Programers believe TV is taking more adult view. p23
Advertiser opposition could be fatal stab to 50-50 rule. p52
Guessing game about Henry successor gets started. p40
Is the FCC review board a hindrance or a help? p44

Color Television is in the midst of its greatest breakthrough both as to set sales and advertiser acceptance. This year Spot TV will be more effective than ever with your commercials in Color. The Television Stations we represent are the leaders. They are best equipped and ready to do this kind of selling for you.

COLORSPOT—for four dimensional selling

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS
WTRF-TV’s Wheeling-Steubenville market

Where USA’s NINTH COLOR MARKET is!

Colorcasting now: Tape, Film, Slides and Network
Color Sets...159,100 (Ninth USA Color Market, ARB Nov '65)
Call Bob Ferguson or Cy Ackermann 304-232-7777
UPPER OHIO RIVER VALLEY EMPIRE

WTRF-TELEVISION 7—Wheeling, West Virginia
Color—the powerful means of persuasion. Channel 8—the color-full persuader in a prosperous multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas. With experience and know-how, WGAL-TV colorcasts all local programs live, on film, tape, or via color tape recorders. With 14% color penetration* the market sees, responds, reacts to color’s appeal.

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

WGAL-TV
Channel 8 • Lancaster, Pa.

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

National Association of Broadcasters and FCC are almost certain to go into eyeball-to-eyeball confrontation on constitutionality of commission's fairness doctrine, if commission goes through with proposal to incorporate portions of that doctrine in its rules (Broadcasting, April 11). Some attorneys say FCC proposal on fairness would offer opportunity for court test that NAB would find hard to resist. They say association could ask court to review rule in light of constitutional guarantees of free speech and press. Advantage of this approach is that no single licensee need be involved.

At same time, some lawyers hope that WGN Red Lion, Pa., will withdraw its suit challenging fairness doctrine (Broadcasting, Sept. 27, 1965, et seq.). They say that case, which grows out of long-standing dispute between Rev. John Norris, station licensee, and commission, is shot through with emotion. Some say it's bad case that's likely to make bad law.

Opening gambit

Bristol-Myers Co. has begun asking TV stations for 15-second availabilities "anywhere" in schedule, for Ban deodorant. Fifteen-second spots originally were piggybacked with 45-second messages for another B-M product (Broadcasting, March 7). Ban is asking for lowest cost-per-thousand rates for 15-second lengths, and reps indicate some stations are willing to accommodate but say they know of no firm acceptances yet. There's speculation that next step could be two 15's piggybacked with a 30, quadruple 15's—or maybe even six 10's.

Radical therapy

Thirteen-man "blue ribbon commission," established last November by Carnegie Foundation with blessing of President Johnson, met in closed session for two days last week in Washington to appraise status of ETV and to define its role in contemporary America. While there was no inkling of conclusions, there reportedly was advocacy of broad study to determine shortcomings of commercial television and to assess profits of commercial TV to defray ETV programing costs. Group includes broadcasters, educators and business men, headed by Dr. James R. Killian Jr., chairman of Massachusetts Institute of Technology.

Temporarily heading staff is Dr.

Franklin Patterson, president-designate of Tufts University, Medford, Mass., who reportedly has delayed assigning that post to get ETV project under way. Staff economist is Dr. Hyman H. Goldin, former assistant chief of FCC Broadcast Bureau. Broadcasters on commission are Ovea Culp Hobby, KPRC-AM-TV (Houston Post); J. C. Kellam, president, Texas Broadcasting Co. (whose major owners are Mrs. Lyndon B. Johnson and daughters) and John S. Hayes, president, Post-NewswEEK stations.

Word from England

Sir Robert Fraser, director general of Great Britain's extraordinarily successful Independent Television Authority, which controls Britain's commercial TV, is winding up three-week unofficial visit to United States. He has conferred informally with members and staff of FCC, National Association of Broadcasters and network executives in Washington and New York. He has observed FCC hearings and monitored network and local television.

Sir Robert, who has headed ITA from its start in 1955, is professional journalist. Although he avoided comparisons with Britain's noncommercial BBC, he pointed out that ITA program contractors generally are ahead in ratings. BBC's second (UHF) network, which began last year, has not made progress predicted for it. Britain's judgment in avoiding direct program sponsorship by grouping spots on rotating basis has proved eminently successful, he asserted. Commercial "bookings" are sold out with waiting period of from one to two years in metropolitan centers for prime time.

Expert advice

Score of top group owners in radio and television meet next Monday (April 25) in Washington with top brass of United States Information Agency to discuss cooperation with Voice of America entailing use of selected programs in government's overseas operations. Meeting at invitation of USIA director Leonard Marks, broadcasters will be asked how to improve and expand Voice operations. Group, which excludes networks, is expected to be briefed that evening by Vice President Humphrey on world affairs, particularly Asian front.

Scheduled to participate in off-record sessions with Mr. Marks, chief deputy Howard Chernoff, Voice director John Chancellor and Voice television chief George Stevens Jr., are: John S. Hayes, Post-NewswEEK stations; John White, president, National Educational Television (NET); Frank Gaither, Cox Broadcasting Corp.; Jack Harris, KPRC-AM-TV Houston; John W. Kluge, Metromedia; Joe Floyd, KELO-AM-TV Sioux Falls; O. Wayne Rollins, Rollins Inc.; Wes Pullen, Time-Life Stations; Thomas Murphy, Capital Cities; Ward L. Quaal, Won Continental stations: Paul Adanti, Meredith Broadcasting; Stanton Kettler, Storer; Roger W. Clipp, Triangle stations; Lord Sigmund, Golden West Broadcasters; Lawrence Rogers, Taft Broadcasting: Gerald Bartell, Barbell Broadcasting; R. Peter Straus, WMCA New York; William Harley, National Association of Educational Broadcasters and E. R. Vaubanconseur, Newhouse Stations.

Through the ceiling

Talk in Hollywood these days is all about what to do or not to do about high cost of TV pilot-making. After disastrous pilot season with some productions costing up to $350,000, most film producers feel cost ceiling has been reached and dramatic must be enforced. One major TV producer said one pilot scheduled for fall was so expensive and continuing cost of producing series so high that even if series has three-year run, he's going to end up in red. "Only way I can make my money back," he says, "is by sales in foreign markets." But real sharp producers aren't talking. They're rounding up best creative talent available. Object is to get people with glossy track records so networks will take chance on new projects without ordering pilot.

Broadcasting's man who?

At request of chairman John F. Dille Jr., National Association of Broadcasters is looking into possibility of erecting monument to broadcast in traffic-island park close to NAB Washington headquarters. Currently statue of John Witherspoon, 18th century Presbyterian minister and signer of Declaration of Independence, is on ground, but it is scheduled to be moved. Mr. Dille hopes permission can be obtained so NAB can put up something symbolic of industry there.
"The results test the work."

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

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

GRIFFIN-LEAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
WEEK IN BRIEF

Local, network TV getting more provocative in program- ing, although pockets of resistance to trend remain in South and Midwest, BROADCASTING survey shows. Distributors say audience more mature, films bolder. See . . .

MORE ADULT VIEW? . . . 23

ANA and AAAA put crimp in FCC's 50-50 programming rule. Say they don't agree with all network activities, but they can't provide additional programming. Crichton calls move 'unwarranted and unwise.' See . . .

FATAL STAB FOR 50-50? . . . 52

Once questions of ownership and services to be carried are settled, there appear to be no major blocks to satellite system connecting networks and affiliates. Savings could run to $35 million yearly. See . . .

AROUND THE CORNER . . . 61

FCC's 16 hearing examiners are up in arms. They are asking commission to give them some powers now vested in review board. Board opposing plan, asks instead for over-all upgrading of all work. See . . .

BATTLE LINES FORM . . . 44

Fear of losing accreditation has made sheep out of many U.S. newsmen in Vietnam. ABC News' Lower hits at government restrictions there and at NASA's public information arm as deterrents to telling the stories. See . . .

HAMPERING CHARGED . . . 56

President has Macy looking for successor to Henry at FCC. New cabinet secretary Kintner expected to aid in job screening. At present White House more concerned with Vietnam than new chairman. See . . .

FIELD WIDE OPEN . . . 40

Outgrowth of ABC-affiliates Chicago argument over Batt- spot is affiliate-created committee to study financial relationship of network to stations. Storer's Bill Michaels head group, which turns down network financing. See . . .

ECONOMIC GROUP . . . 46

Major TV advertiser is concerned about roles played by clients in program decisions. Quaker Oats's Stuart says more cooperation between NAB and ANA would be help. Hits deficiencies in TV research. See . . .

RISKS OF ADVERTISER . . . 34

RKO's Boehm blasts ARMS report for manner in which it was made public. Says it would be more effective if taken directly to rating firms. Claims report spread confusion in industry. See . . .

CONFUSION IN WAKE . . . 42

NBC tells FCC why it cancelled 'Convoy' and 'Mona Mcclusky' in mid-season. Low ratings had role in deci- sions. Network wary that such FCC probing could raise question of constitutional authority. See . . .

NBC REPLIES . . . 60

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Nothing’s beyond your reach on Mutual Radio

If you want to reach sports fans, Mutual’s your network. We reach millions of them — 27 times a week.

And we woo additional millions with play-by-play coverage of special events ranging all the way from the Daytona Continental to the entire Army Football schedule.

Why does Mutual go all out to please the millions of sports-hungry listeners in our over 500 national markets? We figure the better we cover the action, the more action you’ll get from your advertising.
CATV without cables object of experiment

In move promising possible cableless future for community antenna television, Teleprompter Corp., New York, has asked FCC for permission to test over-air system of CATV.

Application seeks commission approval for $15,000 experimental project in Upper Manhattan, New York, where Teleprompter holds CATV permit, to use receiver-transmitter device to pick-up and rebroadcast all of New York’s TV and FM stations.

Band would be 18,405 mc to 18,568 mc, power, 5 w. Transmitting antenna would beam upper sideband signals in narrow beam to receiving dish in block or neighborhood, where microwave signals would be reduced to VHF band and sent to CATV subscribers via cable. Ultimately, direct reception by subscribers may be possible.

Idea was suggested by Teleprompter officials and developed by Hughes Aircraft Co., Culver City, Calif. Hughes is lending equipment for test, which will use single transmitting antenna and two receiving locations—one about two miles away, other about six miles away.

Success of project would enable Teleprompter to by-pass use of telephone lines in New York, all of which are underground, and should result in major cost savings.

Other possibilities mentioned by Teleprompter: Could permit CATV systems to serve hamlets at distance from principal community antenna town, and, on long range basis, could conceivably allow CATV systems to serve isolated farms and ranches if low-cost microwave receiver can be developed.

Under present method of using cables, extension of CATV to such locations is uneconomic.

ARMS planning to answer ‘What’s it mean?’ chorus

In new move to strip away misconceptions that seem to have developed since All-Radio Methodology Study’s preliminary report was issued (Broadcasting, April 4), ARMS leaders are drafting new statement designed to present findings more explicitly and put them in perspective with as little technical language as possible. One frequent complaint has been that preliminary report needed more English and less legalese.

National Association of Broadcasters President Vincent Wastlewski and Radio Advertising Bureau President Miles David, whose organizations underwrote ARMS project, conferred last week. They reportedly agreed study could have major impact on future of radio audience measurement—but needs to have its full significance made clear without delay. New statement may be out this week. Meetings with rating services, meanwhile, are continuing and sessions are planned with agencies and with blue-ribbon radio committee of Association of National Advertisers.

ABC pays $4.5 million for Summer Olympics

Rights to exclusive television coverage of 1968 Summer Olympic games for U.S. and Canada have been awarded to ABC-TV for $4.5 million.

Thomas W. Moore, ABC-TV president, said Friday (April 15) that events will be telecast in color from Mexico City Oct. 12-27, 1968, and will include at least 40 hours of coverage.

In addition to $4.5 million for rights, ABC-TV has committed $3 million for color and microwave equipment and production costs. Network has estimated tentatively that total commercial costs of all Mexico City Olympic telecasts will exceed $12 million.

Earlier, ABC-TV had obtained rights to Winter Olympic games from Grenoble, France, for $2 million. It put total telecast costs of winter games at $6.5 million.

Network was represented in Mexico City for final negotiations by James C. Hagerty, vice president in charge of corporate relations for ABC; Roone Arledge, vice president of ABC Sports; Barry Frank, director of sports planning, and Kevin Corrigan, manager of Worldvision network for ABC International.

Mr. Arledge said Summer Olympics would be telecast in both daytime and prime-time periods with live coverage of major events, and segments of other events and recapitations each evening. On Saturday afternoons Summer Olympic telecasts will precede and follow ABC-TV’s coverage of College football games, Mr. Arledge said.

New version of 50-50 rule offered by WBC

Three broadcast companies and one labor union in separate comments and for sometimes conflicting reasons filed in opposition Friday (April 15) to FCC’s proposed rule to limit network ownership or control of prime-time programming (see story page 52).

Westinghouse Broadcasting Co. urged commission to take alternative route to goal or diversification of television program sources: limit amount of programming network affiliates in major markets may take from networks. WBC said its approach is necessary to afford licensees freedom of choice among program producers. Its proposal would equalize relative economic position of networks and affiliates.

Meredith Broadcasting Co. said commission lacks authority for kind of network regulation proposed. Company also said that, limitation on amount of network-owned or controlled programming constitutes violation of free speech guarantee.

Springfield Television Broadcasting Corp. said proposal would not accomplish its purpose, and should be abandoned. Such factors as program production costs, distribution and syndication costs, among others, “are beyond the scope of the proposed rules” and will cause them to fail, Springfield said.

National Association of Broadcast Employes and Technicians (AFL-CIO), which represents some 7,000 employees said proposed rule would not be in its members’ best interests.

WBC proposed limiting affiliates in top 50 markets with three stations or more to three hours of prime-time, regularly scheduled, commercial network program daily. WBC proposal would provide some exceptions to permit stations to carry special interest programming.

WBC, which has been producing programming for its own and other stations since 1961, says supply of quality programming has declined so drastically in recent years that TV industry is facing “major crisis.”

Capital Cities up 20%

Capital Cities Broadcasting first-quarter earnings are reported 22% ahead of last year’s first period. Sales advanced more AT DEADLINE page 10

Complete coverage breaks on this page and on page 23
WEEK'S HEADLINERS

Lloyd Burns, VP in charge of international division of Screen Gems since 1958, elected president of division. He joined SG in 1955 as VP and general manager of Screen Gems (Canada) Ltd. Earlier he was Telepix Movies Ltd., Toronto, TV film distribution company.

Kensinger Jones, senior VP and general creative director, Campbell - Ewald Co., Detroit, named executive VP with full responsibility for creative direction of Chevrolet account. Thomas D. Murray, VP-copy director, named associate creative director for all accounts other than Chevrolet. Moves are in anticipation of retirement this fall of agency's board chairman, Henry G. Little.

William F. Grisham, for three years VP and director of creative services for Campbell - Mithun, Chicago, joins Earle Ludgin & Co. there as senior VP and creative director.

Charles A. Batson, senior VP and managing director of WIS-TV Columbia, S. C., for 13 years named general manager of WTVL-TV Toledo, Ohio. Both stations are owned by Cosmos Broadcasting Corp. Mr. Batson replaces Thomas S. Bretherton, who will continue as consultant to WTVL-TV after June 1. Carter Hardwick, senior VP and managing director of WSFA-TV, Cosmos station in Montgomery, Ala., succeeds Mr. Batson at WIS-TV. J. Law Epps, sales manager at WIS-TV since 1954, appointed general manager of WSFA-TV in Montgomery. All appointments become effective June 1.

Toni Robin, senior VP and associate creative director of Norman, Craig & Kummel, New York, named president and chief operating officer of Johnstone Inc., that city. Johnstone is Interpublic agency specializing in sale of women's products. Miss Robin succeeds Edward Madden, who will rejoin parent company in corporate assignment. Before joining NC&K, she was creative director at Ellington & Co. and advertising director of The Wool Bureau.

FOR OTHER PERSONNEL CHANGES OF THE WEEK SEE FATES & FORTUNES

Siegel, Martin sell, resign

Threat of long-standing proxy fight against Paramount Pictures Corp. management was removed Friday (April 15) when dissident directors Herbert J. Siegel and Ernest H. Martin announced they had sold their share of Paramount stock and had resigned from board. They owned approximately 143,000 shares and, it was understood, sales price came to almost $12 million.

Sale of their shares, held by Baldwin-Montrose Chemical Co. of which Mr. Siegel is board chairman, was made to Gulf & Western Industries.

AM treaty is extended

FCC announced Friday (April 15) that U. S. and Mexico have signed protocol extending treaty on use of AM band to Dec. 31, 1967.

Existing five-year treaty was to expire June 9. Extension, which must be approved by U. S. Senate, will give countries time to negotiate new treaty. Commissioner James J. Wadsworth will serve as chairman of U. S. delegation in negotiations.

Spelling, Thomas join in TV production firm

Producer Aaron Spelling has formed partnership with Danny Thomas it was announced Friday (April 15) to turn out hour-long TV dramatic shows, half-hour TV comedy programs and two-hour features. Last mentioned will be shown first in theaters and then on TV networks. In all, new production team has 24 properties.

Mr. Thomas and Mr. Spelling, former executive producer at Four Star TV, are joint partners in operation, for which no name as yet has been chosen. In order to form association Mr. Spelling had to free himself of recent commitment to do TV productions for United Artists.

According to announcement new partnership does not change status of T&L Productions, in which Mr. Thomas is partner of Sheldon Leonard.

Filmways earnings doubled

Filmways Inc., Beverly Hills, Calif., reports six-month earnings more than doubled those in first half of 1965.

Board Chairman Martin Ransohoff said steps are being taken toward implementation of planned merger with Seven Arts Productions.

Six months ended Feb. 28:

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BROADCASTING, April 18, 1966
Can you find Charlie when he’s not at his desk?

Every business has a Charlie. He’s in a hundred different places daily.

Now a new communication service finds Charlie and every other member of your staff, anywhere, in an instant.

The name: ITT Terryphone.

This complete communication service is made up of a series of Terryphones similar to regular desk sets. Each has a built-in voice-locator system that quietly lets people know they’re wanted. Anyone can use it right from his desk.

Terryphones may also be used for in-house conference calls or strictly private conversations.

Over 4,000 companies of all sizes now use the ITT Terryphone service.

Helping people communicate is a vital part of ITT’s business. Eighty nations use ITT-designed switching systems for some 13 million telephone lines. Many thousands of route miles of ITT microwave and undersea cable systems span mountains, jungles and oceans.

Satellite communications, too, are a reality today, thanks in large part to ITT’s research and development programs.

International Telephone and Telegraph Corporation, New York, N.Y.
**DATEBOOK**

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

Indicates first or revised listing.

**APRIL**

April 14-25—44th Milan Trade Fair, including the annual spring meeting of MIFED, the International and representative firms are available for commercial market. Milan, Italy.


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

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

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

April 20—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Museum, Marlon, Ohio.

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

April 21—Meeting of the Broadcasting Executives Club of New England. Speaker will be Bill Toddman of Goodson-Todman Productions. Hotel Lenox, Boston.

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

April 21-22—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters; Rod McDonald, Radio Advertising Bureau, Salishan Lodge, Gleneden Beach.

April 22—25th anniversary banquet of Princeton University's WPRB. Hotel Congress, Princeton, N. J. Stephen B. Labunski, president of NBC Radio, will be toastmaster and FCC Commissioner Kenneth A. Cox will be guest speaker. Princeton.

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

April 22-23—Annual convention, Arizona Community Television Association, Caravan Inn, Phoenix.

April 22—Regional conference of Sigma Delta Chi, professional journalistic society, Toledo, Ohio.

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

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


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

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Representative Walter Rogers (D-Tex.), chairman of Communications Subcommit-tee. Fairways hotel, McAllen.

April 24-26—Seminar on the meaning of commercial television sponsored by the University of Texas and Stanford University to be held from TV Guide magazine. Speakers include Harry Ashmore of the Center for the Study of Democratic Institutions, Santa Barbara, Calif., Prof. Marshall McIlwain of the University of Toronto, Prof. David Potter of Stanford, Prof. John H. Gilder of the University of Texas and Paul Goodman of the Institute of Policy Studies. New York. Participants in a panel on "Television and the Insiors of Compass Productions: George Laboda, vice president and media director, Colgate-Palmolive Co.; Leonard S. Matthews, vice president of Leo Burnett Co.; Thomas Moore, president, ABC-TV, Ashkor hotel and Conference Group, Pacific Grove, Calif.


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

April 26—Advertising conference presented by KXW-TV, Philadelphia, and Television Advertising Representatives Inc. Speakers include Rex M. Budd, vice president-advertising, Campbell-Dr. Ernest Dichter, president of the Institute for Motivational Research, and Robert Hoffman, vice president of market research, TVAR, Treadway Inn, St. Davids, Pa.

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


April 27—Regular stockholders meeting, American Broadcasting Co's. Inc. toast on merger with International Television & Telegraph Co. New York.

April 27—Special stockholders meeting, International Telephone & Telegraph Co., to vote on merger with American Broadcasting Co's. Inc. Sheraton-Belvedere hotel, Baltimore.

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


April 28—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. Trans-Lux Corp., New York.


April 28-29—National Foreign Policy Conference for editors and broadcasters sponsored by the Department of State. Speakers include Secretary of State Dean Rusk. Representatives of the domestic and foreign media can have their names placed on the invitation list by writing to the Director, Office of Media Services, Department of State, Washington 20520.

April 28-29—Spring convention of the North
See David Niven fly

David Niven behind the lines in the brilliant WWII comedy "The Best of Enemies". Also starring Sordi and Michael Wilding. 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.
Central Community Television Association.

Wagon Wheel Inn, Rockton, Ill.


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


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

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


April 29-30—Spring regional conference of regions 9 and 11 joint meeting of Sigma Delta Chi, Professional Journalistic Society, Las Vegas.

April 29-30—College sportscasting conference sponsored by Syracuse University. Speakers include Marv Albert, sports director of WHN New York, and Marty Glickman, Syracuse University, Syracuse, N.Y.

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. Chancellors, director of voice of America; and Charles H. Brower, chairman of the board of BBDO. Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

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

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

MAY

May 1-5—60th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.), and Sheraton-Park hotel, Portland.

May 1-3—Ameco Management Institute for community antenna television managers and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Ramada Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, Ameco Management Institute, 2949 West Osborne Road, Phoenix 85071.

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


May 3-4—Annual spring meeting of Missouri Broadcasters Association. Speakers include Charles Sweeney, director of Bureau of Deceptive Practices, Federal Trade Commission; Louis Stephens, FCC renewal and transfer division; Paul Comstock, vice president for government affairs, National Association of Broadcasters; and Howard J. Bell. NAB code director; Maurice Webster, vice president, CBS Radio Spot Sales; Tom O'Brien, vice president, ABC Radio News; Roy Danhais, director, Television Information Office; James Murphy, president, Washington State Program Association. University of Missouri, Columbia.


May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 1782 Carling Avenue, Ottawa 13, Queen Elizabeth hotel, Montreal.

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

May 6-7—Inter-Mountain drive-in conference on instructional television and radio sponsored by Western Radio and Television Association. Brigham Young University, Provo, Utah. For information write Western Radio and Television Association, 633 Battery Street, San Francisco 94111.

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

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

May 8-11—1966 Catholic Communications Convention. Riverside Hotel, St. Louis. For further information, contact the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox and Roy Danhais of the Television Information Office, Fairmont hotel, San Francisco.


May 10—Joint meeting, Binghamton chapter and Northeastern Pennsylvania chapter, Society of Broadcast Engineers, Binghamton, N.Y.

May 19—Annual stockholders meeting, Metropolitan Inc., at board of directors, vote on 1966 qualified stock option plan, and other business, 205 East 67th St., New York.

May 11-12—Spring meeting of National Association of Broadcasters radio code board, Washington.


Indicates first or revised listing.

NAB RADIO PROGRAM CLINICS

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

May 12-13—Hotel America, Houston. May 23-24—Fairfax Lennox Inn, St. Larry.

May 28-27—Radisson hotel, Minneapolis.

June 7-8—Hilton Inn, Tarrytown, N. Y.

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

BROADCASTING, April 18, 1966
WELCOME

KGNC
AMARILLO, TEXAS

KGNC—Radio, TV and FM, Amarillo—formally joined the Stauffer Publications' broadcast media family February 15.

And WIBW, Kansas branch of the family tree, is proud to welcome its Texas neighbor...bustling, full-blooming Amarillo.

It's a fitting partnership. KGNC Radio and TV dominate Amarillo and the Texas Panhandle much the way the "Voice of Kansas" prevails in the Sunflower State. And for the same reasons: top-flight programming...first-rate personnel...responsible management.

Down Amarillo way they call KGNC the "Voice of the Golden Spread." And what a spread: 183,000 wonderful Texans, making up the 14th fastest growing market in the country, according to Sales Management.

Like to know more? Ask Avery-Knodel. They'll represent KGNC, too, in their own inimitable manner.

KGNC
AMARILLO, TEXAS

WIBW
TV - Radio - FM
Topeka, Kansas
Broadcast Services of Stauffer Publications
Agency man's fan club

Editor: Many thanks for selecting I. C. Haag's comments on commercial copy for showcasing in your April 11 Monday Memo.

Irv Haag has long been one of radio's most prolific boosters. His great talent is recognized nationally. But here in Chicago he is especially respected, not only for his effective commercials and creative originality, but as one of radio's most solid citizens—Gary Arnold, sales manager, WREE Chicago.

Radio being shouldered out?

Editor: Your excellent cartoon March 28 and an article entitled "Tape Recorders Take to the Road" in the New Times, point out a threat that has received precious little attention in your editorial columns.

Based upon industry figures supplied by Norelco, Harvey Radio, GM, Ford, Chrysler, RCA and others, the Times says that over one million tape systems will be installed in cars this year alone. It adds:

"The advantages of the various cartape systems over car radios, according to one industry spokesman, are that they make possible the private selection of music, and provide freedom from what he termed 'too many commercials, too much disk-jockey chatter, static and dim-outs in poor reception areas.' In many instances, tape units are even supplanting FM radios in cars."

Since in-car listening is a radio industry mainstay, in terms of both audience size and drive-time commercial billings, no time should be lost in making the public aware of radio's obvious advantages. At this late date, not just self-promotion, but a direct frontal attack is necessary. If the National Association of Broadcasters and the Radio Advertising Bureau aren't vigorous enough to take up this cause, a new organization should be formed to do the job.—Neal R. Bruckman, Inter-Media Communications Corp., 246 Fifth Ave., New York City.

Recourse already there

Editor: I read with great interest your editorial comment in the March 21 Broadcasting. I would judge from the tone of your editorial that you are trying to be fair to both broadcasting and CATV. I would like to comment on your thoughts:

'The whole basis of your argument is

[Further text not visible]
A new era opens in educational communications

This year dormitory rooms at hundreds of colleges will have their own telephones.

What's happening? A new era in college dormitory life? Yes indeed. Colleges are installing room phones to help today's serious student use his time more prudently—to talk with family, friends and others without standing in line at a public phone.

Colleges—and other institutions of learning, too—are facing up to the twin explosions of population and information by looking more and more to communications. On many campuses, for example, the student will use his phone to "attend" language labs and to retrieve other information recorded on tape. More students than ever before will be able to share lab facilities.

Soon the telephone will be used to get information from computers or set up problems for solution. Some colleges and high schools are already using teletypewriters for computer-assisted instruction.

Communications that make the fullest use of our educational resources are under continuing development by the Bell System. They are another way that we serve America's communications needs with imagination and economy...providing useful, dependable service of all kinds at low cost.

Bell System
American Telephone & Telegraph and Associated Companies

BROADCASTING, April 18, 1966
Why Bank of America is putting a record budget into spot TV

MONDAY MEMO

from CHARLES R. STUART JR., Bank of America, San Francisco

When I was asked to discuss "Spot Television: Today's Marketing Equalizer," I asked what the title meant, and was told: "Well, it's sort of like 'America the Beautiful'; you can make anything out of it you want."

Spot television can cure almost anything—think that aids you. If you are big, it can help make you bigger. If you are small, it can help you compete with the big guys. If you want nationwide coverage, spot television can give it to you. If you want a campaign on a statewide basis—or in Eureka—spot television has the answer.

I buy all this because I am completely sold on the value of spot TV.

The difficulty, I think, is that I can believe in TV as a powerful sales medium—but am not so sure it will do a particular selling job or help solve a particular marketing problem—for me.

For example, back in 1961, I faced a question: Should we put practically the whole BankAmericard budget into spot TV?

Today I can look you in the eye and say ringingly—of course we should. But let me tell you, BTV—before television—I had no such convictions at all. Intelectual evidence, yes—and also a successful experience some years earlier with our "Strapped for Money" campaign for Timeplan loans.

But Timeplan was one thing—a household name with a 20-year history—and BankAmericard was a healthy, bouncing baby that had learned to toddle in 1957 but in 1961 seemed just a bit unsteady. Sales had leveled off.

Questions That Arise • But with TV—or more properly, with any new medium for an advertiser—the first task is to see how the medium will apply to a particular advertiser's problems. And then to make sure that every objection is reasonably answered. For instance, you may have confronted this gentleman who says: "TV costs too much. Production costs are outrageous. Time costs are worse."

If you can answer this charge, you may meet the gentleman who says:

"But my product or service is different. Sure, television works fine for Procter & Gamble; but we're not Procter & Gamble."

That one you can argue with. Very few of us are Procter & Gamble.

Here's a man who can kill any new venture. You know him: you can't teach an old dog new tricks. He says: "We have used outdoor, or magazines, or radio, or newspapers for 20 years—and look at the success it has brought us. Why change now?" There are only two solutions to an old dog: one, he passes on to better things; or two, sales go into a tailspin and TV is called on to pull you out of the dive ten feet from the crash.

There are many other questions and charges and attacks on "television . . . the vast wasteland," and there are certainly valid technical criticisms of TV operations. For instance, you find stations that triple-spot you . . . run last year's spot today . . . cancel you out. Most stations are very careful to inform you and make good such error. But some defy you to catch them.

Decision His Alone • Most of these aesthetic and technical criticisms and problems are for real. That's why, if an advertising manager has to sanction a major venture into this medium, he has a right to have qualms. And he can't really turn to any final authority for guidance, as I well realized back in 1961 when we contemplated switching the BankAmericard budget to spot TV.

Anyway, I convinced myself this was the right move. So I agreed: "Let's go."

Naturally, we wanted a spot that would turn that sales curve upward. Bank came the agency's recommendations, quite different from what I had expected. I could see an earnest announcer giving lots of good hard sell. Instead, the agency recommended a spot with no words in it—music, cartoons, but a completely voiceless spot.

