Bumper crop of off-network TV series offered buyers. p25
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ABC, CBS, affiliates lambast 50-50 proposal. p36
Way cleared for merger at ABC, ITT meetings. p50

COMPLETE INDEX PAGE 7

This coming season the NFL will film in color its entire schedule. Half hour programs of each game—with all the big action intact—will be available the Wednesday following the game. For full details on availabilities, call SCREEN GEMS.
“To have great poets, there must be great audiences.”
Walt Whitman (1819-1892), American Poet

Today, we would paraphrase Whitman’s statement: “To have great television audiences, there must be great programming.” This philosophy guides the efforts of all G-L stations, to make the most of our dynamic Southwestern markets.

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

From a photograph by Matthew Brady taken at the time of the Civil War. The Bettmann Archive
Excerpt from a memorable speech —
delivered at the National Association of Broadcasters convention by E. William Henry, Chairman of the Federal Communications Commission, Chicago, March 29, 1966:

"Consider, first, the troublesome question of artistic integrity and good taste... Too often, I suggest, routed by shadows, you break and run before a shot is fired in anger. Too often you surrender to pop-gun complaints as if they were the crack of doom. Too often the record here shows not only a lack of courage, but a lack of common sense....

"Let me give you but one illustrative example. I recently watched an evening television movie called 'ROOM AT THE TOP,' a film that won many awards and received much praise.... Those of you who saw it may remember that at one point... the dialogue went something like this:

Father: And by the way, young man, I know your relationship with that other woman, and I'm telling you straight: Get rid of that (Bloop-Blip)!

Young Man: Don't ever use the word (Bloop-Blip) when you speak of her!

Father: When I have a word that fits, I believe in using it.

"And there sits the poor audience, wondering what in the name of all that's artistically honest the bloody word is! This bloop-blip technique may be fine for selling razor blades, but is scarcely appropriate in an adult film on a controversial theme.

"Needless to say, I am not advocating a policy of 'anything goes.' But the alternatives to that extreme do not stop at treating the adult American public as if it were dominated by the Ladies Auxiliary of River City... who complained bitterly that the town library had books by Chaucer, Rabelais and Balzac....

"No one would suggest that your lives will be less complicated if you stop playing it quite as safe as you have in the past. Any new departure in this contentious area will raise eyebrows and embroil you in controversy. But more courage here will make your jobs more satisfying — and American broadcasting will be the better for it."

ROOM AT THE TOP is one of several hundred quality films for quality television programming from the library of Walter Reade-Sterling, Inc.
241 East 34th Street
New York City
Channel 8 brings color to a vital, growing multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas. All local programs are colorcast live, on film, tape, or via color tape recorders to a market with 18% color penetration.* Give your product the exposure, the advantage, the appeal of color-full WGAL-TV, and watch sales bloom.

*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. • KVOA-TV Tucson, Ariz.
Last week's list

Plenty of talk but no betting odds last week on who would get presidential nod on (1) FCC chairmanship and (2) vacancy left by E. William Henry as commissioner. But names continued to fly with no intimations as to President's final decision except that he will make two appointments (plus chairmanship) soon and simultaneously.

It's expected Rosel H. Hyde, new acting chairman, will be reappointed to third successive term. And despite bandying of big names, there's notion that engineer would be selected—and President likes to promote from within. Here (alphabetically) are engineers (all Democrats) whose names have been mentioned: James E. Barr, 58, chief, FCC Safety and Special Services Bureau, former Texan, and now resident of Maryland; Eugene H. Merrill, 57, former deputy assistant secretary of Army who served seven-month interim term on FCC (Utah); Lieutenant General James D. O'Connell (Ret.) former Army Signal Corps chief, now director of telecommunications management, White House; William H. Watkins, 48, FCC deputy chief engineer, native of Texas, resident of Washington.

Brighter day

Sweeping changes in NBC-TV's daytime program schedule may be announced at NBC affiliates convention in Hawaii May 11-13. Until then details are being kept in utmost secrecy, but word is that new lineup will be introduced July 4 amid extensive promotion. Affiliates have been clamoring for beef-up in network's daytime schedule, and Hawaiian announcement, it's figured, would do as much to cheer station men as bootload of okolehao.

Nice neighborhood

ABC officials say privately they've almost made up their minds to exercise option to buy New York headquarters building they have recently occupied on Sixth Avenue within short walk of new CBS building and NBC-RCA headquarters. Purchase price stipulated in ABC lease-or-buy contract is said to be about $20 million. Before coming to firm decision, ABC top brass wants to see how space works in practice.

Catching up

United States Information Agency is about to unveil first major revamping of its overseas radio and television services in some 20 years. Formats, production techniques and program content are being radically modernized. Score of prominent U.S. broadcasters were given preview last week and were enthusiastic. They were also asked to contribute TV vignettes for distribution to foreign television stations (CLOSED CIRCUIT, April 18).

Switching the risk

Recently signed cost-plus-production deal between CBS-TV and Desi Arnaz is of type network has quietly been making with few other producers for some time—and some filmmakers think principle may spread. In cost-plus setup, CBS-TV handles budget, pays both below-line and above-line costs, royalty to show creator and all fees connected with production, plus usually, commission to producer's agent who makes original deal.

What arrangement boils down to is that network has control of every dollar that goes on screen—and gets control of all negatives in series, which can become substantial asset. Producer escapes risk of losses—which can be monumental—and is assured of stipulated profit. It's said that cost-plus system was started for number of shows produced by Richelieu Productions (Keefe Braselle's company) when Jim Aubrey was CBS-TV president.

Program economics

There's long-range possibility that TV networks themselves may have to produce more of their prime-time entertainment programs instead of relying on outside production companies. Signs are evident to some TV programmers in current scarcity of script deals between networks and production houses for 1967-68 season. In past years by this time sizable number of script agreements already had been concluded 18 months in advance.

Apparent slowdown is said to stem at least in part from producers' reluctance to enter production agreements of kind most have had in recent seasons. Network financing hasn't escalated as fast as pilot and production costs. Thus, producer can lose money even if his series turns into hit.

Third force

ABC-TV intends to come out swinging on upgrading of affiliations once approval of its merger into IT&T becomes final. Network officials already are reading riot act to non-conforming affiliates who fail to clear programs network deems essential, and there's current talk in one major eastern market of shifting affiliation from VHF outlet to commercial UHF.

Triple-barreled

Lamar Life Insurance Co. may be in for shock when FCC, pursuant to decision of U. S. Court of Appeals, designates renewal application of WLBT(TV) Jackson, Miss., for hearing. Staff has proposed, and FCC is considering, including in hearing license-renewal applications of WLBT's affiliated stations WJDX-AM-FM. All three had been given one-year renewals last year following complaints they had violated fairness doctrine in connection with civil rights issue and had ignored programing needs of Negroes (BROADCASTING, May 24). United Church of Christ appeal, which court granted, was directed only at WLBT, not affiliated radio stations.

Waiting for Loewinger

FCC has two hot potatoes to handle but it would prefer to have its full membership, particularly volatile Commissioner Lee Loewinger, participating (Commissioner Loewinger has been in Geneva for past two months on government business and is due back May 9). One case deals with that sticky Jackson, Miss., court of appeals decision wherein tribunal said FCC must accord any citizen standing in public hearings (see above). Other case, loaded with censorship implications, involves complaint against KYMN Inglewood, Calif., in regard to purported anti-semitic broadcast (page 48).

Commissioner Loewinger, former Minnesota supreme court judge and former assistant attorney general, anti-trust division, is FCC's mainstay on jurisdictional matters and usually doesn't see eye-to-eye with FCC's legal staff. He's lectured them on what he regarded as inept interpretations.
Dig into the Memphis TV market and you turn up some fascinating facts. You discover a market that's three times bigger than the metro figures. That's because when you buy Memphis TV, you buy the rich Mississippi Delta (as far south as Clarksdale), a healthy hunk of Arkansas, and all of west Tennessee. Add them together and you have a population bigger than the whole state of Colorado, including Denver. Cost per thousand households? A low $2.54\$. Compare that with Denver's $3.82\$, Albany's $3.18\$, or New Orleans' $3.58\$. If you'd like to explore this booming market with an experienced guide, call your RKO, Blait, or Katz representative.

**SOURCES:**
*ARE, November, 1965, Television Audience Estimates*
**BRDE, January, 1965, Consumer Market Estimates*
*TRB Television Market Analysis, 1965*

Buy the market, not just the metro

**WHBQ-TV/WMCT/WREC-TV**

MEMPHIS TELEVISION
WEEK IN BRIEF

Supply of first-run off-network series is more plentiful this year than last. More than 1,200 hours are going into syndication. Since most are monochrome, feeling is color helped increase size of entries. See...

OFF-NETWORK BONANZA ... 25

Two networks and their affiliates find virtually nothing good in FCC's 50-50 programing rule. CBS and CBS-TV affiliates challenge FCC jurisdiction. ABC and ABC-TV affiliates concerned about parity. See...

50-50 RULE GETS LASHING ... 36

Call for advertisers and agencies to help broadcasters in self-regulation efforts issued by McGannon. Tells 4A's Broadcast Rating Council is studying possible changes in accredited services. See...

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Cox likes three-year licenses because they keep broadcasters on their toes. But FCC is studying situation, he admits, and recommendations on longer licenses should be ready next month. See...

COX POSES QUESTIONS ... 57

Corinthian's Tower calls Fund for Republic position paper attacking media 'intemperate, undocumented, non-analytical and permeated with personal bias.' Paper charges media with 'brutalizing' nation. See...

TOWER CHALLENGES FERRY ... 45

FCC may be walking on eggs in current fairness doctrine hassle. Staff feels any decision will be termed either outright censorship or anti-Semitic. New policy on license responsibility may result. See...

FCC BACKED IN CORNER ... 48

ABC and ITT stockholders, in separate meetings, vote for merger. Still to be heard from are FCC and Department of Justice. Question is raised over Goldenson's seat on Western Union board. See...

MERGER A STEP CLOSER ... 50

Commercials are becoming more like short stories and stories require strong acting. These are two major factors in ever-increasing number of big-name actors who are doing television commercials. See...

ACTOR ALOOFNESS FADES ... 31

Associated Press board of directors takes FCC over coals on regulatory policies that have kept news media from using technological advances. Communications unit reports progress in first year. See...

AP REPORTS PROGRESS ... 40

CATV, sans cables, and increased use of satellites will give broadcasting new face within decade. Cox's predictions include growth of FM to point where it will become dominant aural medium. See...

REVISED SHAPE ... 55

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THE BUSINESS OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C. 20009. On changes, please include both old and new addresses plus address label from front cover of magazine.
WMAZ-TV'S TALL TOWER GIVES NEW R-E-A-C-H IN THE DYNAMIC MIDDLE GEORGIA MACON MARKET

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

"BOOM MARKET" OF THE SOUTH
Serving the nation's largest single-station metropolitan area, WMAZ-TV's increased coverage now gives you one of the South's fastest-growing television markets. Write now to the Station, or to Avery-Knode for facts about Georgia's leading growth area ... the dynamic Macon Market.

Signal Coverage in the Southeast...

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

WBIR-TV  WFBC-TV  WMAZ-TV
Represented Nationally by AVERY KNODEL, INC.

SOUTHEASTERN BROADCASTING CORPORATION
Greenville, South Carolina
FTC investigating networks' rate structures

DIXON SAYS AGENCY IS LOOKING FOR DISCRIMINATION

Federal Trade Commission plans "in-depth" examination of three networks' advertising rate structures to determine whether discrimination exists.

FTC Chairman Paul Rand Dixon disclosed plans in testimony before House Appropriations Subcommittee Feb. 10, made public Friday (April 29).

FTC was known to be interested in possible network discrimination in advertising rates as result of Senate Antitrust and Monopoly Subcommittee plans for hearings on subject.

But Chairman Dixon's testimony was first indication that agency would conduct its own investigation. He said agency has "collected at the staff level as much information as we can." Senate investigators, he said, "have demanded a lot" of FTC's material.

FTC would go into charges that networks give more favored treatment, in terms of prices and time slots, to large advertisers than to small ones.

Chairman Dixon said agency is in close touch with FCC on matter. But he stressed that problem was in FTC's jurisdiction, not FCC's. "This is an anti-trust question," he said.

In another matter, he said he has heard no complaints about advertising of diet foods. And Charles A. Sweeney, director, Bureau of Deceptive Practices, told congressmen, "Metrecal is advertised quite truthfully."

FCC Chairman E. William Henry, also before appropriations subcommittee, gave indication of progress made in getting all-channel TV sets into circulation.

He said that about 30% of those owning TV sets have purchased all-channel models. Law requiring manufacturers to make only receivers capable of receiving both UHF and VHF signals became effective two years ago.

Commissioner Robert E. Lee said cost of sets has remained "about the same" as it was when VHF-only receivers were on market. He also said that converters to adapt VHF-only sets to UHF capability cost $30.

"But this is not happening," he said. "People are buying the second set."

Agencies should lead clients to fact path

Drug advertisers were warned Saturday (April 30) to advertise their products with facts or risk legal prosecution.

