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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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 Caron 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
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. • KVOA-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 or for 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 four-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 on bare 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 four 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 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 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 WGN-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 audio, 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 WCAU-TV Miami, dark since April 1957. With FCC approval of WCAU-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 inc. 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 WLBW-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 has lost 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 WSRP Miami (Changing Hands, March 14). Seller is William F. O'Neill, of RKO General O'Neill's. Associated with Ed Winton, former manager of WORX 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.
At what age are Philadelphians sold on radio?

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

Represented Nationally by The Katz Agency, Inc.
WEEK IN BRIEF

Is court test of FCC programing authority in offering? 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

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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 ...

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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 ...

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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 ...

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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 ...

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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 ...

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

**WBIR-TV**  
Knoxville, Tenn.

**WFBC-TV**  
Greenville, S. C.

**WMAZ-TV**  
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

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#### ARB Says...

We have the largest TV market in the Carolinas and Virginia

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<tr>
<th>RANK</th>
<th>MARKET</th>
<th>TOTAL HOMES</th>
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<td>1.</td>
<td><strong>GREENVILLE-SPARTANBURG-ASHEVILLE</strong></td>
<td>219,000*</td>
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<td>2.</td>
<td>Norfolk</td>
<td>206,700</td>
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<td>3.</td>
<td>Greensboro-Winston-Salem-High Point</td>
<td>191,500</td>
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<td>4.</td>
<td>Charlotte</td>
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<td>Richmond</td>
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<td>Raleigh-Durham</td>
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<td>7.</td>
<td>Roanoke</td>
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<td>Greenville (N. C.)-Washington-New Bern</td>
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<td>Columbia</td>
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(Above figures are ARB estimates only and are subject to the limitations expressed in individual market reports.)

* 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-Knode.

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**wfbc-tv**  
GREENVILLE, S. C. CHANNEL 4

---

**Southeastern Broadcasting Corporation**  
Greenville, South Carolina
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 programming 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 Klopmann

Klopmann Mills, subsidiary of Burlington Industries Inc., through Alman, 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 Klopmann." 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 allot's 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 WPX(F) 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, Pennsylvania, 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 WKBO-TV Detroit and WJLM-TV Lansing, both Michigan (BROADCASTING, March 28).

First petition for waiver was from Cosmos Cablevision Corp. asking for 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. Kirchhofer, 73, president of WSEN Inc., Buffalo, N. Y., retired as editor of Buffalo Evening News, Friday (April 1). WSEN Inc. is licensee of WREN-AM-FM-TV. Mr. Kirchhofer 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

**NBC color crime special to preempt full evening**

Three-and-half hour NBC News special colosecast 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 Outstanding Foreign News 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."

**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.
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 now...
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 specials, 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.
"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
Kalamazo
WKZO-TV
Kalamazo
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—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—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 14-25—44th Milan Trade Fair, including meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

April 15—Deadline for comments on FCC proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonsync programming between 6 and 11 p.m., or to two hours of nonsync programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Deadline for comments was Jan. 31.


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


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 Broadcast System, Rutgers University, New Brunswick, N. J.


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 election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22—National convention of Alpha Epsilon Pi, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Tomman of Goodwin and Tomman 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 Manufacturers of Veterans Memorial Coliseum, Marlin, 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 Sheriff Taylor, vice president for radio. National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

April 22-24—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.

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

April 23-24—Region five conference of Sigma Delta Chi, professional journalistic society. Kentuckian at Village State Park, Gilbertsville, Ky.

April 24-30—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 24-26—Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles.

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

April 24-26—Ameo Management Institute sponsored by Ameo 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 25-29—Sixth annual TV-Newsmen 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 NPPA Newsmen’s 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—Special stockholders meeting. November 15

If You Missed It At The N.A.B. Convention, Write Today For Your FREE COPY OF EARL NIGHTINGALE'S FAMOUS L.P. "THE STRANGEST SECRET"

You'll enjoy it, and it will help you see why you should put "Our Changing World" the world's most successful syndicated radio program to work in your market for:

• IMAGE—Earl Nightingale builds and maintains a distinctive image for his sponsors—an image that sells.

• AUDIENCE—"Our Changing World" has a proved "track record"—attracts large audiences everywhere.

• EXCLUSIVITY—"Our Changing World" is your exclusive property in your market.

• LOYALTY—"Our Changing World" quickly becomes a radio listening habit, month after month, year after year.

• RESPONSE—Listeners phone, write or drop in to get reprints of the broadcast—more than a half million in 1965 alone—and to transact business.

• ATTENTION—Earl Nightingale gets complete audience attention and retention—so does the sponsor’s message.

• GRATITUDE—Listeners’ gratitude to the sponsor and the station means more sales and customer loyalty for the sponsor—more "plus" listenership for the station.

• ECONOMY—Program costs are low for an exclusive radio feature of such high quality and wide appeal.

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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, Cameback 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 28—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 25.
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 1PM line was March 25, 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. Chanceller, director of Voice of America; and Charles H. Brower, chairman of the board of BIBO Mountain Shadows and Cameback 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.

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May 8—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 Carlton Avenue, Ottawa 13, Queen Elizabeth hotel, Montreal.
May 7-8—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 Convention. Speakers include Milton C. Mumford, Jim Goddard, and others.
May 7-8—Annual meeting of Kansas Associated Press Radio-TV Association. Kansas City, Mo.
May 8-10—1969 Jeopardy 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 12—Annual spring managers meeting of the Missouri Broadcasters Association. Speakers include Milton C. Mumford, vice president and general manager of Kansas City stations.
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 non-news programming between 8 p.m. and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was March 31.
May 16-20—Seminar on using TV to produce 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 18-27—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 20-21—Annual spring meeting of Ohio Association of Broadcasters. Voyager Motor Inn, Youngstown.
May 19-21—Annual meeting of the Iowa Broadcasters Association. Indicators first or revised listing.
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Broadcasters Association, Blackhawk hotel, Davenport.
May 19—Annual spring meeting of Illinois Broadcasters Association. Lincoln hotel, Urbana.
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 16-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. American 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 28.
May 27—Summer convention of the Washington State Association of Broadcasters. Alderbrook Inn, Union.
June 1—New deadline for comments on 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 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 7-11—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 indicates first or revised listing.

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1932, 1953

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Peters, Griffin, Woodward, Inc.
PERRY MASON IS NOW AVAILABLE!
Offices in New York, Chicago, San Francisco, Dallas, Atlanta
CBS FILMS
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.

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

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)
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 one 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 tau 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 untired talents. It will be a home in television for the major 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. We think, we think, 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 Bert Shevelove, music and lyrics by Sheldon Harnick and Jerome Bock.

Sun Prairie

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

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

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

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 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, WPAW Ponce, Puerto Rico.

BOOK NOTES


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.
Bring in your spring with the flower of the fleet

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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 station managers who 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, inefficient monster restraining its impulses and 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 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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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 programming. 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 if 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 WLTY(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 programing—these were among the issues discussed by a panel of six attorneys and FCC Commissioner Kenneth A. Cox.

The panel, last event on the convention schedule, was a replacement for 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 pending 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 may be 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 to hold off this challenge."

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 programing was how a broadcaster could bring a test case to court without jeopardizing his license.

There were several suggested answers. Mr. Wasilewski 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 programing.

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 WBBR 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 denunciations 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."

Commissioner E. William Henry, at his news conference, said the commission 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 programing 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 WLBTV(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.

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 programing 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.”

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, self-programming and run hospitality suites.

document—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.
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 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 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 affiliates spokesman 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 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 programing, 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 toga, (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 fragments areld the agastoo, you fuddlefrong the microfiddle, always measuring the frigglefreimer.”

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.

In toga's 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 Jahnecke Jr., NBC; Robert 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.

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 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.)

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-
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
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.

Temper Flare • On both sides, according to participants, thermometers 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 minutes, and also in not letting 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 format 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-emptioning 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 Boorom, 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 doubleheaders (see page 114).

Elmer Lower, president of ABC News, said the increased lineup of documentaries will be produced, mostly in color, by John H. Secundari, 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, 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 Seali.

Pleasing Preview • The preview of the ABC-TV 1966-67 nighttime schedule didn't tell the affiliates what 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
what they saw. ABC-TV rounded up quotations from a number of affiliates praising the outlook, including one from Burton B. LaDow of KTVM-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 sales.

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 Marchalk Co., New York, will be in Tuesday Night at the Movies starting Sept. 13 (9-11 p.m. EDT) and 1 Spy starting Sept. 14 (10-11 p.m. EDT) both on NBC-TV.

Rep. appointments . . .


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 Sherrill 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, WDWM(FM) Detroit. He said the station had increased 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 WDWM 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:

Networking 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

COSMOS

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. SROS.

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.

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!
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, advertising, 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..."
In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

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

KVOO-TV

TULSA, OKLAHOMA

Represented by Roffee-Kerry Co., Inc. The Original Station Representative

BROADCASTING, April 4, 1966
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-

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.

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

Home of Gulistan Carpet

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, 5 1/2 ft. tall. It includes suitable metering facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.

TR-3 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!

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.
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 nondonor 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 and 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 and 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 programming 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 the "a" and the substitution with "your" has sparked a major new campaign in media, including radio and TV. TV commercials will show the crossing 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 located 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, programing, 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 where 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 Loewinger discussed the problem of the prime-time TV availabilities for local advertisers and Commissioner Kenneth A. Cox discussed Commissioner Loewinger.

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 Loewinger indicated that there would be a question on the spot availabilities to whether such an inquiry were proper since the basis for the inquiry, the "public conveniences, 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 Loewinger commented.

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

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

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 executive vice president. "Most people didn't come to drink. The 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 "Dryin Sunflower Heads," executed by Mrs. John B. Johnson, wife of the president of WNNY-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 KVVY-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.

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.
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


New!

Deejay Intros from World

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

New!

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.

NEW!

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.

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 programing.

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 magazine, 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 WBBK-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 programing 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

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<td>Fiscal year figures for membership in the National Association of Broadcasters showed an increase of 255 members in the year ending April 1, 1966.</td>
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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 bloopered 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 programming. 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 programming 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 programming 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 programming 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 Broadcasters television board of directors in balloting Wednesday (March 30) at the final session of the NAB convention. Re-elected were (standing, 1 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, 1 to r) are Roger W. Clipp, Triangle Stations; Willard E. Walbridge, KTRK-TV Houston, and Arch L. Madsen, 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, WKRK-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 WKTV(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 programming 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 out 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 examples 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 1000 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 National 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-thousand.

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

The White House post pays $3,000 yearly.

The 56-year-old Mr. Kintner resigned as chairman of NBC last month after serving in that post since Jan. 1, 1956, 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 $53,000 000 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 53 1/4 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 $79,500 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.
THE STATION THAT PUT COLOR IN PENNSYLVANIA!

WJAC-TV

- FIRST station in the nation to be fully converted for network color.
- FIRST in Pennsylvania in live, local color.
- ONLY station in western Pennsylvania with local, live color.
- 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

BROADCASTING, April 4, 1966
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 number two and CBS as number three.

Two Problems • ABC notes 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 another 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 WOR-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.