It had no precedent. I liked the idea as it was developed, and to my pleasure everyone who reviewed the spot liked it. That kind of support makes you feel good. But all of a sudden you start hearing little voices: "Are there really enough intelligent people out there to recognize a great spot when they see it? Will it make them go out and use their BankAmericard?"

I can only say that within three weeks after the spot went on the air, there was an immediate sales response.

Sales surged—and I use the word advisedly—sales surged. Remember this was the only change we had made in our advertising approach over the preceding year. Spot television properly used—and note this qualification—did the job we had hoped for.

Sales Keep Rising • For the past five years, TV has been the basic medium for BankAmericard. Each year we have put almost all our consumer budget for BankAmericard on spot TV—and BankAmericard has enjoyed a 30% plus sales increase each year.

From time to time, we have supplemented BankAmericard television with occasional flights devoted to Timeplan or deposit service advertising. But for many months now we have been pondering this question: If TV has been so successful for one service of the bank, why couldn't a comparable approach work for other services?"

This is simple to state, but I can assure you it has not been simple to answer. I won't go into the problems and questions we had to answer; but I want you to know that for 1966 Bank of America will have 52 weeks of spot TV in all markets in California. This involves the largest sum of money the bank has ever put into one medium in one year.

I sincerely hope that I can report a year from now: "I knew it all along. There was never a doubt in my mind that TV would do it for us again."

Charles R. Stuart Jr. joined the Bank of America in Los Angeles in 1950 after getting a degree in advertising from the U. of Southern California. In 1953 he was transferred to the bank's San Francisco headquarters. A year later he was assistant advertising manager and in 1957 advertising manager. He became director of advertising in 1964. The accompanying article is adapted from his address made recently at a management conference sponsored by the Katz Agency.
Forgive us for blushing

We’ve just seen the latest ARB report for Chicago radio (Jan.-Feb. ’66).
Have you?

WGN
RADIO 720
A WGN Continental Broadcasting Company Station
dedicated to Quality, Integrity, Responsibility and Performance.
CG can get you rolling in Indiana. If you want it to drive your auto sales faster, give a honk to ATS.

The Communicana Group Includes:

WSJV-TV

WKJG-TV

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times
The Elkhart Truth

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Is TV taking more adult view?

Programers believe move toward more provocative themes, urged by retiring Chairman Henry, already underway and showing good signs of progress

Television is moving rapidly to catch up with the other entertainment media in embracing programing, particularly feature films, with adult and provocative themes.

A Broadcasting canvass last week showed that the television marketplace for such movies, once isolated in a few markets in fringe time, is busier than ever and promises to expand as restrictive barriers crumble.

Stations throughout the country, particularly but not exclusively in large and medium-sized markets, are showering warm acceptance on films they would have rejected three, four and five years ago.

The television networks, faced with satisfying an extensive and variegated client list, are also more receptive to challenging films, though they are understandably proceeding more cautiously and slowly than many local stations.

Provocative and Bold - These were some of the main points made by film distributors, station group officials, network executives and station representatives questioned on FCC Chairman E. William Henry's remarks on this subject last month's National Association of Broadcasters convention. At that time, Mr. Henry urged broadcasters to carry more provocative, bold programing and criticized the action of some local stations in editing the words "whore" or "constipated bitch" out of "Room at the Top" (Broadcasting, April 4).

Distributors generally applauded Chairman Henry's remarks on the premise that such a stand by an influential government official—even a departing one, as Mr. Henry, through his subsequent resignation, has proved to be—was bound to have some influence on broadcasters who have been reluctant to schedule certain types of films.

"Any time a man as important as the FCC chairman says something, broadcasters are going to listen to him," one distributor observed.

Elaboration Needed - Executives were inclined to challenge an implica-

Courageous TV urged by director of code

Howard Bell, director of the National Association of Broadcasters' code, last week praised the philosophy behind FCC Chairman E. William Henry's call for more courage in TV programing. Mr. Bell said: "Television should be as courageous as possible and be willing to face whatever criticism follows."

However, he said broadcasters don't have to go out of their way to seek criticism by failing to cut "isolated words . . . that don't add to the plot." A meaningful drama that faces up to problems can be handled without the type of dialogue that makes a licensee quiver at renewal time.

Mr. Bell said the standards of good taste are in the TV code and there is no apparent need to change them in the face of an increasing number of feature films for television. What is needed, he said, is "closer rapport, among the people involved, with the industry standards." He suggest that an organization made up of the TV film distributors would give broadcasters a "focal point" to establish closer liaison.
mate mass medium than the others, but is now catching up.

Distributors acknowledged there are pockets of resistance, especially in the South and Midwest. But they said that acceptance is being achieved on a basis beyond expectation and that they are convinced an even more pronounced laissez-faire stance will develop in the future.

Among the features cited by distributors as having gained TV time slots though considered risque or touchy are "Lolita," "Long, Hot Summer," "Anatomy of a Murder," "Pillow Talk," "Advice and Consent," "Some Like It Hot," "From Here to Eternity" and "On the Beach."

Policies vary from station to station with mature subjects and the influx of foreign product is "just starting to emerge."

Jack Lynn, vice president in charge of programming for Metropolitan Broadcasting, televiewed an acceleration of the present trend toward slotting provocative films on TV. There's a growing acceptance of this type of picture, according to Mr. Lynn, provided that the film is well-produced and in good taste. He believes that local outlets will have to rely increasingly on imported features to supplement the output of Hollywood product. Ernest Lee Jahncke Jr., NBC vice president in charge of standards and practices, said NBC has no ban on adult themes and has scheduled programs of show than in a dramatic work.

"In dramatic and historical programs scheduled in early evening, on the other hand, we've curtailed—but not always completely eliminated—explicitly in scripts even when they were historically accurate, partly because of the number of children who would be watching and partly because these words are simply offensive to a lot of people in this country.

"We also take care not to surprise viewers. A program with a rough theme that would be completely acceptable by itself can raise the roof if you put it into a time period where viewers are accustomed to family fare. In the same way, tough themes can be dealt with even during family viewing hours if the viewers know what to expect."

Comedy or Drama? • Mr. Jahncke also pointed out that sex is usually more

on what is and isn't acceptable. Stations and distributors claim that a quality picture produced with taste will find acceptance. But semantics is involved here: What may be good taste to one station may constitute licentiousness to another. There are indications nevertheless that the criteria for judgment are less rigid than ever before.

Sensitive Issues • Oliver Blackwell, director of audience development for The Katz Agency, who is involved with programming for the stations represented by his company, said there was no doubt that local outlets are more daring than ever in programming.

He stressed that local documentaries are coping more and more with sensitive community issues and that the feature films scheduled are more daring. In the features area, he continued, the outlook is for more challenging motion pictures in the future since Hollywood product of the 1960's has dealt increasingly

this type increasingly as they have become more and more acceptable to the public.

Titillation • He felt, however, that adult should not be equated with sex and sexual titillation or deviation for their own sakes, although these elements can be and often are fundamental to adult or mature themes. He hoped the trend toward more provocative programming would not reach the point where these differences become blurred.

Key words in his evaluation of adult themes are the intent of the program and the artistry with which it is produced. Other factors include type of program, air time and, in the case of specials, the type of programming being pre-empted.

"On the Tonight show, even at that late hour," he said, "we automatically bloop out all 'hells,' 'dams' and 'My Gods,' because these words are more offensive in a casual conversation type acceptable when treated in a comedy than in highly dramatic form."

He said he would approve the movie "Cat on a Hot Tin Roof" for network showing, but not "Sweet Bird of Youth." He feels that "Bird" is preoccupied with sex without compensating dramatic or artistic values while "Cat" is a dramatic work of integrity that deals with sex but avoids a titillating approach. Both movies are based on works by Tennessee Williams.

When called upon to review movies for use by NBC-owned stations, Mr. Jahncke said his department tends to take a somewhat more sophisticated approach than when considering material for network showing. The reasoning is that the NBC-owned stations are all in large and supposedly more sophisticated markets and generally schedule movies at late-night rather than mid-evening hours.

Commercials Too • Mr. Jahncke felt...
that the trend toward more explicitness about sex was applicable to commercials as well as programing, but that all of it reflects changes in public tastes.

"If television has become more mature, brash or whatever," he said, "it's because the American public has become more mature, brash or whatever. Television reflects American taste; it doesn't mold it."

He said "the ultimate in television" is not going to be "bland pap," but that it isn't going to be all artistry and provocative programing, either.

"No one can be significant every hour of the broadcast day," he said. "Even if we could, that's not the way to serve television's many publics. There are millions of people who want diversion and entertainment, not significance and stimulation, and television must serve them, too."

William Tankersley, vice president in charge of program practices for CBS-TV, indicated that public acceptance of certain features is broadening. He suggested that the public does make allowance for the fact that movies were made for theater presentation and therefore doesn't react so critically when they are shown on TV. But he said the network is still subject to letters of complaint for any programing incident of questionable taste.

Too Rough for TV • Mr. Tankersley conceded that Chairman Henry's intent might have been good but thought he choose a very bad example to illustrate his point. He added: "The film itself ("Room At the Top") is too rough for television, not just the blooched-out comment he referred to [constipated bitch]. What he said is apt to be misunderstood and misused. The shoddier film salesman with the rougher type of picture may now peddle his film with an apparent stamp of government approval. If the commissioner is intending to encourage television to be more courageous in its programing, we're all for him, but adult movies made for theater presentation aren't the place to start."

Mr. Tankersley said CBS is forced to reject many films. Some themes simply aren't suited to television presentation, he asserted, and if it appears that censoring them would chop them up too much the network doesn't buy them.

Cy Kaplan, vice president for television sales for Embassy Pictures, supported Mr. Henry's thesis 100%. He pointed out that Embassy has long championed the "honest, adult, human" feature film, initially for theaters and now for television.

"Six or seven years ago, our president, Joe Levine, proclaimed loudly that Hollywood must get away from the 'pablum' pictures that were keeping people away from the theaters," Mr. Kaplan declared. "Mr. Levine was a pioneer in bringing adult films to theaters, and I mean films that are tasteful as well as honest and real."

In recent years, Embassy has sold to TV such mature films as "Two Women," "Divorce Italian Style" and "Marriage Italian Style," among others. Mr. Kaplan added that Embassy films have scored exceptionally well on TV "because the viewers appreciate dramas of human beings caught up in human situations."

Ed Montanus, syndicated sales director for MGM-TV, thought Chairman Henry's convention comments would have to "make broadcasters aware that their audience isn't all 14 years old and I think it will help the distributor." Asked whether stations had already softened their restrictions on adult movies, he commented: "We've released 'Lolita,' what more can I say?" MGM-TV has sold "Lolita" in about 25 markets and Mr. Montanus predicted it would be in 100 markets by next year.

In the Provinces • "We're beginning to get the cobwebs off the provincial thinking at some stations," he went on. He said there are no movies in the MGM-TV library that the company could not syndicate because of moral objections, although he acknowledged there are some sections where adult themes are not readily accepted.

"We've had some stations that wouldn't carry an Elizabeth Taylor movie merely due to the publicity surrounding her private romantic adventures," he noted.

"We recognize the right of stations to edit for their market place," he concluded, "but sometimes their positions seem to be unreasonable."

Joseph Kotler, vice president of Warner Bros. TV • Mr. Kotler, feels Chairman Henry's comment has "cleared the air" on this matter but he also thinks television had already been moving steadily toward greater maturity and sophistication in its willingness to accept treatment of adult themes in the films it presents.

"What Chairman Henry is suggesting has already been happening," says Mr. Kotler. "Stations are much more liberal than they used to be."

He noted that geographical patterns of moral values do exist so that, for example, "a 'Room at the Top' can do fine in New York and San Francisco and other large metropolitan areas, but might not be so hot in Des Moines."

An executive of another leading distribution firm said Chairman Henry's remarks "generally have to be helpful to syndication." He added:

"More stations are carrying movies
with adult themes and there's been a more mature approach on the part of audiences."

The Advertiser's Role • Local station scheduling of adult movies probably hasn't affected one way or another by advertisers, he observed. Their sponsorship is generally for a package of movies and not determined by any one feature within a package, he pointed out.

He cited "The Moon Is Blue" as an example of a movie that the networks won't touch.

The quality and taste of an adult film are deciding factors in whether a motion picture meets TV station standards, according to Elliot Abrams, vice president in charge of TV sales, Walter Reade-Stirling.

There has to be some line of acceptability in order to separate the "exploitation" film that purveys sex and suggestion as contrasted to the quality film that treats adult themes tastefully and with a high degree of production value, Mr. Abrams believes.

TV Grows Up • Walter Reade-Stirling distributes the British motion picture "Room at the Top" that was mentioned by Mr. Henry. Mr. Abrams said it is a quality feature and an Academy Award winner that drew wide acclaim when first released theatrically.

He thought Mr. Henry's remarks "should help the TV industry grow up." He said the film has been sold in more than 74 markets around the country.

Another criterion for acceptability is the hour when stations run the films, Mr. Abrams said. He noted, however, that while the distributor has a responsibility in offering quality motion pictures, the broadcaster has the final say.

"A local station has its standards to follow," he commented.

Mr. Abrams said his company distributes more than 500 feature films and only a few have mature storylines on the level of a "Room at the Top" ("we are not an adult film house"). A "David and Lisa," which Walter Reade distributes and might be considered quite adult in its approach, is not "sexy," he declared, adding that in many a Hollywood movie of recent vintage there's "much more sex."

John A. Ettlinger, president of Medalion Television Enterprises Inc., ventured that Mr. Henry's remarks at the convention will be of some assistance to distributors of adult features, but suggested that "perhaps he didn't go far enough."

What is Adult? "He didn't lay down any ground rules for what is or is not an adult film," Mr. Ettlinger pointed out. "There has to be some delineation of the term.

"It's still true that some adult pictures cannot be sold in certain markets. There are features in theatrical distribution today that may never be able to play television. Yet there's no doubt that the audience is maturing all the time. Maybe what we really need is an overhauling of the television code.

Lou Friedland, vice president of syndication for MCA-TV, reported there is "growing maturity" among networks, stations and the TV audience regarding adult features. He cited another example of growing broadmindedness: Xerox's serious interest in sponsoring a series of projected TV dramatic documentaries on controversial and sensitive issues ( interracial marriage, legalized abortion, civil rights for communists, draft-card burnings).

"There is no doubt that Mr. Henry's comments will have some effect," Mr. Friedland stated. "The fact that he, a responsible government official, was able to make this statement at a large gathering shows how much progress has been made in this area."

Mr. Friedland voiced the view that editing some of the dialogue from "Room At The Top" underlines a point that is often overlooked: people are more sensitive to crude, tasteless language than they are to ideas that may be provocative or bold.

Don Klauber, executive vice president and general sales manager of Seven Arts Associated, said he has observed a "growing sophistication" by the TV industry. At one time, only independent stations would schedule these features in late time periods, but today, even the networks, with judicious editing, are carrying movies they would have rejected summarily a few years ago. He indicated that degree of acceptance varies from station to station and market to market, and said some daring films still are excluded in some sectors of the country.

Dan Goodman, vice president for syndication of Screen Gems, agreed that many stations are adopting a more mature posture toward adult films and even the networks are broadening their attitude. He indicated that some features now condemned by Legion of Decency conceivably could be approved if an edited version for TV could be produced. He felt that a re-review of these edited features should be considered by the legion.

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BROADCAST ADVERTISING

Agency fee vs. 15% commission

ANA study finds majority still on commission form of compensation, though fee system is growing

Advertisers, especially big ones, are doing a lot of thinking about the way they compensate their agencies these days and a good portion of those now relying on a commission method aren't fully satisfied with it.

These not-too-startling findings are detailed in a preliminary report on a study of agency compensation conducted among the membership of the Association of National Advertisers.

First results of the study, announced last week at an ANA workshop on advertiser-agency financial relations, indicated that 63% of advertisers billing more than $10 million have undertaken top-management reviews of agency compensation policies during the past three years.

But for all the compensation appraisal going on, there is no apparent revolution under way in methods of agency payment. It was found that most advertisers think the traditional system of compensation by media commission is most practicable. Of 228 advertiser-agency relationships surveyed, 176 were based on the traditional commission method; in 52 instances some type of fee method was used. It was also revealed that 33% of polled companies using the media commission method found it "not fully satisfactory." This compared to 17% of those using a fee method who expressed reservations about their system.

Advertisers were asked what the trend would be in agency compensation over the next 10 years, and 36% responded there would be "significant change" away from media commissions while 62% thought there would be "some change" away from commissions.

No Extras • The preliminary report indicates a significant portion (41.3%) of companies having a compensation relationship with their agencies offer no additional compensation for agency services involved in the marketing of new products during the preparatory period when no commissions are available.

The media commission method was explained to the workshop by Maxwell Dane, of Doyle Dane Bernbach, as a
Don't lose nine counties.

Buy WHIO-TV

![WHIO-TV Logo]

AVERAGE DAILY CIRCULATION

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Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.
Uneven cover of network TV

TVAR study lists examples of unbalanced reach of network participations

Television advertisers are mistaken if they think participation buying over a spread of network programs is giving them an even, market-to-market layer of advertising effectiveness.

This is the essential finding of an extensive research project undertaken by Television Advertising Representatives called "Zig-Zag: The Unpredictable Course of Network Television."

An analysis of the network usage of 652 products and services appears to debunk the theory that they can achieve balanced support geographically by using a variety of network program participations without supplemental advertising. The 652 products and services were all those using network television over a two-week period in March 1965.

The TVAR study, directed by Robert Hoffmann, the rep firm's vice president for marketing and research, makes use of data from Broadcast Advertisers Reports for the list of advertisers and the shows they sponsored, and A. C. Nielsen Co. reports for figures on national and market-by-market audiences.

Although half of the country's 54 million television homes are located in...
WAPI- RADIO, BIRMINGHAM, NOW 50,000 WATTS — NON-DIRECTIONAL

GREAT NEW REACH FOR TOTAL MARKET COVERAGE

WAPI's new 50,000 watt NON DIRECTIONAL pattern embraces an ADDITIONAL 1,945 square miles stretching across the progressive, research-industrial complex of North Alabama. 68,076 more people... people with the highest average income in Alabama.

To sell Alabama, buy WAPI the station with personalities, programs and POWER!

WAPI- RADIO
1070 BIRMINGHAM, ALABAMA

NBC Radio Network
HENRY I. CHRISTAL COMPANY, Inc., National Representatives

Gautney & Jones
Radio Engineers
Washington, D.C.
the top 20 TV markets, the TVAR study indicates that only 13% of the measured brands got as much as half their network advertising weight in those areas.

The Impressions • It further reveals that 124 of the network advertisers achieved 40%, or less of their national commercial impression total in the first 20 markets.

As used in the TVAR report the term “commercial impressions” means home impressions per week attained through the sponsor’s network schedule, regardless of length of announcement.

The project cost TVAR an estimated $15,000 and used computer services of John Felix Associates, New York.

Picking out marketing competitors whose total network exposure over the measured period were virtually identical, TVAR noted significant market-by-market variations in commercial impressions.

For example, during the two-week period Goodrich and U.S. Royal Tires had 30.3 million and 30.4 million commercial impressions respectively. But in Cleveland the Goodrich commercial-impact figure was more than double that of U.S. Royal. In New York it was another story. There Goodrich had 31% fewer impressions than U.S. Royal. Variations for these competitors in 12 of the top 20 markets ranged by plus or minus 20%.

With the computer service TVAR calculated a “Zig-Zag” index for each brand by market, and within related product categories.

National vs. Local • The index is the ratio of a brand’s relative advertising weight nationally and its relative weight locally within its product category. The analysis showed about three quarters of the brands had indices varying 50 points or more in the top-20 markets.

TVAR suggests that “network-only thinking” on the part of sponsors and agencies be replaced by an appreciation for the effectiveness of spot TV.

Copies of the report are available at the representation firm’s New York office 90 Park Avenue.

TVAR, which is owned by Westinghouse Broadcasting, represents WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, WTOP-TV Washington, WBTV (TV) Charlotte, N. C., WJXT-TV Jacksonville, Fla.; KDKA-TV Pittsburgh, and KPIX-TV San Francisco.

May start planned for discount hearing

The long-awaited and much-discussed Senate hearing on the “discriminatory nature” of television advertising discounts will most likely begin the third week in May. Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee of the Judiciary Committee, has not invited witnesses but it is understood that his staff is aiming for the week of May 16-21 as a jumping-off place. A staff source said last week that the hearing would probably run two weeks, then recessed after Memorial Day (May 30) and resume the second or third week in June.

The hearing has been in the planning stages for months and of late has been making headlines in the broadcast media. The subject of the hearing is the proposed discount in the cost of running television commercials.

Armed with a barrage of statistics, and flushed with glowing projections, NBC-TV executive Thomas W. Sarnoff appeared before a luncheon meeting of the Advertising Club of Los Angeles last week and hurled a direct color-TV sales pitch at some 200 advertiser fraternity members attending. Color TV already is on its way to ultimate achievement and the last advertiser aboard is going to be sorry, if not lonely, he in effect, said. More specifically, he suggested, the place to get on the color bandwagon is at NBC.

“There are many who did not participate in the first phase of color TV until rather late in the game,” Mr. Sarnoff, staff executive vice president, NBC-TV West Coast told his audience. “With all the information now available to us, with the explosive demand of viewers and consumers, and with the proven impact of color programming and color commercials, let us hope that there will be very few who fail to enjoy the benefits of joining in at the beginning of the second phase.”

The second phase of color TV’s growth has started with 1966 being “the year of color commercials,” he explained, adding that this is the time when most advertisers “can no longer disregard color in determining the choice of a program nor in the production of commercials.”

Mr. Sarnoff dug hard to allay advertiser fears about the added costs of color TV and its efficiency compared with other color media. Scoring most of his points against the print media, he pointed out that while it costs about one-third more to film a program in color, that’s 25% less than it used to cost. He also explained that it’s true that the extra cost of producing a filmed TV commercial in color is almost 20%, yet an advertiser buying color space in a magazine has to pay a premium of about 40% each time he runs the ad.

Peacock Crows • The dominance of NBC-TV in the color TV field was implied throughout the talk. At one point Mr. Sarnoff said with a smile: “Modesty prevents me from spelling out which of the networks enjoys such a marked advantage in color—besides, it is not becoming for peacocks to crow—but I think it must be clear to everyone who is familiar with this medium.”

Why is this advantage apparent? Mr. Sarnoff did not back off from an opinion. “The answer lies in a combination of factors,” he offered, “each dependent upon the other. But I believe that one of the most important is confidence. RCA had the confidence to invest $130 million in the development of this new medium, and NBC has had the confidence to invest millions more in gaining invaluable experience in color broadcasting. The viewing audience of color set owners is confident which channel they should watch for optimum color programming.”

Club members were advised by Mr. Sarnoff that NBC-TV has created a team of color television experts—made up of personnel from the network’s operations and engineering departments—who are available to them as consultants on color TV production and broadcasting matters.
Take our bunch to a client lunch
(with a twist of lemon)
stage since September of last year. At that time, a staff source was quoted as saying that the subcommittee had found discounts in the neighborhood of 70% by the networks and that “these discounts could hurt all advertisers except the very giants of industry, who have mammoth advertising budgets and can take advantage of the highest discount rates.” The source also said that the subcommittee would endeavor to show that the rate structure is discriminatory so that the Federal Trade Commission would move into the area (Broadcasting, Oct. 4, 1955).

The staff has searched for leads on the subject. But probably the major source book for staff questions will be an article written by Jack Blum for the Columbia Law Review about advertising rate discounts for network television.

Mr. Blum is a member of the subcommittee staff, on loan from the FCC.

He reportedly moved from the commission to the subcommittee “because the FCC would not undertake an investigation of the network’s rates by its Office of Network Study.”

Once the hearing begins, the top names from network and advertising companies will likely grace the witness table. Inquiries have been made of Procter & Gamble, Lever Bros., American Home Products and many advertisers, large and small, who have complaints on network operations. Also questioned were J. Walter Thompson, BBDO, Ted Bates, Leo Burnett and other agencies.

Tilson heads new teams at Metro TV Sales

A realignment of the sales management of Metro TV Sales, with the New York sales staff divided into two teams, was announced last week by John Sias, president of the television station representation firm, a division of Metromedia Inc.

Thomas J. Tilson, vice president and eastern sales manager, becomes vice president and general sales manager. Gerard Mulderrig, vice president and former Midwest manager, and Gerald McGavick, former special projects manager, become group sales managers in the New York office, reporting to Mr. Tilson. One of the new sales teams will report to Mr. Mulderrig, the other to Mr. McGavick.

President Sias said the changes will provide “an intensification of sales management that will maximize the advantage of a large sales staff armed with detailed, sophisticated research.”

He also announced that Don Kyser, account executive, will represent the company in client relations to obtain a fuller appreciation of advertiser needs and strategies and thus help these clients use Metro-represented stations more effectively. Metro TV Sales represents Metromedia’s four TV stations and five other TV outlets.

Rep. appointments . . .

- WRYM Hartford, Conn.: William A. Queen Inc., Boston.
- WFAU Augusta and wQO Calais, both Maine: Kettell-Carter Inc., Boston.

Business briefly . . .

Pentiac Motor Division of General Motors Corp., Detroit, through Mac-Manus, John & Adams, Bloomfield Hills, Mich., will participate next season in NBC-TV’s The Girl from U.N.C.L.E., Run for Your Life, Tuesday Night at the Movies, I Spy, Laredo and Saturday Night at the Movies.


Champion Spark Plug Co., Toledo, Ohio, through J. Walter Thompson Co., Detroit, has renewed second-year sponsorship of Champion and the World of Cars and Drivers, produced by Radio New York Worldwide (WRUL). The 1966 series, expanded from a 13-week to a 39-week schedule, will be transmitted on international short wave by WRUL New York and fed into local radio networks in Argentina, Chile, Mexico, Peru and Spain. In all, the series will include 13 five-minute segments and 26 15-minute programs, with the exception of Spain which will carry 10-minute segments throughout the 39 weeks.

Oldsmobile Division of General Motors Corp., Detroit, through D. P. Brother & Co., that city, has bought sponsorship on NBC Radio’s Monitor.

Buddy L Corp., East Moline, Ill., through Helitzner, Waring & Wayne, New York, expects to double its TV campaign in 1966 into 20 major spot markets. Last year the toy steel truck maker used two color commercials in its first TV exposure. From September through mid-December two new one-minute color spots will be added to the campaign.

Cornsuts Inc., Oakland, Calif., through Kennedy, Hannaford & Dolman Inc., San Francisco, has started a heavy two month spot radio campaign to back its toasted corn snack product. In all the promotion will be heard on 19 stations in 14 markets in four states. Included in the radio schedule are three markets in California, two in Arizona, four in Wisconsin and five in Michigan.

Sylvania Electric Products, through Tatham-Laird & Kudner, both New York, has bought sponsorships in two NBC Radio programs, News on the Hour and Emphasis.

Noxema Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles Inc., New York, has started tie-in messages of its medicated skin cream packaged in new plastic tubes as part of overall spot radio and network TV campaign.

Colonel Sanders’ Kentucky Fried chicken chain of roadside kitchens in Southern California, through Davis, Johnson, Mogul & Colombo, Los Angeles, has purchased a 60-second TV spot participation package on NBC-TV’s Baseball Game of the Week as seen locally on KNBC (TV) Los Angeles. The purchase includes 25 day games played Saturdays from April 16 through Oct. 1, three Monday night games during this time, the All-Star game and the World Series. This is the second major league professional buy in broadcasting made this year by the food advertiser. The first was co-sponsorship of the Los Angeles Lakers pregame and postgame basketball shows on KLAC Los Angeles.

The Seven-Up Co., through J. Walter Thompson Co., both New York, has signed to sponsor NBC-TV’s National Golf Day Round of Champions, and Shell Oil Co., through Kenyon & Eckhardt, both New York, has renewed sponsorship of Shell’s Wonderful World of Golf for 1967. With these purchases, NBC has virtually sold out its entire golf lineup for the rest of 1966 and early 1967.

Armstrong Cork Co., Lancaster, Pa.,
The risks of
the advertiser

Quaker Oats president hits
fast decisions needed
to buy television shows

The high program mortality rate may be embarrassing to the networks but it's sheer speculative "wildcatting" as far as the sponsor is concerned. And he doesn't even get the advantages or depletion allowances the oilman does for the risks involved.

So said Quaker Oats Co. president Robert D. Stuart Jr., before Chicago's Broadcast Advertising Club last week.

He expressed concern about the practice of demanding precipitous decisions in buying the new shows each year with millions of dollars involved. He also hit TV's rising costs and deficiencies in audience and program research.

Quaker has tripled its commitment to television in the past two years and now is spending $19 million or 80% of its budget in network and spot TV. But Mr. Stuart observed, Quaker is "having some second thoughts about the extent of our involvement in TV" in view of the problems.

While applauding TV's rapid progress and achievements, Mr. Stuart warned that the TV industry "is in danger of forgetting the realities of the market place as it concentrates on ever higher profits for an already very prosperous business."

Idea Exchange * Specifically he suggested "a greater degree of interchange of ideas and more cooperation between the Association of National Advertisers and the National Association of Broadcasters. He noted, for instance, that "advertisers are in no way represented in the decision-making process of the NAB Code Authority."

Mr. Stuart said: "We feel deeply involved in the broadcast industry's efforts to regulate the quality and good taste of commercial advertising. We would like to be able to cooperate more fully in this process."

Acknowledging benefits of program sponsorship over participations, Mr. Stuart observed that the networks have 14 to 18 months in which they develop their shows and the producers have at least a year. "Yet the advertiser who will pay for the whole package has only the relatively few weeks between January and March at best to reach a decision," he said.

More often than not because of the keen competition for prime time, he continued, the sponsor "is forced to decide within relatively few hours whether or not he wants to spend several million dollars on a new show about which he knows almost nothing."

Spot-TV Problems * He urged the networks to study more adequate pre-testing of their new programs and noted that more adequate audience knowledge "could also make network counter-programming tactics more effective at the same time it helps the advertiser."

Quaker is a very heavy user of spot TV too, Mr. Stuart said. But because of the rapid escalation of rates in spot, the lack of sufficient price protection for planning purposes and the inadequacy of local audience data, he said: "Our media people must logically give greater consideration to the use of print in local and regional marketing programs."

From a corporate policy standpoint, Mr. Stuart said, Quaker obviously supports the FCC's objective in its proposed 50-50 network prime time rule in view of the goal of better and more diversified programing. Whether the proposal is practical, however, is another matter, he agreed. For these same reasons also, he added: "We will endeavor to support new local station outlets as soon as their value has been established through adequate research."

Commercial attitudes hit by B&B's Hobbs

Broadcasters and their clients were rebuked for their commercial attitudes last week by Whit Hobbs, senior vice president in charge of creative services at Benton & Bowles, New York. He didn't overlook magazines, either.

"People are fed up with too many commercials," he said, "so let's see if we can load on even more. Let's try to get four minutes into every half-hour instead of only three. And two products in every minute, or three or four or five, instead of only one."