In speech prepared for delivery at convention of American Association of Advertising Agencies (see page 28), Dr. James L. Goddard, commissioner of U. S. Food and Drug Administration, said "the range of bad practice" in pharmaceutical advertising "is quite broad."

He suggested agencies "assume a new dimension of client service" by taking it upon themselves "to impress upon their clients the need to sell drugs with facts."

Dr. Goddard was especially critical of advertising in medical journals but said he "would not draw any lines" between prescription drugs and over-the-counter preparations in enforcing laws and regulations governing medical advertising.

In 1965, he noted, nonprescription drugs and remedies spent $144 million in network television, $75 million in spot TV and $43 million in general magazines. "If scientific judgment and plain good sense can be obscured in the medical media," he said, "isn't it reasonable to assume that the same may take place in the mass media?"

Four-day convention, at Scottsdale, Ariz., ends tonight (May 2) with cocktail party given by Television Bureau of Advertising for AAAA members and guests.

FCC party writes finis to Henry era

Former FCC Chairman E. William Henry bade farewell to commission members and staff at reception held in his honor Friday (April 29).

Mr. Henry, who attended with wife and their three small children, spent last day in office Saturday, after two years, 11 months in that job and after three years, seven months on commission.

Going away gifts included his gavel and its base, desk set and chair he used as chairman.

Mr. Henry, in brief remarks, thanked colleagues and staff for their help—and won approving nods when he said he likes present structure of agency.

His predecessor, Newton N. Minow, recommended splitting agency in two, with single administrator-policy maker and administrative court. "I wouldn't put powers of agency in hands of any one man," Mr. Henry said.

He also said there is profit in debate among seven commissioners. "You have to justify your position and articulate your views, and you benefit from the views of others."

Mr. Henry, who resigned to take leading role in campaign of his friend, John J. Hooker Jr., for Democratic gubernatorial nomination in Tennessee, made light reference to mortality rate among commission chairmen: "It isn't every day a chairman resigns," he said. "It's every other week."

Commissioner Rosel H. Hyde, who is acting chairman pending appointment of new agency head by President John¬son, presided at function.

Shasta move into STI outlined in application

Details on reorganization of ownership of Subscription Television Inc., California pay-television company, have come to light with filing of application to FCC for assignment of license of KJEO(TV) Fresno, Calif.

STI will absorb properties of Shasta Telecasting—KJEO(TV) and Ice Follies —and Shasta will become 27% owner of STI in return (BROADCASTING, March 28). Total value of Shasta properties is calculated at $8,650,000, including $3.9 million for TV and $4.75 million for ice show.

Other stockholders of STI include Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelley Corp., directory publisher and direct-mail house. Each will have 8.7% of stock at completion of deal.

Shasta Telecasting is principally owned by George C. Fleherty (38%) and Carl R. McConnell (26.6%). KJEO (tv), operating on channel 47 in Fresno, is ABC-TV in all-UHF market.

California citizens had voted in November 1964 to make pay-TV illegal, but state supreme court ruled measure unconstitutional. STI is now suing state for $14 million and has pending suit against California theater owners for $117 million. Creditors claim $1,847,- 157 against STI.
Europe wants own Comsat but unsure how to do it

Plans for European commercial communications satellite are still hanging in mid air following three-day meeting of ministers in Paris. Meeting ended Friday (April 29) and only firm decision was to meet again June 9-10.

Seven nations making up European Launcher Development Organization (ELDO) are Great Britain, France, West Germany, Italy, Belgium, Netherlands and Austria.

ELDO was formed to get $420 million space program off ground with Europa I, three-stage rocket designed primarily for research. However, Britain which is paying 39% of cost, more than any other nation, is said to feel that price is too high solely for research. It favors getting rocket big enough to orbit communications satellites.

Britain is reportedly favoring development of Europa II rocket that could launch communications payloads and put Europe in competition with U. S.'s Communications Satellite Corp.

British sources say that other nations are now having doubts about Europa I plan.

FC&B billing up $10 million

Gross billing to clients of Foote, Cone & Belding, New York, rose by $10 million and agency's net income increased by $60,000 in first quarter of 1966, it was reported Friday (April 29).

Three months ended March 31:

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<tr>
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<th>1966</th>
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<tr>
<td>Net income per share</td>
<td>$8.21</td>
<td>$6.18</td>
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<tr>
<td>Net income</td>
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<td>392,000</td>
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<td>Gross billing to clients</td>
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<td>49,007,000</td>
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Paulsen, Schutte to KEWB

Appointments of Varner Paulsen as vice president and general manager of KEWB Oakland, Calif., and of Richard Schutte as sales manager of station are being announced today (May 2) by John V. B. Sullivan, president of Metropolitan Broadcasting Radio Division of Metromedia Inc. Company purchased stations from Crowell-Collier Broad-casting Corp., effective April 29.

Mr. Paulsen had been program director of WNEW New York and Mr. Schutte, manager of San Francisco office of Metro Radio sales, both Metromedia units.

Alabama primary opens election year coverage

TV's three networks are set for expanded coverage of 1966 election year, beginning with coverage of Alabama primary, Tuesday May 3.

NBC's May 3 coverage, with correspondent Sander Vanocur as anchorman, originates in color at wafa-tv, NBC affiliate in Montgomery. Flashcaster and other special reports from NBC correspondents in principal Alabama cities will present live reports interrupting regular scheduled programming. NBC News will attempt to project winning candidate after 9 p.m. (NYT).

ABC's coverage of primary will include bulletins and crawls in early evening and two, five minute reports at 11:01 and 11:06 P.M. (NYT) to stations subscribing to ABC News' syndication service.

CBS will send news correspondent Mike Wallace and crew to scene to prepare five-minute summary and analysis to be aired on network at 11 p.m. Crawls will be on throughout night via CBS News election unit.

Lynn joining Trans-Lux

In expansion of its activities in TV programming area, Trans-Lux Television Corp. announced Friday (April 29) that Jack Lynn, vice president in charge of programming of Metromedia's Metropolitan Broadcasting Television, will join Trans-Lux TV on May 23 as VP with responsibilities in production and domestic sales.

He succeeds Richard Carlton who has been advanced to executive vice president of Trans-Lux TV with additional duties with parent company, Trans-Lux Corp. Mr. Lynn has been with Metropolitan Broadcasting and predecessor organization for 10 years.

Pomp and Circumstance

NBC reported Friday (April 29) it is close to agreement with BBC and Independent Television in Britain for U. S. rights to one-hour color telecast exploring history of British monarchy illustrated through tours to six royal palaces there. NBC plans to schedule color special in December.

Program will include filming from Buckingham, St. James's, Kensington, Hampton Court and Windsor palaces in England and Holyrood in Scotland.
wspa-tv celebrates 10th anniversary with new studios and complete color telecasting facilities

IN CELEBRATION OF ITS 10TH ANNIVERSARY, WSPA-TV IS LAUNCHING AN EXPANSION PROGRAM TO PROVIDE NEW STUDIOS AND COMPLETE LIVE COLOR BROADCASTING EQUIPMENT...

WSPA was the first radio station in South Carolina and first with FM and Stereo. WSPA-TV was the first television station in South Carolina and the Greenville-Spartanburg-Asheville Market to broadcast local color film programs. WSPA is presently operating RCA color film and slide chains and RCA color video tape equipment.

With completion of the new color studios and installation of color cameras WSPA-TV becomes a FULL color station. The rich Greenville-Spartanburg-Asheville Market is now the 45th television market in the nation. Over 60 thousand homes in this prosperous market already have color sets.

Operating with full power and maximum height from Hogback Mountain and with 10 strategically located translators, WSPA-TV is serving the entire Greenville-Spartanburg-Asheville Market with the best in both color and black and white programs.

This new expansion program is in the tradition of WSPA in always being first with the most for viewers and advertisers. Truly WSPA-TV is:

THE STATION ON THE MOVE!

WSPA-TV A M - F M - T V

SPARTANBURG, SOUTH CAROLINA

Owned and Operated by The Spartan Radiocasting Co.—Walter J. Brown, Pres.

GEORGE P. HOLLINGBERY—National Representatives

Here
Disneyland,
photographed with its own sound of
"he's only make believe,
he's only make believe,
he's only..."

and Hear
KRLA,
the sound of wondering...
reaching out, swinging out
leaping out to find the place called
"real".

KRLA/Los Angeles' most-listened-to radio station.
Sold Nationally by H-R Representatives, Inc.
DATEBOOK

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

**MAY**

May 1-5—96th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton-Park hotel, Washington.

May 1-3—American Management Institute for community antenna television managers and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Hidasa Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, American Management Institute, Ameco Inc., 2049 West Osborne Road, Phoenix 85017.

May 2—New deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m. and two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was April 15.

May 2-4—Thirty-first annual convention of the Association of Canadian Advertisers. Royal York hotel, Toronto.


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


May 4—Forum on graphic design in television presented by the New York chapter of the National Association of Television Arts and Sciences. Huntington Hartford Gallery of Modern Art, New York.

May 4—Broadcasters Day luncheon of the National Association of Broadcasters sponsored by the University of Missouri. Speaker will be Roy Danish of the Television Information Office. University of Missouri, Columbia.

May 4-6—Conference on Electronic Components sponsored by Electronic Industries Association and the Institute of Electrical and Electronics Engineers. Marriott Twin Bridges Motor hotel, Washington.


May 5—Annual stockholders meeting, Scripps-Howard Broadcasting Co. First National Bank, Cincinnati.

May 5—Department of State regional fora policy orientation sponsored by Little Rock University. Participants include George W. Ball, under secretary of state. Invitations will be extended to members of the press, radio, and television from Arkansas, Oklahoma, southern Missouri, and western Tennessee. Little Rock, Ark.

May 5-7—Annual spring meeting, Pennsylvania CATV Association. Principal speaker is Representative Fred B. Rooney (D-Pa.). Also scheduled is panel on FCC rules; members will be E. Stratford Smith, John F. Cole, Jack Matthews and Mort Berfield, all Washington attorneys. Utility development will be discussed by Bruce E. Lovett, assistant general counsel of the National Communications Association. Hershey hotel, Hershey, Pa.


May 7—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 1702 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 association at 633 Battery Street, San Francisco 94111.

May 6-10—Second annual ABC International Television Inc. symposium being held in conjunction with the International Advertising Association's 18th annual congress. Mexico City.

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

May 7-10—Annual meeting of Kansas Associated Press Radio-TV Association. Kansas City, Mo.

May 8-11—1986 Catholic Communications Convention and Seminar sponsored by the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox and Roy Danish of the Television Information Office, Fairmont hotel, San Francisco.

May 8-11—Annual spring meeting of Kentucky Broadcasters Association. Speakers include Robert Hurleigh, president, Mutual; Bruce Merrill, president, Ameco Inc., Phoenix. Stouffer's Inn, Louisville.


May 10—Joint meeting, Binghamton chapter and northeastern Pennsylvania chap-

**NAB RADIO PROGRAM CLINICS**

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

May 12-13—Hotel America, Houston.

May 20-24—Payfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6—Hilton Inn, Tarrytown, N. Y.

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

Best of Show—Corn 1965 Harris County Vegetable Day

Donald Strack, Houston, Texas

**BEST EAR IN THE HOUSTON MARKET**

You'll have every ear in the Houston market when you buy

NO CORN—GOOD POP

**Buy K·NUZ**

THE PRODUCER STATION

THE KATZ AGENCY, INC.
National Representatives

In Houston Call Dave Morris JA 3-2581

BROADCASTING, May 2, 1966

13
More selling opportunities for you on the West Coast

THE ALL NEW
KRCR-TV, CHANNEL 7

REDDING, CHICO, RED BLUFF, CALIFORNIA

Your local sales office.

In the heart of America's Northern Sacramento valley, a bustling Pacific market of well over $787,090,000 EBI

KRCR-TV, CHANNEL 7

adam young inc.

New York, Chicago, Atlanta, Boston, Dallas, Detroit, Los Angeles, St. Louis, San Francisco

Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. DO IT NOW...BEFORE CLAIMS ARISE! For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th, Kansas City, Mo.

The broadcast industry's leader in excess liability protection for broadcasters.

ter, Society of Broadcast Engineers, Binghamton, N.Y.

May 10 — Annual stockholders meeting, Metromedia Inc., to elect 12 directors, vote on 186.06 qualified stock option plan, and other business, New York.

May 10 — Annual meeting of the stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business, New York.

May 11 — Annual meeting of the stockholders of Intercom Broadcasting Co., to elect directors and to transact other business, New York.


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

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

May 12 — Annual spring managers meeting of the New Jersey Broadcasters Association, Rutgers University, New Brunswick, N.J. Speakers include Miles David, president of Radio Advertising Bureau; Robert Booth of Booth & Lovett, Washington, Rutgers University, New Brunswick, N.J.

May 12 — Annual meeting of stockholders of Cowies Communications Inc., Waldorf-Astoria hotel, New York.