Eastman Kodak Company
New York: 200 Park Avenue, 212-MU 7-7080
Chicago: 130 East Randolph Drive, 312-236-7234
Hollywood: 6677 Santa Monica Boulevard, 213-464-6131
CONGRATULATIONS TO ALL OF THE COMPOSERS AND PUBLISHERS WHOSE PERFORMING RIGHTS WE LICENSE AND WHOSE MUSICAL ACHIEVEMENTS HAVE RECEIVED THIS YEAR'S COVETED NARAS AWARDS

- Best Contemporary Single Record
  - Group (Vocal or Instrumental)
    FLOWERS ON THE WALL
    Composer: Lewis C. De Witt, Jr.
    Publisher: Southwind Music

- Best Country and Western Single
  PAPA'S GOT A BRAND NEW BAG
  Recorded by James Brown
  Composer: James Brown
  Publisher: Tacoil Industries, Inc.

- Best Gospel or Other Religious Recording (Vocal)
  SOUTHBOUND FAVORITES
  An album recorded by George Beverly Shea and the Anita Kerr Singers containing these BMI licensed compositions:
  PEACE IN THE VALLEY
  Composer: Thomas A. Dorsey
  Robert Hughes
  Publisher: Hill and Range Songs, Inc.
  PRECIOUS MEMORIES
  Composer: J. B. F. Wright
  Robert L. Sande
  Publisher: Duchess Music Corporation

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  THE RETURN OF ROY MILLER
  An album recorded by Roger Miller containing these BMI licensed songs:
  DO-WACKA-DO
  ATTA BOY GIRL
  REINCARNATION
  WHAT'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
  LOVE IS NOT FOR ME
  IN THE SUMMERTIME
  THERE I GO DREAMIN' AGAIN
  Composer: Roger Miller
  Publisher: Tree Publishing Co., Inc.

- Best New Country and Western Artist
  THE STATLER BROTHERS:
  Harold W. Reid
  Lewis C. De Witt, Jr.
  Donald S. Reid
  Philip E. Bosley

- Best Female Vocal Performance
  MY NAME IS BARBRA
  An album recorded by Barbara Streisand containing these BMI licensed compositions:
  JENNY REBECCA
  Composer: Carol Hall
  Publisher: Musical Comedy, Inc.
  I WISH I WERE A KID AGAIN
  Composer: Johnnie Meli
  Roger Perry
  Publisher: Screen Gems-Columbia Music, Inc.

- Best Opera Recording
  Wozzeck
  Recorded by Karl Bohm conducting the Orchestra of the German Opera, Berlin—Principal Soloists: Dietrich Fischer-Dieskau, Evelyn Lear, Fritz Wunderlich
  Composer: Alban Berg
  Publisher: Universal Edition/
  Theodore Presser Inc.

All the worlds of music for all of today's audience
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, KAAK Sacramento, discussed how a station operates in a market where a secondary boycott against a television station (XXTV) 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 radio network revenues of $476.5 million originally and are carried at $1.55 million under depreciated cost.

The merger will make the two companies the world's largest and 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 also will 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 programing 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 programing.

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 Yankelovich research organization to compare radio's sales effectiveness with that of other media, and traced the network's growth in programing, 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 programing 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 programing 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.
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.

KGO-TV • San Francisco
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 programming 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 programming. "It is unfair, and indeed we think it immoral," for a CATV to "purloin 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's actions 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...
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 Burrell, 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.

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 to be 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' 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 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

BROADCASTING, April 4, 1966
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.
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 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.

Pleasures 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, WSH-FM Atlanta, as a "fresh new breeze." He said the opinions 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-
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 programing, 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, WVC-G-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 WSR 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, WBB-W-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 programing, 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 programing consultant firm, “Contemporary Programing 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.
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.
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 fullcontinent 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 recently 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 WNNS-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 forestall 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, Wy.; Stuart (Red) Martin, WCAX-TV, Burlington, Vt., Carl Lee (chairman), Fetzer Broadcasting Companies; Eugene Dodson, WTMTV(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, WKRG-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 nonaffiliated 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.

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 resuming 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 piggy-backs, 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 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 WLCT-TV would be 40 miles short of the FCC's minimum co-channel mileage separation requirements.

WLCT-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, WLCT-TV claims.

With regard to WLCT-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, WLCT-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 WCTU(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 WCTU, were Frank Fouce of Spanish International Stations KMEX-TV Los Angeles and KXEX-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 WNIX(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 rejected a second suggested resolution that would have supported the purposes of the commission's proposed rule to limit network ownership of prime-time programing.

The committee, which met in Chicago March 26 on the eve of the National Association of Broadcasters Convention, was created under the auspices

Everyone's a sales virtuoso on WMAL-RADIO in Washington

The radio personalities of the preceding pages all make music for the Nation's Capital's most loyal audience.
And the intermissions—world, local and sports news and commentary—are equally rewarding.
For good listening day and night, Washingtonians set their dials for WMAL-RADIO.
If you want to lead in sales . . . call your McGavren man for details.

WMAL radio

The Evening Star Broadcasting Company

5000 powerful watts
630 Kilocycles
Washington, D.C.
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 programing 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 nonduplication 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 extend 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 33 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, programing, 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.

★ WYAM-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 Burdall and Denny J. Bixler. WYAM operates full-time on 1430 kc with 1 kw. WYAM-FM operates on 100.1 mc with 360 w.

★ WQMT Manitowoc, Wis., sold by...
3M show you new way to get rid of paleface!
New "Scotch" Video Tape No. 399 opens a new dimension in video quality

Stronger black and whites: Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It's a picture that's truly alive!

Cleaner running: Permits the cleanest picture ever produced . . . stays that way, play after play.

Perfect copies: Create up to 4th generation duplicates that the television viewer cannot distinguish from the original master tape.

Improved sound: Dynamic range is substantially improved across the sound spectrum. Living sound to match the picture!

Total versatility: Completely compatible with all stations' equipment . . . both high-band and low-band recording. Recorders need no special adjustment or set-ups.

Field proven: Thoroughly tested and proven in actual broadcasting use by networks, local television stations and production studios.

Longer life: Capable of 2,000 machine passes. Proportionate increase in on-the-air replay capability. Almost impossible to wear out. Virtually unlimited shelf life.

"Scotch" Video Tape No. 399 adds a new dimension to your programming.
color tape plus! can put you years ahead in television programming

Find out HOW!!

Gentlemen:
Please send me more information on new "Scotch" Brand Video Tape No. 399

NAME

TITLE

FIRM

ADDRESS

CITY STATE ZIP

3M COMPANY
MAGNETIC PRODUCTS DIVISION
ST. PAUL, MINN. 55119

THE TERM "SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M COMPANY
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.

Harald Essex, WSED Winston-Salem, N. C., was elected chairman of the selection committee at its organization 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, WBOB 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, WDNL Olean, N. Y.; Julian Haas, KGEX Crockett, Ark.; Lester Spencer, WKBV Richmond, Ind.; Rex Howell, Krex Grand Junction, Colo.; Lloyd C. Sigm on, Golden West Broadcasters, Los Angeles, and John Box. WIL St. Louis.

IF YOU WANT "ADVICE" — IT'S HAMILTON-LANDIS & ASSOCIATES WITH AN AGGREGATE OF 164 YEARS OF BROADCAST EXPERIENCE:

“Judge” Landis — 36 years
Ray Hamilton — 36 years
John Meagher — 27 years
Jack Hardesty — 26 years
Barry Winton — 20 years
Dick Shaheen — 11 years
George Moore — 8 years

IF YOU WANT "SALES" — IT'S HAMILTON-LANDIS & ASSOCIATES WITH AN AVERAGE OF A SALE EVERY EIGHT DAYS DURING THE PAST YEAR!

Hamilton-Landis & Associates, Inc.
John F. Hardesty, President

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1737 Delaware St., N.W.
Executive 3-3458

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Tribune Tower
Delaware 7-2754

Dallas
1511 Bryan St.
Riverdale 8-1175

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Radio • TV • CATV • Newspapers
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Negotiations • Appraisals • Financing of Choice Properties

Broadcasting, April 4, 1966
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 sheets 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 “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 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 rating 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, Media-

stat 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.”

90 (THE MEDIA) BROADCASTING, April 4, 1966
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 telephone recall yesterday (R-3Y) was 9.9%; the telephone 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 a 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 of...
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.

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.

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 Full Development of All Channel Broadcasting refused to endorse a proposal supporting it (see page

The following directors were elected for the coming year:


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.
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 broadcasting 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 KWON-TV Denver; WDMN-TV Hattiesburg, Miss.; WTVN Columbus, Ohio; WPIN-TV Scranton, Pa.; KGBV-TV Wescaco, Tex.; KOAT-TV Albuquerque, N.M., and WPTV 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 the 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 cooperative basis. Continual surveys will report on people's activities and interests in various leisure pasttimes, 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 dealers in the 18-38 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. Pactor fellowship 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.
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 overcrowded 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—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 highband 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. Collidge, 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. Collidge 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-
## Market Ratings and Shares

**Eastern-Pacific Time 7:30-8:00 PM Thurs.**

<table>
<thead>
<tr>
<th>Market</th>
<th>Rating</th>
<th>Share</th>
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**AN AGGRESSIVE 40% SHARE OF AUDIENCE!**

**A CONSISTENT 24 RATING IN THE TOP 50 MARKETS!**

**MUNSTERS**

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<td>Average</td>
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**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.

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 programer. 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 Thell 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.

Specially 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 some 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 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 exoteric pronouncements have been on the gibb."

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, lower power, that 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 giving 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.”
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, reassessed 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 commission's standards for determining interference are out of date. He said the commission is “facing 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 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:

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<td>746,152</td>
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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-

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.
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 and has a 1¼-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.
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.

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 attaché 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 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 patents right 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. Tharpé.

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 Plumbicon 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.
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 CJFT-TV Montreal, a French-language station, for its “outstanding contribution to community service.” Cinq Belle-ville, Ont., was awarded the John G. Gillin Jr. award for “promotion of genuine public interest in local education programs.” 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.; CHAY-TV Winnipeg, Man.; CFTO-TV Toronto; CKXK Kentville, N. S.; CHUM Toronto; CHRC Quebec; CHAR Moose Jaw, Sask., and CKLO 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 have never been listened to on this 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, he 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.
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 Associates 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-snorring 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 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-Stirling 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 Metromedia 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, if 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 because they didn’t see anything different in TV programing,” 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 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.”

As in previous NAB conventions, some program suppliers sprang some surprises. Buyers visiting at Screen Gems were told confidentially that a major sports package was to be made available. It involves 17 half-hours in color of NFL game highlights (see page 115).

At ABC Films, 26 hours in color of Hayride, picked up 10 days before the convention from Avco Broadcasting, was the most exciting news. Seven Arts created a stir with the announcement of an animated series called Marine Boy and immediately sealed deals with Metromedia for New York, Washington and Los Angeles. 20th Century-Fox Television got a big reaction for Jim Thomas Outdoors, 52 half hours of hunting and fishing in color. Laurel and Hardy in cartoon form roused the boys who dropped in at Wolper Television Sales Inc. and a package of 15 magic shows got a big play at Desilu.

Delayed Release * One of the most talked about offerings was Embassy’s “50 Top-Time Features” package. Possibly a trend-setter, it’s being sold on delayed availabilitys. The package consists of movies made in 1964-65-66, with 15 available for play on television this year, 10 in 1967, 15 in 1968 and 10 (one of which is yet to be produced) in 1969.