"Let's get radio to the point where there isn't time to play any music at all. And magazines so full of coupons and postcards and inserts and outserts and gatefolds and double covers that the reader gives up in disgust."

"It seems to me," he continued in a

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The image contains a newspaper article discussing various topics such as television advertising, legal actions against tobacco, and the effects of advertising on health. The article includes quotes from various individuals and discussions on the potential risks and benefits of advertising. The article also mentions the American Cancer Society, the Interagency Council, and the Federal Trade Commission (FTC) in the context of tobacco advertising and health. The article highlights the importance of disclosure and the potential negative impacts of advertising on public health.
The news in color can put you well in the black.

Color TV is on the move. Keep pace—and keep ahead of competition—by filming the news in color. Eastman makes it practicable and profitable with a 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
When to cover?

This can be a tough decision for a deskman...but not for Lederle's Emergency Coordinator. Her job is to “cover” each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency procedures into motion. Lederle’s Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question “when to cover?”, is never a problem.
speech Thursday night (April 14) at the annual dinner of the Pittsburgh Council of the American Association of Advertising Agencies, "that you and I, agency and client, in our infinite wisdom, in getting smarter and smarter and more and more scientific, are also getting more and more complicated and entangled in our own underwear—and farther and farther away from a wonderfully simple, uncluttered, person-to-person, two-way relationship with the customer."

Clients and agencies, he said, need to be "more efficient" as well as "more creative," finding the right sales strategy and keying the campaign to that.

"Too often," he asserted, "a bunch of very bright people crank out a lot of selling solutions before anyone has determined the problem."

Mr. Hobbs said it takes "days and weeks and often months" to create and develop a selling campaign, and criticized "nitpickers" who find fault for the sake of making "personal points" when the campaign idea is being considered.

"No man in the client organization," he said, "should have the authority to criticize or change or kill a selling idea who does not also have the authority to okay it and run it."

ABC-TV rings up
$25 million in 15 days

Sterling Drug's $6-million buy, through Dancer-Fitzgerald-Sample, New York, in such ABC-TV shows as The Fugitive, Hollywood Palace, and The Sunday Night Movies is the choice plum in $25 million in new business ABC reported over the past 15 days.

Burlington Industries' $3-million purchase, through Doyle Dane Bernbach, New York, in ABC Stage '67 was the second largest order in the period that saw such participations as Beecham Products, through Kenyon & Eckhardt, New York, in several shows ($2.2 million); Brown & Williamson Tobacco, through Ted Bates, New York, in Combat ($1.8 million) and Block Drug, through Grey, New York, in Lawrence Welk ($1.8 million).

Other buys making up the $25-million total were placed in various shows by Kodak (J. Walter Thompson, New York), Chanel (Norman, Craig & Kummel, New York), Champion Spark Plug (JWT, New York), Sunbeam (Foote, Cone & Belding, Chicago), Institute of Life Insurance (JWT, New York), Lanvin-Charles of the Ritz (Clyne Maxon, New York), Schlitz Brewing (Leo Burnett, Chicago), Sherwin-Williams (Griswold-Eshleman, Cleveland) and Cracker Jacks (Doyle Dane Bernbach).

Focus adds service
to duplicate films

The formation of Focus Print Services Ltd., New York, by Focus Presentations Inc., New York, producer of TV filmed commercials, was announced last week by Eli Feldman, president.

The new service will fill the advertiser's need for large numbers of prints at standard cost that maintain the quality of the commercial as filmed, according to Mr. Feldman. He noted that often stations put on the air commercials that are "a far cry" from what has been produced and said this was particularly true of color.

John Guidone, formerly general manager of Color Service Inc., New York, has been named vice president of Focus Print Service and will serve also as quality control supervisor for the parent company, coordinating all technical phases of postproduction work.

Pelican opens Hollywood commercial center

Pelican Productions, New York, last week announced the opening of a Hollywood production center enabling the company to put together television commercials from beginning to end in California.

The new center, including editing, animation and sound stage facilities, is headed by executive producer Tom Anderson, a former BBDO senior producer on the Pepsi-Cola account.

Assisted by production manager Steve Perry, animation director Pete Burness and casting director Mary Genesey Inc., New York, in Fifth Avenue. Approximately 100 persons are invited to participate in tests of two commercials for a given product. Telpex will provide a report on the tests within 48 hours, if desired.

Mr. Brown said Telpex differed from other research testing companies in that it produced the actual rough commercials, while others worked from commercials supplied by advertising agencies. He stressed that Telpex's production is for research purposes only and the company does not produce finished commercials.

Agency appointments...

- Rheingold Breweries Inc. has appointed Weiss & Geller, both New York, to promote Esslinger beer, a division of Rheingold, in the Philadelphia area.
- Penn Jersey Auto Stores, Philadelphia, has named Bofinger-Kaplan Advertising Inc., Glenside, Pa., to handle all of its media advertising except newspaper, which will be placed direct.
- Tele-Graff Film Corp. has named Beacon Advertising to handle advertising and Harold Rand & Co., all New York, for publicity. E. Jonny Graham heads Tele-Graff.
- Elgin National Watch Co., New York, moves its watch division account from D'Arcy Advertising there to Draper
Daniels Inc., Chicago.

- Kitchens of Sara Lee, Chicago, named Edward H. Weiss & Co. there for frozen food products and Chicken Sara Lee previously handled by North Advertising, Chicago. Weiss already handles rolls and institutional products.

L&M filter drops
JWT for Compton

A king-sized cigarette account is leaving the J. Walter Thompson Co. and moving to Compton Advertising on Aug. 1. The Liggett & Myers Tobacco Co., New York, announced the shift last week of its L&M filter brand, estimated to bill approximately $15 million annually.

TV-radio expenditures of L&M total about $11 million.

There had been persistent reports in recent months that Thompson would lose part of the Liggett & Myers billing, but speculation had centered largely on Lark cigarettes. Thompson will retain the remaining $15 million of the tobacco company's business, including Lark, Chesterfield king and regular, the new Chesterfield filter and menthol brands, smoking tobaccos and corporate advertising.

For Compton, L&M is its first major tobacco account since 1937, when it had Pall Mall. Five years ago it handled a Brown & Williamson product that had limited distribution.

At present Thompson is agency for the entire Liggett & Myers account billing about $30 million.

GE sponsoring NBC-TV special

Several new sales announced by NBC-TV include General Electric's purchase of a special, and Remington Rand and Maybelline buys into next season programming.

GE, through BBDO, New York, is buying the NBC News-produced special, The Anatomy of Defense, on May 20, 7:30-8:30 p.m. EDT.

Maybelline Co., Chicago, through Post-Keyes-Gardner, Chicago, bought into the Saturday night movies for the next season.

REMINGTON RAND'S (Bridgeport, Conn.) buy, through Young & Rubicam, New York, was for participations in Girl from U.N.C.L.E., Virginian, I Spy and Daniel Boone.

Y&R drops Celanese Fibers

Young & Rubicam has resigned its share of the Celanese Corp. of America account. Y&R portion of the account covered European advertising for the company's Fibers Division, representing billings reportedly under $1 million.

Domestic billings of Celanese's Fibers Division—about $6 million—were recently assigned to Grey Advertising. A feasibility study for television advertising for the European part of the account, originally undertaken by Y&R, has been taken over temporarily by Grey, but no agency has been assigned to take over the European billings.

COMMERICAL PREVIEW: Kodak's Recordak system

Eastman Kodak, Rochester, N.Y., through J. Walter Thompson Co., New York, tonight (April 18) will advertise its new business systems market division for the first time on TV. Kodak, which has purchased full sponsorship of ABC-TV's Academy Awards show (10-11:30 p.m. EST), will use a 90-second spot to demonstrate various business applications of photography.

"Everybody knows that pictures go with entertainment and fun," an announcer begins, "but now let's see what happens when pictures get down to business."

A series of quick cuts—people on the way to work, a girl's hands on a typewriter, a cash register, a man's hands on a machine, and a girl's finger pressing the "search" button of a Recordak Miracode System (see picture)—are accompanied by voice-over explaining the values of Recordak microfilming for large and small businesses.

The 90-second spot will be used once in the awards program; Kodak film and camera supplies will be featured in the remaining commercial time.

JWT also created a special version of the business systems markets divisions commercial, "Good Friend, Canada," to be viewed by Canadian audiences of the Academy Awards.
Everybody's getting his feet wet in color this year.

Except us.

While stations all over the country are waiting for their color cameras and equipment to arrive and be installed, WFGA-TV will be busy, as we've been for the past 9 years, airing everything possible in color. Things like news, weather, sports, station breaks, public service programs, special broadcasts, even Sunday morning religious programs. We were the first station designed and built for color from the ground up. And don't think that our 9 years of on-the-air color experience can't make a difference in the quality and effectiveness of your commercials. We don't charge extra, by the way, for colorcasting commercials. Talk to your PGW "Colonel" about WFGA-TV.
Field wide open for new commissioner

Preliminary lists are drawn up, but who will be addition, and who chairman, is anybody's guess

When President Johnson calls upon his "talent scouts" for a list of prospective appointees to the vacancy created by the sudden resignation (April 8) of FCC Chairman E. William Henry, there probably will be served up to him a roster of a dozen or more names.

President Johnson, preoccupied with the Vietnam situation and other matters of state, may not get around to consideration of Mr. Henry's successor for some time—perhaps not until Mr. Henry leaves his post April 30. The appointment will be for the unexpired portion of Mr. Henry's seven-year term which runs until June 30, 1969.

Whether the new appointee will be named chairman or whether there will be a promotion from within is another decision to be made by President Johnson, and there's no inkling now what his predilection may be. John H. Macy, chairman of the Civil Service Commission, who doubles as assistant to the President on top-level personnel, was said last week to be considering an eligibility roster for the Henry successorship.

Also awaiting presidential action is the reappointment of Rosel H. Hyde, who last week completed his 20th year as a commissioner, establishing a new record. His current term expires June 30. It is expected that Mr. Hyde, an Idaho Republican, will be renamed.

Former NBC President-Chairman Robert E. Kintner, who today (April 18) assumes office as a new assistant to President Johnson, is expected to participate in the screening of candidates for the FCC with Mr. Macy. This is so not only because recruitment is part of Mr. Kintner's overall trouble-shooting assignment but also because of his knowledge of the communications field, acquired over a period of 20 years in network broadcasting and an adult lifetime in journalism and mass media.

Among those whose names have been advanced in one form or another for the FCC vacancy are engineers, lawyers, broadcasters and politicians. The appointee will undoubtedly be a Democrat or independent since a Democratic President is most likely to fill a Democratic vacancy with a member of his own party. The Communications Act specifies that no more than four members of the seven-man commission may be of the same political party. Commissioners Hyde, Lee and Wadsworth are Republicans; Bartley, Cox and Loevinger are Democrats.

On the List - These are among the names being discussed in Washington as possibilities (all those other than incumbent federal employees would have to undergo FBI checks prior to final consideration by the President):

Lieutenant General James D. O'Connell (Ret.), 66, former chief of Army Signal Corps and now director of tele-

Outgoing Chairman Henry has no long range plans

For a man who is giving up a $28,500 a year position to take on a three-month political job, FCC Chairman E. William Henry appears unreasonably relaxed.

Indeed, he is positively anxious, now that the word of his resignation is out, to take leave of Washington and return to Memphis and help his "very good friend" John J. Hooker Jr. in his campaign for the Democratic gubernatorial nomination in Tennessee.

Mr. Henry, 37, who has been a commission member for three and one-half years, and chairman almost three, is working hard to complete some projects that must be finished before he leaves government, May 1. One is a report on international communications that a committee he has headed is preparing for Congress.

One social engagement on the Henrys' calendar is a black-tie dinner that Commissioner James J. Wadsworth is giving for the commissioners and their wives at the International Club, on April 26. Commissioner Wadsworth is president of the club.

But to visitors, it appears that Chairman Henry's thoughts increasingly are on Tennessee and the political wars to come, and beyond. He could, if Mr. Hooker winds up as governor, probably have his pick of the political appointments to be made in the state.

He could, he feels, undertake leadership of projects designed, as Mr. Hooker, an unabashed Kennedy fan, would say, "to get Tennessee moving."

"There's a great deal that needs doing in Tennessee," the chairman says.

But he gives the impression that he will not remain in the state after the Aug. 4 primary. In Tennessee, the Democratic nomination is tantamount to election. He has had job offers, but he has rejected them, and has no plans beyond the campaign. Chances are, however, he will return to Washington, either as a lawyer or in response to an offer in business. New York is also a possibility.

The only cloud on his horizon—and he doesn't regard it as very large—is the Kennedy-vs-Johnson twist he feels the press has given the gubernatorial contest in which Mr. Hooker is facing Buford Ellington, a former governor and a close friend of President Johnson.

It's true, he says, that Mr. Hooker worked for President Kennedy in the 1960 campaign, and is a close friend of Senator Robert F. Kennedy (D-N. Y.). The chairman's credentials as a Kennedy man are the same. But, he says, "We're not against Johnson. Hooker is closer to President Johnson on the issues than Ellington is. And I'm proud to have been a part of the Johnson administration."

That won't still the speculation among newsmen. And he knows it. But he doesn't seem to care too much. He's going back home to Memphis and to politics and to a new career.

What more could a Tennessee boy ask?
Confusion in wake of ARMS
Boehm attacks manner of publicizing report; sees change in its objectives

Radio might have been better served if the All-Radio Methodology Study (ARMS) committee had not released its report publicly, but instead had presented the findings "quietly to the ratings companies themselves, in terms of how each could improve the reliability of its own techniques." This view was advanced by Frank G. Boehm, director or research, marketing and sales development for RKO General Broadcasting, in a speech before the Pittsburgh Radio and Television Club last Wednesday (April 13).

The ARMS preliminary report, he noted, appears to have produced "some industry confusion" since its release during the National Association of Broadcasters convention late last month (Broadcasting, April 4). "From the wording of the release," he continued, "the objectives of the ARMS project, in my judgment, have changed at some time between the project's inception and the NAB convention. Rather than indicating the pros and cons of the various information-gathering techniques, the ARMS findings were quite specific.

Good or Bad • Several test techniques were voted 'good' or 'had' by the survey standards. 'Good' were a weekly diary technique, not presently being used by any survey company, as well as personal recall technique, identified by some as the Pulse technique. 'Bad' was a four-media diary which these same persons, it would seem, associate with American Research Bureau's methodology.

For his part, Mr. Boehm continued, "I will believe the statement which appeared at the end of the ARMS findings which read: 'Nothing in any of the preceding should be taken as an evaluation of any of the methods currently in commercial use.'"

He also noted that ARB "has already sent a bulletin to its subscribers establishing that the four-media diary referred to in the ARMS findings bears little resemblance to the diary ARB presently employs to measure radio," and that "even Pulse, which appeared to benefit from the findings, has reserved comment until after the full report can be studied."

Mr. Boehm said that "it may never be economically feasible to duplicate the ARMS procedures in a commercial service." He also noted that it may be "several months" before the ARMS committee's final report is published and evaluated.

"My advice," he told the radio-TV executives, "would be to read the full ARMS report when it becomes available, not the sketchy findings which were presented to the NAB convention. Then, seek the counsel of your station and rep research director, or a competent research consultant, for a professional interpretation of its significance. "But more important, arm yourself with as much knowledge of the existing research techniques as you can, recognizing the problems which now confront radio in an increasingly automated advertising industry."

Radios and Computers • Mr. Boehm's discussion of the ARMS study came at the end of a speech addressed to the question "Can Radio Survive in the Computer Age?"

Not only can radio survive, he said, but much radio research of the type the advertiser is demanding is already available.

Although problems and challenges remain, he stressed that much progress has been made and that there are "some bright new hopes on the horizon" despite "negative thinkers" who complain about lack of audience data. refuse to believe any radio research or "feel there is only one 'right' way to measure radio listening—their way."

Among recent advances in radio research he cited the diary-based services of ARB and Media Statistics Inc.—following 1962-64 diary tests in which RKO General participated with ARB in Detroit—and "significant improvements" by Pulse Inc. He also praised the Broadcast Rating Council for its work in seeing that "the ranking companies are doing what they say and, just as important, saying what they do."

Mr. Boehm thought it "unrealistic" to say that "if radio audience data doesn't keep pace with TV data, there may be a time when radio will be ignored by the advertising agency."

Actually, he said, "radio's history as an effective advertising medium cannot be erased, nor will the advertiser let it be. Advertisers want radio, demanded radio, and will continue to use radio in their selling effort, irrespective of what the challenge for better radio audience data brings. But let's not ignore that challenge."
BEELINE® COUNTRY . . .
AWFULLY BIG IN RECREATION

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

Drop your line in Beeline Country for bigger and better Western sales. Hundreds of thousands of visitors come to Reno's Lake Tahoe recreational area every year to relax. Add to that the $635,344,000 residents have to spend and you have a lot of buying power. Beeline Radio KOH can help you tap this big market. And KOH is only one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

Data Source: Sales Management's 1965
Copyrighted Survey — Effective Buying Income

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KOH • Reno  KFBK • Sacramento  KBEE • Modesto  KMJ • Fresno
BROADCASTING, April 18, 1966
Review board battle lines form

Examiners charge it adds unnecessarily to the length and expense of hearings, and seek delegation of some of its authority to themselves

The FCC review board, which is generally regarded as representing one of the real advances the commission has made in improving its hearing processes, has suddenly become controversial. Thus far, the controversy is confined within the agency. But before it's resolved, the Federal Communications Bar Assn. is likely to become involved, and the matter will probably be aired by a congressional committee.

At issue is whether the board, at least as it now fits into the hearing process, adds unduly to the length and, consequently, the expense, of hearings.

The issue is being pressed by the commission's 16 examiners, who feel the solution to speedier and more efficient hearings is to delegate to them some of the functions now exercised by the board.

The board, on the other hand, feels that if a consistent and unified body of rulings is to be developed, the scope of its responsibility should not be narrowed. What is really needed, the board feels, is an "upgrading of the quality of work" of everyone concerned, including the examiners.

Want More Power The examiners, who have less authority over trial management than do examiners in other agencies, are, as one of them put it, "chafing under the system that makes it impossible to hold a one-piece hearing"—one that begins and goes through to conclusion without interruption.

The examiners want authority, now exercised by the review board, to rule on petitions to amend or change hearing issues and to pass on applicants' requests for mergers and withdrawals from hearings.

They also want authority to prohibit appeals from interlocutory rulings until hearings are concluded.

The examiners, who have submitted their views to the commission, say privately that hearings are either stalled while the board considers such motions and petitions (frequently a matter of months) or they proceed under a cloud of uncertainty as to what the board's decision will be.

Adding to the examiners' frustration is their feeling that hearings are consuming a great deal of applicants' time and money at a time when cases, in their view, are getting simpler and the prizes involved (AM and FM facilities, usually) are getting smaller.

Attorney Agrees This position was supported last week by some communications attorneys. One said he was familiar with a case in which an applicant for an AM station spent $10,000 on legal fees last year, and the case has not been concluded.

"The cost of litigating," he said, "is quite scandalous."

The board, which has given the commission its comments on the examiners' proposals, noted that the commission has twice turned down the idea of giving the examiners the kind of authority they are seeking.

But Commissioners Lee Loevinger and Robert E. Lee have expressed support for the examiners' position. And last week, Chairman E. William Henry, although now a lame duck, said he stands "on the side of more power for the examiners—not as they requested it, necessarily, but in general." But he also said the commission should "continue to improve the caliber of hearing examiners."

This appeared to reflect the feeling of some who have opposed an increase in authority for examiners—the feeling that the quality of the commission's examiners is uneven.

Henry's Position The chairman, who is scheduled to leave the commission May 1 (BROADCASTING, April 11), said the fate of the proposals lies with the person who succeeds him. "But if I were here I'd push this through to a decision," he said.

The review board, now composed of five top-grade FCC staff members (four lawyers and one engineer) was established in 1962 to relieve the commissioners of much of their adjudicatory work. It is assisted by a staff of 25 opinion writers and costs the government some $397,000 in salaries yearly.

Its work has won high praise. Its decisions are rarely overturned by the commission. Out of 10 review board cases that were taken to the court of appeals, the commission was upheld in nine. As recently as January, Chairman Henry, in a speech before the Federal Commissions Bar Association, said the board stands "at the head of the list" of commission accomplishments in improving the hearing process.

But he was concerned with the burden the board has lifted from the commissioners' shoulders. The examiners are concerned about the pace of hearings. And it was the chairman's speech that triggered the examiners' action.

They formed a committee of five of their number who put their views in the memorandum that Chief Hearing Examiner James D. Cunningham submitted to the commission on Feb. 17. The memorandum came to light last week.

Board's Reply The board, in its memorandum defending the wisdom of the existing system, expressed doubt that the examiners would be able to move fast on the matters now coming before it. The board said the questions are increasingly complex.

But the board's main argument for retaining its existing authority is that centralized direction over hearings assures far greater "uniformity" in decision-making than could be achieved if the 16 examiners were making the decisions.

Board member Sylvia Kessler, how-

50-50 deadline extended

The FCC has granted a brief extension in the deadline for comments on its proposed rulemaking aimed at limiting network ownership and control of television programming.

At the request of NBC the deadline for comments was extended last week from April 15 to May 2 and the deadline for replies from May 16 to June 1.

The proposal would limit the networks to equity holdings in no more than 50% of all nonnews programming between 6 p.m. and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater.

Last week's extension was the fourth granted. The original deadline was June 21, 1965, for comments and July 21, 1965, for replies.

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ever, supports the examiners' request for authority to rule on petitions to amend hearing issues.

The board also said if examiners were allowed to prohibit interlocutory appeals until the conclusion of the hearing, it would not result in more harm than good could result. "Inevitably," the board said, more cases would be remanded for further hearing, "with greater delays and costs than if the corrections had been made earlier."

The examiners, in their memorandum, made several other suggestions. In one, they urged the commission to consider limiting consideration of appeals to those that asserted error on the part of the examiner or, in cases appealed to the commission, by the review board. However, matters involving new policy or interpretation of policy would automatically be considered.

The examiners feel there is no point in a review authority rewriting findings and conclusions with which it is in basic agreement. They say the present practice "unprofitably delays decision." Last year, on the average, 12 months elapsed between the examiner's initial decision in a case and the final decision of the review board.

The board denied the implication it always rewrites findings and conclusions. But, in barbed reference to the examiners' work, it said that a "considerable perusal of the record" and a sifting of facts are "sometimes unavoidable because of the manner in which a case is handled at the trial and in the initial decision."

The review-board issue is very likely to be aired by the Senate Subcommittee on Administrative Practice and Procedure. Senator Edward V. Long (D-Mo.), subcommittee chairman, has circulated a questionnaire to all agencies, heads, agency examiners and practicing attorneys on "unnecessary administrative delay" and what can be done to end it. Several commission examiners are known to be preparing letters in response to the questionnaire. Senator Long said the subcommittee may publish all letters but that it would honor requests for anonymity.

The communications bar, which participated in drafting the legislation providing for the review board, would probably be asked to advise in drafting changes in the system. There was no indication last week what direction the bar would take.

One lawyer said the board is doing "a better job" than individual examiners could do on the matters involved, and is moving faster than the commission did when they reviewed all examiner actions. While there is delay, he said, it's a price that must be paid for "uniformity" of decisions—a price he thought worth paying.

But another attorney, a former review board booster, said the panel's practices have become "too ingrained" and that the board "too often sits up there writing meaningless distinctions, trying, in effect, to figure how many angels can dance on the head of a pin."

Yet another attorney, who did not take a position on the examiners' proposals, said there is "general agreement" that hearings are "dragging on too long." Justice, he said, "is delayed all over the place, including at the commission."

The committee that drafted the examiners' memorandum was composed of Elizabeth C. Smith, David I. Kraushaar, Chester F. Naumowicz, Arthur A. Gladstone, and Sol Schildhause. The review board's memorandum was submitted over the signature of Donald J. Borkemeyer, board chairman.

Economic group for ABC

Storer's Michaels heads committee to study
TV financial matters

Bill Michaels, vice president in charge of the television division of Storer Broadcasting Co., has been named chairman of the special committee created by ABC-TV affiliates to study "the contractual and economic relationship between the network and the affiliate."

Burton B. Ladow of KTVK(TV) Phoenix, chairman of the board of governors of the ABC-TV Affiliates Association, announced the appointment last week and said other members of the five-man committee would be Frank Conrad, KNTV(TV) San Jose, Calif.; Martin Umanşky, WKTV-Wichita, Kan.; Fred von Stade, WKYT-TV Lexington, Ky., and Ralph Hansen, KTVI(TV) St. Louis.

Mr. Ladow said the appointments were made in consultation with other members of the affiliates board of governors and that all five appointees had accepted.

Formation of the economic committee was authorized by the affiliates as an upshot of their hectic sessions with ABC-TV management over the "fourth commercial" issue just before the National Association of Broadcasters convention in Chicago (BROADCASTING, April 4).

Outside Help • The affiliates empowered the committee to hire "such outside professional assistance as it deems necessary."

ABC-TV officials had offered to help pay for an economic study but the affiliates declined the offer. They voted to pay for it themselves.

The action followed two sessions in which first the affiliates board of governors and then the full affiliate body opposed ABC-TV's plan to expand from three minutes to four the amount of commercial time in the 7:30-8 p.m. periods next fall.

The affiliates not only rejected that plan but asked ABC-TV to eliminate "as soon as possible" the fourth minute of commercial time already added to Batman (Wednesday and Thursday 7:30-8 p.m. EST), and also to reject "split 30" announcements (divided piggybacks) and to try to cut back if not cut out regular piggybacks.

ABC-TV officials tabled their plan to expand the fourth-commercial policy to all 7:30-8 p.m. periods but did not promise that they wouldn't adopt it later. They said they had advertiser commitments that prevented their eliminating the fourth minute in Batman, and that they would be happy to have the NAB code board tackle the question of piggybacks and split 30's.

Rising Costs • They insisted that "economic pressures" led them to add a fourth commercial minute to the Batman format and to consider doing the same in other 7:30-8 p.m. periods. When it was over they said the economic pressures still remained and would have to be taken into account in some way, by both the network and the affiliates.

As indication of the economic pressures, they said that primarily because of expansion in color the program cost of the average nighttime half-hour would rise from $62,000 this season to $76,000 at the start of the 1966-67 season. They figured they would need an extra $40 million in time-and-program sales merely to maintain their pre-color sales levels.

Affiliates said they realized that ABC-TV was responding to strong economic pressures, but they were adamant against trying to cure the problem by expanding network commercial time.

Affiliates said they considered their new economic committee comparable in many ways to the CBS-TV affiliates economic study group that, over the past five years, explored relationships between CBS-TV and its affiliates and helped develop a new affiliation contract (BROADCASTING, March 21, April 4).

ABC-TV affiliates were hopeful,
Bureau wants lower fine for KABL

Is it a San Francisco or an Oakland station?

"This is Cable. KABL Oakland, 960 on your dial, in the air everywhere in San Francisco."

The city of Oakland thinks KABL is behaving like a San Francisco licensee. But McLendon Stations, the owner of KABL, insists that its fidelity to Oakland is unsullied.

The FCC, to hasten the arrival of the facts, placed a tentative fine of $10,000 on KABL for false station identification and failure to identify a sponsor (Broadcasting, Oct. 4, 1965). Last week the commission's Broadcast Bureau said that the station should be liable for the fine, but it recommended $4,000.

The city bases its case on KABL's continuous use of San Francisco atmosphere to sell the station. It uses cable cars on its stationery and the sound of a cable car bell after its call letter identification. But, says the city, there are no cable cars in Oakland.

The station uses "noord programettes," verbal sketches of quaint, artistic places and romantic memories to provide atmosphere for music. But Oakland says, the great majority of these spots are set in San Francisco, not Oakland. And KABL's sales offices are located in San Francisco.

All in all the repetition of San Francisco "sounded like an apology for having an Oakland address," said one witness for the city.

But McLendon claims that KABL is very happy to be an Oakland licensee. The programettes are based on atmospheric merit and are in no way intended to supplant the hour and half-hour station identification spots. The call-letter identification itself has repeatedly been approved by FCC inspectors, says McLendon. And as for the sales office's San Francisco address, that is because all the area advertising agencies are in that city.

With regard to the FCC's accusation of failure to identify a sponsor, U. S. Steel, KABL claims that the omission was inadvertent. The one-minute spot, a 45-second ad with a 15-second live tag, was run 57 times during 19 days without the live tag.

Possibly, McLendon points out, there

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is a vendetta between Oakland's Mayor John C. Houllihan and KARL newsmen John C. Chapel. Relations between the mayor and Mr. Chapel "are strained and they are political antagonists."

The real point, McLendon states, is that neither the sponsor identification error or any station misrepresentation is intentional. Thus they are not guilty of "repeated" and "willful" violations of the commission's rules.

But the Broadcast Bureau disagrees. "The record . . . reflects that the station has deliberately turned its face from Oakland and used every means at its disposal to identify itself with San Francisco."

**Tornado delays start of new Florida AM**

WJPB Kissimmee, Fla., which had planned to go on the air Easter Sunday (April 10) has postponed its start due to tornado damage.

J. Patrick Beacom, president of Beacon Broadcasting Enterprises, said that a tornado leveled the station's 230-foot tower and caused severe damage to other equipment. The estimated $25,000 property loss forced postponement of WJPB's formal opening. Mr. Beacom, however, feels that "a new tower can be erected and necessary repairs made . . . within the next 30 days."

WJPB is eventually to serve the Kissimmee-Orlando area, where Walt Disney has proposed building a Florida Disneyland. The station is a 1 kw day-timer to operate at 1220 kilocycles.

**NBC Radio gets new Philadelphia affiliate**

WPEN Philadelphia, becomes an affiliate of NBC Radio today (April 18), replacing WCAM Camden, N. J., in the NBC lineup, officials announced last week. WPEN, on 950 kc with 5 kw fulltime, is owned by William Penn Broadcasting Co., headed by William H. Sylk as president and Murray Arnold as general manager.

The station has been a nighttime affiliate of Mutual, and Mutual authorities said this arrangement would continue. WCAM, signed as the NBC affiliate for the Philadelphia area after NBC-owned WRCS Philadelphia moved to Cleveland in the swapback with Westinghouse Broadcasting, is on 1310 kc with 1 kw day and 250 w night.

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**Metromedia gets OK for its 7th AM**

By a vote of six to one, the FCC last week approved the purchase of KEWB Oakland-San Francisco by Metromedia Inc. The lone dissenter was Commissioner Robert T. Bartley, who took his usual stance when group owners are involved and voted for a hearing.

Sale of the Crowell-Collier owned Bay Area station, for $2,459,000, gives Metromedia its seventh—and final—AM station. Metromedia already owns AM stations in New York, Philadelphia, Cleveland, Baltimore, Kansas City, Mo., and Los Angeles.

