, Fla. scheduled prehearing conference for April 18, and hearing for May 23. Action March 22.

By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for March 31 in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV's to operate on channel 29 in Buffalo, N. Y. Matters to be considered at prehearing conference will include but will not be limited to those placed in issue by action of review board on March 22 enlarging issues. Action March 23.

By Hearing Examiner James D. Cunningham

■ Granted petition by McLendon Pacific Corp. to extend time from March 25 to April 8 to file proposed findings, and from April 11 to April 25 for replies in matter of forfeiture liability of its station KABL Oakland, Calif., for apparent violations of Communications Act and commission rules admonished parties that requests for extension of new periods will not receive favorable consideration. Action March 22.

By Hearing Examiner Thomas H. Donahue

■ Formalized oral ruling made on record March 24 and continued hearing from April 18 to May 23 in proceeding on applications of Clay County Broadcasting Co. and The Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky. Action March 24.

By Hearing Examiner Millard F. French

■ Denied request by Boca Broadcasters Inc., to extend time to April 12 and 26 respectively, to file findings and replies and ordered that presently scheduled dates of April 5 and 19 to remain same in proceeding on its application for new FM in Pompano Beach, Fla. Action March 28.

■ In proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, Pa., granted petition by WWDS to extend time to file proposed findings and replies to March 31 and April 11, respectively; and further ordered that, in absence of extraordinary circumstances, no further extension for findings will be granted. Action March 24.

■ Granted joint request by Twin-State Radio Inc. and Richland Broadcasting Co. to continue to April 4 date for exchange of exhibits in proceeding on their applications for new AM's in Natchez, Miss., and Delhi, La., respectively. Action March 24.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Elbert H. Dean and Richard E. Newman and Charles W. Jobbins for new AM's in Clovis

and Grass Valley, Calif., respectively, granted petition by Jobbins for leave to amend his application to correct minor mathematical errors in computation of program percentages and times. Action March 30.

■ Upon joint request by all parties in proceeding on AM applications of Monroeville Broadcasting Co., Monroeville, and Miners Broadcasting Service Inc. (WMBA), Ambridge-Alquippa, Pa. rescheduled hearing of April 5 for March 31, and retained April 5 as date for further hearing. Action March 25.

■ On own motion, continued from April 7 to April 14 time to file findings and from April 18 to April 25 for replies, and closed record in proceeding on AM application of Charlottesville Broadcasting Corp. (WINA), Charlottesville, Va. Action March 28.

■ Denied motion by Monte Mar Broadcasting Inc., for indefinite continuance of hearing in proceeding on application of Central Coast Television to change trans. site of KCOY-TV Santa Maria, Calif., increase ERP and ant. height and make other changes. Action March 25.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras San Juan, and Mid-Ocean Broadcasting Corp., San Juan, P. R., in Docs. 14977-8, granted WRAI's request to schedule further hearing conference for April 6, and continued March 30 hearing to date to be established at further hearing conference. Action March 28.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Huntington Broadcasters Inc., WDAD Inc., and Clearfield Broadcasters Inc., for new FM's in Huntington, Ind., and Clearfield, Pa., respectively, granted request by broadcast bureau to extend time from March 28 to April 18 to file proposed findings, and on examiner's own motion, extended from April 7 to April 28 time for replies. Action March 23.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., TV Channel 9 proceeding granted joint motion by all applicants except one, in which remaining parties concur, to further continue hearing from March 31 to May 2. Action March 28.

By Hearing Examiner Jay A. Kyle

■ Pursuant to agreements reached at prehearing conference of March 23, directed that exchange of exhibits relating to designated issue no. 2 shall be accomplished on or before April 25, and continued without date hearing in proceeding on applications of Wilkesboro Broadcasting Co. and Wilkes County Radio for new AM's in Wilkesboro, N. C. Action March 24.

■ Granted request by D. H. Overmyer Communications Co. and scheduled certain procedural dates with further prehearing conference to be held June 6 in proceeding on its application and that of Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas. Action March 23.

By Hearing Examiner Forest L. McClintock

■ Scheduled further hearing conference

for March 30 in proceeding on application of Selma Television Inc. to move trans. site and increase ERP and ant. height of WSLA-TV Selma, Ala. Action March 25.

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, granted request by Storer Broadcasting Co. in behalf of all parties other than Broadcast Bureau, to continue procedural dates and continued from May 23 to June 27 date for resumption of hearing for purpose of ruling in legal objections to written exhibits exchanged. Action March 24.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to prehearing conference of March 29, scheduled certain procedural dates and hearing for July 6 in proceeding on application of Fidelity Broadcasting Co. for new FM in Monticello, Ind.

■ Granted petitions by Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for leave to amend their applications for new TV's in Chicago to specify operation on channel 38 in lieu of channel 50. Action March 29.

■ Pursuant to prehearing conference of March 24, scheduled certain procedural dates, with hearing to be held June 14, at location in area of Richmond, Ky., to be later specified, in matter of revocation of license of Tinker Inc., for WEKY Richmond. Action March 25.

■ In proceeding on applications of Seven League Productions Inc. for renewal of license of WIII and South Dade Broadcasting Co. and Redlands Broadcasting Co. for new stations, all Homestead, Fla. granted request by WIII to continue prehearing conference from April 5 to April 15. Action March 25.

By Hearing Examiner Herbert Sharfman

■ Granted request by broadcast bureau to further extend from March 25 to April 8 time to file reply findings and from April 8 to April 20 for response in proceeding on application of Southern Radio and Television Co. for new AM in Lehigh Acres, Fla. Action March 24.

By Hearing Examiner Sol Schildhouse

■ In Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding in Docs. 15835 et al., granted petition by Radio Catonsville Inc. to postpone hearing scheduled for April 1 and ordered resumption of further hearing for April 18. Action March 29.

■ On own motion, cancelled further hearing conference scheduled for April 5 in proceeding on applications of Midway Television Inc. and Allied Broadcasting Co. for new UHF TV's in Kansas City, until action is taken on pending agreement to settle competition for channel. Action March 30.

BROADCAST ACTIONS by Broadcast Bureau

Actions of March 29

Moyer Television Corp., Jacksonville, Ill.—Granted CP for new TV to operate on channel 14; ERP 251 kw vis., 26.9 kw aur., ant. height 430 ft.

KARD-TV Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City, all Kansas, KOMC(TV) McCook, Neb.—Granted mod. of licenses to change name to Kansas State

Broadcasting

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Network Inc. Includes adjunct stations and translator station K74CN Salina.

WORA Mayaguez, P. R.—Granted license covering installation of auxiliary trans.; remote control permitted; without prejudice to such further action as commission may deem warranted as result of proceedings in Docs. 15139-41.

***KIXE-TV** Redding, Calif.—Waived Sec. 73.613 of rules and granted CP to move studio location to Chico State College Campus, Chico.

WJRJ-TV Atlanta, Ga.—Granted mod. of CP to change frequency to channel 17; ERP to 447 kw vis., 87.1 kw aur., ant. height 1,090 ft., change type ant. and studio location.

Granted extension of completion dates for following stations: **WVOZ-FM** Carolina, P. R., to Sept. 1; **WCMR** Elkhart, Ind., to May 17; **KVEG-FM** Las Vegas, to June 1; **WDEA** Ellsworth, Me., to July 23; **WSNS-TV** Chicago, to Sept. 29; **KTVB-TV** Anchorage, to Sept. 29; **WMGZ-TV** Mayaguez, P. R., to Sept. 29; **WPSJ-TV** Ponce, P. R., to Sept. 29; **KGO-TV** San Francisco; to Sept. 29; **KAVE-TV** Carlsbad, N. M., to Sept. 29; **WABI-TV** Bangor, Me., to Sept. 29.

Actions of March 28

United Press International Inc., New York, N. Y.—Granted extension of authorization for wireline delivery of audio news service to **CKLW** Windsor, Ont., Canada and other Canadian stations and **XETRA** Tijuana, Mexico, and other Mexican stations.

WITA-TV San Juan, P. R.—Granted mod. of CP to change ERP to vis. 398 kw, aur. 39.8 kw; change trans. location; change type trans. and ant.; increase ant. height to 280 ft.; and make changes in ant. structure; conditions.

KPRO Riverside, Calif.—Granted license covering installation of auxiliary trans. **WMFM** Madison, Wis.—Granted license covering increase in ERP.

WANG Coldwater, Mich.—Granted license covering installation of new trans., increase in ERP, and specify type trans.

KVOL Lafayette, La.—Granted licenses covering increase in daytime power; installation of new trans.; specify previous trans. as main nighttime trans.; and operation of main nighttime trans. as daytime auxiliary trans. and main daytime trans. as auxiliary nighttime trans.; remote control permitted while using nondirectional ant.

WINK Fort Myers, Fla.—Granted license covering increased daytime power, installation of new trans. and ant. system, DA-D.

KCEE Tucson, Ariz.—Granted license covering changes in hours of operation and DA system.

WKCT Bowling Green, Ky.—Granted licenses covering change in nighttime DA pattern, main and auxiliary.

KSEY Seymour, Tex.—Granted license covering increase in daytime power, installation of new trans. and specify type trans.

WABR Winter Park, Fla.—Granted license covering change in hours of operation; install DA-N.

WEMB Erwin, Tenn.—Granted CP to change ant.-trans., studio, and remote control point location, make changes in ant. system and install new trans.; conditions.

WPRH Franklinton, La.—Granted mod. of CP to change ant.-trans. and studio location.

KPWB Piedmont, Mo.—Granted mod. of CP to change ant.-trans. location, specify studio location as same, and change type trans.

KGAS Carthage, Tex.—Granted license covering change in ant.-trans. location; delete remote control.

KLTI Macon, Mo.—Granted license for AM station and specify type trans.

WTRW Two Rivers, Wis.—Granted license covering change in ant. system.

WBIP Booneville, Miss.—Granted license covering increased daytime power, installation of new trans., and specify type trans.

Actions of March 25

KTUI Sullivan, Mo.—Granted license for AM station.

WVOG Boca Raton, Fla.—Granted license for FM station.

KNOE FM Monroe, La.—Granted license for FM station.

KPRC Houston, Tex.—Granted license covering installation of new alternate main trans.

WYSE Iverness, Fla.—Granted license covering change of type trans. and studio location at trans. site; delete remote control.

WPVL Painesville, Ohio.—Granted licenses covering increase in power, installation of new trans., DA-D, and specify type trans. (main), installation of new auxiliary trans. and specify type trans.

WCRW Chicago—Granted licenses covering increased daytime power and installation of new trans. (main), use of old main trans. as auxiliary daytime, alternate-main nighttime trans. at main trans.

WOXR-FM New York—Granted licenses covering change in ant.-trans. location, installation of new trans. and ant., increase in ERP and ant. height (main), and use of old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KLAC Los Angeles—Granted license covering increased nighttime power, installation DA-N, and change in nighttime DA system.

KSTL St. Louis—Granted license covering change in ant.-trans., studio, and remote control point location, and installation of new trans.

WTIG Massillon, Ohio—Granted license covering change in directional ant. pattern.

WDBC Escanaba, Mich.—Granted license covering installation of new auxiliary trans. and ant., DA-D; waived conditions remeasurement (auxiliary).

KTLO Mountain Home, Ark.—Granted license covering change in frequency, increase in daytime power, and installation of new trans.

WHBI Newark, N. J.—Granted license covering change in ant.-trans. location, installation of new trans. and ant., increase in ERP.

WCMJ-FM Ashland, Ky.—Granted license covering increased ERP, decreased ant. height, installation of new trans. and ant.

***WDFM** (FM) State College, Pa.—Granted license covering change in ant.-trans. location; installation of new type ant. new trans., remote control, changes in ERP and ant. height, and specify type ant.

***WGTS-FM** Takoma Park, Md.—Granted license covering increase in ERP and ant. height, installation of new ant., and changes in ant.-trans. location.

WRVB-FM Madison, Wis.—Granted CP to install new trans. and increase ERP to 50 kw; remote control permitted.

KFMU (FM) Los Angeles—Granted CPs to install new type ant. (main and auxiliary).

WTCA-FM Plymouth, Ind.—Granted mod. of CP to change studio location, operate trans. by remote control from studio location, change type trans. and ant.

WSAU-FM Wausau, Wis.—Granted CP to make changes in transmission line.

WDBN (FM) Medina, Ohio—Granted CP to increase vertical ERP to 118 kw.