MGM-TV, meanwhile, unveiled a series of 52 first-run post-1948 features specially designed for prime time or late night showings. Syndicaton sales director Ed Montanus claimed the package
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 film-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 was "economically efficiently priced" for stations on one-run, one-year terms and indicated his sales for it and other company product was "unprecedently" 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 an 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 buying 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; WJHK-TV Detroit; WESA(TV) Cleveland; WCCTV Minneapolis; KTVU-TV Oakland-San Francisco; WBSN-TV Columbus, Ohio; KHTV(TV) Houston; WAST(TV) Albany, N. Y.; WJZ-TV Kalamazoo, Mich.; WJDO(TV) Duluth, Minn.; WPMJ-TV Youngstown, Ohio; KTVU(TV) Tulsa, Okla.; WM6D-TV Peoria, Ill.; KORK-TS Las Vegas; WSHL-TV Harrisburg, Ill.; WMATW(TV) Poland Spring, Me.; KATV-Wichita, Kan., and KWSW-TS Roswell, N. M.

Boston Symphony Orchestra (Seven Arts): WTV(TV) Charleston, S. C.; WHO-TV Des Moines, Iowa; WLBH(TV) Jackson, Miss., and WJSP-TS Columbus, Ga.


Behind the Scenes with the Royal Ballet (Seven Arts): KCO(TV) Los Angeles and KVOS-TV Bellingham, Wash.

En France (Seven Arts): WNN-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 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 programming.

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 claps, 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.

BROADCASTING, April 4, 1966
'Let me show you our stuff,' says Frank Parton of Screen Gems spots 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.

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.

There's a good time to be had at National Telefilm Assoc. Senior VP Pete Rodgers (l, background) is friendly. It would be nice to stay but there's still a job to do.

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.
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 bussed by a friend.

Trans-Lux TV is merchandising a toy out of one of its kid shows. But Gigantor can't compete with beauty.

There are John Wayne movies at Medallion that Mal Kasanoff wants to buy. But the price, he finds, is too high.

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 programing 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 Country Music Association in singing the praises of country-and-western music. The music jarred the hall, shook their ear drums 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 test 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 Hurbut, 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. 43.5% 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, KLZ 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, WSAZ Huntington, W. Va., NAB radio board chairman, predicted that the "increasing presence of dynamic new programing 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 programing and local identification, counter-programing, 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 everyone 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 KMKX (TV) San Francisco, WMWV(TV) Coro- rona-Los Angeles, WKBW(TV) Detroit and WKBW(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 programing 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)

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 "prospects 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, 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 WALT-TV Atlanta, WAND-TV Pittsburgh, WSCO-TV New Port, 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 programing.

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 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 show 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
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 1,377 nonspeaking roles.

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 new 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. Kemper, 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. Kemper, 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.

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 WBEZ-TV Chicago last week. His responses to two questions dealing with programing 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 programing, expressed sympathy with viewers who complain that all three networks pre-empt regular programing 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 programing 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. M r. 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, 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 Jansen.

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

BROADCASTING, April 4, 1966
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, day-time 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 saving 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 programming 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 be-
hind.

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 argued 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
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 KXON-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 through 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 invitation 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.
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 pried 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 programing, which broadcast ratings extent today."
- Asked the Federal Trade Commission to examine the "possibility of monopolistic domination of the TV rating industry by one company."

"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 programing, 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 reinitiated."

Representative Rogers' 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 flu last week, told 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' requests. Representative Harley O. Staggers (D-W Va.), chairman of the House Commerce Committee, was noncommittal 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 circulated 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 to 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 invariabley 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 employee 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 employees 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.
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 committee members 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 WFLD-TV Philadelphia carrying it right after a Phillies baseball game.

Four beers, F&M Shafer Brewing through BBDO, C. Schmidt & Son through Ted Bates, Sroh 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 WMPX-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAG-AM-FM Baltimore and WPLG-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:

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New clients cause earnings dip at PKL

The Papat, 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:

<table>
<thead>
<tr>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.59</td>
</tr>
<tr>
<td>Gross billing</td>
<td>33,135,761</td>
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<tr>
<td>Commissions</td>
<td>5,143,294</td>
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<tr>
<td>Net income</td>
<td>482,957</td>
</tr>
</tbody>
</table>

Richmond Newspapers register stock at SEC

Richmond Newspapers Inc., owner of WRLA-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. Tennant 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 $3,134,484 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 KWBV San Francisco-Oakland, Calif., to Metromedia Inc. for $2,459,000 on Nov. 24, 1965, and KFWB Los Angeles to West-...
NBC lassos batch of Edison awards

NBC received five radio and television programming awards, and CBS, National Educational Television (NET), the Canadian Broadcasting Corp. and WNYC, New York, one programming 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 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 programming 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 programming 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.

Cited for 40-year service

John Elmer (1), WCBS 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.

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 annual competition.

Honored for outstanding news programming in major markets (more than 250,000 people) were XFMV-TV San Diego, as exemplified in The Gun Battle and WAKY Louisville. Named for outstanding local news programming 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.
FATES & FORTUNES

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.

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.

James Gustafson, formerly account executive and local sales manager at WTTG-TV Washington, named sales manager.


Jack B. Creamer, with advertising promotion department of Philadelphia Inquirer, rejoins Philadelphia office of Al Paul Lepton 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 WKED-TV Nashville, named to newly-created position of sales manager for commercial production division. Tom Ervin, account executive at WLAC-TV, becomes assistant sales manager-national. Erskine Bonds, account executive, named assistant sales manager-local for WLAC-TV.

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 WJZ-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.


Dan Alexander, formerly in production department of Pams Inc., Dallas, appointed sales representative. Item in March 21 Broadcasting was in error.


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.


Edward A. Vernick, formerly art director at Wemen & 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.


Charles Govea, consultant to Becton, Dickinson & Co., East Rutherford, N. J., named consultant to WJNJ-TV Linden-Newark, N. J., for Spanish-language time sales.


James Ballard, manager, WTAL Tallahassee, Fla., named account executive, WEEI Boston.


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 KGTV-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 Metromedia TV station.
Ellis NAFMB board chairman; Voron president

Elmo Ellis, W5B-FM Atlanta, elected board chairman of the 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, Associates, New York, treasurer, and Edward Kenyon, Washington attorney, secretary.


Elected regional directors were: Alex Smallens, WABC-FM New York; Fred Fletcher, WRL-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, WABC (FM) Detroit.


Leonard Stevens, formerly VP in charge of broadcast media at Weighman 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 with pictorial center.


Jack R. Merker, operation manager for KVMN 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 WSHP-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 WTRK 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 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. Swackhammer, 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.

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, WBP 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; Dakar; Gomer Pyle—USMC, and The Andy Griffith Show.


Gary L. Pudney, executive producer in programing 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.


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.


Richard Bluel, production executive at Warner Bros. Pictures TV, signed by Greenway Productions and 20th Century-Fox TV as producer of The Green Hornet series scheduled for ABC-TV in fall.

Don Roberts, formerly sports director and program manager for WWHO Augusta, Me., appointed sports director of WIMA-AM-FM-TV Lima, Ohio.


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.


Paul G. Kuntz and Larry deBear, with WTIC-AM-FM-TV Hartford, Conn., named news director and assistant news director, respectively.

Duane Johnson, formerly news director of KLTV Huron, S. D., appointed news director of KMA Shenandoah,
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 WPRO Hartford, Conn., in similar capacity.

**FANFARE**


Murray Weissmann, assistant director of press information, CBS-TV, Hollywood, named manager of TV press department for Universal City Studios, Universal City, Calif.


Robert R. Rodgers, eastern sales manager for Storer Programs, New York, named PR director for Detroit Institute of Arts.

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 WJHK-TV Detroit.

Chet Adams, chief copywriter for Advertising Specialty Institute, Philadelphia, appointed promotion manager of WINS-AM-FM, that city.


Don E. Whiteley, promotion manager of KBTR and KBTV-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 WNIM(FM) Decalb, III.

Winfield W. Bemis, engineering sales manager with Spencer Kennedy Laboratories, Boston, appointed director of engineering at National Teline Corp., Waltham, Mass.

Russ A. Gimlello, 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.

Roy V. Whisnand, formerly president of Whisnand Management Co. and VP of WINS-TV, both Boston, elected VP of The Curtis Publishing Co., New York.


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, Oue.) 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 WKEY Toronto.

H. G. Love of CFCN Calgary, Alberta, re-elected president of Broadcast News
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, sur.—surl, CATV—community antenna television, CF—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, ke—kilometers, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorization, SPEC—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, w.—watts, ——educational.

New TV stations

APPLICATIONS

St. Louis—Greater Saint Louis Television Corp. UHF channel 36 (566-572 mca); ERP 970 kw vis., 39 kw aud. Ant. height above average terrain 353 ft., above ground 352 ft. P.O. address: c/o Boyd W. Fellows, 71 Maryland Plaza, St. Louis $1108. Estimated cost of construction $486,658; first-year operating cost $379,000; revenue $389,000. Geographic coordinates 38° 40’ 5” north lat., 90° 25’ 18” west long. Type trans. RCA TTU-30A, type ant. RCA TTU-40A, studio and trans. both located St. Louis. Legal counsel Downey, Lohnes and Albertson, consulting engineer Serge Bergen, both Washington. Principals: Boyd W. Fellows Jr., Benjamin F. Davis, James A. Buffer 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. Henning Jr. (all 10%). Mr. Fellows has various broadcast interests including assistant to president of Continental Television Enterprises Inc. Mr. Davis is doctor of dental surgery. Mr. Butler is leasing agent. 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.


New AM stations

APPLICATIONS

Ferus Falls, Minn.—Minneapolis Broadcasting Corp. 1900 kw, 5 kw, P.O. address c/o Otto Gralla, 8065 12th Ave. N.W., Box 1299, Minneapolis $1000. Estimated cost of construction $26,000; first-year operating cost $10,750; revenue $26,000. Principals: Otto Kerp and Donald Fritselli. Ann. March 28.

St. Charles, Mo.—Cecil W. Roberts, 1400 kc, 5 kw, P.O. address: 809 Michigan Avenue, Farmington, Mo. $3640. Estimated cost of construction $49,800; 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. 602 Union National Bank Bldg. 900 Walnut Street, Council City 64104. Estimated cost of construction $99,000; first-year operating cost $50,000; revenue $50,000. Principals: John Tilten and Carl Mandaena (both 50%). Mr. Tilten is television producer and director. Mandaena is executive producer of Nightcap. Ann. March 28.

St. Robert—Robert L. Baker Jr., 1000 kc, 1 kw, P.O. address: Box 937, Gastonia, N. C. $2952. Estimated cost of construction $20,000; first-year operating cost $10,000; revenue $10,000. Principals: Robert L. Baker Jr., Mr. Baker has 33 1/3% of WPCF Clinton, S. C. Ann. March 28.

Seaside, Ore.—Seaside Broadcasting Corp. 930 kc, 1 kw, P.O. address c/o Ronald A. Murphy, 1010 4th Avenue Bldg. Seattle $912. Estimated cost of construction $2,833; first-year operating cost $48,000; revenue $50,000. Principals: Gerald B. Don- nnon (50%), Robert L. Fiedler, Richard A. Foley, John F. Paine, Michael D. Kirkland (all 25%). 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, Wisc.—New London Enterprises Inc. 1460 kc, 1 kw, P.O. address: c/o Mr. Paul Mueller, 1153 Eder Lane, West Bend, Wis. $2289. Estimated cost of construction $49,435; first-year operating cost $40,000; revenue $32,000. Principals: Edwin Wright and Herman and Herman and Charles Schmallenberg and W. A. Beck (both 7%). Mr. Wright is 4%) Mr. Kohs (4%). Mr. Kohs is president of a milk and cheese company. Herman Schmallenberg is physician. Charles Schmallenberg is manager of supper club. Mr. Bender is executive vice president & cashier of bank. Mr. Kohs is lawyer. Ann. March 28.
Existing AM stations

APPLICATION


New FM stations

ACTION BY FCC

*Raleigh, N. C.—North Carolina State University announces that a new FM on 88.1 inc. channel 201, 10 kw P.O. address: c/o Gerald G. Hawkins, Box 5505, State College, N.C., has completed construction cost $3,538; first year operating revenue $16,700. Authorized G. T. Davis, authorized by trustees of University of North Carolina. Action March 22.