Under the FCC's multiple-ownership rules, no single entity may own more than seven stations in each broadcast category. Metromedia's present radio stations all have FM adjuncts, giving the company six in that classification. The company also owns four VHF television stations, in New York, Los Angeles, Washington, and Kansas City.

The FCC grant was conditioned on compliance by Metromedia of the multiple-ownership rules as they involve brokerage houses and mutual funds owning more than 1% in two or more broadcast groups. A Metromedia source said last week that all prospective violations of this problem are being resolved through letters from these sources agreeing not to vote more than 1% of their shareholdings.

KEWB, operating on 910 kc with 5 kw fulltime, was bought by Crowell-Collier in 1959. Crowell-Collier has also sold its KEWB Los Angeles to Westinghouse Broadcasting Co. for $10,750,000. This is still pending FCC approval. It continues to own KDWB Minneapolis-St. Paul.

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**Changing hands**

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

* WDVE-FM, Hamden, Conn.: Sold by Southern New England Broadcasting Corp. to Kops Communications Inc. for $50,000. Southern New England is licensee of WDVE Hamden, which is unaffected by the sale. Kops Communications owns WAVE New Haven, Conn., and WTRY Troy, N. Y. WDVE-FM has been off the air since it was razed by fire in January 1965; it is licensed for 101.3 mc with 20 kw power.

**APPROVED** The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page
FCC clarifies record, gives full S.F. renewals

The FCC changed its mind last week and granted full three-year license renewals for KYA and KOIT-FM San Francisco, both owned by Churchill Broadcasting Corp. At the same time the commission made clear it didn't intend to imply payola or plugola practices had existed at the stations.

The commission on Feb. 9 had renewed the stations' licenses for one year. In an explanatory letter it made public, the commission noted that it had questioned the stations about "possible failure to control the broadcast activities of its disk jockeys" since the "outside activities of two of them...seemed to create a conflict of interest between their roles as entrepreneurs and their roles as disk jockeys" (Broadcasting, Feb. 14).

Churchill Broadcasting last month said the letter unfairly "suggests or implies" that payola or plugola had been practiced at the stations and that the management had not taken remedial action until the commission investigated the case. Churchill said the implications had hurt the stations, and asked the commission to grant full license renewals—or at least set the record straight (Broadcasting, March 21).

Last week, in granting reconsideration, the commission said it wishes "to make it clear that in our letter of Feb. 9 it was not our intention to imply that payola or plugola practices had existed at your stations or that your previous policies and practices had failed to provide adequate control over programming."

The commission added that the three-year renewals were being granted with reliance on the licensee's "representations as to past and present control of program material and as to our future efforts to prevent repetition of violating of our logging rules."

The question involved KYA's failure to log several hundred spot announcements purchased by the disk jockeys whose outside activities had raised the question of license control over broadcast activities. Churchill said the failure was due to a mistake by a traffic girl.

Federal court supports commission decision

The FCC's right to duck a hearing when it granted a power boost to a class A FM station over the objections of a short-spaced class B FM station was upheld last week by a three-judge panel of the U.S. Court of Appeals in Washington.

The court held that the commission was within its authority when it granted a power boost in 1965 to KTIM-FM San Rafael, Calif., and then vacated it after KPEN(FM) San Francisco protested that its license was being modified because of interference from the San Rafael station, only 21 miles away.

The commission then granted the power boost to KTIM-FM on the day KPEN's license expired and later renewed KPEN's license.

This was based, the commission said, on the 1964 rulemaking decision establishing mileage spacing among FM stations. In that order, the commission said it would consider raising the power of existing of class A stations short-spaced to other FM stations, provided there were no objections.

If protests were filed, it said, it would be necessary to hold a hearing. But, it

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stated—and the court upheld this reading—the hearing requirement would not be necessary after the license period of the protesting station was concluded.

In dismissing KPEN's objections, the commission said it had looked into the claims made by that station and determined that is was still in the public interest to increase KTIM-FM's power.

The appeals court decision was by Circuit Judge Carl McGowan, written for himself and Circuit Judge Charles Fahy. Chief Judge David L. Bazelon wrote a concurring opinion, agreeing with the majority but on different grounds.

**CP granted for**

**ch. 11 Nogales, Ariz.**

International Broadcasting Co. has been granted FCC approval to operate a television station on channel 11 in Nogales, Ariz. In its order the commission denied the opposition of WGAL Television Inc., which owns KWDA-TV Tucson, Ariz., and operates a translator on channel 11 for Tucson suburbs. WGAL Television had protested on grounds of alleged economic injury to its VHF operation and interference to its translator service. International Broadcasting is owned by Ronald C. Waranch, Los Angeles construction and real estate investor. The new station will operate with 31.6 kw visual and 3.16 kw aural from an antenna 2,420 feet above average terrain.

**More waivers sought on CATV regulations**

Another week has passed under the FCC's new community antenna TV rules. And last Thursday brought the number of waiver-seekers to 14. This time three CATV companies from the Great Lakes region sought relief from the top-100 market provisions.

In Kalamazoo, Mich., listed by the American Research Bureau as the 38th market, Fetzer Cable Vision Inc. requested permission to bring non-grade B signals into the city. Kalamazoo now receives WOOD-TV (NBC) and WZZM-TV (ABC), both Grand Rapids, Mich., as well as WIZO-TV (CBS) Kalamazoo, but no independents and no UHF's.

Fetzer claims its system, nearly complete by the FCC deadline of Feb. 15 and boasting over 1,000 applications for hookups, will greatly balance out programing deficiencies. As for protection for the local WIZO-TV, Fetzer owns it.

Another Michigan CATV, Triad Cablevision Inc., which serves Albion, Marshall and Battle Creek, has requested waiver of the top-100 market provisions and also relief from an evidentiary hearing. Triad's territory is within the grade B contour of WIZO-TV, WOOD-TV owned by Time-Life Broadcast Inc., and two Lansing stations.

Triad claims it is beset by stiff competition, not the least of which is coming from Wolverine Cablevision, owned by Fetzer and Time-Life. Thus Triad wants relief from an evidentiary hearing on the grounds that this legal involvement would cause a bankrupting delay in its proposed service.

As for waiving the top-100 market rule, Triad sees itself as ending the monopoly held by the four stations.

And in Janesville, Wis., which is 40 miles from Madison, Wis. (91st market) and 37 miles from Rockford, Ill. (94th), Total TV Inc. seeks a waiver of the top-100 rule to end the dominance of VHF's originating from Madison and Rockford. Janesville has no local station, says Total TV, and a CATV system would equalize reception of neighboring UHF's and VHF's in Janesville.

**Court of appeals reverses Elyria ruling**

The 15-year quest of WEOG Elyria, Ohio, for a $1 million treble-damage antitrust judgment against the Lorain (Ohio) Journal took a new turn last week when the Sixth Circuit Court of Appeals reversed a lower court award of $30,000 to the Elyria station.

The case started in 1951 when WEOG charged that the newspaper threatened to refuse advertising space to Lorain merchants who advertised on the Elyria radio station. U. S. District Judge James Connell, Cleveland, dismissed the suit originally on the grounds that damages could not be proved. The sixth circuit reversed that ruling. On the second round, Judge Connell determined that $10,000 in damages could be assessed as resulting from the boycott. This came to $30,000 in treble damages. He also allowed attorneys' fees of $25,000 and costs of $673.29.

The appeals court, in a unanimous three-judge decision, said that the lower court should have taken into account general damages, as well as any other damages which could be proved running after 1951 when the Lorain Journal was found guilty of antitrust violations in a suit instituted by the Department of Justice.

The appeals court urged that the retrial be hastened, and implied that a federal judge other than Judge Connell should be assigned.

**Plans go ahead for TV audience seminar**

The formal agenda is nearly complete for the first annual Television Audience Measurement Seminar to be held at the University of Nebraska, Lincoln, May 16-20 (Broadcasting, Feb. 7).

The seminar is designed for broadcast media personnel involved in the evaluation of rating statistics. It will be open to 50 participants and will comprise a series of lectures and discussions conducted by distinguished specialists in the fields of statistics and practical advertising research.

The seminar is under the guidance of Dr. William E. Hall, director of the university's school for generalism, and is the idea of A. James Ebel, vice president and general manager of Fetzer Broadcasting Co.'s KOLN-TV Lincoln, Neb.

Lecturing participants will include media research specialists from the A. C. Nielsen Co. and American Research Bureau; Howard Mandel, vice president and director of research for the National Association of Broadcasters; representatives from D'Arcy Advertising, Leo Burnett Co., CBS-TV, Avery Knodel, NBC, and Television Bureau of Advertising.

**New competition for raters: TV repairmen**

Another province has been heard from in the never-ending controversy over television ratings. The men who repair TV sets in California think they can build a better mousetrap than the A. C. Nielsen Co.

This week (April 18-25) the California State Electronics Association, the trade organization for TV repairmen, will undertake a new method of surveying TV viewing in the state. The Association will furnish each of its service men with printed questionnaires and these will be filled out by TV-set owners during the regular calls of the repairmen.

The survey is expected to produce a return of more than 5,000 during the week. Included in the return will be TV homes in Los Angeles and the surrounding area. Results of the first week's trial run will be tabulated for release during the first week in May.
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**BROADCASTING**, April 18, 1966
A fatal stab for 50-50 rule?

Advertisers, whom FCC would depend upon to make its network program proposal work, are mostly against the whole idea, as are most agencies

The FCC's proposal to limit network ownership or control of their prime-time programing ran into serious opposition last week in comments that advertising agency and advertiser associations filed with the commission.

The American Association of Advertising Agencies and the Association of National Advertisers made it clear their members, while not entirely happy with their present relationships with the television networks, generally oppose the commission's proposed rule.

Their positions are regarded as damaging to the chances of the commission's proposal being adopted, since it is to the advertisers that the commission would look to make the rule work.

The rule, aimed at promoting diversity of sources of network programing, would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programing. They now own or control more than 90% of such programing.

The time from which the networks would be barred would have to be filled by programing delivered by advertisers.

Additional Restrictions • The rule would also prohibit networks from acquiring subsidiary rights and interests, including those in syndication and merchandising, in independently produced programs, bar them from domestic syndication and permit them to syndicate abroad only those programs they produce themselves.

The 4A's comments were based on a survey of 30 member agencies that were unidentified in the statement but were described as leading in television billings. The survey was conducted by 4A's Broadcast Policy Committee, headed by Richard A. R. Pinham, committee chairman and senior vice president of media and programs of Ted Bates & Co.

The AAAA took no position, as an association, on the proposed rule. Instead, it presented the opinions of the individual member agencies.

But a covering letter, addressed to Chairman E. William Henry, expressed these "general viewpoints" of agencies concerning the rule:

• "The extension of government control and supervision into programing is unwarranted and unwise."
• Because of the conflicting views of clients represented by agencies there is no unanimity of viewpoint about the rule, "beyond the view that it is operationally and financially unfeasible."
• "Networks have done a conscientious and imaginative job of providing programing service, with a considerable variety of programs available at a wide range of prices for sponsorship or the purchase of commercial minutes."
• While agency men have high regard for the performance of the networks, they are not "totally satisfied" with the present system. "It is hoped that the networks will be increasingly receptive to additional program sources."

The letter was sent over the signature of 4A President John Crichton.

ANA's Position • The ANA, whose statement was submitted by President Peter W. Alport, agreed that the present situation is not perfect. But while ANA members support the stated objectives of the proposed rule, they oppose the means the FCC proposes to use.

The ANA said the best and possibly only way "is to increase the number of television channels." The commission's proposal could result in a reduction in the number of programing sources by confining the production of programs to "fewer large producer organizations" with the heavy resources needed to develop programing, ANA said.

The ANA and a number of the agencies whose views were quoted in the 4A statement said also that only the largest advertisers would be willing to take the financial risks involved in program development that are now borne by the networks. The smaller advertiser, who now relies on participation buys, would be placed at a disadvantage.

The 4A and ANA comments were two more in a series of blows the commission proposal has received since being issued for comment 13 months ago (Broadcasting, March 29, 1965).

Last month, the Arthur D. Little Co., the Cambridge, Mass.-based research organization, submitted a report that raised questions about the conclusions and assumptions on which the commission proposal was based (Broadcasting, March 7). The Little report was done under contract to ABC, CBS and NBC.

Then, two weeks ago, FCC Chairman E. William Henry's plans to resign from the commission became known. He had been in the majority when the commission issued the notice for comments by a 4-to-2 vote.

No Poll Breakdown • The 4A document provides no breakdown of how the 30 agencies that were polled feel about the rule. But the comments quoted, including the agencies' conclusions, indicate that almost all oppose the commission's proposal.

One agency, unidentified like all

52

Broadcasting, April 18, 1966

NFL doesn't like 50-50

Chalk up the National Football League as another opponent of the FCC's proposal to limit network ownership or control of prime-time programing (see this page), at least as it applies to sports events.

The NFL, which sold its game rights to CBS for $37.6 million for two years, (Broadcasting, Jan. 3) is afraid the rule might cause the networks to lose some of their avid interest in carrying the football games.

The league's concern stems from the fact that some of its exhibition and regular-season games will be televised in prime time. And under the so-called 50-50 proposal, networks will have half as much prime time as they do now for programs in which they have a financial interest.

Accordingly, the league said, networks will either resist scheduling the games or be very reluctant in bidding for the game rights.

The league urged the commission to provide an exemption for live coverage of sports events.
others quoted in the survey, expressed the view that the proposal, if adopted, "could result in a meaningful improvement in prime-time programming." The networks, the agency said, have proved "they simply are not qualified to provide quality programming" for all time periods.

Most other agencies that indicated dissatisfaction with programming, however, were not sanguine about any improvement resulting from the proposed rule. Networks, one of the agencies said, are interested in programs that have mass audience appeal. "And the major advertisers in television," it added "have exactly the same interest."

No Editorial Control - A number of the agencies even said that advertisers should not be any more responsible for program content than they are for the editorial content of the newspapers and magazines in which they advertise. "It is our belief that the networks should control, and be solely responsible for, the material communicated to the public through the medium of television," as one agency put it.

Throughout both sets of comments there was a scattering of criticism of the present system. One agency said that it found that advertisers, in buying programs from the networks, are "forced to enter into a noncancellable contract, in some cases for as long as 52 weeks. If the program does not achieve the rating level expected of it, the agency added, "the network assumes none of the financial risk, and the advertiser assumes all of it."

The ANA said that "many advertisers are unhappy with the unfavorable time segments assigned to them by the networks and the inability of the advertiser to have his pilots accepted by the networks." But these, the statement added, "are some of the regrettable, but apparently inevitable, consequences of a centralized authority with a limited number of outlets and limited time availabilities."

More Stations Needed - ANA said diversity of programming would not be achieved by the rule but added that an expansion in the number of stations might help. The association noted that, in view of the limited number of outlets and the high cost of advertising time, most advertisers are compelled for economic reasons to sponsor programs with broad audience appeal.

A substantial increase in local station outlets might provide an opportunity for advertising "to appeal to specialized audience segments with a variety of program types," the statement said. "The proposed rule does not."

ANA said it had sent copies of the proposed rule to all of its approximately 500 members but that most of its consideration was by those using television. The ANA studies included "numerous discussions in detail with the ANA television committee," which represents 35 companies that use TV "importantly," as an advertising medium, discussion at the ANA annual meeting last fall, and intense study by a special task-force committee of representative advertisers.

Alfred L. Plant, of Block Drug Co., is chairman of both the TV committee and the special task-force committee, which also drafted the statement to the FCC.

Feature backers must be identified

The FCC has warned broadcasters that when they carry features supplied free of charge but underwritten by third parties, they must identify the third party. The warning came last week in a letter addressed to General Media Associates Inc., which supplies free to radio stations a series of one-minute radio programs called Accent. Many of the programs are underwritten by third parties. Accent includes features on travel, news and other miscellaneous matters.

The commission said that the sponsor identification requirements of the Federal Communications Act require stations to identify the sponsor even though they do not receive the payment for the program. The purpose of the sponsorship identification rule is to prevent hidden sponsorship such as that proposed for the Accent programs. The commission stated.

One of the reasons given by General Media for not identifying the underwriting companies is so the stations can obtain local sponsorship for the program. But last week's ruling indicates that the station will have to identify both the local sponsor and the original underwriter.

According to a source at the commission the practice of supplying program material without proper sponsor-
ship identification is widespread. He said the practice was not limited to radio but also included feature material produced for TV.

The source emphasized that although the letter was sent to one firm, it was really directed to all stations and firms that are guilty of this practice. He said that among the companies that underwrite features being supplied to radio stations are International Business Machines, the New York Stock Exchange and Esquire magazine.

15 stations purchase

AI-TV feature package

American International Television has completed 15 station sales on its recently released Cinema 20 package of feature films in which adult motion pictures predominate.

Samuel Arkoff, executive vice president of AIP, and Stanley Dudelson, vice president and general manager of AI-TV, told a news conference in New York last week that since the introduction of the group of 20 features at the National Association of Broadcasters convention, they have heard of no adverse comments from stations. Mr. Dudelson pointed out that one station advised him it would present "La Dolce Vita" in its entirety without cuts or editing.


Mr. Dudelson said most of the films are still in theatrical distribution. These may be presented on TV in late 1967 and in ensuing years.

On another subject, Mr. Arkoff commented on the present trend toward producing features primarily for television. He said that AIP has no plans in this area, claiming that it does not seem feasible to produce this type of picture at this time.

Uniform time bill

now law of the land

President Johnson last Thursday (April 14) signed into law a bill designed to set a uniform time standard throughout the U. S.

The bill has been heavily pushed by broadcasters, particularly the networks, the transportation industry and the shipping industry, for years.

In effect it provides that all the country that converts to daylight savings time will convert on the last Sunday in April and will remain on daylight time until the last Sunday in October. The new law also provides that the state legislature must pass a bill stating that the entire state will remain on standard time for the full year if it does not want to change to fast time for the summer months.

A uniform pattern of time will be established because the law prohibits local county and city options.

By 1967, every state that plans to exercise its option and remain on standard time for the full year must have passed legislation to that effect. Legislation after that time will have no standing and the U. S. will have its watches and clocks synchronized.

For 1966 the law allows local option on the adoption or rejection of daylight time but states that local communities must conform to the dates for adoption and reconversion, in this instance April 24 for beginning daylight time and Oct. 30 for return to standard time.
The package that rides like people!

It's there in hours and costs you less when you ship by Greyhound Package Express

Every Greyhound bus is a package carrier as well as a people carrier. When you specify Greyhound Package Express your shipments leave and arrive on fast, frequent passenger schedules. Shipments going hundreds of miles usually arrive the next morning...frequently, the very same day. Nobody has lower rates, and you can ship anytime—at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. When fast service and low cost are important to you, look into Greyhound Package Express. Save time! Save money! Save trouble! Ship C.O.D., Collect, Prepaid...or open a Greyhound Package Express Charge Account.

For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-D, 140 S. Dearborn St., Chicago, Ill. 60603.

It's there in hours and costs you less

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*Other low rates up to 100 lbs. Let shipments, too.

One of a series of messages depicting another growing service of The Greyhound Corporation.
Are newsmen hampered?

Lower blasts restrictions

in Vietnam, NASA methods;
also hits public apathy

Elmer Lower, president of ABC News, last week said there is a "general malaise" among American newsmen covering the Vietnam war stemming from their belief that the war story is not getting across to the American people.

While admitting that part of the fault lies with the news media, he charged that "a great deal more of the blame rests on the shoulders of the American government."

Mr. Lower also turned his fire on the National Aeronautics and Space Administration: "NASA's own attitudes provide our greatest challenge in presenting the complete coverage of the space story."

According to Mr. Lower, ABC Science Editor Jules Bergman has received reliable information that NASA taps many phones at Cape Kennedy and said this interferes with receiving information from news sources.

Mr. Lower also berated the NASA public information officers, particularly PIO chief Julian Scheer, for unnecessarily keeping the public worried and confused by refusing for 18 hours to release the tapes of the astronauts talking during the recent Gemini 8 crisis in flight.

In Vietnam, Mr. Lower said, many newsmen feel the U.S. government indirectly censors them through a tacit threat of withdrawing news accreditation.

Public apathy and escapism, as evidenced by the torrent of viewer complaints when Batman was interrupted to report on the Gemini 8 in-flight problems, are also major obstacles to clearer public understanding, he said.

Mr. Lower spoke at the Cleveland Press Club last Tuesday (April 12). In a poll of ABC News correspondents, Mr. Lower found that Mal Browne, recently resigned senior Vietnam correspondent, felt that the lower casualty rates among American newsmen in Vietnam as compared with Korean war figures is explained by passivity.

Reports From Correspondents - Mr. Browne wrote to Mr. Lower that the power to license reporters is the power to control them. "You have never seen such a bunch of tame sheep as the hundred or so who sit every day at the military briefing to get The Word. There is a certain amount of bickering over minor points, but nothing substantive. You can get disaccredited for substantive disputes, and everyone is afraid to have that happen," Mr. Browne wrote.

Mr. Lower said ABC correspondent Ray Maloney complained that of 350 accredited U.S. correspondents in Vietnam, only 50 make regular trips into the field. The select few, he said, are from the networks, the two wire services, Newsweek and Time and a few top newspapers.

ABC Tokyo correspondent Lou Cioffi believes, Mr. Lower said, that the American government made every effort during the early days of the Diem regime not to reveal that the Communists were on the verge of a complete military victory. "The suspicion bred remains to this day," Mr. Lower added.

Moreover the vast majority of the television audience is "ignoring the special color [Vietnam] coverage and weekly news coverage—aired and abetted, I must admit, by many local stations," Mr. Lower said.

Mr. Lower recalled that 16 years ago in the first five months of the Korean war, NBC-TV, where he was then working, was flooded with many thousands of letters from an audience that was shocked by its first daily visual exposure to the war.

In 1966, the sounds as well as the sights of war are brought to many more millions of viewers. "And," Mr. Lower said, "we hardly hear a peep out of them."

Court to hear case on state music law

The constitutionality of a Washington state law dealing with music licenses and payments is scheduled to be argued in Yakima County Superior Court in June.

The law, on the books since 1937, requires music license organizations to offer "per-piece" licenses as well as blanket and per-program permits.

The constitutional question will be argued in the same court which only last month ruled that the American Society of Composers, Authors and Publishers violated the state law by refusing to offer per-piece licenses. This was in a suit initiated in 1962 by group broadcaster Cascade Broadcasting Co. against ASCAP.

Cascades, which owns KIMA-AM-TV Yakima and KEPR-AM-TV Kennewick-Pasco, both in Washington, brought the suit after ASCAP sought arbitration on the royalties due it under a contract Cascade signed with ASCAP in 1959. The superior court required Cascade to set aside $2,000 a month as well as a bond. The total sum now exceeds $100,000.

Pending in the federal Ninth Circuit Court is an appeal from a 1964 ruling that three Washington stations infringed on copyrights. This decision was handed down by a Seattle federal judge, who held that KGMT Bellingham, KPQ Wenatchee and KXIX Seattle had infringed on the copyrights held by Irving Berlin, Cole Porter and others. This case has been appealed by KXIX and argument was held last month.

Pinkham critiques '66-'67 TV lineup

In what has become an annual appearance, Ted Bates & Co. executive Richard A. R. Pinkham told members of the San Francisco Advertising Club last week all about the 1966-67 TV schedule on the networks. His overall verdict about the season was negative. His conclusion was that television has come up with more imaginative programming. Movies on TV, the agency senior vice president in charge of media and programs said, are the easy way out.

Prices for feature-film product, as a result of ABC-TV's recent $2 million purchase of "Bridge on the River Kwai," are likely to skyrocket even more than they have in the past. He holds little hope that the production of movies specifically for TV is a satisfactory answer to the medium's programing needs.

In the course of his off-the-record talk, Mr. Pinkham reviewed all the new programs scheduled for the fall. His greatest expectations are reserved for ABC's ambitious, '67-'68 series, while The Hedo, out of Talent Associates, was praised as the best pilot he has seen. Desilu's Star Trek was seen as perhaps a trend setter in the science-fiction field. Some of the coming western series, "while not refreshing the medium," may still be good programs in Mr. Pinkham's estimation. Singled out as westerns with a hopeful future were Iron Horse and Them Monroe, both scheduled for ABC-TV.

In the aggregate, though, Mr. Pinkham was far more critical of the new season's product than complimentary. But the networks were not the only ones taken to task. The agency executive dissected the program schedules of network-owned-and-operated stations in New York City during off-network time periods and pointed out that the major fare was old movies and off-network repeats. This scheduling in turn sets the pattern for nonnetwork schedules, he observed. And, in effect, he said viewers of local programing were left with only old network schedules to watch.

This is the third successive year Mr.
Radio: 'the only medium using any imagination'

Why does one of advertising’s most successful creators of commercial sounds decide to expand into developing sounds for radio station imagery and promotion?

The answer is that radio "is the one last medium where there is a place for imagination." That is the opinion of Eric Siday, whose "electroatomic" sounds have been heard on thousands of commercials and as network ID’s.

Some of his electronic sounds are those for American Express, the Westinghouse theme: "You can be sure if its Westinghouse"; Time magazine; the current Ford campaign, "You’re ahead in a Ford all the way"; the Maxwell House coffee samba, plus the ID’s for ABC Radio news, ABC-TV and CBS-TV color programs.

More than 50 of the sounds, created especially for WFBR Baltimore, began on that station yesterday. Robert B. Jones Jr., vice president and general manager, said they would be used as "daubs of bright paint throughout the day to paint pictures" of words. The sound library is designed to provide intros or add punctuation to the ID, news, weather, helicopter reports (with a separate one for grounded reports) and most of the station’s feature programs.

To Mr. Siday the concept of being able to produce and create sounds that are not rigidly governed by commercial rules is an exciting one. The excitement is evident in the voice of the British-born New Yorker who has been creating jingles and sounds for advertisers for "a large amount of years."

For many years Mr. Siday had been a partner of Ginger Johnson (now dead), the man who created one of the major early singing jingles, "Pepsi-Cola hits the spot." The team created station ID jingles as well as commercials.

Today, however, Mr. Siday feels "the overall sounds of promotional packages on the air, with a few exceptions, are very much alike." This sameness, he adds, is no real help to a station trying to establish itself apart from the crowd.

He feels the electronically created musical sounds have far greater flexibility than they’ve been permitted in advertising. With commercials, he says, you can’t "enjoy the function of being a composer, of being able to imagine and dream." Sounds created for radio stations allow these luxuries, he adds.

He feels the tightness of TV scheduling is a deterrent to putting similar packages on television. But "because radio is flexible and because there is a wide spread of approaches" in the medium, it is suited to creativity, imagination and listener-created pictures.

Pinkham has discussed network TV programming before the San Francisco advertising organization. An added highlight of the luncheon meeting was the naming of the advertising man and woman of the year in San Francisco. Chosen as this year’s winners were Howard Willoughby, advertising consultant, and Joyce Bickel, sales promotion manager of KORET of California Inc., manufacturers of women’s sportswear.

NAB agenda set for Portland, Houston

Sixteen speakers were announced last week as participants in the first two National Association of Broadcasters radio program clinics in Portland, Ore., and Houston. The six-two-day clinics start in Portland, May 9-10, and Houston, May 12-13.


The speakers for Houston are: modern music, Lee Allan Smith, WKY Oklahoma City; country music, Dan McKinnon, KSAN San Diego; small-market news, Julian Haas, KAGH Corpus Christi, Ark., and Mr. Volger; news and public service, Donnie Quinn, WEEI Boston; FM, Bob Bruton, WFAA-FM Dallas; sports, Bob Cheyne, University of Arkansas sports publicity director; beautiful music, Messrs. Bond and Nelskog. The large-market news session will be incorporated in Mr. Quinn’s presentation.

In addition to these two cities, clinics are also scheduled for St. Louis, May 23-24; Minneapolis, May 26-27; Tarrytown, N.Y., June 6-7; and Fort Lauderdale, Fla., June 9-10.

Mr. Stewart will also speak in St. Louis and Minneapolis; Mr. Cheyne in St. Louis, Minneapolis and Fort Lauderdale; Mr. Volger in St. Louis; Messrs. Barrett and Quinn in Tarrytown; Mr. Nelskog in St. Louis and Minneapolis.

Nielsen to object to 19 Sparger queries

A request for the complete list of all TV homes used by A. C. Nielsen Co., Chicago, in its national sample will be opposed by the rating firm, its lawyer told a federal judge in Oklahoma City last week.

W. R. Wallace Jr., attorney for the Nielsen firm, said he would file objections to that, and 18 other questions submitted in an interrogatory last Wednesday. The 19 questions were posed by J. Howard Edmondson, Oklahoma City, attorney for Rex Sparger, Mr. Sparger, former House Commerce Committee investigator in that committee’s ratings probe several years ago, has been sued for $1.5 million by the ratings firm, which charged that he rigged the Carol Channing Show by sending out about 50 questionnaires to Nielsen sample homes (BROADCASTING, March 28 et seq.).

During the four-hour deposition hearing last week, Mr. Sparger acknowledged that he had "purposely" rigged that show and the Bob Hope Show: Bewitched and the Orange Bowl to expose, he said, the "inaccuracies" of
He said at the hearing that he did so "because of a need for greater action than has occurred regarding the use of ratings." He said he intended to use his findings to write a book: "How to Rig Ratings for a Profit."

He testified that he obtained the names of the Nielsen homes from two sources: a trash bin in Chicago which yielded 70 names, and an anonymous Chicago source who mailed him 160 names.

Television programs that are controlled by an "outside influence," he said, "should not exist as a matter of public policy." He denied that his actions were related to anyone else.

The attempt to rig the Channing show was foiled, Nielsen said, when it was discovered. Respondents who had received the Sparger questionnaire were deleted from the sample for that show, the company said. It also said that the attempt to rig the Hope show was not successful, since a comparison between the ratings in 1964 and in 1965 showed no significant differences.

"Kildare" goes into syndication

The release of the one-hour Dr. Kildare series to syndication was announced last week by MGM-TV. Kildare is completing its fifth and final year on NBC-TV this season. MGM-TV is offering 132 episodes of the black-and-white series for fall starts, according to Ed Montanus, director of syndication for the company. The first sale has been made to WPIX-TV, New York, he said.

SDX chooses six for broadcast awards

Winners of the 34th annual Sigma Delta Chi awards for distinguished service in journalism in 1965, including six radio-TV categories, were announced in Chicago last week.

The winners will be honored at the professional society's awards dinner in Des Moines May 7 as part of the six-state Midwest SDX conference there. The broadcast awards:


Vietnam war coverage brought awards to CBS News' Mr. Safer for "courage, calmness and perception in reports from battle scenes" while WTOP-TV won its editorial excellence for "bringing into focus for its viewers the situation which this country confronts in the war."