WHIM-FM Providence, R. I.—Granted CP to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

WBON (FM) Milwaukee, Wis.—Granted mod. of license to change name of licensee to Industrial Sound Corp.

KHCB-FM Houston, Tex.—Granted mod. of licensee to Houston Christian Broadcasters Inc. of Texas.

WTVO Rockford, Ill.—Granted CP to change frequency to channel 17; ERP to visual 204 kw, aural 36.35 kw; type ant.; and decrease ant. height to 650 ft.

KCKT Great Bend, Kan.—Granted CP to change type vis. trans.; subject to compliance with Sec. 73.640 of rules.

KVAL-TV Eugene, Ore.—Granted mod. of license to reduce aur. ERP to 5.5 kw.

WEAU-TV Eau Claire, Wis.—Granted request for cancellation of license of auxiliary ant. system only.

KVTV Sioux City, Iowa—Granted request for cancellation of license of auxiliary ant. system only.

Granted renewal of licenses for following main stations and co-pending auxiliaries:

WACE Chicopee, Mass.; **WBME** Belfast, Me.; **WEEI** AM-FM Boston; **WERI** Westerlo, R. I.; **WINY** Putnam, Conn.; **WJDA** Quincy, Mass.; **WLAM** Lewiston, Me.; **WMMM** AM-FM Westport, Conn.; **WNHC** New Haven, Conn.; **WNLC** New London, Conn.; **WPLM-AM-FM** and **SCA**, Plymouth, Mass.; **WRUM** Rumford, Me.; **WCOP-FM** Boston; **WHRB** FM, Cambridge, Mass.; ***WCFM** (FM), Williamstown, Mass. and ***WPAA** (FM), Andover, Mass.

Granted change of remote control for **WAMY** Amory, Miss. (main transmitter), and **WWCA**, Gary, Ind.

Remote control permitted **WTAR-FM**, Norfolk, Va., and **KTBC**, Austin, Tex. (auxiliary and alternate main transmitter).

KTAC-AM-FM Tacoma, Wash.—Granted assignment of license to Radio 850 Corp. (parent corp.).

Granted assignment of licenses of following New York stations from Chenor Communications Inc. to C & U Communications Corp. (parent corp.): **WMCR** Oneida; **WMIV** (FM), CP and SCA, South Bristol; **WBIV** (FM), CP and SCA, Weathersfield Township; **WEIV** (FM) and SCA, Ithaca; **WJIV** (FM) and SCA, Cherry Valley Township; and **WOIV** (FM) and SCA, DeRuyter

Township.

Actions of March 24

KABC Los Angeles—Granted CP to install alternate main trans. at main trans. location.

KICO Calexico, Calif.—Granted CP to make changes in ant. system; conditions.

KOMA Oklahoma City—Granted CP to make changes in DA system.

WNJR Newark, N. J.—Granted CP to install alternate main trans. at main trans. location.

WATR-TV Waterbury, Conn.—Granted mod. of CP to specify type trans. and re-describe trans. location as Peach Orchard Road, 2 miles north of Clark Hill Road, near Prospect.

Granted mod. of CP to reduce aur. ERP of **WILL-TV**, University of Illinois Board of Trustees, Urbana, Ill., to 63.1 kw, and granted extension of completion date to Sept. 23.

Granted mod. of licenses to reduce aur. ERP of following TV's: **WHNT-TV** Huntsville, Ala., to 79.4 kw; **WTCN-TV** Minneapolis, to 31.6 kw; **KVIQ-TV** Eureka, Calif., to 12 kw and modify type ant. trans.; **KTVK** Phoenix, to 15.1 kw and change type ant. trans.; **KUTV** Salt Lake City, to 9.12 kw; ***KTCA-TV** St. Paul, to 10 kw; ***KAET** Phoenix, to 16.2 kw; ***KVIE** Sacramento, Calif., to 17.8 kw; and ***KWSC-TV** Pullman, Wash., to 33.1 kw.

Granted extension of completion dates for ***KETS** (TV) Little Rock, Ark., to Sept. 23, and for **WNHC-TV** New Haven, Conn., to Sept. 23.

***WACS-TV** Dawson, ***WABW-TV** Pelham, ***WDCO-TV** Cochran, all Georgia—Granted mod. of CPs to change ERP to vis. 363 kw, aur. 36.3 kw, and make slight changes in geographical coordinates for **WABW-TV** and **WDCO-TV**.

WORA-FM Mayaguez, P. R.—Granted CP to replace expired permit to change ant.-trans. location, type trans. and ant., and make changes in ERP and ant. height.

KCHF-FM Coachella, Calif.—Granted CP to replace expired permit to change type trans. and make changes in ant. system, ERP, and ant. height.

KDHL Fairbault, Minn.—Granted license covering increased power, installation of new trans., change in ant.-trans. location, and changes in ant. and ground system; specify type trans.; conditions.

WCIX-TV South Miami, Fla.—Granted mod. of CP to change studio location to 5220 Biscayne Blvd., Miami.

WJRZ Newark, N. J.—Granted mod. of CP to change nighttime site to Hackensack and specify studio location same as trans. location; conditions.

KATZ St. Louis—Granted mod. of license to operate trans. by remote control (main trans.); conditions.

Granted renewal of licenses for the following main stations and co-pending auxiliaries:

WABI-TV Bangor, Me.; **WAGM-TV** Presque Isle, Me.; **WBZ-TV** Boston; **WCAX-TV** Burlington, Vt.; **WCSH** Portland, Me.; **WGAN-TV** Portland, Me.; **WHCT** (TV) Hartford, Conn.; **WHNB-TV** New Britain, Conn.; **WHYN-TV** Springfield, Mass.; **WIHS-TV** Boston; **WJAR-TV** Providence, R. I.; **WLBZ-TV** Bangor, Me.; **WMTW-TV** Poland Spring, Me.; **WNAC-TV** Boston; **WNHC-TV** New Haven, Conn.; **WPRO-TV** Providence, R. I.; **WRLP** (TV) Greenfield, Mass.; **WTIC-TV** Hartford, Conn.; **WWLP** (TV) Springfield, Mass.; ***WCBT** (TV) Augusta, Me.; ***WEDH** (TV) Hartford, Conn.; ***WEDH** (TV) Hartford, Conn.; ***WENH-TV** Durham, N. H.; ***WGBH-TV** Boston; ***WMEB-TV** Orono, Me.; ***WMED-TV** Calais, Me.; ***WMEM-TV** Presque Isle, Me.; **WATR-TV** Waterbury, Conn.

Actions of March 22

WHYZ Greenville, S. C.—Granted assignment of CP to Maximum Power Radio Inc. stock transaction.

KLAC Los Angeles—Granted CP to make changes in DA pattern.

Actions of March 21

Remote control permitted following stations: **KDOX** Marshall, Tex.; **KBEY** Kansas City, Mo.; and **WNOH** Raleigh, N. C.

Granted renewal of licenses for following main stations and co-pending auxiliaries: **WALE** Fall River, Mass.; **WARA** Attleboro, Mass.; **WAVZ** New Haven, Conn.; **WBEC** Pittsfield, Mass.; **WBRK** Pittsfield, Mass.; **WCAT** Orange, Mass.; **WCCC-AM-FM**, Hartford, Conn.; **WCNL** Newport, N. H.; **WCNX** Middletown, Conn.; **WCRB-AM-FM** and SCA, Waltham, Mass.; **WDEV** Waterbury, Vt.; **WDEW** Westfield, Mass.; **WDOT** Burlington, Vt.; **WDRM-AM-FM**, Hartford, Conn.; **WEGP** Presque Isle, Me.; **WEIM** Fitchburg, Mass.; **WELI** New

(Continued on page 137)

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RADIO

Help Wanted—Management

Florida, daytimer, one station growing market wants manager with proven record. Good salary with high incentive. Box C-234, BROADCASTING.

Ready to move up? Need selling manager, small Indiana market liberal commission \$20,000 year potential. Box C-272, BROADCASTING.

Manager for Texas good music station. Wanted: A Sales oriented broadcaster ready to step into management of a "middle of the road" station, one of a dual ownership, in an exciting Texas city of over 60,000 considered by many as one of the most progressive communities in the country. Excellent living and working conditions. Attractive financial opportunity with salary and commissions commensurate with ability. Box D-13, BROADCASTING.

Top salesman? Pigeon holed? See no future? We need a "go-getting" general sales manager for our top rated, upper mid-west, fulltime, modern music station. Excellent guarantee. beautiful city, college town. Box D-56, BROADCASTING.

General manager for long established AM-FM station in northern Ohio city of 25,000. Thoroughly seasoned in sales and administration. Yet energetic and creative in terms of programing and community relations. Excellent physical plant and professional staff. Single station market. Attractive incentive program with expanding group operation. Previous station management required. Send complete resume in confidence to Milton Maltz, P. O. Box 489, Mount Clements, Michigan. Available at NAB Convention.

Sales

Those presently in the midwest interested in a top Missouri small market sales opportunity write to Box C-24, BROADCASTING.

Wanted—young sales manager for small aggressive Ohio station. Good working conditions and incentive plan. Box C-52, BROADCASTING.

Salesman with imagination and ambition needed for new fulltime major market Ohio radio station. Box C-101, BROADCASTING.

Deep south station will pay \$10,000 guaranteed to top radio salesman who can show a real sales job. Eventually he will have a shot at an assistant manager's job and possible management. Must have well proven record of stability and sales. Write giving complete details. Box C-201, BROADCASTING.

Florida major market Gulf Coast Ten Thousand water looking for a solid salesman. Young and eager! Prefer man now living in Florida. Send complete resume and references. Box C-224, BROADCASTING.

Advertising salesman for St. Louis radio station. Salary plus liberal commission. The person selected will have opportunity for rapid advancement to sales manager; but you must prove yourself first. You must be well experienced in selling radio time with a good record. Recommendations from past employers will be checked thoroughly. Give us full details with your first letter. They will be held in strictest confidence. Box C-269, BROADCASTING.

Sales—(Cont'd)

Sales manager, California daytimer, excellent in sales, station promotions, community predisposed. Excellent salary, incentives, bonuses. Box C-295, BROADCASTING.

Southern California—Multiple group extremely successful operation necessitates additional salesman. Unusual opportunity with management possibilities. Applicants will be carefully screened. Box D-85, BROADCASTING.

New York area—Aggressive young man for radio airtime sales in growing New Jersey/New York market. Base salary plus commission. Only hard workers interested in a challenging career need apply to New York area's leading suburban FM stereo station. Phone WDHA-FM, Dover, New Jersey 201-366-3424.

Key personnel are continually being promoted to management and ownership positions in our mid-west family stations. Current expansion opens opportunities in sales. Contact WISM, Radio, Madison, Wisconsin.

Account executive wanted—for expanding sales staff. Need aggressive man to take over large account list and make it larger. This is Illinois' fastest growing area. Need a good man to join our family. A great opportunity for a man with a good record to settle down. Guarantee and commissions, plus many benefits. For details, write Chuck Riehl, Sales Manager, WLPO AM-FM Box 215, LaSalle, Illinois, or call 815-223-3100.

Immediate opening for salesman at Religious formatted station. Send complete resume to: Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

New Management of full-timer in Manitowoc, Wisconsin needs three good salesmen. Excellent opportunity. Alert, growing organization. Good account lists. 20% commissions. Send resume to Manager 1204 North Eleventh, Manitowoc, Wisconsin.

Announcers

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines salary. Send resume and tape to Box C-25, BROADCASTING.

Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-92, BROADCASTING.

Combination AM announcer and position of responsibility in FM operation. Good music, CBS affiliate, New York State. Mature voice with good sense of production. Tape & resume. Box C-160, BROADCASTING.

Midday deejay, experienced. Small Ohio market; starting salary \$90. Send tape and resume to Box C-186, BROADCASTING.

Top 40 dj—Major market. Exciting station. Ideal living conditions. No kooks or characters. Prefer family man. Send documentable resume, references and recent picture. Box C-187, BROADCASTING.

\$150.00 weekly—as program director of central states FM station. Must be competent engineer with 1st phone and FM engineering experience. Good announcer with minimum 3 years experience. Able to handle C&W, pop adult, and top 100. Send detailed resume of employment background for past 3 years. This is a permanent position with room to grow. Prefer family man from Illinois, Iowa or Missouri. Box C-196, BROADCASTING.