May 12 — Anniversary banquet of the American Jewish Committee, Speaker will be A.M. Schorsch. Mass media award will be presented to former FCC chairman Newton Minow. Shoreham hotel, Washington.

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

May 13 — Annual meeting of the Associated Press Broadcasters, Executive Motel, Richmond, Va.

May 13 — Radio commercials production workshop sponsored by the International Radio & Television Society under the chairmanship of Maurice Webster, CBS Radio Spot Sales. Panels discussions in morning and afternoon and includes luncheon, Waldorf-Astoria hotel, New York.

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

May 16 — Deadline for comments on FCC's proposed rulemaking which would incorp­orate into commission rules provisions of fairness doctrine relating to personal attack and to station operations for or against political candidates.


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

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

May 17 — Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect 13 directors and to transact other business, Waldorf-Astoria hotel, New York.

May 17 — Annual meeting of stockholders of Footle, Cone & Belding to elect 16 directors and to transact other business. Statler Hilton hotel, Los Angeles.

May 18 — Annual meeting of the stockholders of The Outlet Co. to elect directors, approve an amendment to the qualified stock option plan, and transact other business, 176 Weybosset Street, Providence, R.I.

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

May 19 — Annual convention of the American Board of Better Broadcasts with Torch. Speakers include Edward M. Stanley, NBC, New York; Henry Alter, National Educational Television, New York; and Edward Bien, ABC vice president in charge of public relations and planning, Sheraton Columbus hotel, Columbus, Ohio.

May 19-20 — Annual spring meeting of Ohio Association of Broadcasters. Speakers include Sterling C. (Red) Quinlan, Field Communications, Chicago; Lionel F. Baxter, Storer Broadcasting Co., Miami; Lee Fenderson, KLZ Denver; Maurice (Doc) Fidler, Radio Advertising Bureau; Alan Wagner, director, nighttime programs and development, CBS-TV, Voyager Motor Inn, Youngstown.


May 19-21 — Annual spring meeting of Illinois Broadcasters Association. Speakers include Vincent F. Wasilewski, president of National Association of Broadcasters, The Inn, Buck Hill Falls.

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

May 22-28th — Annual Emmy Awards, presented by the National Academy of Television Arts and Sciences, and telecast from 10 p.m. to 11:20 p.m. (EDT) over CBS-TV, Americana hotel, New York, and the Palla­dium, Hollywood.

May 23-24 — Annual conference of the National Association of Broadcast Executives. Ambassador hotel, Chicago.

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


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16 (DATEBOOK)
The largest flag in the world, 235 feet by 104 feet, is displayed every Flag Day on the facade of The J. L. Hudson Company's downtown Detroit store.

Photograph by George Kawamoto

Just as Detroiters regard this majestic flag as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for over 45 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

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However, for our protection as owners of a valued trademark, we would like to suggest this—that you use the name Deepfreeze only when you are referring to a Deepfreeze Home Freezer. When you are referring to freezers in general, we would appreciate your simply calling them home freezers. It is easy to do and will keep your stories at their present high level of accuracy. As you know, Deepfreeze is now a trademark of Amana Refrigeration, Inc.—and Deepfreeze chest-style home freezers are made with the same superb quality and traditional Amana craftsmanship which have made Amana famous as the world’s leading manufacturer of food freezers.

If you are interested in the advantages of the world’s finest food freezers—upright or chest models—we cordially invite you to visit your friendly Amana dealer. He will be happy to explain to you how an Amana or Deepfreeze Home Freezer can contribute so much to better living for you.

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Freezer-Plus-Refrigerators • Room Air Conditioners • Central System Air Conditioning • Dehumidifiers

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

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

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, code director of National Association of Broadcasters; William Carlisle, NAB vice president for station services. Jack Tar hotel, Durham.


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Editor: Please enroll us as subscribers. We feel the information contained in your magazine will be quite valuable in assisting us in buying radio and television time.—Ray McCown, advertising manager, Amarillo Coca-Cola Bottling Co., Amarillo, Tex.

A well-read lady

Editor: My thanks for allowing me to contribute to "Monday Memo" (Broadcasting, April 4). I have been extremely gratified at the number of responses I've had to that article, testimony to your publication's readership — Lydia R. Reeve, director of media, Foote, Cone & Belding, Los Angeles.

'Who needs it?'

Editor: As I stated in a letter of resignation to the National Association of Broadcasters: "When NAB has so much money that they need to build a monument in Washington, they certainly don't need KCFI's membership money. Who the hell needs it? Who will see it? And so what?—W. C. Porsow, general manager, KCEI Waterloo-Cedar Falls, Iowa.

(Mr. Porsow's letter followed the April 18 CLOSED CIRCUIT that the NAB explore the possibility of erecting a monument to broadcasting near NAB's Washington headquarters.)

Easy to remember

Editor: [Re station using phone numbers tied in with their frequencies, (Broadcasting, April 11)]. WBNK.
serving the Beacon-Newburgh area of New York, has utilized our frequency (1260 kc) with phone numbers for many years. In Newburgh its 562-1260; in Beacon 831-1260. This tie-in with our dial position has enabled a large number of people in these cities to call us first for news and with news information.—Robert Outer, WBNR Beacon-Newburgh, N. Y.

BOOK NOTES


One of the Messner career books, this volume explores the broadcasting industry, stressing considerations to those aspiring to careers in radio or television.

The authors are well qualified to convey this information. Mr. Gordon, associate professor, Department of Communications in Education at New York University, was formerly actor-director in summer theaters and, appeared as a television guest on NBC and CBS. Mr. Falk, associate professor in the Department of Television, Motion Pictures and Radio at NYU, has a background as a producer, director and writer in broadcasting and for films and publications.

The book explains just what each occupation entails—director, playwright, researcher, announcer, engineer and others. Readers are taken backstage at the station so they can understand the duties of each job.

The book is an answer to the many students and others seeking information on radio and television fundamentals.

You Can Learn to Speak, by Royal L. Garff, 274 pp. The Bond Wheelwright Co., Freeport, Me. 04032.

Radio and television executives find speaking is an imperative part of their jobs. Some find that appearing before a live audience is not always as easy as appearing before one that is unseen.

Dr. Royal Garff is an experienced speaker in the classroom and before all types of live audiences. He was chairman of the speaker’s bureau for the American Red Cross during World War II. He also worked as an instructor for Dale Carnegie in his public speaking and human relations program in New York and has appeared as a popular speaker at conventions in many cities. At present he is associate professor of speech at the University of Utah.

Earl Nightingale, whose record “The Strangest Secret” is included with the book, is heard on the radio program Our Changing World. The program is heard on some 300 stations in 46 states.
Plain Talk from Kodak about tape:

Giving your tape library a longer prime of life

How long can you keep a recorded tape? As of today, nobody knows for sure. Recording companies have tapes dating back to the late 1940s that are still in fine shape. Actually, the aging problem for tape is somewhat akin to the ones faced by moviemakers. Their problems are tougher, though...movie-makers have to worry about latent chemical reactions, greater mechanical strains, etc. And yet, we can see movies made more than a half century ago if the films have been given proper care and expert duping. Like photographic films, many audio tapes are made on acetate base. Ours is Kodak’s famous DUROL Base, the stronger, tougher tri-acetate (we also make KODAK Tapes with a tempered polyester base for extra toughness or for long-play applications). Lab tests show that DUROL Base holds up as well as photographic film. So...tape wise, there’s no reason your great grandchildren won’t be able to enjoy your present efforts. T.L.C. makes the big difference. Tender loving care is a must when saving anything worthwhile. The same goes for tapes. One obvious safeguard is to keep tapes away from strong magnetic sources like large electric motors or transformers which could demagnetize a recording. Keep it clean. Tapes hate dirt just as much as regular records do. Thanks to sturdy, one-piece construction, Kodak’s new “library décor” box helps keep dirt out...won’t fall apart over the years as conventional tape boxes sometimes do. And this new box looks better. Play it clean too, of course. Clean your recorder heads, capstans, rollers and guides regularly with a cotton swab moistened with one of the commercial cleaners sold for that purpose. Use a degausser periodically to remove any magnetization of recording heads. Keep it cool. Tapes should be kept away from extremes of temperature and humidity. High temperatures may affect the plastic support and increase the possibility of print-through...the transfer of magnetic signals from one layer of tape to the next. Keep it “backwards.” For truly valuable recordings, a good trick is to keep your tapes in the “tails out” format rather than rewinding them. The uneven winding induced in the tape by fast rewinding can cause physical warping of the tape over a period of time. Here too, you’re better off with KODAK Tapes because KODAK 5” and 7” Thread-Easy Reels are of dynamically balanced, one-piece construction. This gives you freedom from wobbles and pulsations on both “record” and “rewind”....keeps the tape under smoother tension...just what the doctor ordered for long tape life. The need for smooth winding can not be overemphasized. Last but not least, it’s a good idea to dupe your really old tape recordings onto fresh KODAK Tape in order to standardize on KODAK Tape quality. That’s an interesting subject all by itself, and we’ll try to devote a “Plain Talk” to it soon! KODAK Tapes on DUROL and polyester bases are available at electronic, camera and department stores. To get the most out of your tape system, send for free 24-page “Plain Talk” booklet which covers the major aspects of tape performance. Write Department 940, Eastman Kodak Company, Rochester, N. Y. 14650.
The next decade: an era of innovation and giant steps forward

Considering the pace of progress today, within the next several years you will find the TV-tape recorder as ordinary and as inexpensive as your present stereo phonograph. This is just one of the many new electric giant steps forward now being made in the communications area of marketing.

You will see more sensational innovations in marketing communications during the next 10 years than have been developed in the past 20 years.

You will witness new communications technology and techniques that, until today, were considered unbelievable. Electric wave direction beams, pencil-shaped walkie-talkies, dime-sized transmitters, quick-figuring computers.

Although communication in marketing is taking on a new personality, I still prefer its old-fashioned name, "advertising." But, advertising will be in a different age. The new period will be an age of advertising scientists because marketing communications during the next 10 years will require the advertising man to be an audio-visual engineer or an electronic technician who uses electronics in media selection and in his marketing mix.

Communications will have to be directly related to the changing profile of the consumer market. By 1967, our population is expected to be nearly 230 million people, including 10 million more families.

Give little thought to the added intensity that advertising will need to successfully promote products in that sort of market. Think how much harder marketing communications men will be pressed to create product excitement in a land which we saturate with advertising messages.

Proper Regard • But, I predict one wonderful consolation: The next decade will see universal recognition of the science of advertising by the public and by business. The era of the huckster will long have been buried among the ashes of ancient history.

Which new media will be part of the great electronics advertising future? FM radio and UHF television frequencies combined with miniaturized transmission and receiving units will be applied to commercials piped-in to more and more public places. Highly improved audio fidelity will make it possible to bring beautiful music and advertising messages to anyone almost anywhere.

I anticipate that the motion picture will break out of the jet airplane and land in commuter trains, buses and taxi-cabs—sponsored, of course.

I have written a letter to Mayor John Lindsay offering a solution to his problem of the 15¢ subway fare. I proposed that a closed-circuit radio network in the New York subway system would bring soothing music to weary souls in the subway and commercials that could produce more revenue than the mayor should maintain the 15¢ fare. A Transit Authority radio network would indeed bring in needed revenue.

Another medium of growing importance is the automobile phonograph. Cartridge tape-players will soon become as commonplace as car radios. Then watch for advertising premiums of cartridge tapes featuring "music to drive by" sponsored by the progressive advertisers.

And expect some revolutionary changes in your TV set. Your present square box will be replaced by a large, slim picture tube on the wall like a picture frame. The chassis will be tiny, compact, hidden in a drawer. Programming will be in color, a high fidelity, natural color. And black and white will be a thing of the past.

You will find Telstar and newer satellites bringing our world closer together. Network radio or television rate-cards will have special rate extensions for spot commercial or program coverage in South America, Europe, Africa.

Boom in Radio-TV • By the way, don't for one minute think that advertising on radio or TV will decrease. The public won't be ready to give up commercials for a long time if ever. The great talents assigned to creating successful commercials actually inspire a greater appreciation of advertising because their commercials are frequently more entertaining than the program. I anticipate considerable increase in advertising in the next ten years in quantity and in quality. And commercial TV will play the leading role because the public needs it and wants it.

No matter what anyone says about the so-called irritating TV commercials, the fact is that noncommercial broadcasting never did attract the audiences reached by commercial stations. In marketing communications, we know where the mass audience is.

Speaking of people and their likes and dislikes, for the marketing man the consumer of the future is going to be a tougher market to deal with. But, the consumer will be more realistic. Tomorrow's consumer will be sophisticated . . . quite knowledgeable about value, quality and prices.

The next 10 years in this electronic age of marketing communications will also include a general "growing up" of the communications industry with liberalization of archaic censorships and puritanic restrictions. You will hear tasteful commercials for products like Scheele Whiskey or Dewar's Scotch on radio and TV, in keeping with an intelligent, sophisticated society.

Yet, despite the advances, one thing is certain: Individual talents will become ever more important. Skills will outshine the computer; brains will always make the final judgments.