WNEW, which also won in 1964, "exhibited the highest degree of perception, integrity and professional news judgment" in covering the northeast power failure last fall, according to the SDX judges. WCDO won its award for complete news coverage and being "a prime source of information need by the public for its protection from disaster" when tornadoes struck the area.

KDCA was cited for persistence and "judicious use of information extracted from reticent sources" in a sustained campaign about highway right-of-way condemnation procedures. WABC-TV was honored for its "sensitive and sympathetic insight" in handling the subject of mental retardation.

Katz gives results of music study

The Katz Agency, New York station representation firm, last week reported that its second Katz-Magid music reaction test, recently conducted in Hartford, Conn., has proven the validity of the research technique.

The Hartford study appeared to bear out findings of an earlier one conducted in Milwaukee. It found that people in both cities like the same kinds of music and that preferences for music types are primarily correlated with age and education.

Daniel Denenholz, vice president for research and promotion, said local radio stations can now employ this research technique to determine the most suitable music programing for their own audiences.

The technique lets respondents rate their reactions to music by its sound, scoring each tune on a 1-to-10 scale, rather than by words or classifications such as "classical," "jazz" or "rock and 'n' roll," which have different meanings for different people.

L.A. judge ponders Williams's contract case

The question in Los Angeles last week was will a jury get to decide whether singer Andy Williams breached a 1962 television agreement. Charged with determining the answer is Los Angeles Superior Court Judge Clark E. Stephens. He's holding a trial to specifically find out if the agreement was a contract or a joint venture. If evidence shows it was a contract, the case will go to a jury.

Mr. Williams and his Barnaby Productions Inc. are the defendants in the case involving a suit brought by Tandem Enterprises Inc. and TV producers Alan (Bud) Yorkin and Norman Lear. The producers say that a production contract with Mr. Williams signed in 1962 was broken without cause. They want $750,000 damages and a percentage of Mr. Williams's TV-show profits.

In a cross complaint, however, Mr. Williams and his production company charge that the plaintiffs did not properly perform their duties under the agreement. He's asking for $250,000 damages.

Film sales...

**Big Night Out** (Seven Arts TV): WOSU-TV New Orleans; WTEN-TV Vail Mills, and WNEF-TV Binghamton, both New York.

**Volume 11** (Seven Arts TV): WATT-TV Atlanta; WTTV-TV Milwaukee; KBTW (TV) Denver; WGHF-TV High Point, N. C.; WJW-TV Cleveland; WCCO-TV Minneapolis-St. Paul; KOIN-TV Portland, Ore.; WOW-TV Omaha; KGMB-TV Honolulu; WNEF-TV Bay City-Saginaw. Mich., and KORR-TV Las Vegas.

**Of Lands and Seas** (Olus Corp.): WHIO-TV Toledo, Ohio.

**Hayride** (Olus Corp.): W5TN-TV Nashville; W2RL-TV Peoria, Ill.; WLUX-TV Green Bay, Wis.; WLKY-TV Louisville, Ky.; WZEM-TV Grand Rapids. Mich.; WTAZ-TV Pittsburgh; KTAL-TV

**The big news is in color.**

**So is the big money.**

See page 35
Radio stations sales...

Viewpoint (Casper Citron): KELI Shreveport, La.; Wemean-FM Evan ton, Ill. and WIBC Cincinnati.

Hollywood Hotline (Dick Clark Productions): WSAI Columbus, Ohio.


The Joe Pyne Show (Hartwest Productions Inc.): WAXX Chippewa Falls, Wis.; WKRJ Cumberland, Md.; WMT Cedar Rapids, Iowa; KJAY Sacramento, Calif., and WEGO Concord, N. C.

Here’s Heloise (King Features Syndicate): WMEL Pensacola, Fla.; WSBT South Bend, Ind.; WJAR Muskegon Heights, Mich.; WNPV Lansdale and WJTL Scranton, both Pennsylvania; WCGL Morgantown, W. Va.; KRLC Lewistown, Idaho; WILE Cambridge and WHIO Dayton, both Ohio.


Close-Up (Woroner Productions Inc.): WGCL Mendota, Ill.; KGBQ Waco, Tex.; WBOB Glenview, Ill.; WSBR Boca Raton, Fla.; and WCVS Springfield, Ill.

The Green Hornet (Charles Michelson Inc.): WMEG Melbourne, Fla. and WCBS Charleston, W. Va.

Earl Nightingale Program (Nightingale-Conant): WTCB Flomaton, Ala.; KRED Eureka, Calif.; WLOD Tupelo and WABO Waynesboro, both Mississippi; WPOI Bristol, Tenn.; KLUE Longview, Tex.; WSGJ Mt. Jackson, Va., and KATI Casper, Wyo.


Doctor’s House Call (Signal Productions): KLZ Denver and KFAB Omaha.


Program notes...

Total color. With the premieres Sept. 10 of three half-hour color cartoon series, Super Boeing, Cool McCool and Space Kidettes. NBC-TV’s Saturday morning cartoon lineup, running from 9 a.m. to 1230 p.m., will be entirely in color.

Life without sight. The American Foundation for the Blind Inc., New York, has available as a public service to radio stations a series of 12 programs, each 13½ minutes in length, about 15 people who lost their sight. Jo Anne Murphy is interviewer in the series, called The Turning Point.

Attention tourists. Capital Cadence. a series of 13 15-minute radio programs on tourist attractions in the Washington area has been produced by the U.S. Army, Military District of Washington, in cooperation with the National Park Service. Radio stations can obtain the tapes from the Public Information Office, U. S. Army, Military District of Washington, Washington 20315.

Two named. Donald J. Trageser, WEEL, and Joseph Levine, WDDH-TV, both Boston, have been named to a 10-man state commission to study the problem of pretrial reporting by media. Commission, appointed by Massachusetts Governor John Volpe, also includes Richard C. Steele, Worcester Telegram and Gazette, which is licensee of WTAG Worcester.

Giant step. With the 1966 baseball season just underway, KTUU-TV San Francisco is already looking to next year. Last week the station completed negotiations for exclusive rights for San Francisco Giants 1967 baseball telecasts. KTUU, which has been the Giants station since 1961, will have the same coverage next year, along the lines of the schedule set up for the current season. The station expanded its previous 11-game schedule to 19 games this year.

Sports pinnacles. ABC’s Wide World of Sports will relive its most exciting events in a fifth anniversary program Saturday, April 23, 5-6:30 p.m. EST. Highlights include Jim Beatty’s running
the world’s first indoor four-minute mile, Valery Brumel setting the world’s high jump record, and Peter Lesser, of Germany, ski jumping a record 479 feet.

**Producing TV ads** • Some do’s and don’ts in production of TV commercials, both color and black-and-white, are presented in a new booklet prepared and being offered at no charge by the Television Bureau of Advertising. Among its suggestions: “Do concentrate on the picture side first and add the audio copy later”; “don’t develop the words first—this is radio and print technique”; “do keep color as a communications tool to say something rather than just showing color as it exists”; “don’t let color be the master of your message—keep it under control.” The booklet is entitled “What You Should Know About Producing Television Commercials.”

Shannon Productions formed • Maury Benkoil, formerly producer for Hartwell Productions, and James S. Ellison, most recently sports director and before that news and special events director of WWC G Miami, have announced the formation of Shannon Productions Inc., New York. The company will be involved in the creation, production, sales and syndication of radio-TV film programs. Mr. Benkoil is president and Mr. Ellison is executive vice president of the organization. Shannon Productions is at 211 East 53d Street, Phone: (212) 688-2828.

**Location special • Honeymoon Mexican Style**, a one-hour color TV special on the adventures of a young couple honeymooning in Mexico, is currently in production for broadcast over ABC-TV. It was understood that the special may be a pilot for a possible series.

**Seven Arts is working on seven TV pilots**

Seven properties are in various stages of preparation and development by Seven Arts Television for network sale. For 1967-68 season, Thomas D. Tannenbaum, vice president in charge of programming, announced last week.

**NBC replies to FCC cancellation query**

NBC told the FCC last week its decision to cancel the two TV series that it dropped this season was determined “to a considerable extent” by ratings.

But the network said that it did not understand to what effective use the commission could put the information it was requesting in view of the commission’s disclaimer that it has any intention of approving or disapproving any particular program or NBC’s handling of it.

These comments were contained in a letter to the commission filed in answer to an inquiry into what factors go into television network’s decision to cancel a program. In a letter sent to the three networks the commission said it wanted the information “to study whether the practices involved may affect the public interest” (Broadcasting, March 14). NBC’s reply was the first.

NBC said that “continued probing by the commission into detailed reasons for particular program judgments and decisions tends to suggest an effort indirectly to influence such program judgments.” NBC said it hoped the commission agrees that such an effort would raise the gravest questions of sound public policy as well as serious issues of constitutional and statutory authority.

The network said that the only two evening programs that it had cancelled to date in the 1965-1966 season are Convoy and Mona McCluskey. NBC said that these programs were among the 10 least-viewed network entertainment series on the air, according to the Nielsen ratings. Similar indications were provided by the other rating services, according to NBC.

However, some programs which do not attain high ratings are kept in the schedule because they add elements of diversity or special interest, NBC stated. The cancelled programs, though, were not special interest programs but entertainment programs of the broadest appeal and in this respect they failed, NBC stated.

The network said that its decision in the case of Convoy and Mona McCluskey also had been influenced “to some extent” by station clearance problems. The network said that as it became clear that the programs were relatively unsuccessful in attracting audiences, there were indications that station clearances would progressively decline.

The decision to cancel was also affected by economic factors, NBC said. Both series were loss operations for NBC according to the network.

Concerning consultation with network affiliates. NBC said that it received a continuing flow of views and reactions from its affiliates about the network programs carried. The views of the affiliates are based on their own reactions and the reactions of viewers within their communities, the network stated.

NBC said the decision to cancel Convoy had been submitted to the Board of Delegates, which represents the affiliates, and that the board had approved the decision to cancel the program.
Domestic satellite around the corner

Answers needed to questions of ownership, operation and the services it is to carry

A domestic satellite-communications system interconnecting all TV and radio affiliated stations with their networks is on the horizon. It promises a yearly savings of from $20 million to $35 million of the $55 million the networks spend on AT&T long lines, coaxial cables and microwave connections.

Such a system could be put into operation in from three to three-and-one-half years after the word “go,” it was said last week at a meeting of 125 representatives from TV and radio networks, common carriers, manufacturing entities and federal agencies. The meeting was held in Washington under the sponsorship of the Communications Satellite Corp. (Broadcasting, Feb. 7 et seq.).

But before the starting gun can be fired, the networks, the common carriers and the federal government are going to have to make a policy decision: (1) Who’s going to own and operate the system and (2) shall it be solely for broadcast service or should it be an all-inclusive communications system, serving broadcasting, telephone, telegraph and data communications?

These two questions underlay the discussion last week which presented two views on how a domestic-satellite service could be inaugurated. One was presented by Comsat; the other by NBC. Both are practicable, it was conceded by all in attendance.

Carefully omitted from the agenda, and just as carefully avoided by the participants were the twin questions of ownership and use. And just as assiduously both Comsat and NBC labeled their studies just that; not proposals.

Comsat already has staked its claim as the sole owner and operator of the system. This came last fall, shortly after ABC announced a plan for its own satellite system to interconnect its affiliates. Under the 1962 Communications Satellite Act, Comsat said it alone has the right to own and operate any satellite communications system. ABC’s application was returned by the FCC last month, when the commission asked for comments on whether or not a private organization should be permitted to own and operate its own space relay (Broadcasting, March 7).

And, late in the same month, AT&T’s Lowell F. Wingert, suggested to Comsat Chairman James McCormack that the earth stations of a domestic communications satellite system be owned by the common carriers “because of the high degree of coordination required between terrestrial and satellite facilities.”

Acknowledging there may be a question about Comsat’s authority to introduce a domestic system, the AT&T vice president said that assuming this question is resolved, Comsat should launch and own a domestic communications satellite.

The position of the common carriers in a domestic satellite communications system is scheduled to be discussed this week. Today (April 18), Comsat meets with Western Union officials, and tomorrow (April 19) the corporation meets with AT&T.

Two Plans The participants at last week’s meeting heard Dr. Joseph V. Charyk, president of Comsat, present his version of what the domestic space system should be like. It also heard Allen R. Cooper, NBC director of corporate planning, present the network’s plan. Both call for synchronous satellites, 22,300 miles above the earth, feeding signals received from the networks to earth stations, although Comsat and NBC envisage different types of ground stations. It was obvious also that Comsat’s system was predicated on multi-use service; NBC’s principally for TV and radio.

For a $100 million investment, Dr. Charyk said, Comsat feels it can put a system into operation that would cost users between $25 million and $35 million a year.

The system would consist of two satellites in orbit, plus two others as stand-by’s, feeding 20 TV channels to 225 earth stations. Affiliated TV and radio stations would, in turn, be linked to the earth stations via microwave or coaxial cable. The two extra satellites could be used, also, Dr. Charyk noted, for other services and even for international TV and radio programs.

The earth stations, which Comsat would own, Dr. Charyk explained, would have to be sited carefully to prevent interference with microwave relay systems using the same frequencies on earth.

Each of the TV networks, he said, would have the opportunity to use five TV channels—one for each time zone plus one for regional or split networks. The additional five channels would be available for a fourth network or for

Sony may bring chromatron tube to U.S.

A “superior” color-TV tube, which is claimed to be so bright it can be viewed on a sunny beach, may soon enter the U. S. market in a small portable TV unit from Sony Corp., Tokyo.

Sony officials announced development of the “chromatron” tube which uses wire grid color system, as opposed to RCA’s “shadow mask” tube. In comparison, they reported the chromatron with complicated electrical make-up produces color images at a “much greater brightness.” Its intensity is estimated at 10 times that of U. S. tubes, according to Sony.

The chromatron was first developed as an engineering concept and called the Lawrence chromatron color TV tube. In 1962, Paramount Pictures Corp., holder of its patent rights, waived an exclusive royalty license for the Japanese market to Sony Corp. (Broadcasting, June 11, 1962). At that time the tube was in a pilot-testing stage. Sony developed it for two years, then secured a nonexclusive license from Paramount for the rest of the world. It was Sony’s intention to sell the tube as either a single-gun or multi-gun unit (Broadcasting, March 2, 1964).

Paramount originally said it would present U. S. manufacturers with this product when it was perfected. A recent proxy fight (see page 65) was cited as preventing further comments on the issue.

BROADCASTING, April 18, 1966
use by other, nonbroadcast services, he observed. Comsat's plan is based on a five-year life for each satellite.

Broadcast First • The NBC satellite plan, formulated by RCA's Astro-Electronics Division, is primarily for broadcasting. It would consist of six satellites for four TV-radio networks. Each of the prospective four networks would be provided with three TV channels plus ancillary communication channels. Each satellite would have a life of 10 years and the system would have a reliability of 99.93%.

The initial investment for the system would be $103.4 million. Annual costs would be $19.4 million, with costs including 15-year amortization schedules plus interest charges, etc.

Ground stations, to be owned by the affiliates, would be built at or near these stations. The cost would run about $55,000 for a pair of 17-foot diameter antennas for TV stations, to $11,000 for a 9-foot dish for radio.

Each network would construct and own transmitting centers; NBC said it would have three—in New York, Los Angeles and Washington.

The NBC plan also suggests portable ground space stations for special news events, each costing about $550,000.

NBC's presentation also included a suggested space system serving a single network. Such a system would consist of three satellites: initial investment would be $60.5 million, annual cost $10.63 million.

ABC's proposal for a one-network TV system, including five video channels (four for itself and one for educational TV) called for an initial cost of $21.5 million. Cost would be about $6 million a year, ABC said. Receiving dishes at affiliated stations would cost $40,000 each, the network estimated.

The consensus of the meeting was perhaps best summed up by Mr. McCormack, who expressed his belief that the prospective domestic satellite system is entirely feasible and "a natural" for Comsat.

Among those present from the networks and other broadcast entities:


Canadian Broadcasting Corp.—J. P. Gilmore; AP Communications—David DeLuce, David Bowen; National Association of Broadcasters—John F. Dille Jr., Vincent T. Wasiakowski; Douglas Anello, George Bartlett, James Hubert; National Association of Educational Broadcasters—Dr. Frederick Breitenfeld.

Lighting feud brings new hill procedures

The flap between the lighting crews of CBS-TV and NBC-TV over the amount of light to be used in televising a hearing of the Senate Commerce Committee has brought results (Broadcasting, April 11).

A meeting of the three Washington network news bureau chiefs was called to establish some type of action that could be taken to insure that adequate lighting would be provided for all crews and so that differences of opinion on the amount of lighting would not or fall on the particular committee being televised for resolution.

Now the networks feel a suitable arrangement has been worked out. The pool producer for the month will be in charge of lighting and he will make sure that adequate light is provided for either color or black and white as well as for the newsfilm photographers.

In case a point of disagreement arises, the question will be taken to the bureau chief of the network that is in charge of the pool for that particular month. His decision in the matter will be final.

The bureau chiefs stated that the incident was "unprecedented" and that they have taken steps to spread the word to all their news staffs that similar disruptions will not occur again.

In a letter to all the members of the Senate Commerce Committee, William B. Monroe Jr., director of NBC News, Washington, apologized for the disturbance. He called the action "inexcusable" and said that it was a "dis-service to the committee."

William J. Small, Washington bureau chief for CBS News, is responsible for the pool operation this month. He, according to informed sources, worked out the plan for the lighting arrangements and specified the direct line of authority to pursue in the event that a similar problem should occur in the future.

Also participating in the pact are John Lynch, bureau chief for ABC News, Hearst Telenews and UPi Newsfilm.

Another look at KAKE's bid

In another clear-channel decision the FCC last week agreed to reconsider an application that it dismissed almost two years ago.

The commission said that it would reconsider the application of KAKE Wichita, Kan., to change its facilities from 1240 kc, 1 kw daytime, 250 w night to 1210 kc, 50 kw with separate directional antennas for day and night operation.

The commission designated the KAKE application for consolidated hearing with an application for change in facilities from the dominant class I-A station on 1210 kc. The station, WCAC Philadelphia, is seeking to change from 50 kw, to 50 kw using a directional antenna.

Also designated for consolidated hearing in this proceeding was the application of KWWK Hutchinson, Kan., to change from 1260 kc, 500 w-N, 1 kw local sunset, to 1210 kc, 50 kw, unlimited time operation, both with separate directional antennas for day and night.

Technical topics...

Cable growth • Viking Industries, Hoboken, N. J., is currently building a coaxial cable plant in Freehold, N. J. The one-story building is designed to handle the manufacture of various types of cable for community antenna TV and related communications indust-

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Countries. Ted Baum, executive vice president of Viking, has announced that cable production will begin in September.

**Memory pact** - Memorex Corp., Santa Clara, Calif., leading producer of precision magnetic tape for broadcast and other applications, has affiliated with Disc Pack Corp., Hawthorne, Calif. The two companies will engage in a joint venture to develop a compatible precision memory disk device for use as a storage medium for International Business Machines (IBM).

**Debut at NTC** - Memorex Corp., Santa Clara, Calif., will introduce a new, high resolution, broad-band instrumentation tape for predetection recording systems at booths 420 and 430 at the annual National Telemetry Conference in Boston, May 10-12. Government-qualified for types D and E oxide, Memorex type 62 heavy duty tape is intended primarily for predetection and short wave length recording.

**3M hit with antitrust action by Justice Dept.**

The Department of Justice has asked a federal court in Chicago to require Minnesota Mining & Manufacturing Co. to issue royalty free licenses on patents it holds for pressure sensitive tape, magnetic recording media and aluminum presensitized lithographic printing plates. The request was made in a civil antitrust suit filed by the government that charges 3M with attempting to monopolize trade in these areas. The suit followed a $190,000 fine last January, resulting from a criminal antitrust suit filed by the government involving the same products. The company pleaded no contest to five counts of the indictment. In its civil suit the Justice Department asked that 3M patents held in these three fields up to the time of the criminal order be issued royalty free. After that 3M should be required to issue reasonable royalty licenses for patents it obtains.

Early last week, 3M was sued for $18 million in a treble damage civil antitrust suit by Polychrome Corp., Yonkers, N. Y., maker of printing supplies and inks.

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**INTERNATIONAL**

**British firms combine for satellite terminals**

Three British electronics companies with combined assets of $1.54 billion have formed a partnership to sell communications satellite ground terminals on an international scale. The three companies: Associated Electrical Industries Ltd., Plessey Co. Ltd. and the General Electric Co. Ltd. (which has no connection with the American General Electric Co.).

The partnership, which is the first major competitive attempt in this area by Europeans, could be a direct challenge to established American companies such as International Telephone & Telegraph, Bendix, Philco and Collins Radio.

The British companies, which will be equal partners in the venture, already have joint engineering teams working on designs for satellite communications ground terminals. The idea will be to sell these terminals, each costing as much as $4 million, to those countries that want to pick up and relay television, radio, telephone and telegraph signals from communications satellites such as Early Bird. The British companies believe that there is a market for 70 to 80 terminals in the next 10 years.

**On exchange mission**

J. Leonard Reinsch, president of the Cox Broadcasting Corp., is in Japan until April 24 in connection with the international exchange of cultural and educational television programs. Before returning to the U.S., Mr. Reinsch will also visit Seoul, Taipei, Manila, and Hong Kong at the request of Leonard Marks, U.S. Information Agency director. Talking with Mr. Reinsch (1) is Edwin O. Reischauer, U. S. ambassador to Japan.

**Commons opening on TV**

Live TV coverage of Queen Elizabeth at the opening session of House of Commons will be allowed for the first time on April 21. The British Broadcasting Corp. will use two cameras for the ceremonial opening. The Queen's speech in opening House of Lords will be televised, as it has in past. The ban on live coverage of regular proceedings in Commons remains in effect.

**German firms merge**

A new German production company, Windrose-Dumont-Time Film & Television Productions, has been formed as a result of the merger of Dumont-Time, Cologne, and Windrose Productions, Hamburg, it was announced last week. The new company will produce TV and industrial films for German commercial TV and corporate clients. Time-Life Broadcast owns Dumont-Time with Dumont Schauberg, a German publisher. Windrose Productions is owned by Peter von Zahn, German TV and film producer.

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**THE CAL-ORE TRIO**

New York, Chicago, Los Angeles, San Francisco
The profile of Metromedia

Kluge, Wolper, Geismar

Kluge, Wolper, Geismar, top salaried executives, according to proxy statement

The annual stockholders meeting of Metromedia Inc., group TV-radio firm with diversified interests in allied fields, takes place May 10 in New York.

The meeting will elect 12 directors, all now serving, and vote on a qualified stock option plan adopted by the board of directors last month.

Last week Metromedia received FCC approval of its $2.5 million purchase of KEWB Oakland-San Francisco from Crowell-Collier Broadcasting Corp. (see page 48). This brings its radio holdings to the limit of seven permitted under FCC multiple ownership rules. It also holds an option to purchase for $1 million the construction permit for new-dark KSAN-TV San Francisco (channel 32), which would bring to five the number of TV stations owned by Metromedia: the others are VHF stations.

The proxy statement sent to stockholders last week shows that John W. Kluge, chairman and president of Metromedia, received $125,000 in salary during fiscal 1965, with the company contributing $12,624 for profit sharing. Others listed: Robert A. Dreyer, vice president, secretary and general counsel, $55,000 plus $5,272; Richard L. Geismar, vice president and treasurer, $60,000 and $5,798; Benedict Gimbel Jr., vice president, $35,000 and $2,831; David L. Wolper, president of Wolper Productions Inc. (owned by Metromedia), $76,200 plus $7,499.

Mr. Kluge's employment contract with the company, running to 1972, calls for basic annual compensation of $125,000. It also permits him to become a consultant to the company anytime after Jan. 1, 1968, at an annual renumeration of $50,000.

The company has similar employment contracts with Mr. Gimbel, $35,000 annually; Mark Evans, vice president and director of public affairs, $50,000 annually; and Mr. Wolper, $75,000 annually through 1965, going to $100,000 yearly this year and until 1969 when his employment contract expires. Metromedia has an option to renew Mr. Wolper's contract for an additional five years at the present annual compensation.

The meeting notice also indicates that that Mr. Kluge holds 193,325 shares of common stock (of 2,105,888 outstanding at the end of the fiscal year) and $179,000 of the company's convertible, subordinated debentures due in 1975.

Mr. Kluge holds options to purchase 25,000 shares of company common stock at $18 a share; the option expires Nov. 13, 1972. He also exercised options on 40,000 shares of common, half at $19.80 and the other half at $20 per share.

Also holding options during the year were Mr. Dreyer, 7,000 shares at $18, with 4,000 running to 1969 and 3,000 to 1972; Mr. Geismar, 7,000 with 2,000 at $18 and 5,000 at $39.50, running to 1972 and 1970 respectively.

Mr. Dreyer previously exercised options on 2,000 shares at $7.25 and Mr. Geismar, on 5,000 shares, at prices ranging from $7.25 to $18.

At the close of trading on the New York Stock Exchange on April 11, the day the meeting notices were mailed out, Metromedia's stock stood at 55%, up ½% for the day.


Metromedia reported gross revenues of $102.9 million in gross revenues in 1965, with net income of $6.3 million ($3.02 per share), compared to the previous year's gross of $95 million and net income of $5.1 million ($2.56 per share). (BROADCASTING, Feb. 21)

Sales and income hit record high at Plough

Plough Inc., Memphis, reported that sales and earnings for the three months ended March 31 were the highest for any first quarter in its history. Net sales were up 8% while net income rose 21% compared to the same period a year earlier.

A Plough official stated that the firm's dollar volume of backlog was up 20% over the same period last year and said it appeared 1966 would be a record year in both sales and earnings.


For the three months ended March 31:

- 1966 1965
  - Earned per share $0.54 $0.45
  - Net sales 16,000,000 14,750,000
  - Income before taxes 2,700,000 2,260,000
  - Net income 2,000,000 1,240,000
  - Shares outstanding 2,783,402 2,702,491

Perris on deck for Scripps-Howard board

The annual stockholders meeting of Scripps-Howard Broadcasting Co. will take place May 5 in Cincinnati.

Nominated for the first time to be one of the seven directors is Donald L. Perris, general manager of Scripps-Howard's Wews(TV) Cleveland. He is replacing James C. Hanrahan, broadcasting pioneer, who has retired.

A proxy statement mailed last week indicates that Jack R. Howard, president of the broadcasting company and of the E. W. Scripps Co., holds 121,500 shares of Scripps-Howard Broadcasting. Other directors' holdings: M. C. Watters, executive vice president, 60,350; R. B. Westergaard, vice president, 61,250; Henry W. Slavick, vice president, 1,100, Mr. Perris, 9,000. The other two directors, Samuel H. Cropper, Chemical Bank New York Trust Co., and Joseph R. Fawcett, attorney, hold 500 and 200 shares respectively.

The E. W. Scripps Co. (newspaper publishing company) owns 66.89% of

FINANCIAL REPORTS
Scripps-Howard Broadcasting.

The meeting notice shows that Mr. Watters received $50,514 in aggregate remuneration in 1965; James C. Hanrahan, $46,800 and $1,152 in annual retirement benefits; Mr. Perris, $37,596 and $1,152 in retirement benefits.

Scripps-Howard Broadcasting reported net operating revenues of $17.4 million in 1965, with net income $4.5 million ($1.73 a share) (BROADCASTING, Feb. 14). The company owns TV stations in Cleveland, Cincinnati, Memphis, Palm Beach, plus AM stations in Memphis and Knoxville. It also owns 49% of Telemana Inc., a group community antenna TV owner.

Paramount TV income up, but net drops

Paramount Pictures Corp.'s income from television jumped by more than $7.5 million in 1965 over 1964 while revenue from theatrical film rentals declined by almost $8 million. It was revealed last week.

These were some of the financial highlights of Paramount's annual report to stockholders. It noted that payments to Paramount for its pre-1948 library of feature films (distributed by MCA-TV) have totaled $38,643,000 as of Jan. 1, 1966, and said its agreement provides for payments up to a maximum of $48,857,000.

Paramount's net income dipped slightly in 1965 from 1964 earnings. No comment was made on the decline because the company is involved in a proxy fight for control of the organization. The opposition is headed by dissident directors Herbert J. Siegel and Ernest H. Martin, who are a minority of two against a majority of nine on Paramount's board of directors. A full slate of 11 directors will be elected at the company's annual meeting in New York on June 7.

For the year ended Jan. 1, 1966 and Jan. 2, 1965:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.90</td>
<td>$4.22</td>
</tr>
<tr>
<td>Net income</td>
<td>6,243,000</td>
<td>6,596,000</td>
</tr>
<tr>
<td>Gross income</td>
<td>127,150,000</td>
<td>130,921,000</td>
</tr>
<tr>
<td>Theatrical film rentals</td>
<td>65,209,000</td>
<td>73,364,000</td>
</tr>
<tr>
<td>Television film rentals</td>
<td>30,835,000</td>
<td>23,320,000</td>
</tr>
</tbody>
</table>

*Includes revenues from operations of theaters, records and music and other properties in addition to theatrical and TV film rentals.

Wometco sets 1st-quarter record

All-time highs in first quarter earnings and revenues were reported last week by Wometco Enterprises Inc., Miami. Net income was up 11.1% and gross income rose 28.7% over the preliminary year. Cash flow generated from earnings was up 20% to $1,602,112 compared with $1,340,178 in the similar 1965 period.

Wometco President Mitchell Wolfson predicted that in 1966 "income should be at least 15% better than it was last year," saying that he was "hopeful that the final results may be even higher." He also reported on company plans to construct a new 18,000 square-foot laboratory for Reela Films Inc. in Miami.

In addition to radio and television broadcasting, Wometco has interests in Coca-Cola and other soft drink bottling, automatic food and refreshment vending and industrial food service companies, a chain of motion-picture theaters, film production and processing companies, and the Miami Seaquarium.

Following the firm's recent annual meeting, Wometco's board of directors declared a regular quarterly dividend of 14 cents on class A stock and 5 cents on class B stock payable June 15 to stock of record June 1.

For the 12 weeks ended March 26:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.43</td>
<td>$0.39</td>
</tr>
<tr>
<td>Gross income</td>
<td>10,273,537</td>
<td>7,983,472</td>
</tr>
<tr>
<td>Net income before taxes</td>
<td>1,160,212</td>
<td>1,235,561</td>
</tr>
<tr>
<td>Net income</td>
<td>950,212</td>
<td>855,561</td>
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</table>

SEC suspends trading of Wrather stock

The Securities and Exchange Commission announced last week it had suspended trading in the securities of A. C. Gilbert Co. of New Haven, Conn., and Wrather Corp. of Beverly Hills, Calif., for a 10-day period (April 11-20). The suspension applies to the common stock of Gilbert listed on the American Exchange and to the capital stock of Wrather, traded over the counter.