Announcers—(Cont'd)

Red hot blues and jive disc jockey for Negro programed station. Experience in similar station important. Your ability to do modernized version of rhythm and blues show important. Box C-202, BROADCASTING.

3 stations, and still growing; expansion creates opportunity and challenge for announcers, engineers and salesmen. Grow with us, send experience resume, tape to Box C-257, BROADCASTING.

Full time Indiana AM will have openings for announcer, 1st ticket, and a commercial man this spring or early summer. Attractive remuneration and working conditions. Congenial staff. Responsible individuals only need apply. References exchanged. Inquiries confidential. Box C-268, BROADCASTING.

1st phone announcer, some maintenance. Indiana FM station. Box C-273, BROADCASTING.

Major market 3 kw will entertain employing radio school graduate as trainee. Box D-19, BROADCASTING.

Midwest metro daytimer has permanent position open for announcer some sales experience. Excellent salary, commission. Modern C&W format. Box D-40, BROADCASTING.

Hidden in the announcers booth? Want to move into sales, learn all phases of radio in a small market. Immediate opening for man that is ready to move up into radio. Send tape and background information in first letter. Box D-53, BROADCASTING.

Top 40 personality, afternoon drive time. Important medium-large station, Great Lakes area, No. 1 rated. Tape & photograph will get you immediate answer. Box D-78, BROADCASTING.

Announcer-dj, minimum 6 months experience. Can earn extra income in sales. Also need news director. Box D-81, BROADCASTING.

Talented morning man for progressive small town New York State station. Commensurate salary. Box D-83, BROADCASTING.

Needed immediately. Announcer with local news gathering and writing experience. Contact L. Dean Holford, KGUL, Port Lavaca, Texas.

Denver's high rated "uptown" country/western station, KLAQ, has immediate opening for good air and board man with first phone. Neither country music experience nor engineering ability required. Join a great staff as we occupy our new quarter million dollar plant. Send complete tape, resume and references to Ed Scott.

Announcer with experience in continuity, play-by-play, sales or news. KLTI, Macon, Missouri.

Need permanent staff announcer for 50,000 watt good music station. Possibly some sports or TV work. Send returnable tape, snapshot, salary & full details to Manager, KSWB, Roswell, New Mexico.

Immediate opening for experienced announcer for KTIB-AM & FM stereo Thibodeaux, La. College town, 50 miles southwest of New Orleans. Call Raymond Saadi, 504-447-9006.

Announcers—(Cont'd)

Aggressive station in progressive community seeks early morning man to double in sales. We're number 1 and need a man to provide bright morning listening. Good pay, pleasant working conditions and security are offered to the right man willing to settle down. Send tape and complete resume in first reply to Manager, KWHK, Hutchinson, Kansas.

Tampa's top "top 40" 10,000 watt station wants bright, happy morning deejay. Great opportunity for creative performer. Tape, resume, references, photo to manager, WALT, Tampa, Florida.

Immediate opening, experienced, adult music . . . afternoon and evening, week days. Send tape to, Sam Elman, WATR, Waterbury, Connecticut. May be opportunity in TV too.

Sharp wake-up man with big smile, production know-how. Tape, resume to: WAZY, Lafayette, Indiana.

Wanted—1st class combo man for middle of the road music, network station. No rock. Experience a must. Top pay for right man. WENR Beacon, N. Y.

Wanted immediately—Announcer with 1st phone for daytime directional, Hartford market. Call WEHW, 203-688-5291.

Need good country music dj for 100 percent country music station in Daytona Beach, Fla. Contact Jerry Norman, Manager, WELE, 904-767-1131.

Kentucky—Have opening for C&W dj, airwork with some sales, continuity, news . . . permanent position . . . Immediate opening . . . family man only . . . Tapes & references to: Keith Buck, WEZJ, Williamsburg, Kentucky.

Chicago classical music station, WFMT, is seeking a staff announcer. Must handle pronunciations easily and have a pleasant, unaffected delivery. Good starting salary, benefits. Send non-returnable tape to Mr. Robinson, WFMT, 221 N. LaSalle St., Chicago, 60601.

Announcer: Who can run own pop show, contest, remotes, need first class ticket. WJDY, Salisbury, Maryland. Norman Glenn, Pioneer 2-5191.

WJTO, Bath, Maine wants darn good announcer and all-around broadcaster for middle of the road operation. 6-day, 40 hour week. Send tape to Winslow Porter, with resume and state minimum salary requirement.

Immediate opening for talented top 40 showman. Afternoon traffic & MD. Must be tight, bright and creative with a flair for news and production. Send tape, photo, resume and salary requirements to WKAZ, P.O. Box 871, Charleston, W. Va. or call Gary Palent, Operations manager at 343-4556. Sorry no collect calls.

Modern C&W format needs tight dj to handle some production. 1st opening in years. Call or write John Jacobs, WKTC, Charlotte, North Carolina.

Announcer—top 40 pace; resume, tape and photo. WLDR-FM, Traverse City, Michigan.

Peak time, tight board production announcer needed end of April. Permanent. Good working conditions in beautiful tourist area, small but progressive community near Pennsylvania Grand Canyon. Send resume, audition tape to John A. Fay, WNBT, Wellsboro, Pa.

WNCG-WKTN FM Stereo will have an opening for a morning announcer who will fit into our format of good, middle of the road music and strong, local news operation. Our morning man is moving into sales in WKTN FM Stereo. We require a mature, intelligent announcer with good taste in adult music programming. Starting salary \$115, 40-hour week, for qualified announcer. Please do not apply unless you have minimum of 3 years experience. Charleston market over 400,000. Send tape, photo, resume to A. D. Cohen, Jr., WNCG, P.O. Box 5758, North Charleston, S. C.

Announcers—(cont'd)

\$135 a week to the best first phone, good music announcer we find to work in the best location in the nation. WPVL, Painesville, Ohio.

Immediate opening for announcer at Religious formatted station. Send tape and qualifications to Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Two radio-television announcers wanted: Send resume, salary requirement and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

Announcer, sportscaster, 1st phone preferred, call WTRE 812-663-3000.

Experienced announcer preferably with news gathering experience for AM-FM station. Include experience details and 7½ tape with reply. WVSC, Somerset, Pennsylvania.

Draft has created immediate opening for announcer-engineer, 5 kilowatt. Phone 606-474-5144.

Experienced announcer wanted by top rated station. Good salary to man willing to work hard and put out quality programing. Room for advancement in growing organization. Gem Radio Stations, Box 767, Winonah, Minnesota.

Combination announcer/first phone. Daytime station adjacent to Washington, D. C. Experience in production. Format: good music album standards. Salary open for right man. Interview necessary. Send tape, P.O. Box 666, Herndon, Va. 703-437-1440.

FM stereo announcer wanted for good music station in coastal South Carolina. Telephone area code 803—524-3050 after 6, and weekends 524-7575.

2 Experienced announcers for 5 kw AM, 50 kw FM, combined operation. Send audition and complete resume with references & photo to: Donald E. Knowles, Pres., Coastal Broadcasting Co., Inc., 68 State St., Ellsworth, Maine.

Immediate opening for experienced announcer on the top 40, No. 1 station in Green Bay, Wisconsin. No screamers. Send tape, resume and etc., to Box 36, Green Bay, Wisconsin.

Experienced announcer must be versatile . . . copy, production, special events, etc. 5000 watt Florida station. Send resume, tape and photo to Box 790, Eustis.

Alive, bright, swinging 10,000 watter needs experienced, mature announcer-newsman who can work any format. Must be responsible and eager to associate with expanding and dynamic organization. Only professionals need apply. Send tape and resume immediately to Box 1040, Anchorage, Alaska.

Top 40 personality with 3rd lic for N. H. station. DJ & Logging experience required. Send tape, pic, resume to Box 448, Nashua, N. H.

New management of full-timer in Manitowoc, Wisconsin needs four good staff announcers. One sports announcer, one news reporter. Excellent opportunity, better than average income. If you are good and steady please send audition tape and resume to Manager, 1204 North Eleventh, Manitowoc, Wisconsin.

Technical

Chief engineer-announcer. Full maintenance for metropolitan daytimer. Excellent growth opportunity. Box C-204, BROADCASTING.

Assistant chief engineer. Major market. East coast. Pleasant living. DA-2 array. Up to \$150.00. Box C-251, BROADCASTING.

Engineer-1st class ticket qualified to completely maintain AM station plus associated fleet of motor vehicles with two-way Motorola equipment. \$125.00 per week. Northeastern United States. Top station medium market. Box C-266, BROADCASTING.

Technical—(Cont'd)

First phone for transmitter shift at 5kw AM and 50 kw FM stereo. Must have car. Experience not necessary. Contact Jim Davis, Radio station WAJR, Morgantown, West Virginia, phone 304-292-9488.

Chief engineer—Experienced in directionals. Should be able to do some announcing. Excellent working facilities and equipment. Send resume and tape plus references to WCLU, First National Bank Building, 4th and Walnut Streets, Cincinnati, Ohio.

Immediate opening first phone transmitter operator. Excellent opportunity at 10 kw directional. State salary requirements. WDBC, Escanaba Michigan.

Wanted, Reliable engineer-announcer combo man. Ideal chance for beginner College town. Contact WJAM, Marion, Alabama.

First class engineer-announcer, \$105.00. Middle of the road. WMVR, Sidney, Ohio.

Maryland station needs man with first class license. No maintenance . . . limited air shift. Call collect 301-761-7197.

Wanted-announcer with first phone ticket. No maintenance, Martinsville, Virginia. Write or phone Arnold Terry. Day—Bassett, Va. 703-629-2509, night—Collinsville, 703-647-8493.

Why buy new cart tapes? Lik-Nu Cart Corp. rebuilds them in five days . . . We service the midwest . . . Any size just 90¢. Lik-Nu Cart Corp., Box 2608, Fort Wayne, Indiana.

News

Radio Correspondent wanted to join actual news staff in Germany. Must translate German to English. Brushup course might be arranged for right man with international news ability. Send complete resume, tape. Box D-9, BROADCASTING.

Assistant news director for radio section of award-winning radio-TV news operation. Medium-size northeast market. Good voice and brisk delivery a must. Tape, resume, news copy to Box D-58, BROADCASTING.

A major Gulf coast radio station with emphasis on news is expanding. Immediate openings now for competent newsmen who are able to secure news, to airing it. Experience desirable but will consider young men with a desire to learn and develop. Please send brief news tape and all background particulars to Box D-73, BROADCASTING.

Somewhere there is an announcer who yearns to be a news director. Good working conditions . . . lots of fringe benefits. KMMO, Marshall, Missouri.

Action oriented news department looking for hard hitting digger. We're strong on actualities and aggressiveness. Number one station in market. Hearts of Wisconsin chain. WISM, Box 2058, Madison, Wisconsin.

Wanted—News director. Excellent opportunity for man with good news background who can operate board. Send audition tape, picture, and resume to Blair Eubanks, WPAQ, Mt. Airy, N. C. 10,000 watts 740 kc.

Top flight experienced newsman to join "total talk" station in Detroit. Ability and initiative to seek out, write and deliver suburban and big city news. Energy, intelligence and dedication can be your key to a successful career with an expanding group operation. Contact General Manager, WTAK, Detroit's conversation station, area code 313-535-6333.

Production—Programing, Others

Program director, deep south station, who has ideas and experiences in top forty format. You must have complete understanding of operations of equipment and have ability to cut commercial spots and develop good prize contest ideas. Annual salary in top four figures to start, with merit raises at regular intervals. Give complete details of experience and outline of ideas you have developed. Box C-203, BROADCASTING.

Production—Programing, Others

continued

Merchandise and sales promotion-girl. Major market. East coast. Exciting city. Pleasant living. Send background data and picture. Box C-253, BROADCASTING.

Radio farm director for midwest university station. Masters degree preferred—college degree required. Land grant university. Top salary and other benefits. Send resume. Box C-254, BROADCASTING.

Afternoon drive personality needed by quality station in eastern 700,000 market. Modern format. Man must be production, promotion and music oriented. Top 40 experience no drawback. Age no factor. Must be articulate—have good judgment. We want a "good sense of humor"—no jokes. Interesting, concise talk—not dribble. Preparation is a must. Five figures to start. Some TV once #1 radio show is built. Exceptional potential for market size. Professionals only. Please send resume, picture and tape to: Box C-270, BROADCASTING.

Trafficgirl, Metropolitan Washington, D. C. station. Pleasant living. Send resume, picture and references. Box C-252, BROADCASTING.