So, you be sure that a few basic characteristics of the marketing man will remain old-fashioned. I refer to his individuality, his creativity, his determination to communicate better than his competitor and the guts to do his job through to the successful end.

Ben B. Bliss, born in Yonkers, N. Y., graduated from City College of New York. After World War II service with the U. S. Counter-Intelligence Corp., he opened Ben B. Bliss Co. in 1946. He was president for nearly 20 years. Upon association with Theodore J. Grunewald, he assumed the chairmanship of B/G. The accompanying is a condensation of his talk last week to the American Marketing Assn.'s 16th annual student conference, sponsored by St. John's University (New York) chapter.
To the wild country that was the Missouri Valley in the pioneer days of the 18th century... to the dizzying kaleidoscope that is present-day Southern California... to Lincoln Country for a haunting re-creation of the early life and times of the Great Emancipator... to Philadelphia for a madcap historic tour conducted by Imogene Coca... to rural New York for a poetic look at such vacation-time pleasures and pastimes as sailing, antique buying and mountain climbing.

This Spring, armchair travelers in New York, Los Angeles, Chicago, Philadelphia and St. Louis are sharing an unusual opportunity to go places and see things. As the five CBS Owned television stations broadcast "USA—LAND OF COLOR," a series of hour-long specials, in color, produced by the stations in cooperation with President Johnson's effort to encourage travel within the United States.

"USA—LAND OF COLOR" is fresh affirmation of the CBS Owned television stations' willingness—and ability—to go all the way in creating wide-range, top-quality local programming of broad appeal. It helps explain, too, why so many viewers—and advertisers—in five major population complexes choose to go the full distance with us.

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C. P. PERSONS, Jr., General Manager
Off-network bonanza for buyers

Flood of releases—mostly in black and white—hits syndication, prompted, some film men say, by fears of obsolescence in era of coloring up

There is new life in the off-network TV series this spring as a bumper crop of prime-time network shows is being offered to local stations for the first time.

Station program buyers looking for local syndicated programs for fall find that both in number of series and quantity of individual episodes the 1966 crop of former network programs offered more prime packages than any recent season. Most of the programs ran on the network in black and white.

A Broadcasting study last week showed that in the first four months of 1966 alone, 22 off-network series have been released for local sale, as contrasted with 12 for all of 1965. Equally significant, more than 1,200 hours of programing are represented in the 1966 group to date, as against 743 hours for all of 1965 (see this page).

The high point of off-network activity was 1962 when 36 such properties were offered for a total of 1,800 hours, according to the recent report by Arthur D. Little, management consultant. The number has dwindled over the past three years. The 1962 high, it must be pointed out, resulted from the accumulation of a large inventory of programing that had been built up over a period of a decade and included some daytime off-networks that have been excluded from this report.

Popular Shows • The 1966 programs include such long-running and highly popular network presentations as Perry Mason, Dr. Kildare, Rawhide, Patty Duke Show, Mchale’s Navy to such short-termers as Branded, My Mother the Car, No Time for Sergeants and Honey West.

The off-network well for this year is far from dry, evidenced by the announcement last week that Screen Gems has released 166 episodes of The Flintstones and a confirmed report that Wolper Television Sales will syndicate 107 segments of My Favorite Martian.

It seems probable that before the end of spring The Defenders will be placed on the syndication market and other prospects include Hank and Meet Mona McClusky.

Why the rush to the off-network route? Will the widespread availability have a depressing effect on prices? How are sales progressing? A sampling of opinion by Broadcasting among some leading syndicators and program buyers pointed out these factors and developments:

• There was a feeling on the part of some buyers and some suppliers that the spread toward color TV dictated the release of these programs, which are largely in black and white, on the premise they might become obsolete by the 1967-68 season. This attitude was by no means unanimous, some programers insisting that an outstanding black-and-white series would be bought for some time, though they conceded its value would depreciate in years to come. There was a strong suspicion that by the fall of 1967, a black-and-white series would be “dead.”

• A sizable number of long-running series happened to end their network cycles this season and it was logical to offer them to syndication.

• The substantial number of network casualties after one season prompted some programers to place some of these
OFF-NETWORK BONANZA FOR BUYERS continued

run. He cited McHale’s Navy as an example and he projected that this series would attract more dollars in syndication than it would have on the network.

Manny Reiner, executive vice president of Four Star International, said the off-network marketplace this year is studded with several outstanding attractions. He indicated stations have a variegated supply from which to choose, stemming primarily from the end-of-network cycles by several long-running series. He was optimistic over prospects for Burke’s Law with 81 hour episodes and said sales were proceeding briskly. He said Honey West is expected to score well in selected markets.

Joseph Kotler, vice president of Warner Brothers Television, challenged the view of some industry officials that the large number of off-network properties was tied to the color spree. He pointed out that a well-produced, popular series in monochrome is still salable at this juncture, though he acknowledged that color is an advantage.

“I think the main point is that a large number of network programs are coming off this year,” he continued. “They have to end some time and this just happened to be the year.”

He agreed that the marketplace would be competitive this year, but expressed optimism over No Time for Sergeants and Mr. Roberts, which he felt could fill the requirements of a sizable number of local markets. Aside from the new off-network properties, Mr. Kotler was confident that former programs on the networks, such as Cheyenne and Maverick would continue to sell well because of “the interest in westerns.”

Strip Programs • Jack Lynn, vice president in charge of programming for Metropolitan Broadcasting Television, said that more in-depth series have been coming off the networks this season, swellling the total. He added that he has bought more strip programs this year than in a long time but also has purchased series with fewer episodes that were in color because of the needs of a particular local station. But he stressed that generally speaking, stations will not buy a series “just because it’s in color.”

Herb Jacobs, president of TV Stations Inc., program buyer for stations, felt that there were three main factors in the heightened activity in off-network release: The desire to sell the large number of black-and-white series this year before 1967 when color will be a much stronger consideration; the growing number of UHF stations that require new programs or shows, and the switching of some stations to adult programming in the 4-7 p.m. time slot, usually devoted to children’s shows.

Jack Fritz, vice president and general manager of the Blair Television Stations Division, who is involved in recommendations on programming for local outlets, ventured that the increase in these series are linked to the high fatality rate of network shows and echoed Mr. Jacob’s view on the opening up of the early-evening periods for adult-oriented programs. Mr. Fritz said that agencies are particularly interested in securing time for one-minute announcements in programs reaching women, and syndicated shows, particularly, off-network properties, provide this opportunity.

Dan Goodman, vice president in charge of syndication sales for Screen Gems, also cited the large number of longevity shows coming off the networks this season as the catalyst in off-network activity. He cautioned that with supply high, there will be less demand and competition will be keen in the two- and three-station markets, he said.

More Selective Buying • The off-network series is “the most important part of the syndication business with the exception of features,” according to Hardie Frieberg, president of WSB, the western division of Frieberg Corp. They can be highly profitable, once residuals and initial expenses are paid off, he indicated. With the build-up in off-network series for next fall, Mr. Frieberg felt that prices would come down for many properties. Stations are in a position to be more selective.

T. Victory, vice president, domestic sales, CBS Films, said this year merely happens to be a vintage year for off-network series. This season’s “good crop of grapes” results mainly
Off-network boom doesn't dim RKO General's high hopes

A six-month-old company, RKO General Productions, New York and Hollywood, is producing and selling profitably in competition with the off-network boom (see page 25). The company revealed last week that since November it has registered a projected profit of more than $1.5 million from sales to stations of first-run programing and live sports events and of new features co-produced for both theaters and television.

Robert J. Leder, executive vice president of RKO General Broadcasting, who is supervising the production-syndication operation, indicated that much of the profit has been generated through sales to film distributors of color features co-produced in Europe. A substantial portion, he added, has accrued from sales to stations of company-produced series such as Hollywood Backstage and Surf's Up, and its schedule of live sports events from Madison Square Garden, including track meets, indoor tennis and boxing events.

"The latest example in our sports coverage was the Dick Tiger-Emile Griffith middleweight championship fight," Mr. Leder reported. "We sold it in nine overseas countries and in 67 U.S. markets, 66 carrying it on a live basis and New York on the following night. We lined up substantial sponsorship in all markets with six regional advertisers—Schaefer, Falstaff, Stroh's Brewery, Liggett & Myers, United Vintners and Schmidt Brewing.

More Boxing • "We plan to telecast five to six outstanding boxing bouts each year because we feel the public is excited about selected fights. Through our alliance with Madison Square Garden, in addition to sports, we will be telecasting certain entertainment spectacles. In addition, we have lined up three horse-racing events from Aqueduct race track this spring and summer."

Mr. Leder believes that a station group, such as RKO General, is in an advantageous position to produce and sell programing for TV. He noted the company can draw upon the resources of its five TV stations, particularly in New York and Los Angeles, for production and can sell its offerings to the group as well as to other stations. With the shortage of suitable programing becoming acute, Mr. Leder said, RKO General Productions outlook is highly favorable.

The company's feature-film project involves the production of 12 motion pictures in Europe this year. Three already have been completed—"Spy Me to the Moon," "Code Name Jaguar" and "Our Agent Tiger"—and are sure to be delivered over the next four months, according to Mr. Leder. In addition, RKO General Productions has signed for two features to be produced in Mexico and another eight in Europe.

Entertainment Specials • The organization intends to become active in the production of entertainment specials. It has completed a one-hour color program, Meet Marcel Marceau, originally intended for syndication, but, according to Mr. Leder, "probably will go to a network because of strong interest by one prestige-type advertiser which will make a decision shortly."

Mr. Leder voiced the belief that off-networks will continue to be a staple of local-station programing, but said these series face many obstacles. Some of them, he noted, are "network rejects," and all of them are confronted with a serious residual consideration in payment to talent. The RKO stations buy off-networks on a selected basis to fill the needs of a particular market. Mr. Leder observed.

from the coincidence of several long-running shows reaching the syndication level simultaneously, he explained.

"Of course, the recent high casualty rate for network shows in the past few seasons has also been a factor," Mr. Victory said.

He cautioned that syndicators who plunge with off-networks that have lasted only a season are courting trouble, and added: "Our yardstick is three years of network exposure as a proof of audience acceptance, unless a special can be advanced such as color, unusual format or original scheduling opposite heavy competition."

William Cooper, film program manager of WPIX(TV) New York, pointed out that the large and diversified offering of off-networks gives an independent station the opportunity to be selective. He said WPIX has bought more than 10 series and rated the products in general as "rather good." He indicated that a station is in a better bargaining position when there is a large reservoir of available programing since no individual outlet in a market can purchase them all.

"One thing I will say about the 1967-68 syndication season," Mr. Cooper continued. "A black-and-white show won't be able to get on the air unless it's a block-buster."

Seidelman forms TV company

Robert Seidelman, recently resigned vice president of Screen Gems, has formed Teleworld Inc., a new feature-film and TV-production company.

Teleworld, located at 39 West 55th Street, New York 10019, will specialize in developing feature films as potential pilots for TV series. Mr. Seidelman said his new firm has also acquired television rights to a feature-film package, the titles of which will be announced shortly.

SG syndicates 'Flintstones'

Screen Gems Inc. has placed 166 half-hour, color episodes of The Flintstones into syndication and has sold the series to four stations. Dan Goodman, vice president in charge of the syndication sales division, said last week that the series has been bought for a fall start by WNEW-TV New York, KTUU (TV) Los Angeles, WTTG(TV) Washington and KMBC-TV Kansas City, Mo. The Flintstones is completing a six-year run on ABC-TV.

BROADCASTING, May 2, 1966
Advertisers and agencies were urged last week by Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., to help in the self-regulation of broadcasting.

"It is our conviction that the problem of self-regulation is one which you must share with us," Mr. McGannon said in a speech prepared for delivery Friday (April 29) at the opening-day luncheon of the 48th annual meeting of the American Association of Advertising Agencies, held at Scottsdale, Ariz.

"Both those you represent and those I represent are engaged in highly volatile and creative efforts. Upon both lies a heavy responsibility for the public interest and for the nation's economic progress. Each of us is subject to the nation's progress, and each of us is subject to the constant review and examination of government."

Referring primarily to the television and radio codes of the National Association of Broadcasters, he said the advertising agency "may at times object to our conclusions," but that they should not be "unsympathetic with our common purpose"—the public interest.

Mr. McGannon also disclosed that the Broadcast Rating Council, of which he is chairman, is "at an extremely crucial phase" of work that apparently will involve changes in the procedures of rating services accredited by the council.

Without going into detail, he said the work "concerns itself with the implementation of the results of the methodology studies past, present and future into the techniques and workings of the rating services."

He said that "this has many legal roadblocks to it, but similarly the opportunity for greater qualitative improvement in the rating services must be predicated upon such implementation."

Meetings with the Federal Trade Commission and the Justice Department have been held "within the past week," he said, in an effort "to establish understanding of our purposes, the basis of a continuing dialogue and, finally, the approval of our actions."

This project, Mr. McGannon noted, goes beyond the rating council's originally announced purpose of setting minimum standards for rating services, auditing their work and participating in methodology studies looking toward their improvement.