APPLICATIONS

West Monroe, La.—J. A. M. Brown and E. Griffith, 95.3 mc, channel 222, ERP 3 kw, 975 w. Ant. height above average terrain 300 ft. P.O. address: Box 416, West Monroe, La. Estimated cost of construction $12,000; first year operating revenue $12,000. Mr. Griffith is owner of KUZN West Monroe. Ann. March 25.

KDEO El Cajon, Calif.—Granted assignment of license from Tuills and Hearne Broadcasting, Inc., to John P. Tuills and John P. Hearne db.a. Tuills and Hearne Broadcasting. Transfer is for legal convenience only. No financial consideration. Action March 26.

WKTX Atlantic Beach, Fla.—Granted assignment of license from John J. Wheeler to WKTY, Inc., to allow Mr. Wheeler to purchase stock interest in Alum-

KNOY Billings, Mont.—Granted assignment of license from Mr. Robert Williams, executor of estate of D. Gene Williams deceased, and Dr. Beulah Smith, co-partners in Meyer Broadcasting Co. Meyer Broadcasting Co. is licensee of KFPR-AM-FM Bismarck, KMOT-TV Minot, and KTVF Williston, all North Dakota. Consideration $120,000. Action March 26.

KMCV McCook, Neb.—Granted assignment of license from Idaho Broadcasting Corp., to Semoce Broadcasting Corp. Semoce is owner of KFPR (51%) . Vernon A. Meints, Walter E. Brundage (15%), and Daniel L. Jansen (12%) each. Mr. Corrick is general manager and Messrs. Jansen and Meints are sales managers of Waddell and Reed Inc. McCook. Mr. Jansen is treasurer of Waddell and Reed Inc. Cozad, Neb. Consideration $91,000. Action March 26.

KNOX Grand Forks, N. D.—Granted assignment of license from Community Radio Corp., Inc., to Robert J. Dennehy (49%); Mr. Hobar and Mr. Schleimer (51%); each. Mr. Schleimer is manager of KRTH-FM, a research company. Action March 29.


KJIM Fort Worth—Granted assignment of license from Trinity Broadcasting Co, to W. L. Bailey, db.a. KJIM Broadcasting Co. Trinity Broadcasting wishes to acquire AM license in order to concentrate on KJIM-FM and UHF per- mittee. Consideration $300,000. Action March 26.

APPLICATIONS

WHOBS and DRUM Deatur, Ala. Seeks assignment of licenses through acquisition of stock from Jeffie Jones to John H. Jones (50%) before 100% after db.a North Alabama Broadcasting Co. as executive of estate of Jeffie Jones. No financial considera-

Action March 26.

KSV-TV Hanford, Calif. —Seeks relinquishment of certificate of permit to KSV, Victorville, Calif. to Victorville Broadcasting Corp., db.a. KJIM Broadcasting Co. KSV TV wishes to acquire AM license in which to concentrate on KJIM-FM and UHF per- mittee. Consideration $300,000. Action March 26.

KBNL Victorville, Calif. — Seeks voluntary assignment of license from Victor Valley Broadcasters Inc. to Victor Valley Broadcasters Inc. owned by Robert G. Griffin, Clifton_Findon and Robert T. Griffin (all 33 1/3%). Mr. Griffin is owner of Victor Valley Broadcasters Inc. Consideration $665,000. Ann. March 28.


KBCR-AM-FM Shreveport, La. — Seeks transfer of control from Good Music Inc., owned by Crawford Godfrey (37.5% before, none after) and Jacques Wiener (28% before, none after) to Alvin Childs Sr., Kehoe and Armond Daigle (each 25%). Consideration $40,200. Ann. March 28.


WNOY Asheville, N. C. — Seeks assignment of license from WWOI to WWOI Broadcasting Inc. owned by Mark Clements (15%) and Daniel S. Jacob- son (49% ). Mr. Clements owns marketing research company. Mr. Jacobson is vice president and general manager of KWFL Midland, Tex. Consideration $150,000. Ann. March 29.


WNEW Cagnas, P. R.—Seeks assignment of license from hotel in San Juan to Atlantic Broadcasting Corp., db.a. Quillan Broadcasting Corp. owned by Mr. and Mrs. Alfredo P. Quillan (49%); the management of which is owned by Mr. Quillan of which is sole owner. Action March 25.

WLOW-FM Allken, S. C.—Seeks assignment of CP from Sound Broadcasting Inc. to Ra- dio Allken, Transfer is for legal convenience none after. Action March 29.

KZAC-AM FM, Tacoma, Wash. — Seeks assignment of license from Tacoma Broadcast- ing to Radio 850 Corp., owned by M. L. Lindsay, Dan L. Bean and Ronald Murphy (all 33 1/3%). Mr. Bean is business manager of KPQ, Tacoma; Mr. Murphy is lawyer. Consideration $410,000. Ann. March 25.

BLACKSMITH SERVICE

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TO SUBSCRIBE mail this form with payment. Mark [ ] new subscription or [ ] renew present subscription. Rate $12.00 per year. Rate for Subscription rates on page 7.

SUBSCRIBER SERVICE

BROADCASTING, April 4, 1966
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, March 31

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<td>109</td>
<td>9</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>513²</td>
<td>189</td>
<td>702</td>
<td>133</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Jan. 31, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,034</td>
<td>1,417</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>82</td>
<td>210</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>3,952</td>
<td>1,397</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>1,134</td>
<td>1,864</td>
</tr>
<tr>
<td>Applications for new stations</td>
<td>290</td>
<td>173</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>290</td>
<td>173</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>370</td>
<td>246</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>108</td>
<td>37</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>108</td>
<td>37</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>216</td>
<td>74</td>
</tr>
<tr>
<td>Licensed stations deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

- Breakdown on UHF and VHF applications not available.
- Includes three noncommercial stations operating on commercial channels.

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 1320 kc, UHF, 550 kw to 5500 kw, with additional operation with 250 kw conditions. Action March 24.

FINAL ACTIONS

- Commission gives notice that the Feb. 7 initial decision which looked toward granting application of WFLI, Inc., to increase daytime power of WFLI Lookout Mountain, with or without additional operation with 1970 kw with 1 kw, N. D-A, and Newhouse Broadcasting Corp. to change operation of WAPI Birmingham, Ala., from DA-2 to DA, and Newhouse Broadcasting Corp., to change operation of WAPI Boston, Mass., from 10 kw to 10 kw, new license with conditions, became effective March 29 pursuant to Sec. 1276 of rules. Action March 29.

- Commission granted application of Mid- West 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 2500-2600 mc band allocated to that service, with each transmitting with effective radiated power of 100 kw at a height of 25,000 ft. It would serve area with 200 mile radius from center located near Montpelier, Ind., including parts of Ill., Ind., Kentucky, and Ohio. Action March 29.

- Commission granted application for assignment of license of UHF TV station WUTH Milwaukee, from WIXX Inc. to WKY Television Inc., consideration $500,000 plus $150,000 for agreement not to compete for three years within 15 miles of station's transmitter. Action March 24.

- Review board members Berkemeyer and Pincus, with member Nelson conceming 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 WBNF Inc. March 4, 1965 in hearing looked toward this action. Action March 22.

OTHER ACTIONS

- Review board members Berkemeyer, Slone and Kessler adopted decision on March 4 in granting application of Central Broadcasting Co. for new FM to operate on channel 248A (99.7 mc) in Kingston, N. Y., and (2) denying application of Ubiquitous Frequency Corporation 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 to operate on channel 284 (104.9 mc) in Franklin, Ky., (1) granted applicants' joint petition for approval of agreement whereby Capital Broadcasting Corp. would reimburse Capital News Inc. for out-of-pocket expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Capital News Inc. application; (3) granted Capital Broadcasting Corp.'s application; and (4) terminated proceeding, Member Kessler concurred with statement; Member Slone dissented with statement, which to which Member Berkemeyer joined. Action March 30.

- Review board in proceeding on applications of Broadcast Co. Inc. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Auburn, 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 Broadcast Co. Inc. and Dixie Broadcasting Corp. to extend time from April 8 to July 8 to file comments and from April 10 to July 22 for replies in matter of amendment of part 1 of rules of practice and procedure to provide for discovery proceedings. Action March 28.

- Commission on March 23 granted petition by Minnesota-Jowa Television Co. Austin, Minn., to extend time, insofar as FM-838 and 911 only are concerned, from March 31 to April 29 for comments, and from April 31 to May 9 for replies, in matter of reviewing proposal for new assignments in Doc. 16212. Action March 28.

- Commission on March 24 granted request by Cascade Broadcasting Co. and WBNF Inc., to extend time to April 8 to file comments and from April 10 to April 15 for replies in matter of assignment of channel 42 to Kennewick, Wash., in matter of violation of use of UHF television channels. Action March 28.

- Commission on March 24 granted request by Cascade Broadcasting Co., Pasco, Wash., to extend time 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 29 why it should not be ordered to cease and desist from further operation of its cable TV system in Toledo, Ohio, which it commenced March 16, extending signals of WKBN 24, Detroit, and WJTV-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 wireless broadcast licenses in Monroe and Nashville, Tenn., respectively, in Doc. 16388-9, (1) denied petition by Central to enlarge issues as to (a) format, and (2) on board's own motion, enlarged issues as to (a) format, and further allowed party to show cause at hearing April 22 why it 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 failure to amend its application within 30 days to reflect changes in ownership after additional time for revision in corporate make-up and increased present cost; and (3) determined the facts added pursuant to foregoing issues bear upon comparative qualifications of its applicant. Member Nelson concurred against adoption of the issue. Action March 25.

- Review board granted petition by Clark Broadcasting Corp. to extend time to April 21 for reply briefs in matter of initial decision in proceeding on AM application of WHOO Radio Inc., Orlando, Fla. Action March 24.

- Review board by memorandum opinion and order in proceeding on applications of Charlottesville Broadcast Corp., to change operation of WINA, Charlottesville, Va., to 1400 kc, 5 kw, DA-N. U. and WBXM Broadcasting Corp. for new AM station, for new TV station, 5 kw, D, In Springfield, Va., (1) approved applicants' joint petition for certificate of agreement and waiver of Sec. 1.525(a) whereby WINA would reimburse WBXM for costs of building a facility toward this application in return for its withdrawal, (2) dismissed petition, (3) retained in hearing status WINA's application, (4) denied 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 public notice and hearing, and (1) denied his application for additional time for filing comments, and (2) denied his application for additional time for filing comments, and (3) denied his application for additional time for filing comments, and (4) denied his application for additional time for filing comments, and (5) denied his application for additional time for filing comments, and (6) denied his amendment of Sec. 74.383(a) of its rules in matter of multiple ownership. Action March 26.

- By order, commission further extended time for filing comments and reply comments in matter of hearing on proposed amendment of Sec. 73.383(a) of its rules in matter of multiple ownership. Action March 26.

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in proceeding on WNAR's application. Action March 23.