Unusual career opportunity for Program Director with proven track record. A leading major market station needs a man to take charge of its full program operation. If you are currently either the number one or number two program man at a major market station, and have demonstrated your ability to successfully program either a modern popular music or a middle of the road station, you could be our man. Salary high and opportunity unlimited. Write Box D-1, BROADCASTING, giving your complete professional and personal resume.

Traffic manager for leading AM & FM radio station in major market. Excellent company benefits. Top dollar for right person. Reply to Box D-26, BROADCASTING.

Copywriter-traffic. If you can work in recording spots etc., broadcast conscious so much the better. Rush samples of work, audition tape, work records, references to WCLU, P. O. Box 1641, Cincinnati, Ohio.

Immediate sports opening—Last man here 5 years. 50 plus—play-by-play basketball & football games and afternoon record show. Good pay for right man. Send tape, references, and salary requirements to William M. Winn, Program Director, WESB, Bradford, Pa.

Key personnel are continually being promoted to management and ownership positions in our mid-west family stations. Current expansion opens excellent opportunities in news and commercial production. Contact WISM Radio, Madison, Wisconsin.

RADIO

Situations Wanted—Management

Manager, major market, smaller station—successful, heavily sales oriented, will consider good potential. Box C-211, BROADCASTING.

*A challenge is fun. So is money. Let's have fun together. Box C-288, BROADCASTING.

Small market general manager seeks position—Manager, sales manager, medium, major market. Young, aggressive, hard working, enthusiastic, experienced in overall station management, family man, proven community leader. Excellent references, resume. Box D-2, BROADCASTING.

You can't beat experience and success! General manager, sales oriented, desires move to southern Florida major market. Owns one successful station. Young enough to get the job done . . . 41. B. S. degree in Broadcasting. Box D-15, BROADCASTING.

Aggressive, young, successful account executive in top fifty market has reached advancement potential. Seeks position as commercial or general manager. Outstanding sales record. Married. Box D-25, BROADCASTING.

Situations Wanted—Management

Continued

Aggressive young manager desires position in small or medium market. Excellent past record, family, references. Station worked for sold. Need \$165 per week, plus commission. Will wait for right position. Box D-27, BROADCASTING.

Station owner! I'm looking for the chance to step up. Eight years experience in programming, production and sales, in both radio and television. Married, young, aggressive and willing to work. Would like to talk management with you. Box D-65, BROADCASTING.

Versatile, experienced broadcaster! 15 years all phases radio management, sales, programming, production, announcer, 1st class license. Desire return managership small-medium market. College grad, age 40, married, two children. Available June 1st. Personal interviews, business-character references, resume upon request. Phone GR 1-9769. Address: Lake Minnetonka, Route 1, Box 167, Wayzata, Minnesota.

Sales

Finished military, degree, single, 8 years experience, 2 sales. Want northeast, June start. Box D-57, BROADCASTING.

Salesman-sportscaster, proven record, references, desires college-professional sports, medium-large market. Box D-63, BROADCASTING.

Situations Wanted—Announcers

Wanted 1966 Baseball play-by-play position. Tape, references available. Box C-152, BROADCASTING.

Let me entertain you. Attention top 15 markets, top rated personality looking and listening. Currently holding largest audience share on drive time show plus programming director of number one Hooper/Pulse top 40 outlet. Would like to do the same for you in either capacity. Box C-215, BROADCASTING.

Contemporary jock with #1 ratings, first ticket—family man. Want security. Box C-258, BROADCASTING.

All American top 40 good guy at a metropolitan powerhouse available. Box C-264, BROADCASTING.

Seasoned all-around man announcing—1st-service prefer Carolina. Box C-284, BROADCASTING.

Outstanding professional C&W dj will consider excellent offer. Box D-3, BROADCASTING.

Top 40 . . . ambitious, young, creative deejay. Tight board. Box D-4, BROADCASTING.

1st phone/qualified/Send jock/pd offer to Box D-6, BROADCASTING.

1st phone! Where the Heck is my Big break? Talent all phases! Help. Box D-7, BROADCASTING.

Girl dj—recent school graduate—wants country music station experience. Box D-8, BROADCASTING.

zzzZap! Announcer . . . copywriter . . . traffic . . . One man station! \$125. Bargain. Box D-12, BROADCASTING.

Ambitious—northeastern R&B; contemporary — promoter-personality. Third, 24, relocate immediately. Box D-14, BROADCASTING.

Beginner—progressive top 40's, production oriented dj, programming and music directorship knowledge; endorsed third: Draft exempt. Box D-16, BROADCASTING.

If you program and believe in contemporary music. I am interested in becoming a permanent part of your operation. I have six years experience as a top forty personality, and two years as program director. Have been at present position over three years. I also write copy, and do tight production, Prefer west or southwest. Box D-17, BROADCASTING.

Announcers—(cont'd)

First phone announcer-draft free. Experienced; top 40 or adult; references; Available April 15. Good engineer as well as announcer. Want permanent position. Box D-20, BROADCASTING.

Announcer-top 40. Three years middle of road experience. Capable disc-jockey, newsman, and play-by-play announcer. Interested in any combination. Military obligation completed. Want medium market, in a good city. Presently employed, am available within reason. Prefer midwest, but will relocate. Box D-21, BROADCASTING.

Recent big ten athlete graduate, married and draft free. Experienced play-by-play football, basketball, baseball, and wrestling. 3rd class ticket. Box D-22, BROADCASTING.

Wanted: Beginning announcing—music director position with small market "top 40" station. Qualifications; first phone (no maintenance) — college degree — draft exempt, broadcasting school graduate. Knowledge of popular music. Box D-31, BROADCASTING.

Excellent staff announcer, mature, family, college, stable, \$175. Box D-32, BROADCASTING.

Need a night man? First phone, experienced, veteran. Desires to attend college. Large market only. Box D-33, BROADCASTING.

Young Negro disc jockey wants to settle. Bright air personality. Box D-41, BROADCASTING.

Pop-music, format, personality. Want job in bigger market. Box D-43, BROADCASTING.

Mature radio school grad experience mobile trans. Prefer southern Calif. Staff announcer if possible. Vacation etc. Box D-44, BROADCASTING.

Announcer with three years commercial experience desires new position after receiving BS degree in May. Also, sales and news experience. Married. Box D-48, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box D-51, BROADCASTING.

Top 40 personality looking for 8 to midnight slot in midwest market around middle of May. News, production, some programming. Good references, military completed. Box D-54, BROADCASTING.

California top 40—young first phone rock jock—1½ yrs. experience—deep voice—fast paced—presently employed. Box D-55, BROADCASTING.

DJ-announcer, newscaster, broadcast school graduate, draft free, will relocate. Box D-59, BROADCASTING.

6 years major markets—good ratings—versatile, Top 40, modern, country, mid-road. Young family man will exchange showmanship, hard work, loyalty for reasonable security—good pay. Extra first phone. Call 512-433-8540 or Box D-61, BROADCASTING.

Used jock in original container. First phone tattooed on chest. Production ace-telephone talk show experience. South-west only. Soon!!! Rick O'Shea—617-799-0582 or Box D-66, BROADCASTING.

DJ announcer. Experienced. Authoritative newscaster. Family man wants to settle. Not a prima donna. Box D-68, BROADCASTING.

Combo dj, authoritative newscaster, experienced Negro. Will relocate. Married, Not a drifter or Prima donna. Box D-69, BROADCASTING.

Top Negro jock—experienced 400,000 plus metropolitan market seeks solid progressive R&B station slot. Assets: Draft exemption (married), experience, salesman, engineer, endorsed third class, administrative capabilities, polished delivery, interpretive newscaster, copywriter . . . for resume and tape, write now. . . . Box D-70, BROADCASTING.

Tiger—Top 40's—Beginner dj. Creative production, programming and music director capabilities. Endorsed third, draft exempt. Box D-71, BROADCASTING.

Situations Wanted—Announcers

Continued

Announcer—strong on commercial delivery—
young married, will relocate endorsed 3rd,
Box D-74, BROADCASTING.

DJ-announcer. Experienced. Mature, willing
to locate as required. An authoritative news-
caster. Box D-75, BROADCASTING.

College student desires summer work . . .
1st phone . . . 2 years commercial experi-
ence . . . versatile. Box D-76, BROADCAST-
ING.

Top 40, 1st phone. Fully experienced. Cur-
rently news director. Want major market.
Box D-77, BROADCASTING.

Roy Star available for employment/Top 40
RSVP/Box D-80, BROADCASTING . . .
good luck. . . .

Major contemporary: Highest afternoon
ratings in station's history. Now out—format
change. Mel Phillips. 3107 Euclid Avenue,
Tampa.

School teacher wants summer job . . . good
voice . . . music expert . . . reliable . . . first
phone . . . J. King, P.O. Box 1361, San
Pedro, Calif. 90733.

Announcer—7 years top 40 & middle road
experience. Strong on news & voice prod.
Seeking staff job with solid west coast sta-
tion. Call or write Hal Walls, Cal-Bur
Agency member of Snelling & Snelling,
301 E. Olive Ave., Burbank, Calif. (213)
843-3111.

Top 40 only—1st ticket. 3½ years experi-
ence, prefer west, tape & resume. George
Leaf. Rt. 2, Box 68, Layton, Utah, (801) 376-
9143.

Country and western personality with
twangy southern sound. Relaxed, easy-going
approach. School trained. Can write copy.
21, single, in wheelchair. Prefer warm
climate. Davie Houser, 940 Firetree, North
Palm Beach, Florida.

Professional announcer entertainer. Started
announcing '46. No Jack Benny or Arthur
Godfrey, but can present successful happy
entertaining talk and music programs re-
gardless of competition or can follow
straight format. Can give or take orders.
Average person. Dependable. Cooperative.
Family. Employed. Reasonable salary. Pre-
fer southern or western states. 1236 Elm.
Webster City, Iowa.

Top 40 deejay-engineer, four years experi-
ence, 1st phone, ready to move. 502-447-2779.

Wanted—Position as newsmen or announcer.
Good voice—four years experience. Will re-
locate. Write D. Hickok, YMCA, Lowell,
Mass.

Negro dj and newscaster. 3 years experi-
ence. Graduated from New York School of
Announcing and Speech. Write Al Williams,
733 Chauncy St., Brooklyn, N. Y. 11207, call
212-453-2556.

Technical

Chief engineer available. Presently em-
ployed. Twelve years TV experience. Will
consider any area. References available.
Reply to Box D-79, BROADCASTING.

First phone, AM-FM-TV experience. Avail-
able immediately. Phone 215-BA2-9667
afternoons 3:30-5 E.S.T. only.

News

Newsman. College graduate. Thoroughly
experienced all phases radio news. Box
D-67, BROADCASTING.

Experienced newsman available June 6th.
Contact: Mike McKay, 2580 Wood Drive,
Beloit, Wisconsin 53511.

Production—Programing, Others

Separate FM programing? Creative program
format technician experienced in all FM
operations in major metro markets will pro-
duce customized schedule for your audi-
ence. Box C-195, BROADCASTING.

Radio-TV medium market sports director
wants move up. Heavy on play-by-play.
Box C-241, BROADCASTING.

Sports director, radio-TV, ten years experi-
ence. Desires heavy sports programing,
play-by-play. Medium or Major markets.
Midwest. Present employer is my best
reference. Box D-10 BROADCASTING.

Creator . . . 14 years programing, sales,
management, first phone, 32, married, Vet.
\$15,000. Interviews. Box D-23, BROAD-
CASTING.

Operations manager/pd—Presently employ-
ed top ten market East coast. Sales oriented
—cost conscious—13 years experience an-
nouncing—programing—production traffic—
1st phone—completely familiar with F.C.C.
requirements. Box D-30, BROADCASTING.

Copywriter-announcer. Quality copy. Good
commercial and news voice. Southwest
preferred. Presently employed. Box D-39,
BROADCASTING.

News-sportscaster. 6 years experience. Per-
manent only. Prefer midwest. Box D-49,
BROADCASTING.

Enthusiastic, take-charge PD-operations
mgr. seeks career opportunity with estab-
lished, progressive station or group. Able
administrator, effective organizer, good de-
tail man. Know music, work well with
people. Polished airman. B.A., M.S. degrees.
stable family man, 28. Box D-52, BROAD-
CASTING.