"If we are careful and prudent, if the rating services recognize the importance of this to their future existence and well being, and if we have the continued solid support of the AAAA and the other members of the rating council, augmented by fully participating representation from the advertisers, then important and significant long-range results are achievable."

Target is ANA • His call for full participation by advertisers was an allusion to the Association of National Advertisers, which furnishes "liaison representatives" to the council but, unlike the AAAA, the NAB and other broadcasting groups, is not represented on the council's board.

Mr. McGannon, a former chairman of the NAB TV code board, said advertisers and agencies had shown "increased willingness" to work with the Code Authority.

Last year, he noted, the New York code office worked with 112 agencies representing 195 companies on 1,139 commercials for 537 products, as compared with 60 agencies representing 108 advertisers and 127 products in 1961.

"We do not wish to set up barriers to the movement of goods and services through advertising," he said, "for this is our business. In my opinion, we have not acted capriciously in this area. Nevertheless, we have made decisions in the past, and doubtless will make others in the future, affecting advertising."

"We have taken these actions in good conscience, basing our decisions upon long and sometimes painful experience, and because we believe they are in the best interests of the public and, ergo, in the best interests of the broadcasters and, in turn, in the best interests of the advertisers and agencies, too."

"There is no place where excess or bad taste is more offensive than in broadcasting because of the very way in which the public uses these media. Its appeal is intimate and pervasive."

Because of its impact, Mr. McGannon said, "there will be no succor of criticism of broadcasting in all of its phases." But, he added, "sudden silence would connote disinterest, and none of us wants that."

Self-regulation, Please • Mr. McGannon, whose discussion of self-regulation
world's largest hardtop convertible

When the world's largest movable domed roof dramatically opens to let in the summer sky, audiences in Pittsburgh's Civic Arena gaze in awe.

You can open the lid on the Pittsburgh market with top spot avails on WIIC-TV, Pittsburgh's #1 Color Station. Get with General Sales Manager Roger Rice or your Petry-TV man.

Get your Pittsburghers on

WIIC-TV
Basic NBC Television Affiliate

Vic Skeags, WIIC-TV Program Director, chats with Philip Baskin, Chairman of the Public Auditorium Authority, outside the office of Pittsburgh's Civic Arena and Exhibit Hall.
Adams, Seaman and Hite elected to top AAAA posts

Thomas B. Adams, president of Campbell-Ewald, Detroit, was elected chairman of the American Association of Advertising Agencies last Friday (April 29) as the AAAA opened its 48th annual meeting at Scottsdale, Ariz. (see page 29).

Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayes, New York, was elected vice chairman and Morris Hite, president of Tracy-Locke Co., Dallas, was named secretary-treasurer.


John Crichton continues as AAAA president. He and the new officers, plus William Bernbach of Doyle Dane Bernbach and Barton A. Cummings of Compton Advertising, both New York, and Charles Farrran of Griswold-Eshleman Co., Cleveland, were expected to be named to serve as an operations committee to meet monthly when the full board is not in session.

Nominees for AAAA board memberships and expected to be elected later in the session were:
- Central region: Charles E. Cagett, Gardner Advertising, St. Louis, and Robert Ross, Leo Burnett Co., Chicago.
- Western region: William M. Starkey, BBDO, Los Angeles.

was titled "I'd Rather Do It Myself," warned that the alternative was government regulation.

"If self-regulation is to be genuinely effective," he said, "it must be early and vigorous—or, if this can't be the case, it must effectively fill the void before the Congress or another governmental agency does."

He said it was "inescapable" that "we as industry representatives are doing it ourselves, and doing it in a manner that meets the public interest and in a practical, feasible manner."

There will always be differences about what the code board, for example, does on "many subjects," including "limitation of commercials, content of commercials, comparison advertising, product acceptance and the vast array of subjective matters dealing with programming." But, he said, the "one invariable lesson we have learned is that you cannot temporize in matters of basic principle."

In another AAAA convention speech, prepared for delivery Saturday (April 30), a representative of one of television's biggest advertisers took issue with the arithmetic that leads agencies to complain that their profits average only 1% of billings, suggested improvements in agency management and specifically challenged the magazine concept for television advertising.

Advertiser Speaks • Milton C. Mumford, chairman and president of Lever Brothers, said agencies sometimes complicate their client-relations problems by "taking positions in public which are injurious to the interests of their clients."

He continued:

"For example, agency people often make statements to the effect that the so-called magazine concept as applied to television would be good business for all concerned.

"When such a one says that this would be good for agencies, I may wonder whether or not that is true—but that's his business.

"When he goes further and says that the networks would be better off, I hasten to agree. But this is not a cause to which I find myself dedicated.

"When he or she goes still further to say that clients would also be better off, and would prefer not to have to worry about programming, then I believe I have a right to say, 'not this client'.

"We have for many years competed vigorously in the area of television programming. In some years we have done very well and in other years not so well. We are still most anxious to compete in this area. We are prepared to recognize that if you want to win you must be willing to take the risk of losing. We are so prepared.

"We have no desire to settle for the good gray average of what everybody else can get. It seems to me that one need to look no further than at the old movies on his own television set to get a pretty good view of why.

"As a viewer, it seems to me sometimes that all I can remember is that somebody came on and said: 'The next portion of this program is brought to you by a friendly member of the human race.'"

Of estimates that agency profits average about 1% of billings, Mr. Mumford said this assumes that the approximately 85% that goes to media represents the agency's cost of sales, which by standards used in other business is "not so."

"By comparison with other businesses," he said, "your true sales revenue is really your commissions and fees. On this basis, you make not 1% but about 7% of sales. This in turn is about the average of the top quarter of the country's leading industrial companies. I might add that it is higher than my own company—or even my industry—is able to do in return on sales."

Among areas in which he thought agencies might be still better managed Mr. Mumford listed "greater forward planning," research into the "changing nature of the [advertising] business," and the emphasis that many agencies now put on "trade relations, merchandising services, promotion follow-up" and general market and consumer re-
Actor aloofness to selling fades

List of well-known names doing TV commercials continues to grow

Off-camera narration for television commercials has become a big business. There's apparently a new trend in commercial writing today that's bringing more and more well-known actors into this specialized field. Such performers as Herschel Bernardi, Jim Backus, Mel Blanc, George Macready and Alexander Scourby have already developed into big names for the advertising industry. Trade estimates have it that some $20 million was paid actors and actresses in residuals for commercial work last year.

Only recently, the Charles H. Stern Agency in Hollywood, which represents talent exclusively for TV commercials, announced that it had signed actors Barry Sullivan and Telly Savalas because of their unusual voices and deliveries. Mr. Savalas, who has been featured in such motion pictures as "Battle of the Bulge," "Genghis Kahn" and the still-to-be-released "Beau Geste," is now the voice for the Goodyear Tire Co. and also is featured on a new series of commercials for Miles One-A-Day Vitamins. Mr. Sullivan, who will star in his own TV series in the 1966-67 season, "The Road West," is now the voice for Continental Airlines and also has recorded a series of commercials for State Farm Insurance.

"The needs today in the commercial field place a heavy emphasis on ability to handle dialogue in addition to appearance," says Charles Stern, president of his own agency.

Jack Wormser, who runs another exclusive Hollywood commercial consultant agency, explains further why TV commercials now are putting emphasis on acting ability: "The better commercials," he says, "are actually 60-second vignettes complete with beginning and end. An increasing agility in pace, in quick-cut techniques and storyline progression has developed within the filmed commercial sphere. That some sponsors are now making a concerted effort to raise their filming standards may be indicated by one national advertiser who recently expended 9,000 feet of film to secure the 90 feet he was willing to accept."

In Mr. Wormser's judgment the commercial field should not be left to unknowns or announcer-types. Good and well-known actors, he feels, give the commercial a new dimension. But, he concedes, some experienced actors and actresses still don't want to have anything to do with television, especially when it comes to acting as commercial spokes-people. Yet most seem to come around to taking the work in time.

"The money involved is tremendous," points out Mr. Wormser, "that's the telling thing."

Sponsor Attitudes

He adds that the acting talent is the most important element in the making of a TV commercial. "It may seem like a lot of to-do over nothing—and sometimes it is—but sponsors have big investments in shows. They've got to sell their product. To them, it's like shooting 'Gone With the Wind.' It's a creative and meticulous project that takes a hell of a lot of time."

Following is a list of performers who have been placed on TV and radio commercials in recent weeks:

- Singer-dancer Bobby Van is filming six Ralph Purina commercials in which he performs as the Square Crow character for Foote, Cone & Belding out of Chicago and Cascade Pictures in Hollywood.
- Actor Steve Wayne has filmed on-camera commercials for Reynolds Wrap through Clinton E. Frank Inc. in Chicago and MPO Videotronics Inc. in Hollywood. He is also doing Aware Food commercials through The Petersen Co. of Los Angeles.
- Cliff Norton recorded off-camera voices for Hanna-Barbera Productions.
- Mitzi McCall, of the comedy team of Charlie Brill and Mitzi McCall, filmed a commercial for Reynolds Wrap at MPO through the Clinton E. Frank agency.

In addition, Mr. Backus continues as the voice of the "little old winemaker" for the Italian Swiss Colony division of United Vintners Inc.; Mr. Bernardi is cutting more spots as the voice of the "Jolly Green Giant" for the Green Giant Co. and as "Charlie Tuna" for Starkist Foods; Susan Brown still is cavorting as "Wanda the Witch" for Procter & Gamble's Hidden Magic hair spray brand and George Gobel is spokesman for Campbell Soup's line of Bounty beef stew products.

More supermarket TV

The big food retailers are using a little more TV now but a little less radio. The annual report of the Supermarket Institute of Chicago last week, based on a survey of 20,000 member stores doing an annual sales volume of $25 billion, showed that 28% used TV last year and 59% used radio. Three years ago 26% used TV and 66% radio. Virtually all (96%) are newspaper users.

BROADCASTING, May 2, 1966
Art directors honor five TV commercials

DOYLE DANE BERNBACH TOPS LIST WITH TWO WINNERS

Two Doyle Dane Bernbach TV commercials won two medal awards, and Jack Tinker & Partners, deGarmo Agency and Young & Rubicam were credited with one apiece last week at the Art Directors Club's 45th annual exhibit of advertising and editorial design and art in New York.

After judging some 1,000 TV entries, judges elected five medal winners and 19 distinctive merit winners. They cited two trends: a merging of art direction and copy, and an increasing importance of thinking in terms of an advertising campaign. Overall, they said commercials are improving.

In a live-action (one-minute or more) TV category, George D'Amato, art director and producer at Jack Tinker & Partners was honored for his work on a Miles Laboratories/Alka Seltzer commercial. The commercial was produced by Harold Becker Productions and Lois Korey was the writer. Another award winner in this category was Clairol with art direction by Richard Loew of Doyle Dane Bernbach, production by Jerry Robbins, and writing by Carol Sherman. Studio production was by Tele-Video.

A 10-second or over live-action TV category award went to the deGarmo Agency and art director Howard Russo, writer Jim Symon, producer Bill McCaffery and production company, Elektra Films Production, for client Galloghers.

A color entry in the one-minute or over category chosen for a medal award: a Young & Rubicam commercial for the Peace Corps, produced by Audio Productions, directed by Matthew H. Basile and written by Ilion Specht with Tim Newman, the producer.

A second medal award went to Doyle Dane Bernbach for a color animated commercial for Volkswagen. Cited were Leonard Sirowitz, art director, Robert Levenson, writer, and Don Trevor, producer. The commercial was produced by Pelican Studios.

Mr. Budd spoke to some 200 agency executives, broadcasters and business leaders at an advertising conference sponsored by KYW-TV Philadelphia and Television Advertising Representatives in St. Davids, Pa.

He said that "television is far from perfect, but it is a darned sight better than its critics would lead the public to believe. I feel that the users of television generally have been too mute to speak in its behalf." These users, he added, should use all the influence they have to "fight the me too-isms in programming, just as we fight it in products."

The advertising executive felt, however, that within the next 15 years there will be less rather than more program control by advertisers.

Mr. Budd said he is concerned by the lack of audited audience in broadcasting similar to the audited circulation of print media. This is not a reflection on the honesty or integrity of the media, he noted, but advertisers feel that "such an audit by an outside experienced party is merely a good and well-accepted business practice throughout the industry. Why the advertisers and agencies did not force this to come about when commercial radio began in the 1920's I will never understand."

At a luncheon preceding the afternoon conference, Bob Hoffman, TVAR vice president for marketing, introduced the rep firm's Zig Zag presentation, a study of network marketing (Broadcasting, April 18).

NAB may offer own cigarette guidelines

After a two-year delay the National Association of Broadcasters Code Authority is reportedly considering issuing guidelines on cigarette advertising. The code had such guidelines ready for release in the spring of 1964, but withheld them when nine tobacco companies announced formation of their own Cigarette Advertising Code with former Governor Robert Meyner as administrator (Broadcasting, May 4, 1964 et seq).