• In proceeding on applications of WCOL and WCOL-FM of Cincinnati and Ohio Radio Inc. for new station, both Broadcasting Bureau, and prehearing conference, review board grant and admit reply to finding made in proceeding on application for new AM's in Natchez, Miss., and Dehihi, La., respectively. Action March 24.

Routine roundup

**ACTIONS ON MOTIONS**

**By Office of Opinions and Review**

• On new motion by Atlantic Broadcasting Co. to extend time to April 7 to file pleadings to motion by Atlantic for pre- and/or pro-ceeding on assignment of licenses to WUL-AM-FM Washington from Washington Broadcasting Co. Inc. To continue hearing conference, granted motion by Atlantic to extend time to April 14 to file pleading responsive to petition for reconsideration and/or application of designation order. Action March 24.

By Chief Hearing Examiner James D. Cunningham

• Dismissed without prejudice to filing of new pleading at appropriate time, by Quality Radio to hold hearing at Super-ior, Wis., to extend time from April 3 to April 15 to file pleadings responsive to proposal to expedite cases. Granted by Hearing Examiner Millard H. Sleighter, trustee in bankruptcy, for renewal of license of WIGL Superior, and for assignment of license of WFMK to K. Broadcasting Co. Action March 24.

By Hearing Examiner Basil P. Cooper

• Scheduled further prehearing conference for March 25 to consider proceeding on applications of Ultravision Broadcasting Co. and WYCAL-TV 21 in New York, for channel 23. Scheduled further hearing conference for April 6, and continued to April 14 for replies. Action March 22.

By Hearing Examiner James D. Cunningham

• Granted motion by McClellon Pacific Corp. to extend time to April 10 to file pleading responsive to finding of Hearing Examiner Thomas J. Frederick, that hearing be held in New York, to file pleading responsive to petition on applications of Gordon Sherman and Ormond Sherman for new stations to operate on channel 36 in Orlando, Fla. Granted request for April 14, and granting for May 18. Action March 22.

By Hearing Examiner James D. Cunningham

• Granted petition by McLeodan Pacific Corp. to extend time to April 10 to file pleading responsive to finding of Hearing Examiner Arthur A. Croll, trustee in bankruptcy, for renewal of license of WJGL Superior, and for assignment of license of WFMK to K. Broadcasting Co. Action March 24.

By Hearing Examiner Basil P. Cooper

• Scheduled further prehearing conference for March 25 to consider proceeding on applications of Ultravision Broadcasting Co. and WYCAL-TV 21 in New York, for channel 23. Scheduled further hearing conference for April 6, and continued to April 14 for replies. Action March 22.

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• Granted petition by McClellon Pacific Corp. to extend time to April 10 to file pleading responsive to finding of Hearing Examiner Thomas J. Frederick, that hearing be held in New York, to file pleading responsive to petition on applications of Gordon Sherman and Ormond Sherman for new stations to operate on channel 36 in Orlando, Fla. Granted request for April 14, and granting for May 18. Action March 22.

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Network Inc. includes adjunct stations and translators.

WORA Mayaguez, P. R.—Granted license covering change in antenna location, transmit power, and antenna height. (Continued)

WORC Radford, Va.—Filed for license for FM station.

WPOL Providence, R. I.—Granted renewal of license for AM station.

WPRV Pittsburgh, Pa.—Granted renewal of license for AM station.

WPTV-4 Boynton Beach, Fla.—Granted CP to install new trans. (main), increase transmit power, and antenna height. (Continued)

WQSK-AM Jackson, Miss.—Filed for license for AM station.

WRLP-AM Greenfield, Mass.; WRLP-TV Chicopee, Mass.: World-Communications Inc. —Filed for licenses to install new translators.

WRSU-AM South Bend, Ind.—Filed for license for AM station.


WSPR-FM Las Vegas, Nev.—Filed for license for FM station.

WSRA Latrobe, Pa.—Filed for license for AM station.

WSTL-TV St. Louis, Mo.—Filed for license for TV station.

WTCM-FM Rogers, Minn.—Filed for license for FM station.

WTVW-AM Youngstown, Ohio—Filed for license for AM station.

WUXF Louisville, Ky.—Filed for license for AM station.

WYAM-FM Norfolk, Va.—Filed for license for FM station.

WYLY-Lexington, Ky.—Filed for license for AM station.

WZPN-AM Westerly, R. I.—Filed for license for AM station.

The Record’s business columns may be found on page 137.

Actions of March 28

United Press International Inc., New York, N. Y.—Granted extension of authorization for installation of studio facilities at 660 East 116th Street, New York, to KCLW Windsor, Ont., Canada, and other Canadian stations and XETRA Tijuana, Mexico, for completion of construction.

WITA-TV San Juan, P. R.—Granted mod. of license to increase height of antenna to 39.8 ft., at same trans. location; change type trans. to new trans. at same nighttime trans. and daytime trans., and specify changes in antenna structure.

WJZ-TV Baltimore, Md.—Granted license covering installation of auxiliary trans. at 2101 W. Lombard St., condition: remote control permitted.

WKMT-TV Carthage, N. M. —Filed for license for TV station.

WAVA-AM Washington, D. C.—Filed for license for AM station.

WAVK-AM Knoxville, Tenn.—Filed for license for AM station.

WBNZ-AM Norfolk, Va.—Filed for license for AM station.

WBFX-FM Newark, N. J.—Filed for license covering change in antenna location, type trans., and specify type trans.

WBC-AM and WBDX-FM New Bern, N. C.—Filed for licenses to install new trans. and modify equipment.

WBOB-AM New Orleans, La.—Filed for license for AM station.

WBZ-AM Boston; WQXH-AM Providence; WHN-FM New York; WABC-AM New York; WOR-AM New York; WBZ-FM Boston; WHNU-FM Boston; WBZ-TV Boston; WJAR-TV Providence—Filed for licenses to install new trans. and to make changes in antenna location.

WBBM-AM Chicago; WBBM-FM Chicago—Filed for licenses to install new trans., to make changes in antenna location, and to change type trans. and antenna.

WBCN-FM Boston; WBOB-AM New Bern, N. C.—Filed for license to install new trans. and make changes in antenna location.

WBZ-AM Boston—Filed for license to install new trans. and specify new antenna location.

WBU-AM Mechanicsville, Va.—Filed for license for AM station.

WBBN-AM Providence, R. I.—Filed for license to install new trans. and specify antenna height.

WBF-AM Locust Grove, Ga.—Filed for license for AM station.

WBAA-AM Anderson, Ind.—Filed for license for AM station.

WCBY-AM Binghamton, N. Y.—Filed for license for AM station.

WCHR-AM Charleston, W. Va.—Filed for license for AM station.

WCLY-AM Richmond, Va.—Filed for license for AM station.

WCLZ-AM Cicero, Ill.—Filed for license for AM station.

WCMN-FM Burley, Idaho—Filed for license for FM station.

WCMX-FM Charlotte, N. C.—Filed for license for FM station.

WCMX-FM Charlotte, N. C.—Filed for license for FM station.

WCTV-34 Jacksonville, Fla.—Filed for license for TV station.

WCMX-FM Charlotte, N. C.—Filed for license for FM station.

WCMX-FM Charlotte, N. C.—Filed for license for FM station.

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**CLASSIFIED ADVERTISEMENTS**

*(Payable in advance. Checks and money orders only.)* (FINAL DEADLINE—MONDAY preceding publication date.)

- **SPOTTINGS** W. on ENT 25¢ per word on classified ads for sale.
- **DISPLAY** ads 25¢ per inch—STATIONS FOR SALE, STATIONS TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. 26 X rate—$22.50, 52 X rate—$20.00 Display only). 5¢ or over Billed R.O.S. rate.
- **All other classifications, 35¢ per word.** Send box reply code with your classified ad to BOX 269, BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Applicants: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately please). All transcriptions, photos, etc., sent to box numbers are sent at sender’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

**RADIO**

Help Wanted—Management

Florida, daytimer, one station growing market. 

Manager with proven record. 

Good salary with high incentive. Box C-234, BROADCASTING.

Ready to move up? Need selling manager. Size Indiana market liberal commission $20,000 per 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. Can bring ownership in an exciting Texas city of over 50,000.

Competent, professional in sales and programming. Post progressive management. Excellent living and working conditions. 

Can bring new opportunity with salary and commissions commensurate with ability. Box D-1A, BROADCASTING.

Top salesman? Pigeon held? See no future in current position? Go-getting sales manager for our top rated, upper midwest, full service music station. Excellent guarantee, beautiful city, college town. Box D-36, BROADCASTING.

General manager for long established AM-FM combo in northern Ohio city of 25,000. 

Thoroughly seasoned in sales and administra-

tion. Needs aggressive, enterprising, program-

ting and community relations. Excellent physical plant and professional staff. Single station market. Attractive incentive program with expanding group operation. Previous station management re-

quired. Send complete resume in confidence to Milton Natz, P. O., Box 489, Mount Clemens, 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 ag-

gressive Ohio station. Good working condi-

tions and incentive plan. Box C-52, BROAD-

CASTING.

Salesman with imagination and ambition needed for new full time major market Ohio radio station. Box C-101, BROAD-

CASTING.

Deep south station will pay $10,000 guaran-

teed to top radio salesman who can show a real sales job. 

Eventually he will have a shot at an assistant manager’s job and possi-

ble management. Must have well proven record in sales. 

Send complete details. Box C-201, BROADCASTING.

Florida major market Gulf Coast Ten Thou-

sand dollar 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 as salesman; but you must prove yourself first. You must be well qualified in selling with a good record. Recommendations from past employers will be checked thoroughly. Give us the name of your first letter. They will be held in strictest confidence. Box C-209, BROADCASTING.

Sales—(Cont’d)

Sales manager, California daytimer, excell-

ing in sales, station promotions, community pr, public relations, spot, remotes, bonuses. Box C-295, BROADCASTING.

Southern California—Multiple group ex-

tremely successful operation necessitates additional salesman. Unusual opportunity with management possibilities. Applicants will be carefully screened. Box D-83, BROADCASTING.

New York area—Aggressive young man for radio airtime sales in growing New Jersey/ New York market. Base salary plus com-

mission. Only hard workers interested in a challenging career. Address New York area airtime sales rep. Immediate answer. Phone WDHA-FM, Dover, New Jersey 201- 

366-3424.

Key personnel are continually being pro-

moted to management and ownership posi-

tions in our mid-west family stations. Cur-

rent exciting opportunities in sales. Contact WISM, Radio, Madison, Wisconsin.

Account executive wanted—for expanding sales staff. Need aggressive man to take over large territory and make it larger. This is Illinois’ fastest growing area. Need a good personality. A great opportunity for a man with a good record to settle into a high growth territory with many benefits. For details, write Chuck Rhel, Sales Manager, WLPD AM-FM Box 216, LaSalle, Illinois, or call 815-283-3106.

Immediate opening for salesman at Religious formatted station. Send complete resume to Harry Morgan, WSKT, P. O. Box 9030, Knox-

ville, Tenn.

New Management of full-timer in Minne-

sota, Wisconsin needs three good salesmen. Excellent opportunity. Alert, growing orga-

nization. Good account lists. 30% commis-

sions. Send resume to Manager, 1204 North Eleventh, Minneapolis, Wisconsin.

Announcers

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines your resume and tape to Box C-25, BROADCASTING.

Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-52, BROADCASTING.

Combination AM announcer and position of responsibility in FM operation. Good music, CBS affiliate, New York State. Mature voice with good sense of humor, puns & timings. Tape & re-

sume. Box C-160, BROADCASTING.