Available immediately—promotion man-
ager, radio or television. Expert in audi-
ence and sales promotion, P.R. Publicity,
exploitation and merchandising. Experi-
enced in large market, major chain opera-
tions. Quality references. Box D-60,
BROADCASTING.

Ready for program director. Good voice,
excellent production, married, mature. De-
pendable. Want Florida or southeast. Must
have a living wage. Box D-64, BROAD-
CASTING.

TELEVISION

Help Wanted

Sales

Group TV station, major northeastern mar-
ket seeks young aggressive salesman tops
in present position but has no place to grow.
Excellent opportunity. Complete details
first letter. Box C-130, BROADCASTING.

Local television salesman for major south-
eastern market. Reasonable draw with real
income opportunity in new and increased
sales volume. Knowledgeable guidance and
fair account assignments promised. Want
man prepared to ask—and get—the whole
budget. Box C-174, BROADCASTING.

Announcers

Move up to TV. Young announcer willing
to work and learn TV. Wanted at excellent
central Pennsylvania station. Send com-
plete details, audio tape, picture, salary to
WTPA, Box 2775, Harrisburg, Pa.

Technical

Immediate requirement for experienced chief
engineer—northeast network VHF, small
market TV station. Good salary, many
benefits. Box A-310, BROADCASTING.

Experienced television technician for large
northeast metropolitan station. Excellent
salary. Box B-99, BROADCASTING.

Immediate opening for engineer with first
class license in upper midwest full power
VHF station, experience not required. Write
Box C-165, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Experienced technicians with 1st phone for
vacation relief with major station in east.
Union scale with potential for permanency.
Send resume and references to Box C-216,
BROADCASTING.

Needed immediately—video switching tech-
nicians and transmitter operators with first
class licenses for progressive, fullcolor,
southern station. Operating experience with
studio equipment and transmitter desirable.
Send complete, concise resume, including
salary requirements to Chief engineer, Box
C-236, BROADCASTING.

Studio—VTR—CCTV technicians, operations/
maintenance—\$6700 first year—no license—
Virginia, Box C-243, BROADCASTING.

Immediate opening for experienced chief
engineer to supervise installation, operation,
and maintenance of southeastern education-
al television studio, full power transmitter,
and micro-wave equipment. Box C-249,
BROADCASTING.

Engineer—First phone. Ideal climate. Profit
sharing plan and other fringe benefits. Con-
tact Curtis Casey, Chief Engineer, KCEN-
TV, Temple, Texas.

Transmitter chief. Excellent salary and
fringe benefits. Present transmitter chief
accepting chief engineer position. Success-
ful applicant should have experience with
GE transmitter. Opportunity for trans-
mitter engineer to step up to transmitter chiefs
position now. Call Richard Vincent, Man-
ager, KCND TV, 701-825-6292, Pembina,
North Dakota.

Immediate openings for 2 first class phone
engineers. Radio and television. No announc-
ing required. Union Scale. These are per-
manent jobs. Air mail full details to Pat
Finnegan, C. E., WLBC-TV Muncie, In-
diana 47303.

Pennsylvania radio/tv. First Class phone li-
cense, permanent position. Salary based on
experience, but will consider trainee. Con-
tact: Ray Ensminger, WBSA, York, Penn-
sylvania. Phone 717-764-1155.

TV switcher and transmitter engineer with
first class license. Experience desirable, but
not essential. Permanent. Contact T. A.
Greene, WSYE-TV, Elmira, N. Y.

TV engineer—Technical, 1st phone, and
color experience desirable. Permanent,
full-time employment. Send complete re-
sume and salary expected to WTTG-TV,
5151 Wisconsin Avenue N.W., Washington,
D.C., Attention: Chief Engineer.

Engineers, experienced. For new multi-
million dollar transmitter/studio installa-
tion operating maximum power VHF and
UHF. Salary to \$10,000. Excellent benefits,
superb working conditions and location.
Contact Director of Engineering WTTW/
WXXW, 5400 North St. Louis Avenue, Chi-
cago, Illinois 60625.

Chief engineer to assist in design and in-
stallation of 2,500 mc TV system for public
school system. Available immediately. Send
complete resume including present salary,
salary requirements, and picture to W. R.
Evans, P.O. Box 2469, West Palm Beach,
Florida.

Wanted: Field engineers to install and test
high-power UHF television transmitters.
Excellent opportunity with growing organi-
zation. Telephone 413-733-2284 or write
Townsend Associates, P. O. Box 215, Feeding
Hills, Mass.

Chief engineer—applications are now being
accepted for chief engineering positions in
Mayaguez and Ponce, Puerto Rico. Appli-
cant must have 1st. class radio telephone
license and experience in maintenance of
TV broadcast equipment. Excellent salary
commensurate with experience. Send re-
sume to: or Contact Billie J. Clark, Direc-
tor of Engineering, P.O. Box 9986, San-
turce, P.R.

Technical—(Cont'd)

Television technician for new communication center on campus of dynamic, expanding mid-western university of 11,000 enrollment. Complete benefit program. Experience in closed-circuit and broadcast engineering. FM and IO TV. Person competent in VTR. First class FCC license required. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

NEWS

Good newsman by top southeastern VHF. Send resume and video tape to Box C-298, BROADCASTING.

Immediate opening for news editor who can write, shoot and edit film. Excellent opportunity, good pay with 1st class news operation. Write Tom Dorsey, WBNS-TV Columbus, Ohio.

Production—Programing, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping in, color requires talented party to fill position. Salary open. Send resumes to Box E-294, BROADCASTING.

Rocky Mountain VHF, NBC affiliate needs aggressive, promotion minded program manager, who can work with people. The man we need is a self starter who has good ideas and the ability to get results. Send complete resume and salary requirement to Box C-105, BROADCASTING.

Need immediately—artist experienced in color work. Established station in a fast-growing southern market. Submit resume, photo, references, salary. Box C-225, BROADCASTING.

We want to add a combination director and on camera announcer. Should be mature appearing on camera and be able to assume live, commercial—VTR—program on the air directing. This is a tall order and only experienced, qualified people will be considered. Station located in midwest. Reply Box D-18, BROADCASTING.

Director wanted immediately all phases TV producing helpful. Live—VTR. Opportunity to produce programs. Send resume, photo and military status to: Phil Costin, Program Director, WIMA-TV, 1424 Rice Ave., Lima, Ohio 45805.

TELEVISION

Situations Wanted

Management

TV executive, currently program manager, experienced, all phases 12 years, seeks station, operations, program management. Rocky Mountain and west. MA degree. Box C-123, BROADCASTING.

High creative administrator needs a supervisory, responsible position in TV station, TV division of ad agency or to organize broadcast department for sponsor. Prolific writer-producer. Background includes direct-to-consumer sales, sales management and incentive planning. 15 years Chicago TV; 5 years sales and sales promotion. Will relocate. Box C-148, BROADCASTING.

General sales manager. Successful management and sales management top 50 markets. Proven performance. National, regional, local sales. Complete experience and background. Top references. Box D-36, BROADCASTING.

Sales

Attention groups: especially AM/TV operators. Employed major market radio sales manager desires west, midwest, southwest metro area TV sales position with opportunity for advancement. Reputable, under 40. broadcast business executive. Box D-34, BROADCASTING.

A salesman, not an order taker with 15 years of sales and management wishes change, very best background. Box D-47, BROADCASTING.

Announcers

Variety or game show emcee seeking new opportunity in major market. Six years present job. Total TV—12 years. Experienced in all entertainment fields, including recent motion picture. Best of references. Pictorial and written documentation of all claims. Personal interview preferred. Box C-267, BROADCASTING.

Technical

If there's a chief engineer who's planning to increase his technical staff, I'd sure like the opportunity to talk with him. Experienced in installation, operation and maintenance of studio, transmitter, microwave systems. You will find me capable, reliable and congenial. Florida or deep south, please. Box D-42, BROADCASTING.

Presently control room supervisor full color midwest VHF. 8 years experience construction, maintenance, operation. 1st phone. Interested in staff or supervisory position large market far west, southwest or south. Box D-82, BROADCASTING.

News

News director. Mature professional available for responsible position. Top rated on camera delivery, major market administrative background, extensive experience in special events, public affairs and editorial programing. Box D-45, BROADCASTING.

Experienced newsman available June 6th. Contact: Mike McKay, 2580 Wood Drive, Beloit, Wisconsin 53511.

Production—Programing, Others

Available soon: Outstanding "kid show" personality. Best references. Box C-237, BROADCASTING.

Available June 1. One of country's most successful children show entertainers. Performer and producer. Ratings in recent years among the highest in nation. Present show, five years. January A.R.B. shows audience of over 300 thousand. Total twelve years with the kids. Married—college—a real pro with only the best references from all segments of industry. Box C-261, BROADCASTING.

Director—top 15 market seeks medium market to produce/direct and widen background. In stagnant situation now, wants to grow. Box D-24, BROADCASTING.

Experienced director, now employed, desires relocate in Florida or Southeast. Box D-50, BROADCASTING.

Television Production manager . . . 13 years experience in all phases of production. Video taping, color, staging, lighting, directing, and producing. Available now. Write for resume. Box D-84, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

We need a 1200 foot tower capable of holding a twelve bay antenna. Also, a GE zig-zag or RCA, GE batwing channel 8 antenna. Send prices and availability. Box C-279, BROADCASTING.

Wanted: G.E. BM-1A FM frequency & modulation monitor. Give price, condition and present frequency. WRAY, Princeton, Indiana.

Wanted: One RCA TM-35, Calibration monitor. Reply: Hawaii ETV Network, University of Hawaii, 1776 University Avenue, Honolulu, Hawaii, 96822, Attention: Hank Cronin.

Remote control, console, modulation monitor, frequency monitor—Frew, 119 South, Cartersville, Georgia.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-dnd, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Two used two hundred fifty thousand watt AM Doherty type medium frequency transmitters. Can be seen in operation in Mexico. Could be combined for 500,000 watts. Available for quick delivery. Box C-189, BROADCASTING.

General radio 516-C RF bridge. Good condition. Book and accessories. \$150.00 FOB. Box C-235, BROADCASTING.

Attention C. P. owners. Complete broadcasting station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box C-299, BROADCASTING.

For Sale—Gates level devil, model M-5546-A. Excellent condition. Cost \$425 when new. Will sell for \$250.00. WOKJ Jackson, Mississippi.

General Electric model 4BF 2A1 3 kilowatt FM transmitter—\$2,000. Collins 250 watt AM transmitter—\$500. Box D-5 BROADCASTING.

For sale—Complete equipment for UHF TV station. Box D-35, BROADCASTING.

Helix Coaxial cable HJ5-50 type, new 59# ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, California.

UHF Transmitter, GE 12 kw with remote controls, good condition. Complete less klystrons \$40,000.00 Contact Len Eden, WTVS, 9345 Lawton Ave., Detroit, Mich. 313-896-6075.

For Sale—Limiter Gates M3529B. Excellent condition, practically new. Half price, \$290.00. WAGN, Menominee, Michigan.

Whatever your equipment needs . . . check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Desperate—Property sold—Must remove by April 15, RCA TF-12 AHP VHF superturnstile transmitting antenna. Make me offer, will deal any way. 3601 N.W. 47th Street, Miami, Florida (305)-635-6044.

Wanted used 1 1/2 inch 50 ohm copper co-ax, also FM recvr. to drive freq. & mod. monitor. KWNT Radio, Davenport, Iowa.

Color film chain RCA TK-26B 3-V less color monitor and console housing. Excellent condition. Harold A. Dorsch, Director of Engineering, WTIC TV, Broadcast House, Hartford, Connecticut 06115.

For sale complete FM transmitter plant—Western Electric 506B—10 kw transmitter, General Radio 1170A frequency and modulation monitor, Collins 4 Bay C100 antenna. Total price \$1,000. WJBK-FM Don Hein—Dunkirk 2-8700, or Dunkirk 2-4840, Lincoln Park, Michigan.

Why buy new cart tapes? Lik-Nu Cart Corp. rebuilds them in five days . . . We service the midwest . . . any size just 90¢. Lik-Nu Cart Corp., Box 2608, Fort Wayne, Indiana.

Ampex authorized repair center—Repair and rebuild all Ampex professional equipment, including heads. Forty-eight hour service on most repairs. All work guaranteed. Free estimates. New and used equipment for sale. Accurate Sound Company, 15 North Tyler, San Angelo, Texas AC 915-949-1904.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Professional finesse! Commercial announcing! Authoritative news! Taped instruction by mail. Also beginner's course. Hal Fisher. Broadcast Guides, 678 Medford, Patchogue, New York 11772.