The SEC said that "Gilbert has substantial financial problems that it is trying to work out. Until these problems are resolved, investors cannot make an informed evaluation of the stock of Gilbert or of the stock of Wrather." Wrather owns about 50% of Gilbert's stock.

Wrather Corp. produces the Lassie television series and releases TV films such as the Lone Ranger and Sergeant Preston of the Yukon programs. Wrather Corp. also owns Muzak.

Sales and profits climb for General Tire

The General Tire & Rubber Co., Akron, Ohio, parent company of RKO General Inc., has reported that sales were up 7% and net earnings climbed 33.2% in the first quarter of 1966 compared with the same period last year.

All divisions showed gains in sales except the Aerojet-General division. According to T. F. O'Neill, board chairman, and M. G. O'Neill, president. They said the record earnings resulted particularly from "strong performances" by RKO General, and the tire, chemical-plastics and General Tire International divisions.

For the three months ended Feb. 28:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.49</td>
<td>$0.44</td>
</tr>
<tr>
<td>Net sales</td>
<td>225,128,727</td>
<td>210,376,281</td>
</tr>
<tr>
<td>Net earnings</td>
<td>11,277,000</td>
<td>8,466,000</td>
</tr>
<tr>
<td>Net income of RKO and its consolidated subsidiaries</td>
<td>2,917,709</td>
<td>2,338,130</td>
</tr>
</tbody>
</table>

Financial notes . . .

- The board of directors of ABC has declared a quarterly dividend of 40 cents a share payable to stockholders of record May 20 on June 15.
- Rumors linking Ameco Inc., Phoenix, manufacturer of community antenna television systems and components for them, and Litton Industries Inc., Beverly Hills, major electronics manufacturer, were denied by officials of both companies last week. Ameco President
Bruce Merrill said his company has "no plans for merging with or selling to any other company."

- A 26-minute film providing the highlights of an annual meeting for shareholders has been produced for the Xerox Corp., Rochester, N. Y., for initial release to educational, financial, business and service organizations. It was produced by Magnum Films, New York, and is being distributed by Sterling Movies Inc., New York. TV release of the film, "Company for Lunch," is being considered by Xerox.

- New York Times Co., New York, owner of WQXR-AM-FM New York, in an annual report said sales of broadcast time for the stations increased in 1965 to its highest level in WQXR history. The publisher of The New York Times and an owner in paper mills (also a book division, a news service and an international edition of the Times) reported net earnings at more than $3.9 million in 1965, up from $2.6 million shown in 1964. Consolidated net income was $5.1 million equal to $11.26 a share last year compared to $4.2 million or $9.16 a share in 1964. Consolidated revenues drove upwards from $136.6 million in 1964 to over $140.5 million last year.

All Cowles divisions show gains in '65

Cowles Communications Inc., New York, reported "significant progress" in all areas of its operations for 1965, according to Gardner Cowles, board chairman. In the company's annual report Mr. Cowles stated that the firm's two largest properties, Look and Family Circle magazines, had the highest gross sales in their history.

The report noted increases in revenues in 1965 from Cowles' broadcast properties in Memphis and Des Moines, Iowa. Combined revenues (after rebates, allowances and commissions) at KRNT-AM-TV Des Moines rose about 6%. Combined revenues for WREC-AM-TV Memphis were up approximately 3%.

In November 1965 the company agreed to acquire WGST-TV Daytona Beach-Orlando, Fla., for 228,500 shares of the firm's common stock and $1 million (BROADCASTING, Nov. 22, 1965). The acquisition is subject to FCC approval and a favorable tax ruling by the Internal Revenue Service.

Cowles also has a 70% interest in Universal Cable Vision Inc., Winter Haven, Fla., a community antenna television service scheduled to begin in the fall of this year.

Year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share</td>
<td>$1.48</td>
<td>$1.38</td>
</tr>
<tr>
<td>Revenues</td>
<td>137,264,000</td>
<td>133,301,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,378,000</td>
<td>3,811,000</td>
</tr>
<tr>
<td>Special item*</td>
<td>657,000</td>
<td></td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>2,944,415</td>
<td>2,944,415</td>
</tr>
</tbody>
</table>

*Net amount of gains and losses on sales of subscription subsidiary and commercial printing facilities, after taxes of $180,000

FATES & FORTUNES

BROADCAST ADVERTISING

Michael K. Doherty, assistant VP for marketing with Bristol-Myers products division of Bristol-Myers Co., New York, appointed VP and group supervisor for LaRoche, McCaffrey and McCall, that city.

Thomas T. Ryan, head of account management division, management supervisor, and member of operations committee, Cunningham & Walsh, New York, elected senior VP. James Alexander, with Kenyon & Eckhardt, New York, joins C&W there as media supervisor. Frederick Topham, associate research director at BBDO, New York, joins C&W, that city, as account executive. Stephen Barnett, sales service manager, WTGD-TV Washington, appointed media buyer, C&W, New York.

James C. Murphy, formerly with Papert, Koenig, Lois, New York, on Quaker Oats account, named VP and account supervisor, Clyne Maxon, same city.

Robert I. Vardaman and Jack W. Ragel each named VP and associate media director at Foote, Cone & Belding, Chicago. Cornelius DuBois, director of research at FC&B, New York, appointed chairman of research committee, composed of research directors of all FC&B domestic offices. Erwin Fishman succeeds Mr. DuBois. James L. Dorman, with Arthur Andersen & Co., Chicago, named to newly created position of controller at FC&B, that city.

Jay T. MacMillan, associate research director of Ted Bates & Co., New York, elected VP.

Russell S. Jones, formerly VP and senior management officer of McCann-Erickson, Los Angeles, joins The Bowes Co., there as VP and account supervisor.

Jerome Greenberg, director of promotion, wqxr New York, named assistant to director, CBS-TV advertising and sales promotion department, New York.

George Keramidas, supervisor of audience measurements, Ted Bates & Co., New York, appointed supervisor of audience measurements, ABC-TV. He succeeds Charles Gersch, who has been named supervisor of program analysis, ABC-TV.

Jerome S. Stolzoff, senior VP and member of board of management, McCann-Erickson Inc., New York, elected to board of directors. Mr. Stolzoff continues as senior management officer and becomes regional manager for Los Angeles area. V. Thomas Sullivan, formerly brand promotion manager for Chase Manhattan Bank, New York, continues as brand promotion manager.

BROADCASTING, April 18, 1966
DePierro resigns at GMB

Anthony C. DePierro, VP and director of media at Geyer, Morey, Ballard, New York, and member of the agency's board of directors and review board, last week announced his resignation. There was no official explanation for his departure. Mr. DePierro said he is leaving the agency on friendly terms and expects to remain in the advertising business. He first joined GMB in 1949 and stayed until 1952 as VP and director of media. He left to take same position at Lennen & Newell. In 1960 he rejoined GMB and was elected to its review board and board of directors. GMB had not named a successor to Mr. DePierro last week.

York, joins M-E, San Francisco, as member of account service group on Wells Fargo Bank.


Robert A. Jelinek, director of business affairs at CBS-TV New York, joins Young & Rubicam there as VP and assistant general counsel. Jack Gavin moves from Campbell-Mithun, Chicago, to Y&R there as account executive.

Harry G. Meline, eastern sales manager, Eastman TV Inc., New York, elected VP.

Ken Wittleder, VP-account supervisor, and Norman Goldring, VP-director of marketing services, each named senior VP at Stern, Walters & Simmons, Chicago.

John J. Oakson, VP of Hallmark Cards, Kansas City, Mo., appointed VP of marketing.

William Englehaout, account supervisor at Earle Ludgin & Co., Chicago, named VP.


Thomas Koon, with sales staff of KMOX-TV St. Louis, appointed manager of St. Louis office of CBS Television Stations National Sales. Thomas J. Stanton, former manager of St. Louis office, named president of Creative Consultants Inc., new advertising and promotional firm at 23 North Gore, Webster Groves, Mo.


William C. Walker, sales manager for KWBK Oakland, Calif., appointed general sales manager for KOL, Seattle.

Sandra Marshall, advertising coordinator at WTVU-TV San Francisco-Oakland, appointed assistant director of advertising and sales promotion.

Harry B. Cohen Sr., VP and assistant to president, J. B. Williams Co., New York, resigns. Mr. Cohen was former senior VP of West, Weir & Bartel, New York, and previously owned agency Cohen & Aleshire, WW&B predecessor.


Peter R. Arnott, with Botsford, Contantine & McCarty, San Francisco, named broadcast director.

R. Don LeBrecht, manager of WSPA-FM Spartanburg, S.C., appointed operations and sales supervisor for WBT-FM Charlotte, N.C.

Reg Bisgrove, with KPIX-TV San Francisco, appointed manager of National Television Sales, that city.

James Millman, formerly art director at Associated Advertising and Design, New York, appointed art director at MacManus, John & Adams, that city.


L. Boyd Mullins, western states representative for CBS Films, San Francisco, named sales manager of KCPX-TV Salt Lake City.

Peter C. O'Neill, named account supervisor at Leo Burnett Co., Chicago.

A. Laney Lee, VP and creative group supervisor, Gardner Advertising, St. Louis, named to new post of creative director for agency's St. Louis office. Thomas G. Johnson, creative research supervisor there, named associate research director.

York, appointed national spot sales manager for KARK-TV Little Rock, Ark.

Ron Nedblake, former account executive with KMBC-FM Kansas City, Mo., joins KWNS-AM-FM Pratt, Kan., as national sales manager.

Wayne Lee, sales and merchandising representative for Campbell Soup Co., named merchandising manager for KNBR San Francisco.

Barry Wheeler, with Humphrey, Williamson & Gibson, Oklahoma City, appointed creative director.

Jack Bell, program director of KWWW-AM-FM Santa Ana, Calif., named director of national sales. Don Estey, veteran West Coast producer, named local sales manager for same stations.

Jerry Klasman, with Television Advertising Representatives, New York, appointed to television sales staff of Avery-Knodel, that city.

Phillip R. Cappello, former art director for Famous - Barr, St. Louis, joins Storm Advertising there as art director. Jane Sprague, production coordinator for Mulligan Co., Clayton, Mo., joins Storm, St. Louis, as copywriter.


E. C. Reynolds, at one time with WBAM Chicago, and Foote, Cone & Belding, named director of merchandising and promotion for WVON and WSDM(FM) Chicago.

Patrick Del Monaco, with WITI-TV Milwaukee, named account executive.

Allen Murphy, national sales service representative for WCAU Philadelphia, named account executive. Frank Gregg, sales manager at WMAJ-FM State College, Pa., succeeds Mr. Murphy.

Glen Burnside, with sales staff of WCBS-TV New York, named account executive at WABC-TV, that city.

Donald J. Long, director of advertising research for Ross Laboratories, Columbus, Ohio, joins Erwin Wasey, Los Angeles, as account executive.

Elaine Pappas, director of sales development, Metro Radio Sales, New York, named assistant to H. D. (Bud) Neuwirth, president of Metro Radio Sales, division of Metromedia Inc.

James Coppersmith, formerly with WTTG(TV) Washington, appointed account executive at Metro TV Sales, New York.

John Hokom, former program director at KNX Los Angeles, joins Robert E. Eastman & Co., Los Angeles, as account executive.

Kennedy R. Maxwell, national sales manager of WBR-TV Knoxville, Tenn., joins Lavidge, Davis & Newman, that city, as associate director of radio and television.

William J. Curtis, formerly in sales with Pepsi-Cola, New York, joins account group at Sullivan, Stauffer, Colwell & Bayles, same city.


Donald J. O'Shea, with sales staff of Television Advertising Representatives, Chicago, joins TVAR's New York staff. Arthur O'Connor, account executive with KDIA-TV Pittsburgh, succeeds Mr. O'Shea.

Marilyn Levin, formerly with Fuller & Smith & Ross, Pittsburgh, and Kenyon & Eckhardt, Boston, joins Knox Reeves Advertising, Minneapolis, as copywriter.

David B. Winton, account executive

with Doyle Dane Bernbach, Chicago, joins Perrin & Associates, that city, in account management capacity.

Donald R. Harding, formerly assistant copy supervisor at Procter & Gamble, Cincinnati, joins Honig-Cooper & Harrington, San Francisco, as assistant account executive.


Fritz Gahagan, previously with Nolland & Co., named research executive at KFH&A.


Paul Stoddard, account executive with KFWB Los Angeles, appointed VP and general manager of KYMS(FM) Santa Ana, Calif.

Gerald Rubin, director of package negotiations, business affairs department, CBS-TV, New York, appointed director

Layton signs with CBS-TV

Joe Layton, Broadway director-producer and creator of the Barbara Streisand CBS-TV specials, has signed an exclusive long-term contract with CBS-TV to create, produce and direct specials and regular program series. The signing is part of an intensified quest for top creative names, in which CBS recently signed Desi Arnaz and Mike Nichols. The network said it expects to announce contracts with other creative people shortly.

see page 35
of business affairs. Mr. Rubin succeeds Robert A. Jelinek, who joins Young & Rubicam, New York (see page 67).

Donald S. Moeller, VP and general manager of WQAN-TV Portland, Me., named VP and general manager of WQAN-AM-FM-TV Portland. George D. Lilly, assistant general manager and sales manager of WQAN-TV appointed manager.

E. V. (Gene) McPherson, director of news and special projects for WLW-WLWT (TV) Cincinnati, elected VP.

Vincent E. Uricchio, sales manager of American Cable Television Inc., Phoenix, named director of operations and promotion of firm's western division.

John P. Hart, general manager of WBIR-AM-FM-TV Knoxville, Tenn., elected VP.

Keith M. Swinehart, formerly sales manager of KHVN-TV Honolulu, named station manager.

Joe Goeser, with KFIZ Fond du Lac, Wis., named assistant manager.

Mort Roberts, program director of WTYM East Longmeadow, Mass., named operations manager.

Dennis J. Keller, general manager of WTRJ Jasper, Ind., resigns effective May 11. Mr. Keller's plans are to establish advertising and PR agency in Jasper area.

**PROGRAMING**

Martin Starger, VP and associate director of television, BBDO, New York, named VP in charge of programs, East Coast, ABC-TV, that city. Al C. Ward, associate producer for The Long Hot Summer series this season, signed as producer of Them Monroes, scheduled for 1966-67 season on ABC-TV.


Sheldon Smerting, formerly president of Beacon Corp., elected president of Trans-Beacon Corp. Other new officers are Basil Estreich, chairman; Edwin Shapiro, executive VP; Morton Seigal, secretary; and Martin Schildkraut, treasurer.

Brad Marks, formerly president of Thunderbird Films Co., New York, appointed manager of special projects for Independent Television Corp., that city.

Howard Price, senior editor at Random House, New York, named eastern story editor of Seven Arts Productions there.

Harold (Pee Wee) Reese, former baseball star, and Curt Gowdy named by NBC-TV to provide respective commentary and play-by-play for network's major league baseball coverage this year. Jim Simpson, veteran sports-caster, will handle play-by-play of alternate games and his partner, who will provide commentary, will be Tony Kubek, former New York Yankee shortstop.

George Canata, formerly with Metro-Goldwyn-Mayer, joins Elektra Film Productions, New York, as director of creative animation and live-action.

Bill Fraker, cameraman on Daktari television series, joins VPI of California, Hollywood, as director of photography. Paula Murphy, production coordinator at VPI Productions, New York, named sales representative-producer.

William Froug, formerly executive producer with CBS-TV, named producer of Screen Gems’ Bewitched series on ABC-TV. He replaces Jerry Davis, who will produce new Marlo Thomas series, That Girl, also on ABC-TV.

Terry Brennan, former Notre Dame football star and coach, named to broadcast Big 10 sports on more than 100 radio stations. Games are to be carried on Big 10 sports radio network.

Dale Allen, production manager for WQIT Lima, Ohio, appointed program director.

Joel G. Mareiniss, newcomer with WSYR-AM-FM-TV Syracuse, N. Y., appointed sports director.

Don Pitts, agent with Charles H. Stern Agency, Hollywood, appointed director of research and talent development.

Dolores (Dee) Adamczyk, women’s programing director at WCB-AM-FM Ithaca, N. Y., appointed program director of WCB-AM-FM. She replaces Richard Rose, resigned.

Virginia Bartlett, associate producer and writer for noncommercial WOED(TV) Pittsburgh, appointed public affairs producer.

Morris M. Chapnick, production assistant at Desilu Productions, named program coordinator on company's new shows for 1966-67 season.

Trevor Greenwood, free lance writer-director, joins KING-TV Seattle as film director in special features department.

Jeffrey T. Carey, account executive with NBC Radio, New York, resigns

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**HOUSEWIFE STATION WAAC**

Terre Haute has changed its listening habits . . . and WAAC did it with continuous NEWS blocks.

<table>
<thead>
<tr>
<th>WOMEN</th>
<th>*PULSE: March 1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 A.M. - 6:00 P.M.</td>
<td><strong>WAAC</strong></td>
</tr>
<tr>
<td>1</td>
<td><strong>A</strong></td>
</tr>
<tr>
<td><strong>9 A.M. - 12 Noon</strong></td>
<td>4110</td>
</tr>
<tr>
<td><strong>12 Noon - 3 P.M.</strong></td>
<td>2680</td>
</tr>
<tr>
<td><strong>3 P.M. - 6 P.M.</strong></td>
<td>1800</td>
</tr>
<tr>
<td><strong>per average</strong></td>
<td><strong>---</strong></td>
</tr>
<tr>
<td><strong>1/4 hour</strong></td>
<td>2860</td>
</tr>
</tbody>
</table>

**TERRE HAUTE, INDIANA**

A County Metro Area

---

*Not Reported*
to become associate with Abrams-Rubaloff and Associates, Beverly Hills, Calif.

Frank Sweeney signed to handle color commentary for ABC Radio's Notre Dame football broadcasts this fall. Jim Morse will do play-by-play coverage.

Robert R. Sprental named production coordinator, WMAQ Chicago, succeeding Howard Keegan who retires.

Tom Adams, news editor for KUID Fairway, Kan., named sports editor, succeeding John O'Donoghue, pitcher for Kansas City A's recently traded to Cleveland Indians.

NEWS

Arnold (Abe) Albright, formerly news director of WVVV-AM-FM Wheeling, W. Va., appointed news director at WOWO Fort Wayne, Ind.

Edwin A. Williams, formerly news director of WCCM-AM-FM Lawrence, Mass., appointed news director of WHIM Providence, R. I.

John L. Swope, with WNIC New Haven, Conn., appointed news director.

FANFARE
Haskell P. MacCowatt, administrative manager, CBS design, at CBS, New York, joins corporate information staff of CBS as director, corporate information and special events.

John Lollos, contact representative in promotion department of NBC. New York, appointed coordinator promotion. John Feeney named promotion contact representative.

W. M. Holder and Hal Kennedy named board chairman and president, respectively, of NDPR Inc., new PR firm located at Life and Casualty Tower, Nashville. Mr. Holder will continue as executive VP of Noble-Dury & Associates, Nashville.

Alan J. Bell, director of advertising and promotion at Metro Radio Sales, New York, named to newly created post of director of information services at WNEW-TV New York.


Steve Ellman, radio-television and trade press contact for Embassy Pictures. New York, joins Harold Rand & Co. there as accounts supervisor.

EQUIPMENT & ENGINEERING

Doyle T. Rickett, manager of units assembly and printed circuit board manufacturing with Univac division of Sperry-Rand, appointed VP and general manager of Litton Industries' advanced circuitry division, Springfield, Mo.

Stephen A. Martin, staff engineer at WIBC-AM-FM Ithaca, N. Y., appointed chief engineer, replacing Bill Groody.

James W. Russell, with Craig Panorama Inc., Los Angeles, appointed to newly created post of director of marketing.

ALLIED FIELDS
Quentin S. Proctor, acting chief of FCC's Broadcast License division, named chief. Mr. Proctor joined FCC in 1943.

Ronald Valentine, with agency services department of Bonded TV Film Service. New York, appointed director of technical services.

Walter D. Scott, NBC board chairman, appointed to President's Committee on Employment of Handicapped for three-year term, succeeding Robert W. Sarnoff, RCA president. Peter B. Kenney, VP, NBC, Washington, appointed as Mr. Scott's alternate.

INTERNATIONAL
Robert L. Foreman, formerly executive VP for creative services, BBDO, New York, named vice chairman of Interpublic, S. A. He will work as "creative generalist for overseas units of Interpublic." Mr. Foreman was at one time head of radio copy department at BBDO and later was in charge of TV department (programming, commercial writing and production).

Ron Hull, program manager of noncommercial KUON-TV Lincoln, Neb., resigns May 1 to become television officer with foreign service branch of United States Information Agency. He will become director of South Vietnamese television training project and will help establish educational television in Saigon.

Paul T. Clark, media and research director of Harold Walter Clark Inc., Denver agency, appointed advertising manager for Latin America of Schick Safety Razor Co., division of Eversharp Inc.

DEATHS
Jack Van Nostrand, 60, formerly VP of Sullivan, Stauffer, Colwell & Bayles agency, died April 10 of heart attack in North Hollywood.

Edward Lee Norton, 73, former chairman of WAPI and WAFM-TV Birmingham, Ala., from 1936 to 1950 and former chairman of Florida Broadcasting at Jacksonville, Fla., died April 12 in Birmingham. He also served as member of Federal Reserve Board. At his death he was board chairman of Royal Crown Cola Co.

Mrs. Mary West Brinkley, 87, mother of NBC News commentator David Brinkley, died April 10 at nursing home in Bethesda, Md., after long illness.

Hervey C. Carter, 59, commercial manager of WEAN and WPJB-FM Providence, R. I., died April 4 in Newport, R. I., of apparent heart attack. Mr. Carter was former general manager of WMUR-TV Manchester, N. H. He is survived by two daughters and two sons.

70 (IFATES & FORTUNES)
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 7 through April 13 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant. antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—DAMA—directional antenna. ERP—effective radiated power. kw—kilowatts. lb—local hus, ml—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. ——educational.

New TV stations

ACTION BY FCC


APPLICATION

Kingston, Tenn.—Holston Valley Broadcasting Corp. ERP channel 19 (260-300 mc); ERP 139 kw vis., 48.6 kw aur. Ant. height above average terrain 1,281 ft., above ground 699 ft. P. O. Address c/o William A. Boyd, 450 McAdoo Blvd., 721 Broad St., Chattanooga, Tennessee. Estimated cost of construction $254,500; first-year operating cost $250,000; revenue $250,000. City of operation: Chattanooga, Tennessee. Principal: Mr. Boyd, Publishing Co. Address: 450 McAdoo Blvd., Chattanooga, Tennessee. Application April 5.

New AM stations

APPLICATION

Louisa, Ky.—Lawrence County Broadcasting Co. Long 1270 kc, 1 kw. D. P. O. Address: c/o Walter E. May, 152 Park St., Pikeville, Ky. Estimated cost of construction $32,556; first-year operating cost $38,000; revenue $60,000. Principals: Lawrence County Broadcasting Co. Address: 1270 Long Ave., Pikeville, Ky. Application April 14.

FOR THE RECORD


Stanford, Ky.—Lincoln-Garrard Broadcasting Co. Granted license from Federal Broadcasting Corp. 5 kw. Ant. height above average terrain 85 ft. P. O. address: Box 237, Stanford 40484. Estimated cost of construction $5,700; first-year operating cost $6,300; revenue $12,000. Principals: Mr. and Mrs. George D. Smith. Application April 12.

Winningham, Ohio—Community Communications of Ohio Inc. Granted license from Federal Broadcasting Corp. 3 kw. Ant. height above average terrain 262 ft. P. O. Address: Box 1, Winningham 45177. Estimated cost of construction $2,700; first-year operating cost $7,100; revenue $20,000. Application April 11.

Ownership changes

APPLICATION

KEWB Oakland, Calif.—Granted assignment of license from WHEL Broadcasting Corp. to WOTB Broadcasting Corp. to Metromedia Inc. Application April 11.

APPLICATION

WPOT Hartford, Conn.—Granted transfer of control of license corporation, WPOT Inc., to American Broadcasting Co. Application April 11.

APPLICATION


APPLICATION

WOKS Columbus, Ga.—Granted transfer of control of license corporation, Pam Radio Inc., to WOKS-AM-FM-TV Columbus, Inc., to WSFY-AM-FM-TV Columbus, Inc., Application April 11.

APPLICATION

WYNN Baton Rouge, La.—Granted acquisition of control of licensee corporation, WYNN-AM-FM-CTV Baton Rouge, Inc., from Frank L. Thomas, trustee, through sale of stock to Mr. and Mrs. Frank L. Thomas (50% before, none after) and Mr. and Mrs. Frank L. Thomas (50% after), Consideration $35,000. Application April 12.

APPLICATION


APPLICATION


APPLICATION

use in that city, as permitted for by Rolls-Royce Broadcasting of Delaware Inc., and directed Rolls-Royce to amend applications by May 5 to specify channel 61 instead of channel 83 if it desires to continue to prosecute it; and to permit of an application by Rovan Television Inc. to specify operation of WFGN at secondary channel 21 instead of channel 43 in Florence, S. C. conditions. Action April 13.

Commission denied two applications to propose to assign UHF TV channel 20 to Newport, Ore., May 2. The WFGN had specified for assignment of channel 9, but that channel is not feasible as a UHF TV channel; and so the WFGN had requested the commission to resubmit the application for assignment of channel 20. Action April 13.

APPLICATIONS

KXIX(TV) Victoria, Tex.—Granted assignment of channel 7 to ABC Station Victoria, Inc., owned by J. P. Kuykendall and J. E. Kuykendall. W. Strahan (50%), John Melde (30%), and John M. Frost (20%) assumed full ownership interest of Freis Real Estate Corp. (5%). No financial consideration was specified. Action April 13. 

WZCW—Seeks assignment of license to the City of Tampa, Fla. In its application, the City of Tampa has tendered to the commission a proposal to lease land for operation of TV facility. Action April 7.

APPLICATIONS

KXN(TV) Tempe, Ariz.—Seeks assignment of license to the Phoenix Symphony of the station owned by R. O. B. Zale, John G. Zale, and W. L. Zale. The Phoenix Symphony, a non-profit cultural organization, tendered an initial financial consideration of $20,000, in the form of an offer to purchase the station license for $20,000, to the commission. Action April 13.

KXII—Restates financial consideration tendered for the purchase of the station license, as specified in an application filed May 1, 1965. The financial consideration tendered for the purchase of the station license as specified in the May 1, 1965 application was $20,000, in the form of an offer to purchase the station license for $20,000, to the commission. Action April 13.

WPGA-AM-FM Perry, Ga.—Seeks assignment of the license to WPGA-CFQ owned by the county将自己的县名,取代Perry县名. Action April 13. 

WMLA—Seeks assignment of license from Golden State Broadcasting Corp. of the station operated by the Golden State Broadcasting Corp. under an agreement with the Golden State Broadcasting Corp. An offer was tendered to the commission to transfer the license to the Golden State Broadcasting Corp. In return, the Golden State Broadcasting Corp. promised to pay the commission the sum of $25,000. Action April 13.

WPGA—Seeks assignment of license from Garden Island Publishing Co. The license is to be assigned to Garden Island Publishing Co. in exchange for $25,000. Action April 13.

WBAT—Seeks assignment of license to KREK Inc. for the station owned by Santa Maria Publishing Co. An offer to pay 350,000 is tendered to the commission. Action April 13.

KXJW—Seeks assignment of license from John Whitehead and Robert Whitehead for the station operated by the station. The license is to be assigned to John Whitehead in exchange for $25,000. Action April 13.


WBAE—Seeks assignment of license from Robert T. C. E. and B. E. C. E. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGX—Seeks assignment of license from William J. O. W. and W. J. O. W. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGU—Seeks assignment of license from United Broadcasting Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGW—Seeks assignment of license from Northeast Broadcasting Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGH—Seeks assignment of license from Trans-State Broadcasting Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGJ—Seeks assignment of license from Pacific Broadcasters Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGK—Seeks assignment of license from American Broadcasting Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGJ—Seeks assignment of license from United Broadcasters Inc. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGH—Seeks assignment of license from Trans-State Broadcasting Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.

WBGJ—Seeks assignment of license from Pacific Broadcasters Co. for the station operated by the station. An offer to pay $25,000 is tendered to the commission. Action April 13.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by Broadcasting, April 14

ON AIR

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<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>C's</td>
<td>4,044</td>
<td>74</td>
<td>378</td>
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<tr>
<td>C's</td>
<td>1,640</td>
<td>26</td>
<td>239</td>
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NOT ON AIR

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<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>C's</td>
<td>471</td>
<td>20</td>
<td>79</td>
</tr>
<tr>
<td>C's</td>
<td>90</td>
<td>24</td>
<td>62</td>
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TOTAL APPLICATIONS

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<td>AM: 4,044 FM: 1,640 TV: 471</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, April 14

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<th>VHF</th>
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<tr>
<td>Commercial</td>
<td>514</td>
<td>192</td>
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<tr>
<td>Noncommercial</td>
<td>69</td>
<td>65</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1966

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<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
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<tr>
<td>C's on air (new stations)</td>
<td>18</td>
<td>24</td>
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<tr>
<td>C's on air (not for stations in Halions)</td>
<td>81</td>
<td>38</td>
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<tr>
<td>Total authorized stations</td>
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<td>1,717</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
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<tr>
<td>Total applications for major changes</td>
<td>238</td>
<td>48</td>
</tr>
<tr>
<td>Licenses granted</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>C's deleted</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Hubbard Broadcasting Inc. for modification of construction permits for operation of KOB Albuquerque, N. M., on 770 kc with 50 kw power, employing DA at night, and application of American Broadcasting-Paramount Theatres Inc. for renewal of license of WABC New York City, for unlimited, nondirectional operation on station WABC, for 15 kw power. Commission directed KOB, WABC and Broadcast Bureau to submit memorandum within 30 days and report their views as to what further steps should be taken to implement mandate of California Regional Broadcasting. In these memoranda may be filed within 15 days thereafter additional information and evidence in support of motion by WABC to suspend time requirement for resubmission of applications for new stations.


By memorandum opinion and order in proceeding involving July 2, 1965 grants, with conditions of Black Hills operators, for license renewals of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facilities, commission granted in part petition for clarification or modification seeking explicit holding that time which Black Hills must make in election to transfer to new CAR service, with prior-due microwave facilities no longer eligible for common carrier frequencies, Black Hills must elect whether or not to transfer to CAR service within 60 days following promulgation of rules in Parts II and IV of the license making in Docket 15886. Action April 8.