It was learned last week that the NAB had written to the cigarette makers and asked for copies of current and proposed radio and television commercials. The authority had no comment on the report but it was understood that evaluation of the commercials would be considered in the light of the recent Federal Trade Commission ruling which allows advertising of tar and nicotine content and in the subsequent withdrawal from the tobacco code of P Lorillard Co. (Broadcasting, April 4, March 28).

The NAB wants to see what the cigarette manufacturers are saying, how it compares with what the code thinks should be done and how the dusty guidelines would hold up for present advertising.
**TVB records rise in summer spending**

The pattern on the part of some television advertisers to retreat from the medium during the summer months is waning as indicated in the $52 million rise in 1965 summer TV advertising over 1964. These figures were listed in a report to be released by the Television Bureau of Advertising today (May 2).

Combined spot and network investments rose 12.2%, growing from $433,393,000 in the June-August period of 1964 to $486,188,000 last summer.

The increased sponsor participation reflects the upswing in summer viewing time, now at about 4 1/2 hours daily per TV home, according to TVB President Norman (Pete) Cash. The number of homes watching TV during the average nighttime minute increased by more than one million last year to 22,986,000. This is about 4 million more homes than in 1960.

Mustard leads the list of products using summer spot TV with 86.7% of its spot TV budget during the hot months, the time when condiments are used the most. Other advertisers were influenced by the desire to have prospects to themselves, as well as consideration of seasonal usage.

TVB lists of summer spot TV and network TV advertisers in 1965 follow:

**Summer spot TV advertisers: 1965**

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>% of annual spot TV budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee, chocolate drinks</td>
<td>27.0</td>
</tr>
<tr>
<td>Pet products</td>
<td>26.9</td>
</tr>
<tr>
<td>Oil additives</td>
<td>26.2</td>
</tr>
<tr>
<td>Political, religion, unions</td>
<td>25.5</td>
</tr>
<tr>
<td>Plumbing supplies, fixtures</td>
<td>25.2</td>
</tr>
<tr>
<td>Packaged soaps, detergents</td>
<td>25.2</td>
</tr>
<tr>
<td>Hotels, resorts, restaurants</td>
<td>25.1</td>
</tr>
<tr>
<td>Source: N. C. Rorabaugh (gross time only)</td>
<td>silence</td>
</tr>
</tbody>
</table>

**Summer network TV advertisers: 1965**

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>% of annual network TV budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room air conditioners</td>
<td>60.5</td>
</tr>
<tr>
<td>Refrigerators, freezers</td>
<td>45.8</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>44.1</td>
</tr>
<tr>
<td>Underwear, sleepers</td>
<td>42.8</td>
</tr>
</tbody>
</table>

**Communication, public utilities**

- Motion pictures: 40.6
- Sportswear: 39.6
- Lubricants: 31.5
- Insecticides, disinfectants, deodorizers: 31.3
- Paints, varnishes: 30.2
- Optical goods, precision instruments: 29.4
- Foundation, bras: 28.4
- Cereals: 27.3
- Diplortries, deodorants: 26.7
- Magazines, newspapers, other media: 26.3
- Meat, poultry, fish: 25.8

Source: LNA/BAR (net time and program costs).

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**YOU MAY NEVER SEE THE OLDEST BRIDGE**

**BUT... WKZO Radio Spans 155% More Drug Store Outlets in Greater Western Michigan**

For unabridged coverage of people who sell—and buy—drug products, WKZO Radio is the most potent medicine you can prescribe for the money.

The formula is simple and far from secret. There are 608 drug stores in our primary service area—but only 238 in that of Station B, and only 89 in Station C’s. Our two nearest competitors combined cover less than 55% as many drug stores as WKZO Radio!

Want to bridge the gap between your potential and actual in Greater Western Michigan? Then see your Avery-Knodel medicine man about WKZO Radio!

*Built in 850 B. C. in Smyrna, Turkey.*

WKZO

**CBS Radio for Kalamazoo and Greater Western Michigan**

Avery-Knodel, Inc., Exclusive National Representative

---

**TVB's primary service area covers over 2 1/2 times as many drug stores as the next-largest station.**

**WKZO's radio network**

- WKZO Radio dominates Greater Western Michigan with 850 B.C.
BBDO section for pharmaceutical ads

BBDO, New York, has established a special pharmaceutical division to focus on the problems of the pharmaceutical advertiser. Staffed by five specialists, each with manufacturer as well as agency backgrounds, the new division is designed in light of the drug industry's low rate of new-product introductions. Sales therefore must be increased through creativity in copy, marketing and media planning, Tom Dillon, BBDO president, noted.

John F. Hogan, formerly senior vice president and board member of Erwin Wasey, New York, heads the division as a vice president. Mr. Hogan was also advertising manager of Pfizer Laboratories and a company representative for The Upjohn Co.

He is assisted by Michael G. Mulinos, MD, PhD, formerly professor of pharmacology at Columbia University's College of Physicians and Surgeons. Dr. Mulinos is now fulltime medical director of the BBDO unit.

Also assisting are Robert Spencer, vice president and account supervisor, Thomas Watson, marketing/media planning manager, and John Wirtz, creative supervisor. All five men joined the agency within the last month or so.

The division, established April 18 without any definite customers, will operate on a fee basis.

Radio-TV can solve specialized ad problems

Advertisers seeking to reach a specialized market within a much bigger market should not be afraid to ask radio or television to answer their needs. This was the advice given by John Paley, western sales manager for the ABC Radio network, last week. Speaking as one of the panelists in a media seminar held at the monthly dinner meeting of the Western States Advertising Agencies Association in Los Angeles, he said (indicating the entire broadcasting media): "Advertisers sometimes are afraid to look at us. They feel we're too broad for their needs. But the important thing for them to realize, the common denominator, is efficiency. They must think in terms of the economics."

And when the thinking gets down to economics, Mr. Paley indicated, broadcasting shows up ahead of its competitors. He pointed out that spot radio or TV can be used to reach any kind of segment of any kind of market and that network radio and TV offer several different kinds of market breakouts including geographic and demographic. These markets within markets are available, he stressed, probably at better cost-per-thousand rates than are possible to achieve in other media.


Webster warns against 11th-hour spot buying

The late shopper may not always get the choice items on the shelves. Though consumers may know this, advertisers and agencies may not be so aware when it comes to buying—radio. Maurie Webster, vice president and general manager of CBS Radio Spot Sales, last week sent a letter to more than 1,000 agency executives deploring what he said was a growing problem of last-minute spot radio buys. He warned that desired schedules cannot always be had when buys are on short notice—"and sometimes inferior stations have to be bought because of it." He said the situation has come about in great measure because of clients delaying their decisions and because "the best stations" are frequently out of choice spot availabilities.

Said Mr. Webster: "Give us time, and we'll work out schedules that will produce results you know good radio can deliver." He said also that radio was not a "last-minute medium" and that stations the agencies really want, "observe tight commercial limits so there isn't always 'room for one more'."

Business briefly...

General Electric Co. (housewares division), Bridgeport, Conn., through Clyde Maxon Inc., New York, will sponsor "The Ballad of Smokey the Bear," animated color-film musical as a presentation on the GE Fantasy Hour on NBC-TV during the fall. Time and date have not yet been set, though it will be scheduled on a Sunday. James Cagney will be the off-camera narrator.

Pepsi-Cola Co., through Ogilvy & Mather, both New York, will support its Mountain Dew soft drink with a three-network TV campaign of color commercials broadcast on an average of two a night between June 10 and July 5. Coinciding with the peak selling season of Mountain Dew, the exclusively prime-time campaign features such shows as Batman (ABC-TV), The Virginian (NBC-TV) and The Munsters (CBS-TV).

P. Lorillard, through Grey Advertising, both New York, on behalf of Kent cigarettes has made an eight-week buy in The World Tonight, Walter Cronkite Reporting and The Reasoner Report, all of CBS Radio, effective May 23.

Western Air Lines Inc., through BBDO, both Los Angeles, has placed 30-second and 60-second radio spots on 65 stations in 11 major markets in the West, with approximately 50 spots a week in each market. Spots are scheduled during sports and financial news broadcasts during peak traffic hours on schedules of up to 26 weeks. The airline also is placing substantial billings in western regional editions of 10 magazines.

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, will be a sponsor in NBC-TV's Tarzan series, colorcast Fridays, 7:30-8:30 p.m. NYT, starting Sept. 16.

Four advertiser buys on NBC Radio last week were Glenbrook Laboratories Division of Sterling Drug Inc., for its ironized yeast, through Thompson-Koch Co., both New York, on Emphasis; Luden's, Peabody, Pa., through The Philadelphia Agency, Philadelphia, and Jaymar-Ruby Inc., Michigan City, Ind., through Harold Breitner & Co., New York, in Monitor, and Frigidaire Division of General Motors Corp., Detroit, through Dancer-Fitzgerald-Sample, New York, in News on the Hour.


Motorola Inc., Chicago, through Leo Burnett Co. there, is using a blitz campaign on network radio May 9-18 to sell its line of portable radios. Some 1,365 stations of all four networks will
COMMERCIAL PREVIEW: The many worlds of L.A.

In a striking illustration of Hollywood's versatility as a production center, EUE/Screen Gems West Coast recently completed four one-minute spots, each one filmed in a different off-beat location. The Big Bear ski resort, Glenmore Ranch—both near Los Angeles—Columbia Pictures' ranch facilities and the still-under-construction Century City complex all were used as settings for the commercials.

The thematic thrust of the spots, produced for Knickerbocker Beer by The Gumbinner-North Co., New York, was to show the universal popularity of the product—it being sampled and enjoyed in many situations under all kinds of conditions.

Cameraman Burnett Guffey, who won an Academy award in 1953 for his work on "From Here To Eternity," was signed to film the Knickerbocker spots. The tank at the Columbia Ranch, where the water is four feet deep, was used to show fishermen drinking the product while at sea. Cowboys on the Glenmore Ranch were shown enjoying the beer chuckwagon style.

Construction workers at Century City in West Los Angeles, with the skeleton of a building looming in the background, were depicted with Knickerbocker on a lunch break. In marked contrast to the sun and casual dress of the other spots, the fourth commercial was filmed in the snow-covered mountain countryside of Big Bear.

Merl Bloom of Gumbinner-North produced the spots with Ed Beatty of EUE/Screen Gems directing. The on-the-air phase of the campaign started this month.

In a matter of minutes: from construction site to 'sea' to wide open spaces

Air about 120 spots during the period. "Heavy concentration in a short time is the proper way to use this medium," Robert G. Farris of Motorola said.

Agency appointments . . .

* Renault Inc. has announced that Gilbert Advertising Agency Inc., New York, will handle its estimated $2 million billing. About 45% of this amount will be used for local radio and television spots.
* Barker Bros., major southern California home furnishings store chain, names Marvin H. Frank & Co., Chicago, as agency. Heavy radio campaign is planned.
* Boyle-Midway (division of American Home Products Corp.) New York, assigns Daniel & Charles Inc., New York, for new product advertising in both spot TV and network TV.

Also in advertising . . .

Newly aligned * Filmfair, Hollywood-based commercial film production company, and Cal Bernstein, whose still photographs have appeared in many national publications, have joined forces in an exclusive deal involving the commercial and business film fields. The agreement marks the first time that Mr. Bernstein will be working in the motion picture rather than in the still medium. In his new alliance, he will act as cameraman, director and visual consultant on commercials and other films for which Filmfair will provide the production personnel and facilities.

Radio spots * Chuck Blore Creative Services, Hollywood, has created and produced a series of radio spots for Young & Rubicam Inc.'s San Francisco office. The commercials cover all of the products of The Borden Co.'s western marketing division. Robert Panzer is Y&Rs account executive for Borden and Lou Heckman was the agency's creative supervisor in the production of the radio spots.

*Peanuts* at work * Interstate Bakeries Corp., Kansas City, Mo., has adopted the "Peanuts" comic strip characters through an agreement with United Features Syndicate and Charles W. Schulz, creator of "Peanuts." Snoopy and his
cohorts in sophisticated humor will appear as bread and cake salesmen in the advertising media. Dancer-Fitzgerald-Sample is Interstate agency.

**Hollywood commercials** • Wakeford-Orloff Inc. was formed in Hollywood last week to produce TV commercials, TV film documentaries and feature films. Principals in the new production company are Kent Wakeford and John Orloff, both with considerable experience in the commercial-making field. Mr. Wakeford most recently did the photography work on the 60-second Goodyear tire commercial entitled “Woman Stranded.”

**Petry study outlines**

**spot-TV’s 5-year growth**

Investments in spot television by food and grocery-products advertisers have increased by 85% in the last five years, according to a study prepared by the television division of Edward Petry & Co. and released last week to advertising agencies. Between 1960 and 1965, grocery-advertiser expenditures in spot TV rose by $243.8 million, Petry reported.

The largest spot-TV percentage gain was registered in the soft-drink-confection field with more than a 300% rise. Other substantial boosts over the five-year period were made by food, up 60% and household products and pet foods, up more than 100%.