Small market jocks—professional analysis of your work by major market program consultants. Send ten dollars and half hour aircheck to Box D-37, BROADCASTING.

Your resume—Make it sell you! Instructions, samples: \$2. Executive, Box 234BR, Belleville, N. J. 07109.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs. by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instruction. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KER-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Oden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$4-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 8 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

First Class License. Ten week course. 350 hours theory, lab and practical training. \$395. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

Professional School of Radio and Television broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan 48201.

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FM and TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer. Send resume to

Box D-28, BROADCASTING

RADIO

Help Wanted

Sales

SALES ENGINEER BROADCAST EQUIPMENT

Live in Atlanta vicinity and sell broadcast equipment to AM, FM and TV stations in Georgia and South Carolina for a leading broadcast equipment manufacturer. Age to 35. College degree and direct sales experience desirable. Must have 1st Class Radiotelephone license and knowledge of broadcasting field. Excellent salary plus commission and travel expenses. Complete company benefits. An equal opportunity employer. Send resume to

Box D-29, BROADCASTING

SALES TRAINEE

Outstanding career opportunity for young man with future management potential in a growth electronic firm and a leader in the manufacture of broadcast station equipment. Age 22-30. B.S. degree and First Class radiotelephone license or extensive amateur operator experience. Located midwest. Finest of schools. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to

Box D-62, BROADCASTING

Sales—(Cont'd)

- *****
 * **Increasing Staff** *
 * Southern 10,000 watt good music station has immediate openings for: *
 * **SALESMAN** for local and regional *
 * accounts. Experience, imagination and *
 * desire to make money a necessity. *
 * Salary and commission. *
 * Promotable and promotion-minded *
 * **MORNING PERSONALITY.** Opportunity for TV talent work. *
 * **Box D-38, BROADCASTING** *

TELEVISION—Help Wanted—Technical

BROADCAST FIELD ENGINEERS RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer MGF

RADIO CORPORATION OF AMERICA

Help Wanted—Technical

Continued

MICROWAVE ENGINEER

First Class Phone and experienced in microwave. Must be capable of handling complete responsibilities of 10-hop CATV system. Top pay and adequate help for right man. All replies confidential.

Box D-11, BROADCASTING

Sales

TV STATION SALESMEN

WCIU-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 not phone. Send complete resume, snapshot, and references to

John McPartlin, WCIU-TV, Board of Trade Building, Chicago, Illinois.

Production—Programing, Others

UNUSUAL OPPORTUNITY FOR UNUSUAL PROMOTION MAN

Our company supplies stations with free-film programs of varying lengths on general interest and public-service subjects. We need a creative idea man with self-starting and follow-thru talents to maintain effective dialogue with stations on how and why our materials can aid their programing. Copy, layout skills important, but not essential. Write describing in letter form why you believe you can help us. Attach resume.

Box C-228, Broadcasting.

Situations Wanted

Management

Unusual Broadcast Manager

Extremely successful throughout eighteen year career in management of radio, TV and combination properties, usually working under absentee ownership, with complete responsibility for multiple properties in medium to large markets. Extensive UHF experience. Unusually competent and knowledgeable in FCC matters, sales, accounting, technical and promotion departments. Capable administrator and valuable as Corporate Officer. Very adequate educational background and a most pleasant family. Enjoying perfect health and in the mid-forties. My income for the last five years has been above \$20,000. Originally from midwest, currently in the east but with experience primarily in the midwest and southeast. My employer knows of my desire to relocate in areas other than the north or northeast. I prefer to plan a move for three to six months from now, but sooner or little later if necessary. I will arrange to visit you in your market after an exchange of correspondence. Your inquiry is completely confidential. Address:

Box D.72, BROADCASTING

MISCELLANEOUS



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TOP "40" YOUR BAG?
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- 3 WAKE-UP MEN MAJOR MARKETS \$10-15,000.00
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- 7 NEWSMEN-NEWS DIR. MAJOR MARKETS \$11-17,000.00
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Stations

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Principles Only—

Full Particulars—Confidential

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Clients have the experienced management team and are seeking radio and UHF acquisitions for an exchange of stock. A merger with their broadcasting holding company will allow you participation and group operation. Your key personnel can have a future with them.

Brokers protected.

Write Particulars:

Deramus & Johnston, Attorneys
Attn: R. Richard Schweitzer
1212 Bank for Savings Building
Birmingham, Alabama 35203
Phone 205-322-0616

(Continued from page 128)

Haven, Conn. WEMJ Laconia, N. H.; WESX Salem, Mass.; WEZE Boston; WFAU-AM-FM Augusta, Me.; WGAN Portland, Me.; WGHM Skowhegan, Me.; WHAI-AM-FM Greenfield, Mass.; WHMP Northampton, Mass.; WHYN-AM-FM Springfield, Mass.; WIKE Newport, Vt.; WILI Willimantic, Conn.; WJAR Providence, R. I.; WJOY-AM-FM Burlington, Vt.; WKBK Keene, N.H.; WKFD Wickford, R. I.; WKNE Keene, N. H.; WKOX-AM-FM and SCA, Framingham, Mass.; WKVT Brattleboro, Vt.; WLAD-AM-FM Danbury, Conn.; WLBZ Bangor, Me.; WLYN-AM-FM Lynn, Mass.; WMNB-AM-FM and SCA, North Adam, Mass.; WMOU-AM-FM Berlin, N. H.; WNBP Newburyport, Mass.; WNEB Worcester, Mass.; WNLK Norwalk, Conn.; WPOR Portland, Me.; WQDY Calais, Me.; WRDO Augusta, Me.; WRYM New Britain, Conn.; WSBS Great Barrington, Mass.; WSNO Barre, Vt.; WSOR Windsor, Conn.; WTAG Worcester, Mass.; WTIC-AM-FM Hartford, Conn.; WWCO Waterbury, Conn.; WWRI West Warwick, R. I.; WWSR St. Albans, Vt.; WXHR-AM-FM Boston; WXTR Pawtucket, R. I.; WYNG Warwick-East Greenwich, R. I.; WABI-FM and SCA, Bangor, Me.; WCRQ(FM) and SCA, Providence, R. I.; WGR-FM and SCA, Manchester, N. H.; WMTW-FM and SCA, Mt. Washington, N. H.; WOTW-FM Nashua, (FM) Boston; *WERS(FM) Boston; *WMEB-FM Orono, Me.; *WMHC(FM) South Hadley, Mass.; *WMUA(FM) Amherst, Mass.; *WRJR(FM) Lewiston, Me.; WAAB-FM and SCA, Worcester, Mass.; WADK Newport, R. I.; WBET-AM-FM Brockton, Mass.; WENC Conway, N. H.; WLTN Littleton, N. H.; WBTN Bennington, Vt.; WBZ-AM-FM Boston; WCCM-AM-FM Lawrence, Mass.; WCOU-AM-FM Lewiston, Me.; WESO Southbridge, Mass.; WFEA Manchester, N. H.; WGAW Gardner, Mass.; WHAV-AM-FM Haverhill, Mass.; WHIL-

AM-FM and SCA Medford, Mass.; WICC Bridgeport, Conn.; WICE Providence, R. I.; WICH Norwich, Conn.; WIDE Biddleford, Me.; WINE Brookfield, Conn.; WKTJ Farmington-West Farmington, Me.; WKTQ South Paris, Me.; WMEX Boston; WMKR Millinocket, Me.; WMMW Meriden, Conn.; *WFCR(FM) and SCA, Amherst, Mass.; *WGBH-FM and SCA, Boston; *WRUV (FM) Burlington, Vt.; *WSHU(FM) Fairfield, Conn.; WMRC Milford, Mass.; WNAB Bridgeport, Conn.; WNAC Boston; WNBH-AM-FM New Bedford, Mass.; WORL Boston; WOWW Naugatuck, Conn.; WRIB Providence, R. I.; WSJR Madawaska, Me.; WSRO Marlborough, Mass.; WSTC-AM-FM Stamford, Conn.; WTSN Dover, N. H.; WTSV-AM-FM Claremont, N. H.; WTVN St. Johnsbury, Vt.; WTYM East Longmeadow, Mass.; WVTR White River Junction, Vt.; WATR-FM Waterbury, Conn.; WBCN(FM) Boston; WBM(FM) and SCA, Hartford-Meriden, Conn.; WGHF(FM), Brookfield, Conn.; WLAE(FM) Hartford, Conn.; WNHC-FM New Haven, Conn.; WPRO-FM Providence, R. I.; WRKO-FM and SCA, Boston; WSRS(FM) and SCA, Worcester, Mass.

Rulemakings

PROPOSED

■ By further notice of proposed rulemaking and notice of inquiry, commission invited comments by Sept. 1, 1966, as to whether over-air subscription TV operations should be authorized on permanent and nationwide basis. It also invited comments by same date with regard to inquiry instituted into pay TV operations by wire or cable. Action March 21.

PETITIONS FOR RULEMAKING FILED

Crossett, Ark.—Radio Station KAGH Inc. Requests amendment of rules so as to assign channel 285-A to Crossett, Ark. Re-

ceived March 21.

San Angelo, Tex.—The Board of Education of the San Angelo Independent School District. Requests issuance of notice of proposed rulemaking looking toward following change in section 73.606 table assignments: Existing assignments 3-, 6+, 8+, *21 to proposed assignments 3-, *6+, 8+, 21. Received March 21.

Northern Neck & Tidewater Broadcasting Co., Warsaw, Va.—Requests institution of rulemaking proceeding looking toward deletion of FM channel 237A from Warsaw, Va. and assignment of FM channel 265A. Received March 25.

New call letters requested

Springfield, Ark.—Autus Johnson requests KSPR.

KLAC-FM Los Angeles—Metromedia Inc. requests KMET-FM.

Kissimmee, Fla.—B & M Broadcasting Co. requests WJPB.

Port Sulphur, La.—Plaquemines Broadcasting System requests KPBC.

Carlsbad, N. M.—KOLOB Broadcasting System requests KCCC.

WROH Rochester, N. Y.—Rochester Area Educational Television Association Inc. requests WXXI.

Fontana, Calif.—International Panorama TV Inc. requests KXLA-TV.

WAMV-TV East St. Louis, Ill.—Our Lady of the Snows Broadcasting Corp. requests WMRY.

Reno, Nev.—Raesco Inc. requests KSRN. WCAM Camden, N. J.—L & P Broadcasting Corp. requests WVUN.

WXXW Troy, N. Y.—Iroquois Broadcasting Co. requests WQWE.

WBUY-FM Lexington, N. C.—Davidson County Broadcasting Co. requests WLXN (FM).

Athens Tenn.—John P. Frew requests WYXI.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 30. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into

new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Tucson, Ariz.—Eastern Cable Inc., Englewood, N.J., has applied for a franchise. Previous applicants are: Pima Cable TV (owned by KGUN-TV, that city); Southern Arizona TV Stations Inc. (Paul Plunkett, president), and Tucson Drive-In Theaters Inc. H. Lee Druckman has reached an agreement with Mountain States Telephone to provide CATV service. Because of the agreement, Mr. Druckman feels that he does not need a local permit.

West Memphis, Ark.—Ark-Cable Inc. (Gene Williams, president) has applied for a franchise. If approved the firm plans to charge \$5 for monthly service and a \$20 installation fee.

West Palm Beach, Fla.—Gold Coast Cable TV Inc., represented by M. R. Young of Fort Lauderdale, that state, has applied for a franchise. In return for the nonexclusive franchise, the company would pay 4% of its annual gross receipts to the city. The monthly rate would be \$3 to \$4.

■ Sylvester, Ga.—The Cable Antenna TV Service Co. has been granted a franchise.

■ Mountain Home, Idaho—Valley Cable Television Corp. (David Wolfe) has been granted a franchise.

Savanna, Ill.—Mayor Ambrose Dannels has vetoed the franchise awarded Soundvision Inc., Dixon, Ill. (O. K. Wright, president), (BROADCASTING, Dec. 20, 1965). In his veto the mayor cited a legal technicality as his reason.

■ Mt. Vernon, Ind.—All Channel Cable-Vision Inc., represented by William Russel, Henderson, Ky., has been granted a franchise. Maximum installation fee will be \$18.50 with a \$5 monthly rental fee. The city will receive 3% of the gross income.