Midday deejay, experienced, small Ohio market; starting salary $80. Send tape and resume to Box C-106, BROADCASTING.

Top 40—Major Market. Exciting station. 

Ideal living and working conditions. No books or character. Prefer family man. Send documentable resume, reference, to recent picture. Box C-187, BROADCASTING.

Top 40 DJ—Major Market. Exciting station. 

Ideal living and working conditions. No books or character. Prefer family man. Send documentable resume, reference, to recent picture. $500 weekly—6th program director of central states FM station. Must be competent engineer with 1st phone and FM engineering experience. Good reference with minimum 3 years experience. Able to handle C&W and pop music as well. Send X-TL of resume and complete employment background for past 3 years. This is a permanent position with room for advancement. For those in Illinois, Iowa or Missouri. Box C-196, BROADCASTING.

**ANNOUNCERS**

Red hot blues and jive disc jockey for Negro programed station. Experience in similar station important. Your inability 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 an-

nouncers, engineers and salesmen. Grow with us, send experience resume, tape to Box C-257, BROADCASTING.

Full time Indiana AM will have openings for announcers. A ticket, and a commercial man this spring or early summer. Attract-

ive remuneration and working conditions. Contact us for full details. References strongly suggested. Box C-208, BROADCASTING.

1st phone announcer, some maintenance. In small FM station. Box C-73, BROAD-

CASTING.

Major market 5 kw will entertain employing radio school graduate as trainee. 

Box D-10, BROADCASTING.

Midwest metro daytimer has permanent position open for announcer some sales ex-

perience. Excellent location. Modern C&W format. Box D-40, BROAD-

CASTING.

Hidden in the announcers booth? Want to move into sales, 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-83, BROADCASTING.

Top 40 personality, afternoon drive time. 

Important medium-large station, Great Lakes area. No 1 rated. Tape & photographs will get you immediate answer. Box D-78, BROADCASTING.

Announcer, minimal 6 months experi-

ence can earn extra in sales. Also need news director. Box D-81, BROAD-

CASTING.

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 “up-town” country/ western station, KLAK, has immediate opening for good air and board man with first phone. Neither country music experience necessary. Working in 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, KSWS, Roswell, New Mexico.

Immediate opening for experienced announ-

Announcers—(Cont'd)

Aggressive station in progressive community seeks early morning man to double in sales. Win number 1 needed to sell bright morning listening. Good pay, pleasant working conditions. Send recent references, tape and complete resume in first reply to Manager, KWHK, Hutchinson, Kansas.

Tampa’s top "40" 10,000 watt station with 7 day, Sunday copy 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, photo, references to Sam Hanan, WTRD, North Charleston, S.C. 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. WBNR, Beacon, N.Y.

Wanted immediately—Announcer with 1st phone for daytime directional, Hartford market. Call WEWH, 203-668-5281.

Need good country music dj for 100 percent country music, including their own shows. Contact Jerry Norman, Manager, WELE, 514-787-1131.

Kentucky—Have opening for C&W dj, airwaves thru the chron. Must be permanent position...Immediate opening...family man only. Tapes to: Keith Buck, WZDJ, Williamsburg, Kentucky.

Chicago classical music station, WFMT, is seeking a staff announcer. Must handle program on a daily basis and have a pleasant, unabashedly unpretentious manner. Good starting salary, benefits, etc. Send bio and audition tape to: J. H. Robinson, WFMT, 221 N. LaSalle St., Chicago, 60601.

Announcer: Who can run own pop show, contests, remotes need first class ticket. WJY, Salisbury, Maryland. Norman Glenn, Pioneer 2-3181.

WJO, Bath, Maine wants darn good announcer for a morning announcement who will be the voice of the middle of the road day. 6-4, 10 or 11:30 to 2. Send resume and with resume and state minimum salary requirement.

Immediate opening for talented top 40 showman. WMOY MD. Must be bright and creative with a flair for news and programming. Send tape, photo, resume and salary requirement to WKAZ, P.O. Box 871, Charleston, W. Va. or call Gary Payant, Operations manager at 344-1444. Sorry no call backs.

Modern C&W format needs tight dj to handle some production. 1st opening in years. Call or write John Jacobs, WRTK, Charlotte, North Carolina.

Announcer—top 40 pace: resume, tape and photo. WDLR-FM, Traverse City, Michigan.


WNCG-WKTN FM Stereo will have an opening for an announcer who will fit into our format of good, middle of the road music and news plus many local news stories. Our youngest man is moving into sales in WKTN FM Stereo. We require a mature, intelligent, with good taste and good adult music programming. Starting salary $115, 40-hour week, for qualified announcer. Please do not apply unless you have minimum of 3 years experience. Charlotte may not send. Send tape, photo, resume to: A. D. Cohen, Jr., WNCG, P.O. Box 678, North Charleston, S. C.

$135 a week to the best first phone, good music announcer we find to work in the beautiful tourist area of the nation. WPVL, Painesville, Ohio.

Immediate opening for announcer at Re-ligious formatted station. Send tape and qualifications to Manager, WSPG, P.O. Box 9030, Knoxville, Tenn.

Two radio-television announcers wanted. Send resume, salary requirement and picture with list of personal requirements. All tapes will be returned. Joe Rada, WATP, Parkersburg, W. Va.

Announcer, sportscaster, 1st phone preferred, call WITE 812-980-3000.

Experienced announcer preferably with new gathering experience for AM-FM station. Include experience details and 1/2 tape with reply. WWSV, Somerset, Pennsylvania.

Draft has created immediate opening for announcer-engineer, 5 kilowatt. Phone 606-474-0144.

Experienced announcer wanted by top rated station. One sports announcer, one news announcer will work hard and put out quality programming. Room for advancement in growing organization. Gem Radio Stations, Box 276, Winnonah, Pennsylvania.

Combination announcer, first phone. Daytime station adjacent to Washington, D.C. Experience in production, format, news and music album standards. Salary open for right man. Send tape, WOEX, P.O. Box 666, Herndon, Va. 703-637-1440.

FM stereo announcer wanted for good music station in coastal South Carolina. Tele-phone area code 803-529-3050 after 4, and weekends 524-7057.

2 Experienced announcers for 5 kw AM, 50 kw FM, combined operation. Send audiation and complete resume, tape and photo to: Donald E. Knowles, Pres., Coastal Broadcasting Co., Inc. 68 State St., Siltsworthe, Wisconsin.

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 56, Green Bay, Wisconsin.

Experienced announcer must be versatile, copy, production, special events, etc. 5000 watt Florida station. Send tape, photo and resume to Box 790, Eustis.

Alive, bright, swinging 10,000 watters need experienced, nationally-announcer—newman who can work any format. Must be responsible and hardworking with both expanding and dynamic organization. Only professionals apply. Send tape and resume immediately to Box 1040, Anchorage, Alaska.

Top 40 personality with 3rd tie for N. H. station, DJ & Logging experience required. Send tape, picture, resume to Box 448, Nashua, N. H.

New management of full-timer in Manitowoc, Wisconsin needs four good staff announcers. Send audition tape and resume to: Ken Joslin; 7th and Chestnut, Manitowoc, Wisconsin. Send tape and photo to: Manager, 1204 North Eleventh, Manitowoc, Wisconsin.

Technical

Chief engineer-announcer. Full maintenance for metropolitan daytime. Excellent growth opportunity. Box C-95, 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 com- plete AM station plus association nation-wide fleet of motor vehicles with two-way Motorola equipment. $125.00 per week. Northeastern United States. Top station in medium market, Box C-266, BROADCASTING.

Radio Correspondent wanted to join actual news staff in Germany. Must translate Ger- man to English. Brushup course might be necessary for right man. Must have national news ability. Send complete resume, tape. Box D-9, BROADCASTING.

Assistant news director for radio section of Top 40 network. Must have excellent background in radio news and general assignment reporting. Medium-size northeast market. Good voice and brisk delivery a must. Tape, resume, copy to Box D-58, BROADCASTING.

A major Gulf coast radio station with emphasis on news is expanding. Immediate openings now for competent newsman who are able to secure news, to air it. Experience desirable but will consider young man. Must have desire to join a progressive, fast growing company. Please send brief resume and all back- ground particulars to Box D-13, BROADCASTING.

Somewhere there is an announcer who yearns to be a news director. Good work- ethic, enthusiasm, 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 opportu- nity for man with good news background who can operate board. Send audition tape, resume, and resume to: Paul E. Zobanks, WPAG, Mt. Airy, N. C. 10,000 watts 740 kc.

Top flight experienced newcomer to join "total talk" station in Detroit. Ability and initiative to seek out, write, deliver and publicize big news. Energy, intelli- gence and dedication can be your key to a successful career with an expanding group operation. Contact General Manager, Detroit's conversation station, area code 313-533-4333.

Production—Programming, Others

Program director, deep south station, who has ideas and experiences in top forty for- mat. Send resume and salary require- ment. Would have to be interested in coordinating of operations of equipment and have good eyesight. Send resume and $10 audition tape. Top flight good prize contest ideas. Annual salary in top four figures to start, with merit raises at regular intervals. Tape to complete details of experience and outline of ideas you have developed. Box C-360, BROADCASTING.
Production—Programs, Others continued


Radio farm director for midwest university station. Masters degree preferred—college degree acceptable. Land grant university. Top salary and other benefits. Send resume. Box C-294, BROADCASTING.

Afternoon drive personality needed by quality station in eastern 700,000 market. Modern format. Man must be production, programming, and sales oriented. Top experience no drawback. Age no factor. Must be articulate—have good judgment. We want “good sound of humor”—no jokes. Interesting, concise talk—not drubble. Preparation. Box C-257, BROAD-

CASTING.

Trafficgirl. Metropolitan Washington, D. C. Good pay for right man. Send tape, references 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 can build the station, either the number one or number two program man at a major market station, and have demonstrated your ability to successfully program either a market station or a mid-market road station, you could be our man. Salary high and opportunity unlimited. Write Box D-74, BROADCASTING.

Traffic manager for leading AM & FM radio station in major market. Excellent company benefits. Top dollar for right man. Reply to Box D-26, BROADCASTING.

Copywriter-traffic. If you can work in recording spots etc., broadcast conscious so much the better. I. Five samples of work, audition tape, work records, references to WCLI. P. O. Box 1541, Cincinnati, Ohio.

Immediate sports openings—Last man here 5 years, 50 plus—play-by-play basketball & football games and afternoon record show. Concentrate on college. Good pay for right man. Send resume, references, and salary requirements to William M. Minut—Program Director, WESC, Bradford, Pa.

Key personnel are continually being promoted to management and ownership positions—both family stations. Current expansion opens excellent opportunities in news and commercial production. Contact WIZM Radio, Madison, Wisconsin.

RADIO

Situations Wanted—Management

Manager, major market, smaller station. Successful, heavy 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, music director. Self-starting, aggressive, hard working, enthusiastic, experienced in overall station management, family man, proven consecutive years experience, excellent references. Resume. Box D-2, BROADCASTING.

You can’t beat experience and success! General manager, sales oriented, desires major market position in midwestern major market. Owns one successful station. Young enough to be in command. Contact in BROADCASTING. Box D-15, BROADCASTING.

Aggressive, young, successful account executive with strong sales background has top sales record. Marketed. Box D-25, BROADCASTING.

Situations Wanted—Announcers

First phone announcer-draft free. Experience top 40, or medium market. Prefer April 15. Good engineer as well as announcer. Want management position. Box D-39, BROADCASTING.