**Texas brewer buys 20 markets for TV show**

Lone Star Brewing Co., San Antonio, Tex., through Glenn advertising, Dallas, has purchased Four Star International’s *Something Special* series for placement in 20 markets. The color-TV shows have been bought by Lone Star Brewing for the following markets: Waco, Bryan, Austin, San Antonio, Harlingen, Weslaco, Houston, Tyler, Beaumont-Port Arthur, Wichita Falls, Sherman-Denison, Lubbock, San Angelo, Corpus Christi, Monahans and Big Springs, all Texas; Shreveport and Lake Charles, both Louisiana, and Little Rock and Fort Smith, both Arkansas.

Ken Joseph, Four Star International’s vice president, domestic sales, noted that Lone Star Brewing plans to sponsor the show in “a number of other markets” where sales have been made to stations. The Lone Star buy brings the total number of markets for *Something Special* to 73.

**Dixie Crystals sugar push set for ‘Rangers’**

Savannah Sugar Co., Savannah, Ga., has bought 104 half-hour color episodes of *The Forest Rangers* TV series for showing on stations in North Carolina, South Carolina and Virginia. The directly placed purchase was announced last week by Jacques Liebenguth, vice president, sales, NBC Films.

The syndicated series, which was produced in Canada and is first run in the U.S., will be used by Savannah to promote its Dixie Crystals sugar. The stations and number of markets to be used in the tri-state area are still to be selected, with Savannah seeking to clear color-equipped outlets by next fall when *The Forest Rangers* programing is scheduled to start.

In addition to the Savannah purchase, Mr. Liebenguth said, NBC Films has signed 45 stations for the series.

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**PROGRAMING**

**50-50 rule gets a lashing**

ABC, CBS and their affiliate groups
find nothing good about the FCC proposal
to limit network ownership of programing

ABC, CBS and their respective television affiliate groups last week fired what they hoped were their Sunday punches at the FCC’s proposed rule to limit network ownership and control of their programing.

The comments sounded a warning that the rule could result in a serious shortage of network programing—at least of the quality now being offered.

They also attacked the factual premises and conclusions of the proposal, and predicted that, if adopted, it would only make more difficult the achievement of the goal the commission has in mind—greater diversity of sources of programing.

They expressed the view that, ultimately, the solution to the problem lies in the working of natural forces already in motion.

CBS and CBS Television affiliates, in addition to opposing the proposal on its merits contended that the commission lacks the authority to adopt the rule. Storer Broadcasting Co. also filed comments asserting the proposal is beyond the commission’s jurisdiction.

No Authority • They said the proposal would constitute direct regulation of the networks, which they said is outside the commission’s authority. The commission proposes to regulate the networks through its authority over them as “network television licensees.” But CBS said the proposed rule would apply commission regulations directly to networks “in their capacities as producers, buyers and suppliers of programs.” CBS-TV affiliates also said that if the commission can regulate these activities on the premise they have some consequential effect on chain broadcasting, “there is no limit to the scope of the commission’s authority.”

NBC lawyers were still working on that network’s comments late last week, in preparation for filing them with the commission today (May 2), the deadline for comments.

Thus far, opponents of the proposal have had the field mostly to themselves. Besides the networks and broadcast group owners, the American Association of Advertising Agencies and the Association of National Advertisers expressed opposition to it (Broadcasting, April 18).

The major effort the networks are making reflects their concern over the proposal, which would: prohibit them from owning or controlling more than 50% of their prime-time nonnews programing, bar them from acquiring any financial or proprietary rights (including those in syndication and merchandising) in independently produced programs, exclude them from domestic syndication and permit them to syndicate abroad only those shows they produce themselves.

The commission, noting that networks control some 93% of prime-time programing, expressed concern over what it viewed as network domination over what the viewing public sees. Its proposed solution is to open up a portion
Rolls-Royce gets its hub cap wet in TV

The power of television advertising has finally attracted one of its staunchest holdouts—the Rolls-Royce automobile.

On May 6, 7:30-8:30 p.m. EDT, WBAL-TV Baltimore, an NBC affiliate, will present Peggy Lee in Something Special, a syndicated monthly program co-sponsored by Rolls-Royce dealer Harry Gladding of Gladding Rolls-Royce, Glen Burnie, Md. During the telecast WBAL-TV will showcase the 1966 Rolls-Royce Silver Shadow in three specially prepared color commercials, marking the first time that Rolls-Royce has been advertised on U. S. television.

The one-minute spots were written by Arthur Parker of WBAL-TV and videotaped through the station's color facilities under the direction of Leonard Levin, producer-director. Mr. Gladding, president of Gladding Rolls-Royce, signed the Rolls-Royce account with Joseph Aiello, WBAL-TV account executive.

of the schedule to advertiser-supplied programs.

What Advertisers? • But the networks and their affiliate groups last week said there was no basis for assuming the advertisers could be found to provide the programming.

Because of the soaring costs of production, CBS said, "only a small number of advertisers" have sufficiently large budgets to supply programming, "assuming their willingness to do so." CBS said all current single and alternate sponsors on all three networks would fill only 13½ of the 33 hours that would be available.

The network also thought it unlikely that multisponsorship could operate satisfactorily for the nonnetwork half of the schedule. And all of those commenting expressed doubt that any third party—a large advertiser, for instance—could be found to play a broker's role in purchasing time and facilities and reselling participating minutes to advertisers.

ABC and ABC-TV affiliates expressed particular concern over the impact of the 50-50 rule. They said the position of "near parity" the network had achieved with CBS and NBC would be jeopardized if the network were forced to rely on advertisers for a substantial portion of its programming. Advertisers, they noted, take their most desirable

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

BROADCASTING, May 2, 1966
Valenti exits White House for MPAA post

When Jack J. Valenti, special assistant to President Johnson, resigned last week to become president of the Motion Picture Association of America, he assumed command of an organization whose members together in 1965 grossed about $1 billion in revenues—of which about one-third came from television.

Mr. Valenti, one of the few men acknowledged by all to be closest to the President, personally and as an aide, was elected unanimously to the $100,000 plus job. As presidential assistant he was receiving $30,000 annually. He is expected to assume his MPAA office in Washington about June 1.

According to MPAA sources, television, both domestically and world-wide, U.S. theaters and theaters outside the U.S. equally contributed to the 1965 revenues of the eight companies that make up the MPAA membership.

Although no precise figures are available on the amount of film product turned out for TV compared with that for theater release, production for television was said to be "several times larger" than that produced for theaters.


As a subsidiary to the main organization, a group exists in New York under the name of the Motion Picture Export Association of America which has the same membership as the parent organization.

MPAA, however, has a television committee, which comprises the parent members plus Four Star International, Hollywood Television Service, MCA-TV Ltd., Seven Arts Associates Corp. and Trans-Lux Television Corp.

A Hollywood unit of MPAA, the Association of Motion Picture and Television Producers Inc., is concerned basically with labor relations on the West Coast.

Vacant Since '63 = The 44-year-old MPAA president succeeds to the post that has been vacant since Eric Johnston died in 1963. The MPAA was founded in 1922 following the Hollywood scandals of that era involving many of the film stars, as well as threats of film censorship. Will H. Hays, President Harding's postmaster general, was chosen as first president. Mr. Johnston became president in 1945; he had been president of the Chamber of Commerce of the United States.

Nizer Named = Among those mentioned as candidates for the MPAA leadership during the last few months was Louis Nizer, New York attorney. Mr. Nizer last week was elected general counsel of the association. Mr. Nizer's firm, Phillips, Nizer, Benjamin, Krin and Ballon, represents United Artists in its lawsuit against Fortnightly Corp., owner of a community antenna television system in Clarksburg, W. Va. UA is suing for infringement of copyright (Broadcasting, Feb. 21).

Others who were mentioned prominently for the MPAA post over the last six months: Anna Rosenberg, labor consultant; Ted Sorenson, President Kennedy's counsel and close aide.

Mr. Valenti was born in Houston and received a BS degree in business administration in 1946 from the University of Houston, and a master's degree in that field in 1948 from Harvard University. From 1952 to 1963 Mr. Valenti was a partner in the advertising agency of Weekley & Valenti, Houston. He severed all active ties with the agency immediately after joining President Johnson after the Dallas assassination of President Kennedy and has put his agency stock in trust.

During World War II, Mr. Valenti was with the 12th Air Force in Italy. He flew 51 combat missions.

Aside from his other duties at the White House—and they ranged from close companionship to editorial and writing chores for presidential speeches—Mr. Valenti has acted as unofficial TV producer for the President. He has on a number of occasions called for changes in lighting and camera angles in order to have the President presented in the best light. It's apparent that the President will appoint no one man to succeed Mr. Valenti. It is assumed that his duties will be split up among other aides of the President. It's also speculated that some of Mr. Valenti's duties may devolve on Robert E. Kintner, former NBC.

programing to the strongest networks.

Balance and Diversity = CBS, furthermore, said the present system is more likely to provide better programing than one in which advertisers played a major role. Networks, CBS said, must consider program balance, diversity, service to all major viewing groups, and documentaries, while the advertisers are concerned only with the success of their individual programs.

For the most part, those commenting said that trends now evident in the industry toward a fourth network and additional stations, plus the vast technological and economic changes in the industry, are more likely to provide for diversification than a mechanical rule.

CBS said the industry is so dynamic that, by the time any regulation now proposed becomes effective, "it is probable that, to the extent they ever existed, the conditions the regulation was intended to alter" will no longer exist.

The network said most of the record in the proceeding deals with conditions existing in broadcasting four to seven years ago.

ABC, however, while "unalterably opposed" to the 50-50 proposal, said the commission might consider some other proposal. But ABC said any regulatory scheme should, only as an "interim" measure, be designed to promote diversity of programing until "the anticipated birth and growth of new stations is realized."

Throughout their comments, the networks and the affiliate groups made liberal use of material developed by the Arthur D. Little Co. and submitted in a report two months ago (Broadcasting, March 7). The research organization was retained by the three networks to make an analysis of network program and procurement practices.

No Crowding = The report was cited in denials that the networks, as the commission notice suggested, had "crowded out" advertiser-supplied programs from their schedules. The Little report found the reduction in such programs a result largely stemming from advertiser choice.

They also rejected the suggestion that producers lack competitive opportunities or that networks "dominate" the syndication markets. CBS-TV affiliates noted that independents participated in the production of 90.5% of prime-time entertainment programs in 1964 compared to 78.8% in 1957. And CBS said that the networks' share of the syndication market is declining.

CBS-TV affiliates also said the rule,
ABC-TV gets rights to Clay-Cooper bout

ABC-TV last week cornered Cassius Clay and his fight promoter, Main Bout Inc., for exclusive U. S. TV rights to the heavyweight championship fight scheduled with Henry Cooper on Saturday, May 21 in London. The telecast will be carried live over the Early Bird Satellite on ABC-TV's Wide World of Sports (5-6:30 p.m. EDT).

Agreement for exposure of the Clay-Cooper fight was announced last week by Roone Arledge, ABC vice president and executive producer of sports, and Mike Malitz, executive vice president of Main Bout.

It was estimated that ABC paid between $75,000 and $100,000 for TV rights.

On March 29, Cassius Clay defeated George Chuvalo in Toronto, but was no match for poor attendance at the closed-circuit theater telecasts of the fight. Apparent proof that this did not represent a general decline in the sport's popularity was demonstrated on April 25 when the middleweight fight between Dick Tiger and Emile Griffith (BROADCASTING, April 4) scored high ratings on 67 TV stations carrying the color telecast of the fight. The program was subsequently sold to 26 other outlets in 11 foreign countries by its syndicator, Madison Square Garden-RKO General Productions Inc.

The Tiger-Griffith fight achieved Arbitron ratings of 18 in Pittsburgh; 26 in Albany-Schenectady-Troy, N. Y.; 10 in Indianapolis; 29 in Seattle; 21 in Memphis, and 14 in Los Angeles.

Wor-Tv New York carried the program one day latter and recorded an Arbitron of 6.4 and a Nielsen of 7.5.

ABC-TV's fight represents the first live telecast in this country of a championship fight from Europe by satellite and the first live home-TV coverage of such an event since Floyd Patterson defeated Brian London in Indianapolis in May 1959.

TV Cinema Sales to emphasize movies

TV Cinema Sales Corp. was formed last week to distribute programs and features to television. The emphasis, it was revealed will be on features. The new company, based in California, has acquired more than 100 American-produced features, many in color, from Golden Arrow Films, New York.

Among them are "The Court Martial of Billy Mitchell," "Distant Drums," "Blood on the Sun," "Cloak and Dagger," "Only the Valiant," "The Enforcer," and "Majorie Morningstar." These pictures, and the others that make up the new company's first major film package, will go into distribution immediately. Most of the package is being released on a rerun basis.

It was also announced that Golden Arrow Films will provide TV Cinema with a continual supply of new features to be released to television following their theatrical exhibition. Golden Arrow will co-produce and deliver 10 new features during the coming year.