Routine roundup

ACTION BY REVIEW BOARD

- Review board by memorandum order and order proceeding on application of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville, Ky., in Dols (6253, 16243). (1) denied motion by Kentuckiana to enlarge issues as to Reising and (2) denied that grant of grant to Reising's application, construction permit shall contain condition that program tests will not be authorized until permittee has submitted additional materials all interest and connections with station WXYZ Jeffersonville, Ind. Action April 11.
- Review board dismissed petition by Southington Broadcasters to extend time to April 13 to file reply to opposition to its petition for reconsideration in proceeding on its application for new AM in Southington, Conn. Petitioner did not conform with certain procedural rules of commission. Member Nelson not participating. Action April 8.
- Review board Berkmeyer, Nelson and Slone adopted decision (1) granting application of Associated Television Corp. for new TV to operate on channel 29 in St. Paul, Minn., and (2) denying application of Dell O. Gunst, Inc., transmitting as City Television Co., for UHF station in same city. A Nov. 24, 1965 initial decision looked toward this action. Action April 7.
- Review board granted by WHO Radio Inc. Orlando Fla., for additional extension of time to April 7 to file reply briefs to exception of procedural decision in proceeding on its AM application. Action April 7.

OTHER ACTIONS

- By the Office of Opinions and Review
  - Dismissed as moot petition by United Broadcasting Co. Inc. for reconsideration and statement of clarification in proceeding on its application for renewal of license of station WOOK Washington, and Bowie Broadcasting Corp. for new station in Bowie, Md. Action April 6.
  - Granted motion for reconsideration by Pacific Telephone & Telegraph Co. in proceeding to grant new AM station in St. Louis, Mo. Action April 15.

- Action on Motions
  - By Chief Hearing Examiner James K. Cunningham
    - Having under consideration notice by California Regional Broadcasting Corp. to take similar notices in Los Angeles further with similar notices filed by other parties, in proceeding regarding new AM in consolidated proceeding, requested for field hearing, without prejudice to filing of supplemental notices to new parties, in which local officials are designated to conduct deposition sessions. Action April 8.
  - By Chief Hearing Examiner James D. Cunningham
    - In Costa Mesa-Newport Beach, Calif., consolidated proceeding, denied request of line 9 of order released April 6 be amended to April 15 in lieu of Oct. 18. Action April 7.
    - By Hearing Examiner Charles J. Frederick
      - Upon joint request of all parties, scheduled further prehearing conference for April 11 in proceeding on application of Central Coast Television, Santa Maria, Calif. Action April 6.
    - By Hearing Examiner Millard F. French
      - In proceeding on applications of Monster Broadcasting Co., of Anchorage, Alaska, and Radio KUAC, Fairbanks, for new AM's in Natchez, Miss., and Del Rio, Tex., respectively, noted that to Richland to continue certain procedural dates not continued May 14, 1965, to May 16. Action April 5.
    - Granted petition by Abaco Broadcasters Inc. to continue to April 12 and 26, respectively, dates to file proposed findings and regulations in proceeding on its application for new FM in Pompano Beach, Fla. Action April 6.
    - By Hearing Examiner Charles J. Frederick
      - In proceeding on applications of Mono Santa Rose Broadcasting Co., of Monroe, and Miners Broadcasting Service Inc., of Ambridge-Alquiippa, Pa., in Dols, 14802, 14868, granted petition by Montgomery to leave application to reflect new changes in petitioner's officers, directors, and stockholders and conforms application with its ownership reports as of March 30, 1965. Action April 7.
      - Upon further joint request by all parties, continued further prehearing conference from April 11 to April 12 in proceeding on application of Central Coast Television, Santa Maria, Calif. Action April 6.
    - By Hearing Examiner Walter W. Guenther
      - Approved procedural ground rules made at April 6 hearing conference with transcript of conference. Commented on question bearing on established ground rules, and scheduled further hearing for June 20 in proceeding on a B&K application for Abaco Radio Corp. (WRAI) Rio Piedras, San Juan and Mid-Ocean Broadcasting Corp., San Juan, P. R. Action April 7.
    - By Hearing Examiner Isadore A. Hong
      - Pursuant to agreement reached at prehearing conference involving numerous applications for April 6, continued further prehearing conference for May 24, 1965, and continued hearing to June 21, in proceeding on applications of Arthur D. Gifford, trustee in bankruptcy, for renewal of license of KUAC Superior, Wis., et al., in Dols 16765-6. Action April 7.
      - Granted motion by Midwest Television Inc. to continue further hearing conference from April 12 to May 16, in proceeding on a B&K application for new TV to operate on channel 67 in Richland, Wash. Action April 7.
      - By Hearing Examiner H. Giffordon
        - In proceeding on applications of MKW Broadcasting Co. and Woodland Broadcasting Co., Inc., to operate new AM's in Fort Arthur and Vidor, Tex., respectively, scheduled further hearing conference for April 20. Action April 5.
        - Continued hearing from April 11 to April 21 in proceeding on applications of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville, Ky. (Continued on page 81)
CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 25¢ per word—$2.00 minimum. HELP WANTED 30¢ per word—$2.00 minimum.
- Display advertisement rates: R.O.B. rate: 50¢ per inch—STATIONS FOR SALE: 10¢ per inch—AGENCIES and AGENCIES advertising require display space. (12x rate - $22.50, 32x rate - $2.00 Display only). 3rd or over Billed R.O.B. rate.

- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge each for handling (Forward remittance separately, please). All transmissions, by mail, etc., sent in reply box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management


Experienced RAB sales manager or extra-special news/feature manager to train and direct sales force of five. Excellent salary, over-all program exposure membership, ideal climate, California station. Box D-131, BROADCASTING.

Selling/station manager for excellent Pennsylvania outlet, recently sold. Sharp, aggressive, under 40, married. Fine facilities, well-located property, must accept board and management background. Substantial group, unlimited opportunities. Open plus station owner. Resume (complete) photo to Box D-236, BROADCASTING.

General manager for solid, well established firm in Northeastern Canada. Only key man in city located in ideal recreation area near coast. Need man strong on sales, news, phone collect. A. C. Youngberg, KFHR Paso Robles, Calif. 805-238-1600.

Sales

Sales manager, California daytimer, excelling in sales, station president looking for man with good personality, high salary, incentives, bonuses. Box C-259, BROADCASTING.

Media. Solv sales opening in city of 30,000 for man with ambition and ability. Box D-127, BROADCASTING.

Midwest salesmen interested in fine Missouri small market radio should investigate this sales opportunity. Guarantee up to $100.00 weekly. Write Box D-192, BROADCASTING.

New England market of 150,000. Commer- cial market offers excellent in- come to small market sales pro. Good base on guarantee you get started. Good draw against 25%. Full resume to Box D-194, BROADCASTING.

Top radio salesmen wants top sales mana- gers. Must be experienced, able to develop and train field men, offering programming, Jim Long, WABY, Roanoke, GA, real “Take over” guy. Draw, expenses, override, stock options. No need to have high salary. Apply Box D-186, BROADCASTING.

Suburban Washington, D. C.—Sales manager to handle well trained, well paid, four-man staff in very competitive radio market. Prior newspaper experience desirable. Top salary and bonuses. Full details with first letter. Write Box D-256, BROADCASTING.

Commercial manager single station market, county seat. Must have experience all phases broadcasting smaller markets. Requirements apply any market size. KWHW, Altus, Oklahoma.

Working sales manager for fulltime station. WLHT Little Falls, N. Y. Want man with ideas and initiative. Great opportunity for advancement at station. Send resume to Leonard F. Auerbach, President, 2nd floor Fidelity Building, Little Falls, N. Y. 44011.

Immediate opening for salesmen at Religious formatted station. Send complete resume to: Harry Morgan, WRST, P.O. Box 9000, Knoxville, Tennessee.


Southeast Florida Gold Coast power house swinger has outstanding top for jock strong. Works in box & manage- ment. Must come to Box D-91, BROADCASTING. Professionals only need apply.

Sales manager. No opening but we would like to con- tact an experienced announcer with produc- tion experience for a future opening. Good Station. Ideal community in California. Please send complete resume, references and air check. Box D-94, BROADCASTING.

First phone announcers with some engin- eering ability needed for board shift and light maintenance. Send resume in col- lege town. Send tape, resume and salary re- quirements. Box D-142, BROADCASTING.

Announcer—1st phone for all-nite show at Maryland station. Reaching Baltimore & Washington, D.C., markets. Must have the personality, excellent opportunity with progressive station. Write tape, resume, photo and salary requirements to Box D-150, BROADCASTING.

Arkansas station needs young married an- nouncer — third and ambition. Salary requirements and if willing to sell- service accounts. Box D-171, BROADCASTING.

Where are the good, experienced radio an- nouncers? Send your resume to TVT! We have the perfect opportunity. Send complete details, audio or video tape, resume, expected salary to Box D-172, BROADCASTING.

1st phone—metropolitan southwest. Perman- ent, Excellent opportunity. Box D-175, BROADCASTING.

Oklahoma Kiowa water — needs announcer—salesman. Good base, good music, good ac- ceptance. Small market — we pay above average — great for a pro! . . . leading small market station. Send resume and photo to Box D-184, BROADCASTING.

The Great Scott Stations are expanding. Have immediate openings in Pennsylvania, Delaware and New Jersey. Wanted three ex- perienced announcers, one engineer, two- engineer and salesman-announcer. Box D-189, BROADCASTING.

AM-FM in Northeast: middle-of-road format. Middle of read but lots of backyard chatter. Near N. Y. C. Box D-229, BROADCASTING.

Medium market country music station needs morning man who can double as operations manager. Must be able to manage new build out this past initiative. Full details. Box D-232, BROADCASTING.

Country music station has three new open- ings. Must have combination of any two of these talents: announcer, news gathering, production, office management. Send complete resume. Box D-253, BROADCASTING.

Midwest 5 kw Christian-Commercial daytimer looking for progressive announcer/board- man (1st class preferred, but not necessary) for building. Congenial, responsible individuals only need apply. Box D-240, BROADCASTING.

Afternoon man for small market AM in lower South Carolina. 3rd ticket and some sales pro position. Send resume, tape, photo, references and salary information. Box D-279, BROADCASTING.

California calling: Do you miss that "All American" quality that comes from living in constant sunshine? Have you always wanted to squeeze your own orange juice? Then mail your tape and resume today. Pros only—include production tape, air, and resume today. Box D-263, BROADCASTING.

Immediate opening for announcer with 1st phone and solid screen record skills. Send tape, photo and résumé to WHEW, 9030, Palm Beach Road, West Palm Beach, Florida. 406-755-4331.

Aggressive station in progressive community seeks early morning man to double in sales. We’re number 1 and need a man to provide bright morning listing. Good pay, pleasant working conditions and security are offered to the right man willing to settle down in a medium-sized size market. Send detailed resume to Manager, WKKR, Hutchinson, Kansas.


WDBO Orlando, Florida—one of the south- east’s pioneer broadcast leaders has an opening for an intelligent, talented dj. This is a terrific opportunity to work and live in the action center of Florida. We are a DADLE of one road CBS affiliate, well rated in this market for 41 years. Send tape, resume and resume to Program Director, WDBO, P.O. Box 1833, Orlando, Florida.


Central Wisconsin leading contemporary and good music station, seeks good announcer with 3rd. Send tape and resume to Chuck Evenson PD, WDLB Marshfield, Wisconsin. Wanted immediately—Announcer with 1st phone for daytime directional, Hartford, Wisconsin. Call WDLB, 947-2222.

Good announcer needed to complete winning team at WGAD, Gadsden, Alabama. Dynamic, young, with good associates, good pay and hours, plus bonus. Send resume plus photo. Ed Carrell, WGAD, Gadsden, Ala.

Morning man, tops in production, needed by leader in Palm Beaches, Contemporary for- mat. Must be able to produce some production and photo. Ed Carrell, WGAD, Gadsden, Ala.

Medium market country music station needs morning man who can double as operations manager. Must be able to manage new build out this past initiative. Full details. Box D-232, BROADCASTING.

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**Announcers—(Cont'd)**

Urgently need sports play-by-play and double duty in news department for successful small station doing big job. Only AM station in city of 74,000 located on Lake Michigan. Enjoyes great community. Pleasant air-conditioned quarters, unionized. Send complete resume and photo to Bill Lipman, Radio Station WLIP Kenosha, Wisconsin.

Announcer for eastern Pennsylvania daytime format, bright sound personality for music and news operation. Send tape and resume to Jim Hanger, Manager, WMBT Radio, Shenandoah.

**Peak Time, Light board production announcer needed for top Pennsylvania TV station. Good working conditions in beautiful tourist area, small but powerful station. Communication with WPSN, Grand Canyon. Send resume, audition tape to John A. Fay, WNBT, Wellsboro, Pa.

Expanding good music station needs first phone announcer. Send tape and resume to WPVY, Painesville, Ohio. $125/week to the right man. This excellent job won't be open long ... apply now.

**Technical—(Cont'd)**

Immediate opening for announcer at WJBQ, Memphis. Send tape and qualifications to Harry Morgan, WSKT, P.O. Box 82, Jackson, Mississippi.

**Engineer-announcer wanted with 1st class ticket for maintenance and announcement. Good music station. Box 150, WSSC, Sumter, South Carolina.

Two radio-television announcers wanted: Send resume, salary requirement and preference with complete charge with budget. No tapes will be returned. Joe Rada, WTPA, Pittsburgh, Pennsylvania.

Position open immediately in swinging station for announcer-salesman. Pros only. Respond to: R. L. Diamond, President, WWSM, Sumter, South Carolina.

I experienced announcers for 5 kw AM, 50 kw FM, combined operation. Send audition and complete resume with photographs to: Donald E. Knowles, Pres., Coastal Broadcasting Co., Inc., 88 State St., Kalamazoo, Michigan.

Announcer wanted: First phone announcer. New station, new concept, consider beginner. $70.00 weekly for 40 hours. 803-563-4371.

1st phone announcer for short evening shift and lots of production work. Position requires security with regional 5 kw. Requires maturity and authoritative voice. Advancement possible. Phone 818-262-4653.

Directional daytime announcer needed. No experience necessary. Some college required. $125.00 per week. Northeastern United States. Top commercial market. Box C-266, BROADCASTING.

SR Pa. AM seeks competent first class engineer. Can do successful operation with growth opportunity. Liberal benefits, good salary. Box D-159, BROADCASTING.

**Production—Programming, Others**

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


**Production**

**Programmer—Manager**

announcer available immediately. Box D-125, BROADCASTING.


**Doctor**

**Sports**

**College Station**

**Radio**

**WDBL-AM-FM**

Springfield, Tennessee, has immediate opening for chief engineer. Some little involved. Contact John Atkins, 613-284-5041.

**First phone announcer—who would like to be associated with a fast growing station. Send resume and tape for interview.**

**Production**

California college student corporation seeks public information director, age 24-30. Degree plus experience in sports and general assignment for newspaper or in radio-TV required. Excellent salary, benefits, working conditions. Send resume to Bob Spink, Associated Students, Cal Poly, San Luis Obispo.

**RADIO**

**Situations Wanted—Management**


Highly successful major market sales manager with top group operation, twenty years broadcasting, wants top 50 market management—sales management, south or midwest. No advancement within group. $10,000 minimum. Best industry references. Write Box D-244, BROADCASTING.

 Experienced all phases of radio: copy, traffic, announcing, programing, promotion, public relations, finances, sales, and management. Solid record. Young and single. Desires management position in medium market. Box D-264, BROADCASTING.

**Sales**

Dj with sales ability and first phone. Want position with a station that has a sound personality also advancement. Late 20's. Box D-201, BROADCASTING.

Hungry commission salesman. 35, 9 years experience. Want money making opportunity. Midwest West. Box D-305, BROADCASTING.

Some college, married, 27, radio 3 years—one sales, southwest, July start. medium or small market. Box D-257, BROADCASTING.

**Situations Wanted—Announcers**

Outstanding professional C&W dj will consider offer. Box D-3, BROADCASTING.

Sportscaster . experienced. Radio and TV. First phone. College graduate. Married. Box D-51, BROADCASTING.


1st phone man experienced, presently employed. Desire to relocate. Box D-118, BROADCASTING.

Experienced young Negro dj-announcer available immediately. Box D-125, BROADCASTING.


**Sports**

**College Station**

**Radio**

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Announcer—cont’d

Professional, experienced, dependable an- 
nouncer. Seek Tennessee, Kansas, Mis-
souri, New Mexico. Excellent newswork. Re-
quired experience: 2 years. Box C-148, Broad-
casting.

Announcer—strong C&W, easy listening, and 
news. Mature, married and dependable. 
Desires position in Los Angeles or San Fran-
cisco. Home is near Chico. Box C-202, Broad-
casting.

Experienced, bright, happy dj-announcer. 
202, scholarship. Desires position in New 
York city. Box D-204, Broadcast-
ing.

Experienced in news & sports. Desires posi-
tion in Los Angeles. Box C-202, Broad-
casting.

Morning man—Professional, witty, person-
able. Use characters and comedy routines. 
Looking to move-up permanently. Box D- 
204, Broadcasting.

Bright, creative, contemporary air person-
ality and program-production specialist with 
indoor & outdoor experience. Under 30 and 
good talk. Not Over 8 years experience-including group 
holding. Major market-east preferred. 
Box D-210, BROADCASTING.

10 years in better music. Informed, com-
 municable, stable. Seek permanent and 
dependable group. First phone: $100. 
Box D-212, BROADCASTING.

Announcer, pro, mature, stable, family, col-
lege, top salary. Box D-220, Broad-
casting.

Top 40 first phone. experienced. 
College town desires experienced dj-anni-
cr. Contract required. Box D- 
221, BROADCASTING.

Happly sounding top 40 swinging personality. First phone. Draft exempt. Box D- 
223, BROADCASTING.

Top 40 dj available. First phone, veteran; 
mature. PD experience currently employed 
in top 30 market. Box D-248, Broad-
casting.

Six months experience. Speech trained. 
Phone: 213-3743 or Box D-230, Broad-
casting.

Humorous, middle-road dj. Background in-
cludes production, copy and newswriting. 
remotes and TV. Northeast only. Box D- 
239, BROADCASTING.

Negro disc jockey desires position, fast 
board, bright sounds & news. Married. Box D- 
242, BROADCASTING.

Negro announcer thoroughly trained. Tight 
hair. Will travel. Box C-243, Broad-
casting.

Announcer/dj—3 years, with 3rd. 
Endorsed personality. Desires position in 
Boston area. Box C-243, BROADCASTING.

An attractive Danish-American girl. Experi-
ced control board—announcer—new-
caster — commercials—continuity—women’s 
program—will relocate. Box D-249, Broad-
casting.

Combo dj—authoritative newcomer, experi-
ed New York. Fully endorsed. Box C- 
247, BROADCASTING.

Top jock wants top pop operation. Avail-
able immediately. Box D-249, Broad-
casting.

Need summer replacement? College student 
desires work—experience. Top 40 jockey 
and newcomer. Box D-247, BROADCASTING.

Talk-telephone star available. NewSTAtr. 
Hang out west, will relocate. Box D- 
268, BROADCASTING.

Gal dj and newcomer, tight board. Gradu-
ated from New York School of Announcing 
and Speech. Box 213, Soundview Street, 
Baltimore, Md.

Kentucky—Ohio . . . 12 years programming, 
sales, management, first phone. 32, married, 
et al. Interviews: Brew. 804-229-3011. Avail-
able now!

Announcers—cont’d

Combo—dj—married, 3rd phone, young 
church man. Charles MeAdoo, 765 Macy 
Ave, Brooklyn, New York.

Disc-jockey school grad—23—1st phone de-
sires beginner’s announcing position—never 
“on air.” Good personality, educa-
tion—MOR preferred—have car don’t ex-
pect high salary. Available. Alynn, P. O. Box 
652, Oakland, California 94606.

Third phone, endorsement, DJ/announcer, 
newscaster, broadcasting school graduate 
seeking position in city market. Will relocate. 
Call Johnson after six. 312-639-6077.

Mornings dull? Add zest and zip to your 
ratings. 5 years experience. Married, 
family, military & college. Bob Long, (303) 
663-2766, 19 E. South Street, Frederick, 
Md.

C/W man. Past 3 years announcer/sales, 
15 years c/w experience. Entertaining, 
tight commercial show, Copy, production, 
gimmicks and voices. Ambitious career man 
for permanent good-pay offer only! Age 32. 
Dependable, references. Sincere desire to 
“sell my station” its advertisers and top 
weather copy. Box 1562, Wheaton, Md.

Negro dj, first class training 3rd class en-
dorsed. Willing worker, draft exempt. W. 
Stokes, Jr. 1213 A. Bergan St., Brooklyn, 
N. Y.

Technical

AM Veteran, DA studio, construction, 15 
years one station, desire relocate Pacific 
Northwest. Box D-219, BROADCASTING.

First class engineer, experienced in Radio/
TV studio, transmitter, microwave desires 
position. Box D-173, BROADCASTING.

Desire position as chief or director of en-
geineering in Washington or Oregon major 
market. Experienced in AM-FM operation 
and maintenance, all phases of equipment, 
complex directional antenna systems. Box 
D-218, BROADCASTING.

First phone engineer experienced. Presently 
on assignment. Will relocate. Box D-248, Broad-
casting.

Chief engineer, experienced on directionals, 
installation and construction. Strong on 
maintenance. C/W background. With 
excellent references. Box D-259, BROAD-
casting.

News

Radio-TV Journalist seeks career position 
in the northeast. Experience and interest in 
writing, copy, production, photos, documenta-
tories. College background, thirty years old, 
Being available. Please reply to Box D-
260, BROADCASTING.

Credentials—Top records in state & local 
career. Awards background. Respected 
references. Skilled in editorials, commentary, documentaries. Idea man. With 
large market association & responsibility. 
Married. Strong personal & professional im-
age. Degree, Family. Interview. Box D-218, 
BROADCASTING.

Newman-sportscaster, Very strong news 
gathering and copy-writing-by-play good. Intel-
ligent, well versed all families, employ-
ed, local, regional. Good money, benefits, 
workings and conditions. Interests—jock, 
been in production, Secondary—sports. Box 
D-219, BROADCASTING.

Ambitious news reporter-director seeks ag-
gressive news operation. First phone. Col-
gen-engineering, Box D-224, BROAD-
casting.

Experienced newcomer-sportscaster covering 
local newbeat . . . desires play-by-play col-
lege-professional. Box D-225, BROADCAST-
ing.

Top 15 market. McLendon wants medium 
or major market station with pro-
gressive news department. Opportunity to 
advocate authoritative de-

civery with thorough experience in all 
phases of radio. Write Box D-225, Broad-
casting.

Production—Programming, Others

Separate FM programming? Creative program 
format technician experienced in all FM 
operation in major markets will pre-
duce customized schedule for your audi-
cence. Box C-196, BROADCASTING.

Available immediately—promotion man-
ager, radio or television. Expert in audi-
dence research, sales promotion, P.R., 
Publication, exploitation and merchandising, 
experienced in large market, major chain oper-
a tions. Contains references. Box D-60, 
BROADCASTING.

Sportscaster looking for a sports minded 
station with plenty of play by play. Mar-
ried and experienced in all sports & cov-
erage. Box D-108, BROADCASTING.

Sports play by play and news. 25, 5 years 
experience. Midwest preferred. Box D- 
183, BROADCASTING.

Play-by-play all sports, radio and TV. Want 
not to move. Cole graduate 5 years ex-
perience. Reliable. Box D-185, BROAD-
casting.

Prove yourself. Daytona Beach telephone 
personal/low. Award winning show with proven 
sales record. No recipes, gardening, etc. 
but talk sports. Money motivates you with wide 
range of subjects. Will consider others. Let’s talk! Box D-197, BROADCASTING.

Human automatic copy & production ma-
chine! Used successfully for 12 years. Re-
suming guaranteed! Original attachment included. Ad-Club Prize Winner! 
Box D-209, BROADCASTING.

Proven, modern program director with 
savy, enthu-
siastic and creative. Desires position as 
young professional, with successful track rec-
ords in top 40 stations. Asks to be considered for 
commercial operations. Box D-211, BROAD-
casting.

Woman’s director a radio. In a 

t. Help! Cur-
rently employed in major market five 
years. Thirteen years all general 

broadcasting, sales, service, public service. Any locale but 
not metro, not scenery. Box D-219, BROAD-
casting.

Hardworking dynamic top 40 winner with 
medium market experience desires oppor-
tunity to do small market program director work. First phone—draft referred. Box D-
224, BROADCASTING.

Kentucky—Ohio . . . 12 years 
programming, sales, management. One 
phone interview. vet. Interviews: Drew, 504-229-3111. Available now!

TELEVISION

Help Wanted

Sales

Sales manager—TV. Philadelphia market. 
Unlimited opportunity for person with proven 
sales skill. Must have experience in complete 
resumes to Box D-235, BROADCAST-
ing.

Announcers

Leading midwest NBC affiliate expanding 
news operation needs three experienced 
men. Newsman, writer. Will relocate. Send 
resume and salary expected to Box D- 
174, BROADCASTING.

Experienced commercial announcer for 
midwest station—salesman—writer.求 
VTR-film color. Send picture, resume and 
non-returnable audio tape. Commercial 
work. Box D-231, BROADCASTING.

Announcer needed with some knowledge of 
weather. TV experience not necessary. Ideal 
climate. Profit sharing plan and other fringe 
benefits. Contract. Contact: General 
Manager, KCEN-TV, Temple, Texas.

Top announcer needed to double in promo-
tion. Some live, some directing, but an-
other emphasis on good interpretation of copy. Promotion position requires idea 
man with flair. Opportunity to advance to authoritative de-

civery with thorough experience in all 
phases of radio. Write Box D-225, Broad-
casting.

BROADCASTING, April 18, 1966

77
Help Wanted—Announcers

Continued

Announcers

TV engineer. First phone only. Must have broad television sales, management, first class management experience. Excellent references. Full time. Box D-225, BROADCASTING.

Technical—(Cont’d)

One of many job opportunities explained in next column. It is a good idea to check the column regularly for new information.

Immediate requirements for experienced chief engineers and transmitter operators with first class license. Eastern states only. Dependent. Excellent references. Full time. Send resume to Box D-236, BROADCASTING.

Needed immediately—video switching technicians and transmitter operators with first class licenses for progressive, full-color, southern station. Excellent salary. Box A-310, BROADCASTING.

Technical

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-90, BROADCASTING.

Immediately for experienced chief engineers, managers' assistant, network TV, VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

News

Good newsmen by top southeastern VHF. Send resume and video tape to Box C-226, BROADCASTING. Good newsmen by top southeastern VHF. Send resume and video tape to Box C-226, BROADCASTING.

Airman-written reporter wanted by midwest VHF. Aggressive news operation needs man with ability to handle major newscast. Will combine abilities with strong potential. Journalism degree or equivalent experience and training, first letter. Box D-248, BROADCASTING.

Send complete, concise resume, including salary requirements, to Chief Engineer, Box C-236, BROADCASTING.

Full color station in upper south central area needs engineer with experience and knowledge of studio, transmitter and VTR operations. First phone required. Send details to Box D-150, BROADCASTING.

Expand south Florida VHF has opening for experienced studio maintenance engineer. VHF experience required. Some color preferred. Presently have full color, plans to expand to all colors. Box D-283, BROADCASTING.

Openings for first phone engineers. Radio & television. No announcing required. Union scale. These are permanent positions at good starting salary. Send full details to: Personnel Manager, WLBC-TV, Muncie, Indiana 47302.

Progressive full color station needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone required. Send details to Director of Engineering, Gay-Bell Stations, WLBC-TV Inc., Box 1457, Lexington, Ky.

One transmitter and two studio engineers with first class license and experience required for full time, VHF TV. Send resume, photograph and salary requirement to George S. Driscoll Vice President and Engineering Manager, WOKJ (153), Clinton Avenue, South, Rochester, New York.

Television

The Delaware Educational Television Network needs two experienced video technicians in Dover, Delaware. Experience with 1,000 line video tape recorders, and in general studio operation and maintenance. Openings immediate. New personnel will assist in moving into new facility, but operation of same would be preferred. Write including full details first letter. William C. Lewis, Technical Services Director, Box 628, Dover, Delaware.
FOR SALE—Equipment continued

Complete Westinghouse 10 kw transmitter $3,500.00. Available immediately—excellent shape. Box D-153, BROADCASTING.

A remote trailer equipped with two turntables, remote console, public address system, turntable chair and sofa, single axle, like new tires. Price $1000. Also available on trailer new均衡Panels used to pull trailer. Call 301-228-4800.


Standard 5 kw FM stereo, 4 years old, on air. Want to increase power. Make offer. D-228, BROADCASTING.

Helax Coaxial cable HS-56 type, new 59 ft. P.O. E.E.E.E. P. D. Box 2025, La Mesa, California.

Ampex 300 studio console cabinet with stereo possibilities. Perfect condition, up to factory specs. Box D-290, BROADCASTING.

MISCELLANEOUS

28,000 Professional Comedy Lines! Topical including deejays comedy cartoons, introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Instant gas for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music, etc. $5.00—Write for free "Broadcast Comedy catalog" Show-Biz, Comedy Service, 1235 E. 3rd Street, Brooklyn, NY 11205.

DEALERS! 4,000 classified gag lines, $4.00! Comedy catalog free. Ed Orrin, 8024 Gentry, No. Hollywood, Calif. 91605.

Professional announcers and advertising agency copy writers will write and produce your spots and other station material, promos and intros. Inexpensive sample tape available. Box D-124, BROADCASTING.

New syndicating radio Tom Anderson's "STRAIGHT TALK!" Jonathon Kirby Enterprises, Box 14, Anaheim, Calif. 92805.

Sid Robbins, formerly of Patchogue, Long Island, please call M. Matthews, Jr. 516-AX 1-1190, or anyone knowing his whereabouts please call the above number.

INSTRUCTIONS


Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License Outstanding training and laboratory instruction. Elkins Radio License School of New Orleans 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six week class. New resident instruction. In laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, mic'ing, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—Elkins-FM High quality qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75233.

The masters, Elkins Radio License School of Minneapolis, have experienced sucess of the Famous Elkins Laboratory and country's recognized for the First Class FCC license. Elkins Radio License School, 416 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering Institute. 1308 Main St., Sarasota, Fla.

Announcing. programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. All Schools. 227 Madison, Memphis, Tennessee.


F.C.C. First Phone plus $250 hours theory & practical application. 6 weeks $345. Rooms $10.00 a week. on campus. License guaranteed. Orlando Technical College, 335 N. Magnolia, 815, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Placement service. Plantation Institute of Electronics, 3101 Main St., Welton, W. Va.

New England's only 10 week, First Phone course. Contact us if you can commute to Boston, no need to quit your job and relocate. Contact us limited to 20 students! Starting dates: May 2, Sept. 6. Write: to Northeast Broadcasting School, 833 Boylston Street, Boston, Mass., 02116.

First Class License. Ten week course. 350 hours theory, lab and practical training $365. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

RADIO

Help Wanted—Management

RADIO

Help Wanted—Sales

Audio Sales Specialist

Custom audio equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to: Box D-182, Broadcasting.

Radio Account Executive

#1 station in medium New England market has an interesting opening with growth potential for creative sales person. Liberal salary and incentive plan. Send complete resume for early interview. Our staff knows of this advertisement. Box D-227, Broadcasting.