Announcer-top 40. Three years middle of road experience. Capable disc-jockey, newsman, and play-by-play interested in any combination. Military obligation completed. Wide medium market, in a good city. Fresenly experienced, will work 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, baseball, and wrestling, 3rd class ticket. Box D-22, BROADCASTING.


Excellent staff announcer, mature, family, good color, 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. Brings 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-64, BROADCASTING.

Announcer with three years commercial experience desires new position after returning BS degree in May. Also, sales and news experience. Married. Box D-68, 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-60, BROADCASTING.

California top 40—young first phone rock jock—1/4 yrs. experience—deep voice—fast presently employed. Box D-35, BROADCASTING.

DJ-announcer, newscaster, broadcast school graduate, draft free. Will relocate. Box D-83, BROADCASTING.

6 years major markets—good ratings—versatile. Top 40, modern, country, mid-road, contemporary artist man, music director, work hard, loyalty for reasonable security. Call Phone C-453-8540 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—617-799-5562 or Box D-66, BROADCASTING.


Combo dj, authoritative newscaster, experienced Negro. Will relocate. Married, Not a prima donna. Box D-69, BROADCASTING.

Top Negro Jock—experienced 400,000 plus metropolitan market seeks solid progressive 3rd class ticket. Deming, (married), experience, salesman, engineer, understands third class management capabilities, polished delivery, intelligent, newscaster, copywriter — for resume and resume write now, Box D-70, BROADCASTING.

Tiger—Top 40’s—Beginner dj. Creative producer, with ability to use both copy and music. Endorsed third class draft exempt. Box D-71, BROADCASTING.

132 BROADCASTING, April 4, 1966
**Situations Wanted—Announcers**

**Continued**

**Announcer—strong on commercial delivery—young, married, relocate endorsed 3rd, Box D-7, BROADCASTING.**


College student desires summer work . . . 1st phone . . . 2 years commercial experience . . . versatile. Box D-76, BROADCASTING.

Top 40, 1st phone. Fully experienced. Currently newscaster. 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. Me Phillips. 3107 Euclid Avenue, Tampa.

School teacher wants summer job . . . good voice . . . musical background. Reliable. First phone. J. King, P.O. Box 1391, San Pedro, Calif. 90733.


Top 40 only—1st ticket. 31 years experience. Prefer west, tape & resume. Georgia.


Negro dj and newscaster, 3 years experience. Graduated from New York School of Announcing and Speech. Write Al Williams, 723 Chauncey St., Brooklyn, N.Y. 11207, call 212-453-2556.

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**Production—Programing, Others**

Separate FM programming? Creative program ideas are needed for all FM operations. In major metro markets will produce customized schedule for your audience. 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 experience. Desires heavy sports programming, play-by-play, Medium or Major markets. Present employer is my best reference. Box D-10, BROADCASTING.

Creator, 14 years programming, sales, management. First phone, 32, married. Vet. $15,000. Interviews. Box D-23, BROADCASTING.

Operations manager—Presently employed to top ten market East coast. Sales oriented—cost conscious—13 years experience announcing—programming—production traffic. Ist phone—completely familiar with F.C.C. requirements. Box D-39, BROADCASTING.


News-sportscaster, 6 years experience. Permanent only. Prefer Midwest. Box D-49, BROADCASTING.


Ready for program director. Good voice, excellent production, married. Dependable. Want Florida or southeast. Must have a living wage. Box D-64, BROADCASTING.

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**TELEVISION—Help Wanted**

**Sales**

Group TV station, major northeastern market seeks young aggressive salesmen to take over assignments previously due to growth. Excellent opportunity. Complete details first letter. Box C-150, BROADCASTING.

Local television salesman for major southeastern market. Reasonable draw with real income opportunity in new and increased sales volume. Knowledgeable and fair account assignments promised. Want man personally to ask and get the whole budget. Box C-174, BROADCASTING.

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**Announcers**

Move up to TV. Young announcer willing to work at least 3 months on location in upper midwest full power central Pennsylvania station. Send complete resume, audio tape, picture, salary to WTPA, Box 2775, Harrisburg, Pa.

**Technical**

Immediate opening for engineer with first class license. Experience desirable. Permanent, full-time employment. Send complete resume and salary expected to WTTG-TV, 1476 Wisconsin Ave., Washington, D.C. Attention: Chief Engineer.

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**TELEVISION—Help Wanted**

**Technical—(Cont’d)**

Experienced technicians with 1st phone for vacation relief with major station in east. Excellent benefits with position for permanent. Send resume and references to Box C-219, BROADCASTING.

Needed immediately—video switching techni- cians and transmitter operators with first class license. Progressive, fullcolor, southern station. Operating experience with equipment and commercial licensing desirable. Send complete, concise resume, including contacts with previous employers. Box C-236, BROADCASTING.

Studio—TV—CTV technicians, operations/maintenance—$6700 first year. Salesman—Virginia, Box C-243, BROADCASTING.

Immediate opening for experienced chief engineer to supervise installation, operation, and maintenance of southeastern educational television, full power transmitter, and micro-wave equipment. Box C-549, BROADCASTING.

**Engineer—First phone. Ideal climate. Profit sharing plan and other fringe benefits. Contact Curtis Casey, Chief Engineer, KCEN- TV, Temple, Texas.**

Transmitter chief. Excellent salary and fringe benefits. Prefer present chief accepting chief engineer position. Successor chief engineer will have experience with GE transmitter. Opportunity for transmitter engineer to step up to transmitter chief if desired. Send complete resume and references to WPXV, 701-825-6292, Pembina, North Dakota.

Immediate openings for 2 first class phone operators. Radio and television. No announc- ing required. Union Scale. These are permanent, job positions. Contact Billie J. Clark, Director of Engineering, WTVY-WWXW, 5409 North St. Louis Avenue, Chi- cago, Illinois 60625.


TV switcher and transmitter engineer with first class license. Experience desirable. Permanent, full-time employment. Send complete resume and salary expected to WTTG-TV, 1476 Wisconsin Ave., 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, WTTG-TV, WXXW, 5409 North St. Louis Avenue, Chi- cago, Illinois 60625.

Chief engineer to design and install station of 2,500 mw TV system for public school system. Available immediately. Send complete resume indicating present experience, salary requirements, and position to W. Evans, P.O. Box 2469, West Palm Beach, Florida.

Wanted: Field engineers to install and test high power VHF and television transmitters. Excellent opportunity with growing organization. Telephone 413-735-2284 or write Townsend Associates, P.O. Box 219, Fecding Hills, Mass.

Chief engineer—applications are now being accepted for chief engineering positions in Mayaguez and Ponce, Puerto Rico. Applica- tions must have 1st class license and experience in maintenance of broadcast equipment. Telephone license and experience in maintenance of broadcast equipment. Telephone qualifications commensurate with experience. Send re- sume and qualifications to Contact Billie J. Casey, Chief Engineer, Box C-226, BROADCASTING.

Chief engineer—applications are now being accepted for chief engineering positions in Mayaguez and Ponce, Puerto Rico. Applica- tions must have 1st class license and experience in maintenance of broadcast equipment. Telephone qualifications commensurate with experience. Send re- sume and qualifications to Contact Billie J. Casey, Chief Engineer, Box C-226, BROADCASTING.
Technical—(Cont'd)

Television technician for new communications center on campus of dynamic—expand- ing University of 11,000 enrollment. Complete benefit program. Experience in closed circuit and broadcast engineering. FM and TV Person competent in VTR. FM and TV, equipment required. 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 with a top class operation. Write Tom Dorsey, WBNS-TV Columbus, Ohio.

Production—Programing, Others

Scene designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. De- mand growing for live production. Deadline for syndicated tape is, color required talent party to film or salary open. Send resume to Box E-204, BROADCASTING.

Rocky Mountain VHF, NBC affiliate needs aggressive, promotion minded program manager, who can work with people. This job is for a self starter who has good ideas and the ability to get results. Send complete resume and salary require- ment to Box C-100, 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 VTR producer to our staff. Box Should be familiar with camera and television on the air direction. This is a tall order and only the experienced person 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 Beec Ave., Lima, Ohio 45805.

TELEVISION

Situations Wanted

Management

TV executive, currently program manager, experienced, all phases 12 years, seeks sta- tion as best program management. Rocky Mountain and west. MA degree. Box C-122, BROADCASTING.

High creative administrator needs a super- visory, responsible position in TV station, TV division of ad agency or to organize broadcast department for sponsor. Provide writerproducer. Background includes di- rector—consumer sales, sales management and incentive planning. 13 years Chicago TV WGN. WLS. Excellent salary and sales promotion. Will relocate. Box C-148, BROADCASTING.


Sales

Attention groups: especially AM-TV opera- tors. Employed in major market radio sales manager desires west, midwest, southwest market position with opportunity for advancement. Reputable, under 46, broadcast sales 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 experience and references. Experienced in all entertainment fields, including recent experience in executive level. 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 an opportunity to talk with him. Experienced in installation, operation and maintenance of studio, transmitter, wire- wave systems. You will find me capable, reliable and congenial. Florida or deep south, please. Box D-42, BROADCASTING.

Presently control room supervisor full color medium VHF or experience construction maintenance, operation, 1st phone. Interested in staff or supervisory position in large market far west, southwest or south. Box D-82, BROADCASTING.

News

News director. Mature professional available immediately. Shop rated on camera delivery, major market administr- ative background. Experience in special events, public affairs and editorial programming. Box D-45, BROADCASTING.

Experienced newsman available June 7th. Contact: Mike Miller, 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. Per- forms in TV show every week. Ranging recent years among the highest in nation. Present show, live years. January A.R.B. shows audience of over 200 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 or live back- ground. In stagnant situation now, wants to grow. Box D-24, BROADCASTING.

Experienced director, now employed, de- sires relocation in Florida or Southeast. Box D-59, BROADCASTING.

Television Production manager . . . 13 years experience in all phases of production. Video, television, film, lighting, dig- recting 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 Elec- tronics Corp., 1214 Turibbe 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 batting channel 8 antenna. Send prices and availability. Box C-270, BROADCASTING.


Remote control, console, modulation moni- tor, frequency monitor—Frew, 119 South, Cartersville, Georgia.

FOR SALE

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electro- dens, 480 Columbus Ave. NY, Don Helms. Parabolic antennas 8' aluminum complete with dipole and 4' pole mounting bracket. 1750 mc $120.00 complete. Tuned to 850 mc $250.50 complete. 850 mc 100 kw, 440 kw. Box 452-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TV-1B 1U uhf television transmitter. Immediate delivery as its base. Presently tuned to channel 20, 6 weeks warranty. Dale Inc. 815-382-3527, Box M-288, BROADCASTING.

Two used two hundred fifty thousand watt AM Dobler type medium frequency trans- mitters. Can be seen in operation in Mexi- co. Could be combined for 500,000 watts. Quick delivery. Box C-189, BROADCASTING.

General radio SI-6 CF bridge. Good condi- tion. Book and accessories. $130.00 FOB. Box C-226, BROADCASTING.

Attention C. P. owners. Complete broad- cast station equipment—LD, twoaka cob, tower and transmitter. Also ideal as a second studio. Box C-266, BROADCASTING.


General Electric model 8BF 2A1 3 kilowatt FM transmitter—Needs 25 kw power to drive. $500. Box D-3, BROADCASTING.

Heliak coaxial cable HJ-25-50 type, new 56 ft. FOB, E.E.E. P.O. Box 2025, La Mesa, California.