New Albany Ind.—Valleyana Cable TV Inc., (represented by Keith Reising) has applied for a franchise. Installation fee would be \$9.90 with a monthly service fee of \$4.75. The city would receive 5% of all gross

revenues. The company already holds franchises in Jeffersonville and Clarksville, both Indiana.

Rochester, Ind.—Rochester CATV Inc., a subsidiary of Rochester Telephone Co. (James Shultz, vice president) has applied for a franchise. Eleven channels would be offered, three from South Bend, Ind., three from Indianapolis and five from Chicago. Installation fee would be \$15 with a monthly service charge of \$5. The city would receive an initial franchise fee of \$300 plus 3% of gross revenue.

■ Fairfield, Iowa—RF Inc. (Thomas Holmquist) has been granted a franchise. Monthly rates will be \$4.95 with a \$9.95 installation fee. Four other firms had also applied for the franchise.

Ottumwa, Iowa—A franchise request submitted by Union Trans-Cable Co. has been rejected by local voters. During the last five years, franchise proposals have been defeated six times in special elections.

■ Ottawa, Kan.—Ottawa Cablevision Inc. has been granted a franchise.

Pittsburg, Kan.—KOAM-TV, that city, Kansas City Southern Industries, and Thomas Gleason, York, Neb., have requested franchises. KSEK Broadcasting Inc. (KSEK Pittsburg, that state) has resubmitted its franchise petition after finding an earlier city ordinance to be unacceptable.

■ Ferguson, Ky.—Comex Cable TV Co. (Roy Taylor and Robert Shoopman), Somerset, that state, has been awarded a franchise. Television Reception Corp., owner of the CATV system in Somerset, had also applied.

Covington, La.—Seiler Communications Inc. (William G. Seiler), that city, and Uniloy Community Antenna Inc. (Harry A. Wilson), Bogalusa, that state, have applied for franchises.

Marlboro, Mass.—Wachusett Cable Television (group CATV owner, Richard Suprenant, representative), Highland Cablevision Corp. (group CATV owner, I. L. Schreiber, representative), and Borough Cablevision Corp. (Errol F. Cook, representative) have applied for franchises.

Southbridge, Mass.—Five applicants are seeking franchises in Southbridge. The companies are: WESO Cable Television Co.

FOR SALE—Stations

N.C.	small	fulltime	\$ 72M	terms
N.Y.	suburb.	daytime	500M	terms
Fla.	medium	fulltime	225M	SOLD
La.	metro	daytime	200M	29%
M.W.	TOP 50	AM&FM	1MM	29%

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MIDWEST MAJOR MARKET
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\$1,000,000 category
Sincere principals only
Box C-291, Broadcasting.

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NEW YORK, N. Y.

TE 2-9362

(Vincent A. Caplette); Southbridge Cable Television Co. (John J. O'Shaughnessy); Norton Industries Inc. (David Talman) of Worcester, that state; L & P Cable Co. (Wallace Sawyer, president) of Springfield, that state, and Superior Cable TV Co. (Charles E. Bastien, president) of Southbridge, that state.

Grand Ledge, Mich.—Clearview Television Inc. (David L. Hicks, president) of Charlotte, that state, has applied for a franchise. The company presently holds a franchise in Charlotte, that state.

Greenville and Belding, Mich.—Audio-Visual Inc., Lansing, and Flat River Broadcasting Co., Greenville, both Michigan, have applied for franchises in both communities.

Petoskey, Mich.—Midwest Cable-TV, Traverse City, that state, has requested a franchise. Great Lakes Community TV Inc. has already been granted a franchise in Petoskey.

Gloster, Miss.—Concordia Video Co. has applied for a franchise. If approved the company's system will receive three channels from New Orleans, two from Jackson, Miss., two from Baton Rouge, two FM channels, and a weather service.

Tecumseh, Mich.—A franchise request has been submitted by General Telephone Electronics (Clair Bristol, representative). The proposed system would offer three channels from Toledo, Ohio, four from Detroit, one from Flint, Mich., one from Windsor, Ont., one from Jackson-Lansing and one from Dearborn, both Michigan. Installation fees would be \$15, monthly rates \$5.

■ Lopatcong, N. J.—Warren Cable TV Inc. (Louis Reda, president), Phillipsburg, that state, has been granted a conditional non-exclusive franchise. Local officials will determine if Clear-Pic Cable TV Co., Easton, Pa., now serving Lopatcong, holds an exclusive franchise.

East Aurora, N. Y.—Four franchise applications have been received: South-Towns Communications Systems, Liverpool, N.Y.; Blatt Brothers Theaters, Erie, Pa.; Warsaw Cable Corp., and McMahon and Crotty, attorneys, representing an unnamed client.

Fishkill, N. Y.—Time-Life Broadcasting Inc. (a group CATV owner) represented by

Paul Hancock, has applied for a non-exclusive franchise. Monthly service charge would be \$5. Better TV Dutchess Inc. and TV Cable Corp., Waynesboro, Pa., both hold franchises.

Glenville, N. Y.—General Electric Cable Vision Corp., a group CATV owner, has applied for a 10-year franchise. The city would receive 3% of the gross monthly earnings for the first five years and 4% for the remaining five. Approximate installation fee would be \$19.50 with a \$5 monthly rental charge. Twelve channels would be offered.

Hempstead, N. Y.—Inter-County Television Corp., Mineola, N.Y., has applied for a franchise. (For details see Oyster Bay, N.Y.)

Niagara Falls, N. Y.—Westmoreland Cable Co., New Kensington, Pa., has applied for a franchise. Other applicants Bytown Cable TV, Ottawa, Canada; Tell-Vue Corp., Walnut Creek, Calif.; Lancaster Development Inc., Lancaster, N.Y.; James K. Donahue, Boston, and Unicable Inc., Utica.

Oyster Bay, N. Y.—Inter-County Television Corp., located at 54 Mineola Blvd., Mineola, N.Y., has applied for a franchise. Installation fee would be \$25 with a \$5 monthly service fee. In return the town would receive 3% of gross receipts. The company has already applied in North Hempstead and Hempstead, both New York.

West Haverstraw, N. Y.—Rockland Cable Vision Inc. has applied for a 50-year exclusive franchise. Ho-Tor Cable Vision Inc. has applied for a non-exclusive franchise.

Yonkers, N. Y.—James K. Donahue Associates, Boston, and CATV Enterprises Inc. New York have both applied for franchises. CATV Enterprises Inc. was recently granted a franchise by New York City in the Riverdale section of the Bronx.

Granite Quarry, N. C.—Arnold Snider and R. B. McKinney, officials of East Rowan Telephone Co., have applied for a franchise.

■ Murfreesboro, N. C.—A 20-year exclusive franchise has been granted to the Peninsula Broadcasting Corporation. The company will charge \$10 for installation and \$5 per month for service. A portion of the franchise agreement assures that at least 50% of the system's channels will not originate in Virginia. Murfreesboro is approximately 50 miles from the Norfolk-Newport News-Portsmouth, Va., area.

■ Circleville, Ohio—Multi-Channel Cable Co., Portsmouth, Ohio, has been granted a 15-year franchise. Monthly service charge will be \$5 after a \$10 installation fee.

■ Euclid, Ohio—Telerama Inc., Cleveland (A group CATV owner) has been granted a non-exclusive franchise. The 12-channel system will cost subscribers \$4.95 monthly after a \$10 installation fee. The city will receive 3% of gross receipts from the first 10,000 homes and 5% from the next 5,000. Total-Vue Inc., a subsidiary of Time-Life Broadcasting Inc. has applied for a franchise.

■ Tishomingo, Okla.—Tishomingo Cable TV (Hal Courtney) has received a franchise. The company will pay 2% of its gross income to the city. For \$6 per month customers will initially be serviced by six TV and four FM channels. A 10- or 12-channel system is eventually contemplated.

Easttown, Pa.—Suburban Cable TV Co. (a group CATV owner), a subsidiary of Triangle Publications Inc., Philadelphia, has applied for a non-exclusive franchise. Installation fee for the 13 channel system would be no more than \$10 with a monthly service fee of \$5. Stations would be received from Philadelphia, New York and Wilmington, Del.

■ Elco, Pa.—Southwest TV Cable Co. has been awarded a franchise.

■ Freeport, Pa.—Clearview TV Antenna Systems Inc., a subsidiary of North Pittsburgh Telephone Co., (represented by George Kiefer) has been awarded a franchise. Installation fee will be \$4 with a \$4.95 monthly rental charge.

■ Jenkins, Pa.—Universal Cable Television System Inc., Mahoney, Pa. has been awarded a 10-year non-exclusive franchise. There will be a \$5 monthly service fee.

■ Pottstown, Pa.—Suburban Cable TV Inc. (group CATV owner) subsidiary of Triangle Publications Inc., Philadelphia, has been granted a franchise. Installation fee will be \$10 with a \$5 monthly service charge. The borough will receive 5% of the gross revenue with a guarantee of \$1,000 annually.

Sharon, Pa.—Shenango Cable TV Inc., that city, has begun operation. The \$1 million system, built by Entron Inc., Silver Spring, Md., offers 12 TV stations and a time-weather channel: three from Cleveland, one from Steubenville, three from Youngstown, all Ohio, and three from Pittsburgh

and two from Erie, both Pennsylvania. The system serves 15,000 homes in Sharon, Sharpville and Hickory, all Pennsylvania, and will soon serve Brookfield and Masurey, both Ohio, and West Middlesex and Wheatland, both Pennsylvania.

Stonycreek, Pa.—Johnstown Cable TV Inc., Johnstown, Pa., has applied for a 10-year exclusive franchise. The township would receive 3% of receipts in 1966, increasing yearly till 1970 when it would receive 4½%.

Towamencin, Pa.—North Penn Cable Vision Inc. Hatfield, Pa. (represented by Philip H. Swartley) and Suburban Cable TV Co., (a group CATV owner) a subsidiary of Triangle Publications, Philadelphia (represented by George W. Tracy) have applied for franchises. North Penn Cable Vision Inc. holds a franchise in Lansdale, Pa.

Paris, Tenn.—Nine applicants are seeking a franchise in Paris. The applicants are: C. W. (Chuck) Jones, that city; Gregg Cablevision Inc., Nashville (a group CATV owner); WSM Inc., Nashville; Murray Cablevision Co., Murray, Ky.; The Bayer Co., Mt. Vernon, Ill.; Antennavision Inc., Ameco Inc., Phoenix, Tennessee Valley CATV Inc., Memphis; Clear Vision Cable TV Co., Meridian, Miss., and Multi-Channel Cable Co., Portsmouth, Ohio.

Tullahoma, Tenn.—Clearview TV Inc. (Jack T. Farrat, Hubert A. and Allen Crouch, Edwin B. Jordan, Richard C. Robertson and Stephen M. Worsham) has petitioned the city council for a franchise.

Bay City, Tex.—Power Generation Inc. (Jack Salyer) of Houston has applied for a franchise. The company is willing to pay 4% of its annual gross receipts to the city in return for a 20-year franchise.

■ Groves, Tex.—King Enterprises Television Co. has been granted a 25-year non-exclusive franchise. According to the agreement, the company will pay 4% of its annual gross receipts to the city. King Enterprises already has franchises in Port Neches and Nederland, both Texas.

Kermit, Tex.—American Cable Vision (Joseph Chastain, representative) has applied for a franchise. Suggested installation fees would not exceed \$10 and monthly rates would be \$5 to \$6 (see Thorntonville, Tex.).

■ Midland, Tex.—Four companies have been granted franchises. The recipients are: Midessa Television Inc. (licensee of KMID-TV, Midland); Younger, Dawson and Associates; Midland Cable TV (Joseph Chastain, manager), and Trigg-Vaughn Stations Inc. (licensee of KOSA-TV, Odessa, that state), John B. Walton Jr., owner of KVKM-TV, Monahans-Odessa, that state, has been granted a franchise on second reading.

■ Thorntonville, Tex.—Joseph Chastain has been granted a franchise. Mr. Chastain already has a franchise in Midland and has applied in Monahans and Kermit, all Texas.

■ Weatherford, Tex.—Donald Leas has been issued a franchise. "subject to approval after an ordinance is passed."

Yoakum, Tex.—Gulf Coast Television (Reuben Frels), Victoria, that state, has requested a franchise.