Local Sales Manager

Northeast 5 kW Network Station needs experienced local salesman with imagination and ambition. Excellent salary plus incentive. Box D-187, Broadcasting.

TELEVISION—Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.


An Equal Opportunity Employer M/F

RADIO CORPORATION OF AMERICA

WANTED:

Experienced Chief Engineer for top 10 market. Responsibility includes AM-FM and VHF-TV. Must have Electrical Engineering degree, first phone license, and demonstrable record in plant installation, maintenance, administration and labor relations. Send detailed resume to: Box D-89, Broadcasting.
**TELEVISION**

**Situations Wanted**

**Announcers**

**NAME + AUDIENCE FOR SALE**

One of the world’s best known radio & TV names available immediately. More than thirty years of network experience has made this man known in every home in the U.S. His human interest programs known throughout the world. No better interviewer in the industry. Can be used as a newsman and commentator, writer, producer, director. Any talk show format.

An enormous “build-in” audience. This personality will bring you immediate sponsor attention. One of the great salesmen of the broadcast industry. Track record second to none. The voice all America knows is ready to talk for you.

Can arrange visit your station after correspondence. Will locate anywhere for the right offer.

Box D-214, Broadcasting.

**EMPLOYMENT SERVICE**

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

**BROADCAST PERSONNEL AGENCY**

Sherilee Barish, Director

**THE AMPS AGENCY**

By Broadcasters • For Broadcasters

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales and programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

**THE AMPS AGENCY**

All Media Placement Service

3974 Wilshire Blvd., Los Angeles, Calif.

Telephone DU 9-3176

**ANNOUNCERS—1st NEWSMEN—ENGINEERS**

If you need a job, we have one for you!

C.B.I. PLACEMENTS

1615 California St., Denver, Colo. 80202

Phone 303-292-3730

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**MISCELLANEOUS**

**BRAIN FOR SALE**

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

**BROADCASTER’S EXCHANGE**

1615 Hartford Bldg., Dallas, Texas

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**MISCELLANEOUS—(Cont’d)**

**THE JOHN DOREMUS SHOW**

Broadcast for 5½ years in 38 states with good music—talk show—ideal for AM or FM programming.

Contact: FUNCTIONAL MEDIA, Inc.

14 E. Jackson Blvd.

Chicago, Illinois

312-659-6477

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**INSTRUCTIONS**

**LEARN MORE**

**EARN MORE**

F.C.C. 1st Radio Telephone License Preparation

**DON MARTIN SCHOOL**

OF RADIO & TV

1653 N. Cherokee

Hollywood, Calif. 90028

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**WANTED TO BUY—Stations**

Recently Sold Station

Looking for one to buy or buy into,

WRITE:

Box D-237, Broadcasting.

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**FOR SALE**

Broadcast School

**BROADCAST SCHOOL FOR SALE**

Grossing $80,000 yearly.

Cash flow $33,000 yearly.

Priced at $75,000 CASH.

Major market.

Box D-253, Broadcasting.

---

**FOR SALE—Stations**

**WEST COAST METRO MARKET AM**

5kw fulltime facility serving fast-growing market of one million. Grossing near $500,000 and showing substantial cash flow. Asking $1,250,000 on terms, or $1,100,000 cash. Excellent real estate included.

Box D-156, Broadcasting.

---

**STATION FOR LEASE**

Lease purchase arrangement on rated C & W Station in Minnesota Metro Market. $1,000 per month for ten years. Will take $12,000 to handle. Write

Box D-251, Broadcasting.

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**FRE E PLACEMENT IN MANY OPENINGS**

**CHECK AREA OF INTEREST**

Radio □ TV □

G.M., Mgr. □

Prog. Director □

Sales Mgr. □

Production □

Engineering □

Directing □

Announcer □

Disc Jockey □

Newsmen □

Other □

**Name** ..........................................................

**Address** ..........................................................

**Salary Desired** .............................................

**RADIO-TV EMPLOYMENT AGENCY**

645 North Michigan Ave., Chicago, Ill.

CALL: AC 312/337-7075

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**PLEASE INCLUDE A RESUME: ANNOUNCERS MUST SUBMIT A TAPE!**
FOR SALE—Stations

EAST

After 15 years, owner must sell profitable, specialized programed daytimer. Market radio $2.3 million. Cash flow of $50,000 yearly. Price $350,000. Terms available.

LinRae Media Brokers Inc.
264 MADISON AVENUE
NEW YORK, N.Y.
TE 2-9362

(Continued from page 74)

Action April 5.

By Hearing Examiner David I. Kraushaar

In proceeding on applications of Mar- bro Broadcasting Co. and Suprat broad- casting Corp. for new TV to operate on channel 54 in San Bernardino, Calif., granted petition by Marbro for leave to amend its application to specify channel 19 in lieu of channel 58. By separate action, granted petition by Suprat for leave to amend its application to specify a change in its stock ownership. Action April 5.

By Hearing Examiner Jay A. Kyle

Granted request by WOL Inc. to con- tinue prehearing conference from April 13 to April 29, and rescheduled hearing from May 2 to May 18 in proceeding on application of Washington Broadcasting Co. for assignment of license of WOL-AM-FM Washington to WOL Inc. Action April 7.

In proceeding on applications of Elly- Lor Inc., Kalamazoo, Mich., for renewal of licenses of WEOL-AM-FM Elvira, Ohio, and transfer of control of a company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co., reconsidered grant of license and exhibit nos. 21, 22, and 23, and closed record. Action April 7.


In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV’s to operate on channel 28 in Dallas, granted petition by Overmyer Communications for leave to amend to reflect ownership of Robert R. Adams by Robert L. Bryan as executive vice-president.

By Hearing Examiner Jay A. Kyle

In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM’s at Mattawan, Sober, and Elizabethville, and N. J. granted motion by Radio Elizabeth to reschedule certain evidentiary hearing dates—April 15 in lieu of April 16 for exchange of exhibits, and April 22 in lieu of April 18 for notification of witnesses required for cross-examination. Action April 7.

By Hearing Examiner

Mercer J. W. Hallford

In proceeding on applications. Seven League Productions Inc. for renewal of li- cense for WKLH-TV, Knott Broadcasting Co. Inc. and Redlands Broadcasting Co. Inc. for renewal of licenses of KFKA-TV, KFKA-AM and W691-A in Docs. 18342-4, ordered that (1) hearing on issue of whether license shall be renewed on April 5 shall commence at 9 a.m.; and (2) in event any portion of direct affirmative case of Seven League and Knott Broadcasting shall be exchanged on or before April 28, and on or before that date Knott Broadcasting shall identify witnesses it proposes to produce for oral testimony. Action April 7.

Action for change in stock ownership. Action April 5.

By Hearing Examiners Elisha S. Smith, Thomas A. Denave, and Sol Schleidhausen

In Southington, Conn.-Lebanon, Pa., Catsomsville, Md.-Sag Harbor, N. Y., limited licenses to add control, conversion petition by Broadcast Bureau to further extend time to file reply in proceeding and replies to May 4, Action 8.

By Hearing Examiner Elizabeth C. Smith

In proceeding on applications of K-SIX Television Corp. for renewal of license for new TV to operate on channel 13. In Laredo, Tex., and Southwestern Operating Co. for renewal of licenses of KJTV-AM-FM and KJTV-TV, channel 8. Laredo, dismissed as moot re- quest by Laredo Chamber of Commerce hearing from April 5 to June 6; and further ordered that in event any commission on proceedings now pending before it does not grant relief hereon, it shall be necessary an evidentiary hearing, another prehearing conference will be held on date to be fixed in further order. Action April 6.

BROADCAST ACTIONS

by Broadcast Bureau

Action of April 13

KJSO-FM San Jose, Calif.—Granted li- cense covering installation of new trans. and ant., and specify type trans.

WVEU New Orleans—Granted application to reduce aur. ERP to 19.1 kw. DA.

KVOR Colorado Springs, Colo.—Granted CP to install auxiliary trans. at main trans. location; request to reduce power trans.; no new license.

WNX-TM Portsmouth, Ohio—Granted mod. of CP to increase ERP to 900 w and decrease ant. height. Granted CP to increase ERP 125 kw, to reduce ant. height.

KSNM-FM Santa Fe, N. Mex.—Granted request for subsidiary communications authoriza- tion on sub-carrier frequency of 67 kc.

KTMS-FM Santa Barbara, Calif.—Granted mod. of subsidiary communications authoriza- tion to sub-carrier frequencies of 41 and 67 kc.

Granted licenses for the following FM stations: KMKO-FM Little Rock, Ark., and specify trans.: WSPB-FM Sarasota, Fla.; WAPL-FM Appleton, Wis., and specify type ant.; and WDLB-FM Marshfield, Wis.

Granted extension of competition date for the following stations: WTSR(FM) Tren- ton, N. J., to June 1; KAVR-FM Apple Valley, Calif.; WDFN-FM Denver, to Oct. 1; KQUB-FM Houston, to Oct. 24; WPOD(FM) Portland, to Sep. 30; KNZU Houston, to Oct. 24; KEND Cheyenne, Wyo., to June 17; KNYO, N. R., to July 24; WSWT Chicago, Ill., to Oct. 1; WATY North Atlantic, Ga., to Oct. 9.

H TV Broadcasting Co., Inc., Jersey City, N. J.—Granted CP’s for two new VHF TV trans. stations in N. J. to serve: Land O’ Lakes, Phelps and Eagle River by rebroadcasting programs of Wausau stations WSAU-TV and WAWO-TV (channel 9), respectively; subject to outcome of proceeding of Apr. 9, 1965. Chair- man Henry and Commissioner, Cox con- curred in grant in but voted to add nondupli- cation conditions to implementa- tion of the Rhinelander construction permit. Action April 7.

Granted radiotelephone license of sect. 73.552(a) of rules to permit identify- fication as Freeport-Rockford station. Com- missioner Hubble, license to have station will have no studio in Rockford.

City Index and TV Index Magazine.—Desig- nated for demobilized hearing applications for new VHF TV’s to operate in channel 16; made Federal Aviation Agency party to the proceeding with respect to Tele/Mac applica- tion.

Actions of April 11

WAPA San Juan, P. R.—Granted license covering use of old main trans. as alternate new main trans., at morning and evening remote control operation.

KHTQ Houston—Granted mod. of license to change name to Southern Broadcasting Co., Inc.

WGQ Pittsburgh—Granted mod. of li- censes to operate trans. by remote control, not more than one control point within 211 ft.

WDFE-TV Chattanooga—Granted CP to reduce aur. ERP to 31.1 kw, install new ant. on channel 4.

KSL-TV Salt Lake City.—Granted CP to change channel type ant., increase ant. height to 226 ft., and make other change.

WXKR-FM New York—Granted request to cancel license and renewal of license cover- ing operation of trans. Mississauga.

WODC Washington—Granted request to cancel license covering operation of trans. as auxiliary trans.

WITA-FM San Juan, P. R.—Granted mod. of CP to change type trans. and type ant., increased authorized ERP to 16 kw.

Granted licenses for following non-com- munications radio stations in: Chicag- o, Ill.; WBDC Indianapolis; and WWSR Springfield.

The following stations were granted ex- tensions of completion dates as shown:

WTVN TV Ashburn, Va., to Sept. 29; KFYT-FM Riverton, Wyo., to May 15; WNDT-FM, to Oct. 1; WTVN TV Riverside, Calif., to June 29; KJST-FM Shoshone, Idaho, to Oct. 1; WFTN TV Rockford, Ill., to May 15; WLDM(FM) Detroit, to Oct. 17; WCHQ-FM Washington Court House, Ohio, to Oct. 15; KWSN-FM, to May 15; WFTN TV Rockford, Ill., to May 15; KGBI-FM Omaha, Neb., to May 29; WCTM-FM Harrisburg, Pa., to Oct. 1; WSQL-FM Jackson, Miss., to Oct. 16; WEST- FM, to Sept. 30.

Actions of April 8

WHOM-FM New Britain, Conn.—Granted license covering change in trans.—location, increase in ant. height, decrease in ERP, in- crease of new and existing type trans.

KNOB(FM) Long Beach, Calif.—Waived sect. 72.210(a)(2) of rules and granted CP to operate, without remote control, of license to change station location and re- mote control point to Anaheim, with Long Beach identification to be continued.

WTEN Vauxhll, N. J.—Granted license to operate new trans. as auxiliary trans. to station location to Albany, and reduce aur. ERP to New York.

WOOD-TV Grand Rapids, Mich.—Granted mod. of CP to change type trans. and make other equipment changes.

KOLN-TV Lincoln, Neb.—Granted CP to change trans. location and coordinate.

KFAB Omaha—Granted mod. of licenses to operate trans. by remote control, while using non-dir. ant.

KSKI Hailey, Idaho—Granted license covering change in trans.—trans. and studio location, hours of operation and change in ground system; remote control deleted.

WVEA-FM Prestonburg, Ky.—Granted li- cense covering increase in ERP, decrease in ant. height and installation of new trans. and specify type trans.

WNOB(FM) Cleveland—Granted license covering change in type trans. and installa- tion of new trans.


Granted licenses for the following CP’s: WTWB-FM Guaynabo, P. R., and specify key. Mich, and specify type trans. and type ant.

WWMX(FM) Klamath Falls, Ore., Ga. and specify trans. type and trans. type.


Completion action of April 1.

Warranty TV, Inc.—Granted CP for new VHF TV translator station on channel 11 to rebroadcast programs of KGO-TV channel in Mississauga.
COMMUNITY ANTENNA ACTIVITY

The following are activities in community antenna television reported to Broadcasting through April 13. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.

Cortez, Calif. — The city council has rejected a bid by Robert D. Lewis of Cable Television Services of America to operate a CATV system in Cortez. The councilmen felt it was better to have just one CATV firm operating in town. Tele-Vue Systems of Marin presently has a franchise in Cortez.

Fallbrook, Calif. — Pala Mesa Cablevision Co. (Henry Winch, manager) has been granted a franchise. The system would provide nine TV channels and FM reception. The company is presently serving the Valley Oaks Trailer Ranch, the Pala Mesa Country Club and the Pala Mesa Village, all near Fallbrook.

Grover City, Calif. — Central California Communications Corp. (Art Haggens, president) has applied for a franchise. The company already holds franchises in Arroyo Grande and Pismo Beach, Calif.

Mill Valley, Calif. — Tele-Vue Systems of Marin, a franchise of Tele-Vue Systems of Fairfield and Teltelevision Inc. of Sausalito, Calif., has applied for a franchise. The company presently serves the Town & Country Cable Television of Marin area from which the city council was refused a franchise.

Holly Hill, Fla. — Teleprompter Inc., with the Dayton International Speedway Corp. as a partner, has applied for a franchise. Volusia County Cable TV Inc. (Philip Elliot) and Florida TV Cable (presently operating a system in Ormond Beach, that state) has applied for a franchise.

Riviera Beach, Fla. — Burnup and Sims Inc. (Clark T. Burnup, president) has applied for a franchise. The company would operate CATV service and pay $50 for installation. The company presently has franchises in North Palm Beach and South Bay Park, both near Riviera Beach.

Nokomis, Ill. — Friendly Broadcasting Corp., Channahon, Ill., has applied for a franchise. The city would receive 3% of gross revenue while subscribers would pay an additional $1 per month fee for installation and perpetual service charge of $5.

Rock Falls, Ill. — A franchise has been awarded to Rock River Cable-visions Inc. Subscriptions rates would be established by the city council, and installation will be free during the first year. The city will receive 3% of gross revenue plus an initial fee of $4.90.

Urbana, Mass. — Eld Etnier, that city's cable commissioner, has applied for a franchise. The first installment would not become effective until both the city receives an FCC letter which states that no federal permit or license is required for the desired channels. Installation charges will be $60 per month and an initial fee of $49.90. Both owns WSGW Saginaw.

Mount Carmel, Ohio. — Paul Craig has applied for a franchise. The application was submitted by Lane Davis of Houston and the city council of Mount Carmel, Ohio, both in Missouri.

Northern City, Nev. — Television Inc. (Subsidiary of the Lincoln Television and Telegraph Co.) has been granted a franchise. The company has a franchise in Nebraska City, Neb. (Subsidiary of the Telesis Corp. Chicago) and is also applying for a franchise in Las Vegas. The company signed memoranda of understanding and plans to provide CATV service in present Los Angeles stations and three Las Vegas stations to suit the needs of the Nevada region.

The San Francisco ETV System is also being considered. The monthly service charge would be $5 with an installation fee of $19.85.

West Haven, Conn. — Haverstraw—Pointy Cable Vision Co. and Good-Vue CATV Inc. have applied for franchises.

Enid, Okla. — Community-Cable Inc. (Subsidiary of the Reeves Broadcasting Corp. New York City) opened applications for a franchise in Enid last Saturday (April 16). The system would serve 15,000 homes in Enid, Oklahoma City, and Wichita, Kan., plus FM radio and weather service. The firm is charging $4.92 for installation and $5 for a monthly service fee of $4.92.

San Antonio, Tex. — Eastern Cable Inc. of New Jersey has applied for a franchise.

Lincoln, Wash. — King Valley Valley Inc. (Richard Evanson, representative) has applied for a franchise. The company would operate CATV service in New Mexico.

Hudson, Wis. — Universal Cablevision Inc. (James H. Jones, president) has applied for a franchise by the Hudson city council to install a CATV system in the Hudson city. The proposed system would provide new cable channels to subscribers for $5 a month and installation charges of $10. The firm would operate Universal Cablevision that it would operate for $5 a month and installation charges of $10.

Two Rivers, Wis. — Midland Community Antenna Systems Inc. has applied for a franchise. Victor Lessnase, owner of Midland Antenna Systems Inc. has applied for a franchise. The firm would operate CATV service in the Two Rivers area.

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Riviera Beach, Fla. — Burnup and Sims Inc. (Clark T. Burnup, president) has applied for a franchise. The company would operate CATV service and pay $50 for installation. The company presently has franchises in North Palm Beach and South Bay Park, both near Riviera Beach.

Nokomis, Ill. — Friendly Broadcasting Corp., Channahon, Ill., has applied for a franchise. The city would receive 3% of gross revenue while subscribers would pay an additional $1 per month fee for installation and perpetual service charge of $5.

Rock Falls, Ill. — A franchise has been awarded to Rock River Cable-visions Inc. Subscriptions rates would be established by the city council, and installation will be free during the first year. The city will receive 3% of gross revenue plus an initial fee of $4.90.

Urbana, Mass. — Eld Etnier, that city's cable commissioner, has applied for a franchise. The first installment would not become effective until both the city receives an FCC letter which states that no federal permit or license is required for the desired channels. Installation charges will be $60 per month and an initial fee of $49.90.

Mount Carmel, Ohio. — Paul Craig has applied for a franchise. The application was submitted by Lane Davis of Houston and the city council of Mount Carmel, Ohio, both in Missouri.

Northern City, Nev. — Television Inc. (Subsidiary of the Lincoln Television and Telegraph Co.) has been granted a franchise. The company has a franchise in Nebraska City, Neb. (Subsidiary of the Telesis Corp. Chicago) and is also applying for a franchise in Las Vegas. The company signed memoranda of understanding and plans to provide CATV service in present Los Angeles stations and three Las Vegas stations to suit the needs of the Nevada region.

The San Francisco ETV System is also being considered. The monthly service charge would be $5 with an installation fee of $19.85.

West Haven, Conn. — Haverstraw—Pointy Cable Vision Co. and Good-Vue CATV Inc. have applied for franchises.

Enid, Okla. — Community-Cable Inc. (Subsidiary of the Reeves Broadcasting Corp. New York City) opened applications for a franchise in Enid last Saturday (April 16). The system would serve 15,000 homes in Enid, Oklahoma City, and Wichita, Kan., plus FM radio and weather service. The firm is charging $4.92 for installation and $5 for a monthly service fee of $4.92.

San Antonio, Tex. — Eastern Cable Inc. of New Jersey has applied for a franchise.

Lincoln, Wash. — King Valley Valley Inc. (Richard Evanson, representative) has applied for a franchise. The company would operate CATV service in New Mexico.

Hudson, Wis. — Universal Cablevision Inc. (James H. Jones, president) has applied for a franchise by the Hudson city council to install a CATV system in the Hudson city. The proposed system would provide new cable channels to subscribers for $5 a month and installation charges of $10. The firm would operate Universal Cablevision that it would operate for $5 a month and installation charges of $10.

Two Rivers, Wis. — Midland Community Antenna Systems Inc. has applied for a franchise. Victor Lessnase, owner of Midland Antenna Systems Inc. has applied for a franchise. The firm would operate CATV service in the Two Rivers area.
A lively and profitable art: corn

This explains why Mr. Simon tries to

enfold whatever top talent is available
within the industry. He's very much
people-oriented and strong on doing
shows that are correct in every way as
entertainment vehicles.

—Al SIMON is a realist. As president of
Filmways TV Productions, he heads
a company of realists who have ac-
counted for three long-running TV hits
in a relatively brief span of program-
making. Like anyone else in television,
he wants to reach an audience for the
advertiser but also strives to do shows
that are in good taste, have quality and
mean to be—if nothing else—entertain-
ment. Never does Al Simon delude himself into believing that his
productions are to be anything but fun.

He tries to think in terms of the
viewer at all times. If a show's pro-
tagonist, for example, is an anti-hero,
Al Simon won't bet that it will be a
winner because he's convinced an au-
dience only is entertained by people it
likes. He's serving popularity and that,
paradoxically, is not everybody's dish of
tea—but approve or not—he puts out
an honest, respectable product.

It Doesn't Just Happen • "I think
pseudo-sophisticated critics who may
rape our show fail to understand what
we're trying to do, fail to realize the
everous talent that goes into them," Mr.
Simon points out. The reference,
specifically, is to Filmways TV's dynasty
of coroporn Americanas. The Beverly
Hillbillies: Petticoat Junction and Green
Aces.

In the last Nielsen reading all three
were among the 15 most frequently
watched TV shows in the country. Still,
to many critics they are a plague on
our national house, video Pied Pipers
of the mindless.

But Mr. Simon cites Hillbillies, the
root of this supposed evil, as proof that
there's more to a popular show than
merely a jaundiced eye.

"I think The Beverly Hillbillies is
absolutely a great show and a brilliant
comedy," he says. "Paul Henning, who
created it, is a man who writes seven
days a week. Comes in at six in the
morning and many times doesn't leave
until nine at night. He's absolutely de-
voted to the show. has a brilliant un-
derstanding of comedy and enormous
integrity.

"If you were to analyze the show," Mr.
Simon continues, "you'd find that all
the characters are true and that they
always are good people. We never get
away from the fact that the show is
designed to be funny and entertaining.
No one is attempting to make you believe it."

Three Ingredients • Al Simon. 20
years of TV-making behind him, feels
that a show's success comes to au-
diences gradually, emotional appeals
are constant. He says there are three
essentials to making a television show.

the premise, the execution—which in-
volves the writing ("and that's the chief
ingredient")—and the cast. "With these
elements," he adds, "you can overcome
the time slot, competition and most
anything else."

WeeK'S PROFlRE

Al Simon—president, Filmways TV Pro-
ductions, Hollywood, wholly owned sub-
sidiary of Filmways Inc. b. New York
City, Nov. 11, 1911; BS 1932 Columbia
U., JD 1935 NYU School of Law, pub-
licity director, WHN New York 1936-39;
free lance articles writer for national
magazines 1939-41; served in Industrial
Services Section of U. S. Army where he
worked on special projects for the un-
dersecretary of war as a technical ser-
geant, 1942-45; wrote and produced 'It's
a Living' series about people with un-
usual occupations, first for radio on Mu-
tual Broadcasting System, and then for
syndication in television, 1946-48; wrote
the 'Truth or Consequences' program for
both radio and TV, 1949-51; organized
Desilu Productions and was associate pro-
ducer of the 'I Love Lucy,' series, 1951-
52; founded Al Simon Productions to make
commercials and produce the Joan Davis
show, 1952-56; vice president in charge
of production for the George Burns-owned
company, McCadden Productions, where
he was responsible for such shows as
'Life with Father,' 'That's My Boy,' 'The
Bob Cummings Show,' 'The People's
Choice' and 'Burns and Allen,' 1952-58,
set up and became president of Filmways
TV Productions, 1959; m. Judith Ruther-
ford, Los Angeles, Feb. 20, 1942; children
—David 16; hobbies—'long hours de-
voted to television.'

—While ideas are important, an idea
is meaningless unless we have the
people to execute it," he maintains. "I
think the most important thing is to
get top people. I have a feeling with
top talent you can develop a show that
will succeed."

And succeed Filmways TV has. Its
shows have had longevity and that's the
difference between profit and loss in the
program production business. When the
curtain goes up on TV's 1966-67 sea-
son, The Beverly Hillbillies will start
its fifth year, Petticoat Junction
its fourth and Green Acres its second.
Additionally, Mr. Ed, which bowed off
the network this season, had a solid six
year run.

The 1965-66 campaign was both Mr.
Simon's most shining and trying hour.
At the start of things, he was overseeing
six network programs and that was the
peak of Filmways television activity.
But Trials of O'Brien—with excellent
execution, beautiful cast but, perhaps,
with faulty premise—trailered badly in
the rating's race and The Double Life
of Henry Phyle, rushed in as a second-
season replacement on ABC-TV, wasn't
given enough time to jell. They were
joined in television's legion of the dis-
carded by The Addams Family and Mr.
Ed.

Still a Front Runner • With four
shows shot down, Filmways has added
The Pruitts of Southampton to its three
remaining series for the coming season.
This still qualifies the company as one
of the stronger independent producers,
even for status among, what TV critics
dearly love to dub, the Hollywood
factories. But if Filmways is a factory, it's
some odd factory and Al Simon is an
even more unlikely factory supervisor.
Now in his mid-50's, he has some of the
nervous manners and much of the
same quality of gentleness as does
comedian Ed Wynw. He's a sincere,
warm, concerned person.

The Filmways' shop at the General
Services Studio, obviously run by people
who care about people, is the most re-
laxed production center in Hollywood.
As head of the operation, a wholly
owned subsidiary of the corporate entity
known as Filmways Inc., Al Simon gets
involved in everything that may come
up in the course of a program-making
day, from script writing to dubbing.

He came to television in the very
early days as a free lance magazine
writer. He helped put Desilu and George
Burns on the television map. He was the
producer of the George Burns program
and pioneered the use of filming shows
before live audiences using the three camera
technique.

Al Simon devotes nearly all of his
awake hours to television. He's a man
who's not afraid to be corny and he'll
say, with not-to-be-doubted sincerity,
that he loves the television business.
EDITORIALS

As the President ponders

IT IS hazardous to speculate on appointments by President Johnson. He likes surprises. His record on selections, measured by any standard, is excellent.

He is squeamish about the FCC because of his family ownership of broadcast properties. He has two FCC posts to fill by June 30. One is the chairmanship to be vacated by E. William Henry on April 30. The term of Rosel H. Hyde, FCC dean with 20 years of continuous service, expires June 30. Mr. Hyde is not campaigning for, but will accept, reappointment.

The communications world is in the midst of a communications explosion. Satellite communications is a technological success. Last week Comsat confirmed feasibility of a $100 million project that in three years would replace earth-bound relays in serving all radio and TV network needs now and in the future. Sensitive international negotiations are ahead on allocations and global ground rules.

Aside from the overheated CATV issue, there are other complex technical problems affecting spectrum and public policy. Pay TV, for example, already has the amber light from the FCC, and if it moves at all, ought to be part of the existing on-the-air structure.

The consensus is that Mr. Hyde will be reappointed. His record is optimum and his knowledge unsurpassed. A Republican, he also is esteemed by his Democratic colleagues.

The pressures are on appointment of Mr. Henry's successor. Every interested group, not excluding organized CATV, is importuning the administration.

Since the retirement of T. A. M. Craven three years ago the FCC has been without an engineering member. It has missed technical guidance at the top level.

Whether by promotion from within or by selection from without, we hope the President will select a qualified engineer.

No snap judgments

ONE of the hazards that any technical report must face is the reception that it may get. The danger is that it will either be written off as too complicated to understand or be given an easy interpretation that misses the point.

The All-Radio Methodology Study, it seems to us, is in danger on both counts. In the days since the preliminary report on radio audience measurement techniques was made public, it has been dismissed by some agency and station people as inconsequential and treated by others as if it anointed one rating service with instant divinity and dismissed all others.

Actually it is neither inconsequential nor definitive, so far as existing services go, and neither broadcasters nor advertisers are likely to benefit if these extreme attitudes prevail. It is hard to see, in fact, how any realistic attitude can be taken pending issuance of the final report, because that is where information on costs as well as additional technical detail will be provided.

For example: The preliminary report finds that two research techniques come closer than any others to the ARMS standards. But one of these two is not now in commercial use, and the other, if employed exactly as the ARMS researchers employed it, would in all likelihood—according to unbiased sources—cost substantially more than it does in its current commercial application.

This does not mean that some company won't adopt the technique that is not now in use, or that buyers of ratings won't pay higher prices. It simply means that there are important questions that cannot be answered yet.

Whatever changes finally evolve will probably be months or years in the making and will undoubtedly be determined in the marketplace, according to how much accuracy and detail the users of radio ratings want, think they're getting and are willing to pay for. A realistic appraisal of the ultimate impact cannot be started, much less made, until the final report is available and given careful study.

It will be ready, according to the ARMS committee, in about six weeks or so. We are inclined to feel that there would have been less confusion and that all interests would have been better served if there had been no preliminary public report, only the final one. As it stands now, the important thing to remember is that the key word in the preliminary report is "preliminary."

Minding their manners

BROADCASTERS are battling unnecessarily on more than one front in their campaign to achieve access to coverage of congressional proceedings and the courts. Good manners and good housekeeping seem to vie with the more basic consideration of whether witnesses get a fair hearing.

Recently Senator Vance Hartke (D-Ind.), as good a friend as broadcasters have ever had in the Senate, was forced to tell disputing network cameramen covering the Commerce Committee's auto safety inquiry, that congressional hearings are held, not for their convenience, but for that "of the committee, the witnesses and the public."

Senate committee attaches complaint that technicians and cameramen seem to have a genius for pushing others around, antagonizing competing newsmen and inconveniencing committee men and spectators. They say TV coverage, permitted at the discretion of chairmen in the Senate but still barred in the House, is far from unobtrusive. Such items as broken glass table tops and cigarette burns in furniture are cited.

This is unpardonable. Broadcasters have enough trouble trying to convince public officials that radio and television coverage is not distracting and does not disturb decorum.

Broadcasters seek the right to cover public proceedings at local, state and national levels on the basis of their journalistic judgment. If hearings or trials are public, broadcasters should have the right to cover them live, to tape them or to ignore them. Progress has been made, but full recognition is being impeded by untoward tactics of journeymen who should know or must be taught better.
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