UHF Transmitter, GE kw with remote controls, good condition. Will sell to friedly $40,000.00 Contact, Len Eden, WVTS, 5045 Lawton Ave., Detroit, Mich. 213-896-4075.

For sale—Limiter Gates M329B. Excellent condition, practically new. Half price, $290.00, WAGN, Menomonie, Michigan.

Whatever your equipment needs . . . check Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Desperate—Property sold—Must remove by April 15, RCA TF-12 AHP VHF super- heterodyne receiver. $250.00. Send offer, will deal any way. 3601 N.W. 4th Street, Miami, Florida 33607-5504.

Wanted used 1½ inch 50 ohm copper co-ax, and FM rewire, to drive freq. & mod. moni- tor. KWNT Radio, Davenport, Iowa.


Why buy new cart tapes? Lik-Nu Cart rebuilds them with care! If you own a cart we service the midwest . . . any size just 90c. Lik-Nu Cart Corp. Box 2608, Fort Wayne, Indiana.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laughing devices with practical introductions. Free catalog. Orbea Comedy Books. Atlantic Beach, N. Y.

“DEEJAY MANUAL”—A collection of dj comedy material. ... $5.00. Write for free “Broadcasting” Catalog. Show-Biz Comedy Service, 1735 N. 26th St., Washington, D. C. N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines. $4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif. 91605.

Professional fitness! Commercial announce- ing—voice training—practiced in studio with mail. Also beginner’s course, Hal Freeman Broadcasting, Guides 518 Medford, Patchogue, N. Y. 11772.

Small market jobs—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, Executive, Box 254BR, Beverly. N. J. 07109.

INSTRUCTIONS


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.


FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. Q.1. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks FCC radio license training in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programing, producing, operating, Transmitters, trans- mitter operation, disk-jockeying, and all phases of broadcasting. And get completely familiar with theory and practical application of training purposes by a private school—Elkins Radio School. 225 S. 16th, Magnolia, Orlando, Florida.


FCC First Phone—plus 250 hours theory and practical application, 8 weeks. $345. Rooms $10.00 a week on campus. License guaranteed. Orlando Technical Institute, 385 N. Magnolia, 415, Orlando, Florida.

FCC First Phone in 6 weeks. 300 hours theory and practical application. License guaranteed. Orlando Technical Institute, 3161 Main St., Winter, W. Va.

Announcing, programing, first phone, all phases electronic. Thorough, intensive practical training. Methods and results proved many times. First phone placement serv- ice, Allied Technical Schools, 207 Madison, Memphis, Tennessee.


FCC First Phone—plus 250 hours theory and practical application, 8 weeks. $345. Rooms $10.00 a week on campus. License guaranteed. Orlando Technical Institute, 385 N. Magnolia, 415, Orlando, Florida.


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FCC First Phone in 6 weeks. 300 hours theory and practical application. License guaranteed. Orlando Technical Institute, 3161 Main St., Winter, W. Va.

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INSTRUCTIONS—(Cont’d)

New England’s only 10 week, First Phone course. Classes offered every 3 weeks. Also 6 week program. Write: Northeast Broadcasting School, 35 Boyston Street, Boston, Mass. 02116.

First Class License. Ten week course. 300 hours theory, lab and practical training. $350. Atlanta School of Broadcasting, 32 11th St., N.E., Atlanta, Georgia.

Professional School of Radio and Television broadcasting. Class taught by working professionals from major stations. Write: Orben Bldg., 497 Woodward Avenue, Detroit, Michigan 48201.

RADIO Help Wanted Mangement

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

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 manufac- turer. Age to 35. College degree and direct sales experience desirable. Must have 1st Class Radiotelephone li- cense 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

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, includ- ing liberal vacation, 6 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.


An Equal Opportunity Employer M/F

RADIO CORPORATION OF AMERICA

SALES TRAINEE

Outstanding career opportunity for young man with future manage- ment potential in a growth elec- tronic firm and a leader in the manufacture of broadcast station equipment. B.S. degree and First Class radiotelephone li- cense or extensive amateur opera- tor experience.

Located in West Finest of schools. Advancement. Complete employee benefits. An equal opportunity em- ployer. Send resume to

Box D-82, BROADCASTING

***SALES—(Cont’d)***

增加的工作人员

南方的10,000瓦特的好声音电台在周日有直接的播音；

“SALESMAN”目前在本地和区内的开路台中担任职务。经验和想象力是你所需要的。

Salary and commission.

Promotable and promotion—minded

MORNING PERSONALITY. Opportu- nity for TV talent work.

Box D-38, BROADCASTING

SALES TRAINEE

Outstanding career opportunity for young man with future manage- ment potential in a growth elec- tronic firm and a leader in the manufacture of broadcast station equipment. B.S. degree and First Class radiotelephone li- cense or extensive amateur opera- tor experience.

Located in West Finest of schools. Advancement. Complete employee benefits. An equal opportunity em- ployer. Send resume to

Box D-82, BROADCASTING

BROADCASTING, April 4, 1966
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

TV STATION SALESMEN

WCIT-TV, CHICAGO. Is looking for additional salemen. Aggressive, experienced in TV, college education, family men with excellent appearance and best references. Draw against commission. Do not phone. Send complete resume, snapshot, and references to John McFarlin, WCIT-TV, Board of Trade Building, Chicago, Illinois.

Production—Programing, Others

UNUSUAL OPPORTUNITY FOR UNUSUAL PROMOTION MAN

Our company supplies stations with free-program films of varying lengths on general interest and public-service subjects. We need a creative idea man with self-starting and follow-through talents to maintain effective dialogue with stations on how and why our materials can aid in their programming. Copy, layout, skill 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

Extensive experience throughout radio-own radio in management of radio TV and combination properties, Usually worked under pleasant ownership, with complete responsibility for entire properties in medium to large markets. Excellent UHF experience. Usually responsible in key-program, sales, accounting, technical and promotion departments. Capable administrator and reliable as corporate officer. Very adequate educational background and a most pleasant personality. Enjoying perfect health and in the mid-forties. 50-6000 for the last five years has been over $10,500.
Originally from Midwest, currently in the east but will return soon permanently in the Midwest and Southeast. My concern is of my desire to relocate. Any area other than the north or northeast. I prefer to plan a move for three to six months from now. Inquire or send a letter if necessary. I will arrange to visit you in your market after an exchange of correspondence. Your interest is completely confidential. Address:
Box D-72, BROADCASTING

MISCELLANEOUS

BRAIN FOR SALE

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.
BROADCASTER'S EXCHANGE
1015 Hartford Bldg., Dallas, Texas

PUBLIC SERVICE

HIGHLY COMMERCIAL—PUBLIC SERVICE TYPE PROGRAM—PROVEN SALEABILITY—TIMELY—HUMAN INTEREST—ADAPTABLE TO ANY MAJOR METROPOLITAN MARKET
212-478-1177 Box C-176, Broadcasting.

EMPLOYMENT SERVICE

TOP "40" YOUR BAG?
We've Got The Jobs!!

3 WAKE-UP MEN MAJOR MARKETS $10-15,000.00
4 PRODUCTION MEN MAJOR MARKETS $10-14,000.00
7 NEWSMEN—NEWS DIRECTORS MAJOR MARKETS $11-17,000.00
MANY OTHERS—ALL MAJOR MARKETS $5-$5
RUSH TAPE AND RESUME TODAY!
NATIONWIDE RADIO-TV EMPLOYMENT AGENCY
635 North Michigan Ave., Chicago, Ill.
Phone area code 312-337-7075

ANNOUNCERS—1st NEWSMEN—ENGINEERS
DJ’S—SALESMEN
1615 California St., Denver, Colo. 80202
Phone 303-292-3710

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherrie Barish, Director

INSTRUCTIONS

LEARN MORE EARN MORE
Television Camera Operation Production & Directing
DON MARTIN SCHOOL OF RADIO & TV
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

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☆ THE AMPS AGENCY ☆
All Media Placement Service
130 S. Robertson Blvd., Beverly Hills, Calif.
Telephone Ol. 7-4881

WANTED TO BUY

WANTED TO BUY RADIO STATION
Principles Only—Full Particulars—Confidential
Write:
Box D-46, BROADCASTING

SOLVE
MANAGEMENT-ESTATE-TAX PROBLEMS

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: Richard Schweitzer
1212 Bank for Savings Building
Birmingham, Alabama 35203
Phone 205-322-0616

SOLVING MANAGING-ESTATE-TAX PROBLEMS

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.
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Phone 205-322-0616
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.

**Rulemakings**

**PROPOSED**

- By further notice of proposed rulemaking and notice of inquiry, commission invited comments on a petition of February 28, 1966, as to whether over-air subscription TV operations should be allowed on a nationwide basis. It also invited comments by lamp company, with regard to inquiry instituted in pay TV operations by wire or cable. Action March 21.

**PETITIONS FOR RULEMAKING FILED**


**New call letters requested**

Springfield, Ark.—Autus Johnson requests KLAC-FM.

KLC-FM Los Angeles—Metromedia Inc. requests KMCT-FM.

Port Sulphur, La.—Plaquemines Broadcasting System requests WTPO.

WBOB Rochester, N. Y.—Rochester Area Educational Television Association Inc. requests WXXX.

Porto-Can, Calif.—International Television Inc. requests WMTC-FM.

WAMV TV East St. Louis, Ill.—Our Community TV Inc. requests WVMY.

Rex R. Reaseco Inc. requests KSNH.

WVUN-WXKW Troy, N. Y.—Troy Broadcasting Co. requests WYBK.

Cablevision Inc. has been granted a franchise.

CATV franchise request submitted by Union Trans-Color Co. has been rejected by local voters. During the last five years, franchise proposals have been defeated six times in special elections.

For Sale—Stations

**FOR SALE**

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**CHAPMAN ASSOCIATES**

2059 PEAHCREEK, ATLANTA, GA. 30309

**FOR SALE**

**MIDWEST MAJOR MARKET**

5,000 WATT FULLTIME PLUS FM $1,000,000 category

Box C-291, Broadcasting.
firms have been received: South- Towns Communications Systems, Liverpool, from Flint, Michigan; Petoskey, Mich. -Midwest Cable TV, Traverse City, that state, has requested a franchise. CATV Enterprises Inc. has already been granted a franchise in Petoskey.

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.

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, Mich., and one from Dearborn, Mich. Installation fees would be $100.

Warren Cable TV Inc. (Louis Reda, president), Phillipsburg, that state, has been granted a conditional, non-exclusive franchise. Local officials will determine if Clearview CATV Co., Easton; or new serving Lopatcong, holds an exclusive franchise.

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.

How to make a lot of money without doing any work at all

LET KAISER-COX PUT YOU IN THE CATV BUSINESS!

TO-DAY AND TOMORROW

write, wire or phone collect:
OB 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 spreading 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 assumed 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 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 station would satisfy the need to be close to music. I applied for a job at WNEW and was given a part-time 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 WRCN (now WBNI) 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 WOR 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 unruffled 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 p.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.
EDITORIALS

Time to tell all

A ll 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 needing 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 WLR(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

A BC-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.

Drawn for BROADCASTING by Sid Hix

"Next time say 'Let's check over our recipe and see where we went astray'; not, 'What the hell's wrong now?'"
Each year, Television Advertising Representatives, Inc. presents its symbolic crystal Owl to a business organization which, through the concept of creative management, has achieved unusual distinction in the field of advertising or marketing. This year, F.D. Hall and Eastern Airlines were singled out for exceptional accomplishment in these related fields.
If you lived in San Francisco...

...you'd be sold on KRON-TV