■ Martinsville, Va.—The city council has awarded a franchise to Clearview Cable and TV Co. (Harry Anglin), that city. The firm will charge \$20 for installation and \$5 per month for service. The WLW Corp., Danville, that state, had also applied for the franchise.

Strasburg, Va.—Shenandoah Telephone Co. (Warren B. French Jr., vice president and general manager) has applied for a franchise. The company proposes an eight-channel system for Strasburg.

Woodstock, Va.—Shenandoah Telephone Co. (Warren B. French Jr., vice president and general manager) has applied for a franchise. The company proposes an eight-channel system for Woodstock.

Firecrest, Wash.—KTNT-TV Tacoma-Seattle (Max H. Bice, general manager), has applied for a franchise. The station is owned by the Tribune Publishing Co.

Sultan, Wash.—Colorcable Corp. (John Monson, president) has applied for a franchise. If approved the company will charge between \$3.75 and \$5 per month. The city would collect 4% of the firm's gross receipts.

Oconomowoc, Wis.—Marcus Theatres CATV Systems Inc., Whitefish Bay, that state, has applied for a franchise. Universal Cablevision, Milwaukee, is a previous applicant.

■ St. Francis, Wis.—Universal Cablevision Inc. (group CATV owner), an affiliate of Universal Telephone Inc. (Ray H. Dittmore, president), has been granted a franchise. The company presently has systems in Sparta and Spooner, both Wisconsin.

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TODAY AND TOMORROW**

BOB Smith, a devotee of the opera, concert music, the theater, literature and the arts in general, is a Renaissance man with a reluctant confession:

"I was the person primarily responsible for fostering rock 'n' roll music."

It happened late in 1954, Mr. Smith explains, when he was program manager of WINS New York. Friends in the music business in Cleveland told him of the growing popularity there of a disk jockey, Alan Freed, who played frantic records known as rock 'n' roll. Mr. Smith listened to some tapes of the Freed program and decided that this type of music could help the ratings of WINS.

"I brought Alan Freed, who has since died, to New York early in 1955," Mr. Smith recalls. "At that time rock 'n' roll was virtually unknown to the general public. It caught on fast, spread to other stations and became an international craze."

Mr. Smith insists he has no regrets about popularizing R 'n' R. He explains that rock "was bound to come" and its contagion helped lift WINS from a lowly to a high position in the New York radio market place.

"Much as I personally do not like most rock 'n' roll," Mr. Smith explains, "I think it has brought talent to the fore on both the composing and performer levels."

Despite this rationalization, the official biography on Mr. Smith, now vice president and station manager of WOR-AM-TV New York, refers to his R 'n' R period in these oblique terms: "At WINS Mr. Smith was responsible for inaugurating a popular music format that soon swept the nation and by now has achieved international success."

Personal Satisfaction ■ Mr. Smith makes it plain that with his appreciation of the esthetic side of life, he derives considerable personal satisfaction at WOR-AM-TV. WOR accentuates informational programming on a wide range of subjects; it was a talk station long before that expression came into vogue. WOR-TV, an independent station as is WOR, relies heavily on feature films but offers a well-balanced supply of variety, public service and sports programming.

Mr. Smith, who climbed steadily up the ladder to his present post after a broadcast career of more than 20 years, is a medium-sized, quiet-mannered man who shuns the limelight.

"In fact, I would call Bob reserved or retiring," a long-time associate observed. "He has advanced through hard work and not through a talent for self-promotion."

He arrives at his Times Square office by 9 a.m. and works well into the evening. He is conscious of the time factor involved in supervising the activities of two stations that employ 400 persons and organizes his work load carefully

Good programs aren't based on personal likes

and efficiently.

During staff meetings, when a discussion on a particular subject starts to wander, Mr. Smith will interject pleasantly but firmly: "Let's move along now to something else."

Bob Smith grew up in New York and his early ambition was to become a civil engineer. He enjoyed mathematics as a youngster and completed three years of the civil engineering course at the College of the City of New York. He left school in 1942 to become a cadet in the Army Air Corps. He was given a medical discharge the following year.

Sets New Goals ■ He made an abrupt change in his career plans in 1943, abandoning engineering studies to seek a job in radio.

"I had always been tremendously interested in music, both classical and jazz," he recalls. "I thought a radio sta-

tion would satisfy the need to be close to music. I applied for a job at WNEW and was given a parttime assignment."

For a few months, Mr. Smith was an assistant to an all-night disk jockey. Then he was hired fulltime as a production assistant. In 10 years at WNEW he rose to producer-director of some of the station's top programs.

He served in programming executive posts with WRCA (now WNBC) New York and WINS before joining WOR as program manager in 1956. Over the years his responsibilities were enlarged to include WOR-TV. Last June he was placed in full charge of the two stations when Robert J. Leder became executive vice president of RKO General Broadcasting, parent company of WOR-AM-TV. Mr. Leder and Mr. Smith have been colleagues since 1953, starting at WRCA and continuing at WINS and at WOR-AM-TV.

Supervising the operations of two stations in the nation's largest market is a formidable task, Mr. Smith notes, and adds: "I don't think I'd be able to do it except that I'm blessed with a professional staff at every level."

He considers WOR "the largest grossing radio station in the U. S." and one that has earned a reputation in New York for leadership in adult listenership. He is unflustered by allegations that WOR's audience is composed largely of oldsters, and offers this reply:

"We definitely do have a large adult audience. But our overall audience is so large that it cuts across all age classifications. For example, among teenagers, we have research to show that we rank third in New York in the prime 6-9 a.m. period. Admittedly, WOR gets a more serious type of teen-ager, who is interested in discussion and what's going on in the world."

WOR's diet includes a heavy portion of news and chatter-discussion shows throughout the week, supplemented by music, including the Metropolitan Opera broadcasts, on the weekend.

On the TV Side ■ Mr. Smith reports that WOR-TV will continue its policy of presenting feature films of all types (it pioneered the "Million Dollar Movie" multiple-showings concept). The station still has about 300 major features that haven't been exposed, he said.

He is sanguine over the potentialities of RKO General Productions, a newly formed subsidiary that will provide company-owned stations, including WOR-TV, with specials, sports programs and feature films.

Mr. Smith is proud of another of his broadcast innovations, probably less earth-shaking than rock 'n' roll. While at WINS he initiated daily reports on city traffic broadcast from a light plane. He continued this practice at WOR, which now uses its own helicopter to hover over New York's traffic arteries.

WEEK'S PROFILE



Robert S. Smith—VP and station manager, WOR-AM-TV New York; b. Oct. 17, 1920, New York City; College of the City of New York, 1939-42; Army Air Corps, 1942-43; production assistant, director, producer-director on various music programs, WNEW New York, 1943-53; director musical programs, WRCA (now WNBC) New York, 1953-54; program director, WINS New York, 1954-56; program manager, WOR, 1956-58, added program responsibilities, WOR-TV, 1958; VP, program director, WOR-AM-TV, 1959-65; VP and station manager WOR-AM-TV, June 1965; member—High Ridge Country Club, Pound Ridge, N. Y.; former New York City chairman, industrial advisory committee of the Emergency Broadcast System; hobbies—golf, serious and jazz music, theater, nature study, reading.

Time to tell all

ALL of the old doubts about ratings have been revived by the disclosure that Rex Sparger rigged the Nielsen nationals. If television itself is to escape being splattered by the Sparger mess, a thorough investigation is needed.

Several interesting questions are waiting for answers: How extensively has the Nielsen sample been compromised? Is it possible that anyone else has kited ratings and, if so, for what purpose? What can be done to prevent someone else from doing in the future what Mr. Sparger did?

Hopefully, these questions may be answered in the court proceedings that the A. C. Nielsen Co. has initiated in the understandable desire to clear its name and get Mr. Sparger's hands off its Audimeters. This, however, is an adversary action in which matters of larger consequence may not be fully explored. In that case, there will be need for further airing.

There may have to be a congressional investigation—if for no other reason than to establish whether Mr. Sparger acted appropriately when he was an investigator of ratings services for a House subcommittee. Some of the Nielsen allegations and Mr. Sparger's admissions must be a source of embarrassment to the members of the subcommittee for which he worked.

The main job

IF one encouraging result emerged from last week's annual convention of the National Association of Broadcasters, it was a recognition of the need for a new national policy for broadcasting, attuned to the times.

Two main speakers—E. William Henry, chairman of the FCC, and Vincent T. Wasilewski, president of the NAB—were in complete disagreement about the meaning of the aging law that now governs broadcasting.

Mr. Henry first observed the amenities by damning broadcasters with faint praise. He then belabored them with his private list of criticisms and exhortations, all of which fall outside his official function as chairman of the FCC.

The commission's delegated job is to police the airwaves against electrical interference. It has nothing to do with the validity of the surgeon general's report on smoking, the resignation of Fred Friendly as president of CBS News, who killed Cock Robin or what's good or bad on the late, late show with or without blips.

Yet all those things and more were covered by the chairman. His assertion that some of them lay outside his official reach was not strong enough to convince his audience that he would be content to let them stay outside—if he could figure a way to get his hands on them. It was evident that Mr. Henry is not immune to the needling of his advisors who run the papa-knows-best-but-this-isn't-censorship school.

Mr. Wasilewski, in a speech he gave the day before Mr. Henry gave his, called for an end to government interference with programing, for corrections in the Communications Act of 1934 and for court tests to re-establish the limitations on the FCC's powers.

If Mr. Wasilewski could put his program into action as a well coordinated project, it might be the way to the escape hatch leading out of unreasonable government controls. There is, however, a grave danger in piecemeal efforts to pick at this or that section of law intermittently, as the decisions of Congress and the courts have shown in recent years.

By and large, the amendments and additions to the Communications Act have done more to expand FCC power than to contract it. By and large, court decisions have done the

same thing. The latest example was the decision of the court of appeals 10 days ago in the WLBT(TV) Jackson, Miss., case. That decision, if it stands, will open the door to hearings in any license renewal that any respectable citizen wants to protest. It also will extend FCC authority over programing.

This publication clings to the belief that a complete overhauling of the Communications Act is needed to cope with the explosive developments in communications. A task force working under the aegis of the NAB and backed by an adequate budget ought to be formed to draft a new law that would replace the patchwork statute now on the books and the crazy-quilt of court decisions that have been fabricated from it.

It might take five years or longer to get the Congress to undo what has been done in 32 years of misadventure and inertia.

It will take nerve and patience and money, but surely the broadcasting business has enough of all three.

Take it easy

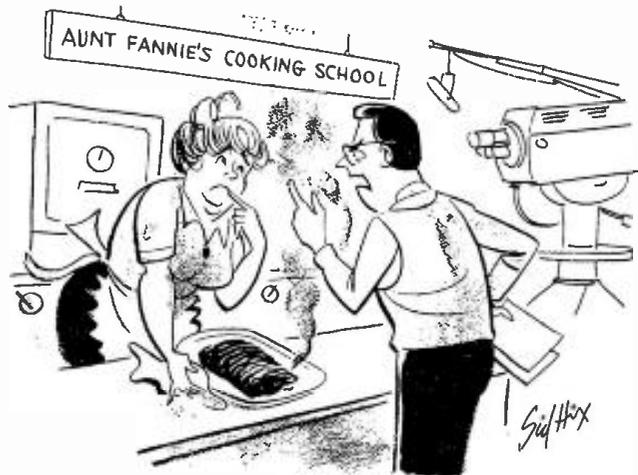
ABC-TV and its affiliates were wise last week to declare a truce in their dispute over the network's proposal to insert a fourth commercial minute in early-evening shows. The problems central to the proposal are too intricate to be resolved precipitously.

Some very sensitive adjustments will probably have to be made by all networks and all television stations because of the costs of converting the system to color. As ABC-TV told its affiliates in Chicago, the cost of the average half-hour prime-time show will rise from \$62,000 at the beginning of the current season to \$76,000 at the beginning of the 1966-67 season next fall. It hardly need be said that if ABC's programing costs are going up, the other networks' are also.

At the same time color is increasing the stations' operating expenses and requiring them to make enormous investments in equipment. Obviously there will be intensifying needs for new revenue.

It will not be easy to persuade all advertisers to accept immediate increases in time-and-program charges. For one thing, they are experiencing rising costs of their own in the conversion of their commercials to color.

As the 1966-67 season approaches, the pressures will increase. Both networks and stations will be searching for more income, and at many points their individual interests are bound to collide. On both sides reasonable restraint must be exercised if television as a whole is not to suffer for its opening of the color world to the public.



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