Principal in TV Cinema Sales is Jerry Weisfeldt, veteran film-syndication executive. Mr. Weisfeldt formerly was vice president in the sales division of Television Enterprises Corp. and also was vice president in charge of domestic sales for Four Star International. Before joining Four Star, he was sales executive for National Telefilm Associates for five years.

Address for TV Cinema: 9110 Sunset Boulevard, Los Angeles 90069.

Reade-Sterling lines up new films

Film distributor Walter Reade-Sterling Inc., New York, said last week it has put $2.4 million into a new acquisition of feature films to be shown on television. The total number of films was not disclosed.

The company said none of the features has been seen on TV in this country and that more than half are in color. Principal sources included at least three overseas film companies: J. Arthur Rank, Pathé Cinema and British Lion. Though a substantial number of films are imports, not all are foreign produced, a spokesman said.

According to Walter Reade Jr., president of the firm, the motion-picture vintage is mixed: some are new and still in production, some recent theatrical releases and others are movie classics. Not all are immediately targeted for TV. Continental Distributing, the company's theatrical division, will release some ("McGuire Go Home" with Susan Strasberg and Dirk Bogarde; "Gypsy Girl" with Haley Mills, and "Dr. Who and the Daleks" among them) to theaters before offering them to TV. Among the films acquired: "Male Hunt" (Jean-Paul Belmondo), "Playboy of the Western World" (Siobhan McKenna) and "Alphaville." Some of the classics acquired: "Children of Paradise," "The White Sheik," "Open City," "The Three Musketeers," "Les Miserables," "Candido" and "The Marriage of Figaro."
AP reports gains by communications unit

BOARD IS CRITICAL OF FCC's REGULATORY POLICY

The newly established communications department of The Associated Press is continuing its efforts to liberalize FCC regulatory measures that, according to AP, have prevented news media from fully applying the latest technological advances.

AP's board of directors criticized the FCC's regulatory policy last week in its 1965 annual report that reviewed a year of expanded services, membership, and news gathering techniques.

The communications department, founded last year, serves as a planning instrument to apply new communications developments to AP's worldwide system. It has gone into court to oppose an FCC order that would cancel AT&T's Telpak A and B tariff for telegraph and photo circuits. The tariff has enabled AP to improve important wire services to members at lowest costs, the report states.

In another regulatory case involving the Communications Satellite Corp., AP has asked the FCC to authorize news media as direct lessees of satellite voice-grade channels for the worldwide dissemination of news.

On still another issue before the FCC to draw a line between common carriers such as AT&T and private data processors like AP, the wire service is urging the commission not to restrict the kinds of data processing circuits directly available to news media.

Western Union is now in an option period in which it can petition the commission to prevent AP from directly leasing voice-grade channels from AT&T for data processing.

AP's U. S. broadcast membership, the report states, is now at 2,828 and there are 4,515 subscribers, broadcast and press, to the AP service abroad in 103 countries and territories.

The report also outlines the increased cost of covering the Vietnam war in 1965: two AP men killed, four wounded and the Vietnam staff more than doubled in size.

Committee sends FOI bill to the House

A freedom-of-information bill, designed to provide permanent and enforceable guarantees of public access to government records, gained more impetus last week as the House Committee on Government Operations unanimously pushed legislation toward the House floor for a full vote.

In its current form, unchanged from the measure approved by Senate action last October, the bill (S 1160) would establish the legal principle that every American has the right to examine official government records. It also includes the right of legal recourse to federal courts for settlement of disputes involving access. The Justice Department and other top administration officials have previously opposed both provisions.

Exempted from the bill are specified areas in which disclosure could be detrimental to the public interest, or invasions of individual privacy. Information and records involving national security, federal law enforcement and investigation, personnel files and private individual or business records in the government's possession, would be withheld from public scrutiny.

Not included in the legislation as yet is a provision affirming the President's right to exercise "executive privilege" to withhold information he might feel would jeopardize public and national interest. The Justice Department has unsuccessfully sought to have such an exception written into the bill, in both the Senate and House.

Complex Issue • The department has also termed the bill "an unconstitutional violation of the traditional separation of powers," and maintained that the subject was too complex to be resolved by legislative regulation.

Despite administration disapproval, and fears expressed by some members of the operations committee that President Johnson might exercise his veto powers, House passage of the bill seems almost certain, according to Representative John E. Moss (D-Calif.). One of the bill's chief supporters, Mr. Moss said he believes the President will not block the measure, if approved by the House, and speculated that most of the seemingly unfavorable reaction was more a reflection of views within the Justice Department rather than the White House.

Similar public access legislation was previously approved by the Senate, in 1964 and 1965, only to be stalled in a number of House committees. Current estimates now indicate quick passage by the House and the President's signature by early September.

CBS, Tors make deal for film co-production

CBS-TV has a new three-way deal, representing a commitment of more than $1 million with Ivan Tors Films Inc. that provides for a motion picture to be released to theaters, a network
It's something that works for you constantly, all day, all night—supplied to you by people who are close to you, who anticipate your needs and desires now and in the future. It's something you'll never run out of, no matter how much you use. And (incidentally) the average family today pays about 15% less per kilowatt-hour for it than it did 10 years ago. What is it? Come on. You know.

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Julie doesn't have cancer any more.

Julie Dillard swims, rides horses, paints and likes arithmetic. She lives with her parents in Santa Rosa, California, and recently won a talent contest at a picnic, singing a song in French. She is nine years old and has spent many of those years cured of cancer.

Julie had cancer of the kidney. It was discovered when she was two and a half years old. Surgery, followed by radiation treatments, saved Julie's life. She is one of more than 1,300,000 Americans alive today who are cured of cancer.

Julie's story multiplied by more than a million illustrates that the odds are not all on cancer's side. You strike an important blow against it by having a health checkup once a year. It is impossible to exaggerate how important this is. Each year more than 90,000 Americans die of cancer who could have been saved if they had gone to their doctors in time. These deaths would be sad enough if these cancers were incurable. But the fact that cures exist makes these needless deaths especially tragic.

And while science knows much about cancer, there is much it does not know. Research at medical centers must be continued and broadened. And for that we need money. From you. That is how our research projects are supported. By you.

Research has already helped save more than 1,300,000 lives. Help save more. Send your contribution to "Cancer," c/o your local postmaster.

American Cancer Society
telecast of the movie and a TV series should CBS-TV wish to exercise that right.

The network will co-produce the film, "Gentle Ben," based on the book by author Earl Hammer Jr. and concerning the story of a bear. It's to be filmed on location in Florida, in Hollywood and at Tors's "Africa, USA" location near Hollywood and is slated for completion by next Jan. 1. Ivan Tors currently produces Dakarri on CBS-TV. Plans are for the feature to be shown first in theaters, and on TV in about two years.

Tower challenges
Ferry on 'masscomm'

Charles Tower, executive vice president of Corinthian Stations, answered a stinging attack on mass media last week with some strong criticism of his own. He characterized a new position paper by W. H. Ferry of the Fund of the Republic, as "inflammatory, undocumented, nonanalytical and permeated with personal bias."

Mr. Ferry's paper, published by the fund's Center for the Study of Democratic Institutions, Santa Barbara, Calif., accuses mass communications media of neglecting their responsibility to inform the public of social problems before they become intolerable acute. An example of such failure, he asserted, had been the civil rights coverage.

In his paper titled "Masscomm as Guru," Mr. Ferry uses the term "masscomm" to include television, newspapers, paperbacks, radio, comic books and the large circulation magazines. (A Guru is an Indian teacher.)

He suggests that masscomm is "brutalizing a nation" by "filling the reservoir of national self-righteousness."

Mr. Ferry charges "masscomm's delight in the shoddy, the tasteless the mind-dulling, the useless is well established. It is a direct consequence of masscomm's allegiance to organized rapacity."

Mr. Tower was invited to speak at a meeting of the Center Club in New York last week to comment on its latest publication. In addition to Mr. Ferry's paper the publication included an article on mass communications by Harry Ashmore, chairman of the executive committee of the Fund for the Republic (Broadcasting, April 25).

Mr. Tower said he believes Mr. Ferry's "real quarrel is with the competitive profit system." As for broadcasting, Mr. Tower said, "television is first and last a popular medium. There's nothing wrong with entertainment."

Mr. Tower added that television also has problems with the amount and placement of commercial time but he concluded that he didn't think the only solution is more government.

Ferry Rebuts Mr. Ferry who took part in the Center Club meeting, engaged in several strongly worded exchanges with Mr. Tower. He said he doubts there's a chance that television will reform itself. His paper referred to "television's crankiness toward critics and its relentless glorification of what it is already doing when it is suggested that it might improve its output." The two adversaries were in basic disagreement over what the informational role of mass media should be. Mr. Ferry contended masscomm ought to ferret out and deal with controversial issues before they come to the surface by some other source.

Mr. Tower argued that "it is too much to ask the popular media to take a long lead" in treating controversial social problems. Masscomm's responsibility is to pick up these issues as they come up and then to deal with them in a factual way, he suggested.

Kanner sets sights on soaring program costs

Rising program costs have troubled TV advertisers and their agencies for years but nobody has yet figured out a way to slow the spiral. Bern Kanner, newly named to Benton & Bowles media and programming command post in New York, indicated last week that he feels he's now in a position to do something.

But he's not sure how to go about it. "I'm a media man," he said last week, "and I just know something is wrong in the steady year-by-year climb of TV program costs."

He cited the Hollywood "method" of doing business: "The producer tells the network that the advertiser always will pay the additional freight." Mr. Kanner said some writers do nothing but come up with ideas for pilots and get paid thousands of dollars, receive more thousands when the idea goes to pilot and again when it becomes a series and again when it's in reruns—yet the writer may not write a word of the script. Still other writers, he went on, receive as much as $20,000 to $22,000 for the script of a pilot only and yet share in the money when that pilot goes to series.

"I want to know what the costs really are," Mr. Kanner said, adding that when he understands the information, he'll show it to his clients. Eventually, he said, he'd like to find a way to thrash over the problem with the TV networks and see if the networks couldn't mount anti-cost "pressure" on the producers.

Mr. Kanner's appointment as senior vice president and director media management in charge of media and TV programming management was announced a fortnight ago (Broadcasting, April 25).
Relieved of relief

The American Federation of Television and Radio Artists told radio announcer Bob Harris last week to go and never darken its doorsteps again. What’s more, the labor organization ordered its one-time member to pay back more than $8,745 in strike benefits he’s received during the last year.

Until last month, Mr. Harris was active in the picket line. AFTRA has thrown up around KFOL Los Angeles. AFTRA and Local 45, International Brotherhood of Electrical Workers, have been striking the station since April of last year over renewal of union contracts. About a month ago, Mr. Harris went back to work at KFOL. This was “conduct unbecoming a member and prejudicial to the welfare” of other union members, AFTRA decided. Mr. Harris was expelled from the union and ordered to return the $8,745, the amount paid to him in strike relief.

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in the absence of the program producer, a deletion will have to be approved by either of two vice presidents of the NBC television network program department. And, it added, “no such request will be granted unless in the opinion of the executive consulted the material is objectionable on legal grounds or is in bad taste.”

CBS Foundation names eight news fellows

CBS Foundations Inc. has announced the names of eight winners of its news fellowships for 1966-67.


Film sales...

Dodo—the Kid from Outer Space (Embassy): WNBC-TV New York and WRC-TV Washington.

Top Time (Embassy): KLW-TV Windsor, Ont.-Detroit; WTCN-TV Minneapolis-St. Paul; WFFA-TV Dallas-Fort Worth, and KOMB-TV Honolulu.

Auto Races (Triangle): KPIX(TV) San Francisco; WLWD(TV) Dayton, Ohio; WBT-W Duluth, Minn., and KLAS-TVG Las Vegas.

Judge Roy Bean (Banner Films): WREL-TV Columbus, Ga.

Radio series sales...

The Joe Pyne Show (Hartwood Productions): KOLM Rochester, Minn.; WELO Tupelo, Miss.; WLC Nashville; WTTB Vero Beach, Fla., and WDBQ Dubuque, Iowa.

Earl Nightingale Program (Nightingale-Conant): WCGU New Port Ricky, Fla.; WPEH Louisville, Ga.; WFMW Fairfield, Ill.; WEMJ Laconia, N. H.; KVOA Albuquerque, N. M.; WHMO Kingston, N. Y.; KERK Kermit, Tex., and
TVE '67 plans ahead

Television Film Exhibit '67 is on the drawing boards. Wynn Nathan of Comet Film Distributors will serve as the exhibit's chairman and Al Unger of Independent Television Corp. will be co-chairman next year, it was announced last week. TVE 66 was held at the National Association of Broadcasters convention in Chicago in March.

Mr. Nathan, who served on the executive committee during that exhibit, said some 6,000 participants registered. In other appointments, John Ettlinger of Medallion TV Enterprises, was named Los Angeles coordinator to work with Mr. Nathan; Elliot Abrams of Walter Reade-Sterling was selected to serve on the executive committee, Frank Miller of Official Films will succeed Harvey Chertok of Seven Arts as TFE's business manager, with Walt Kingsley of David Wolper Productions and Pete Rogers of National Telefilm Associates named to serve on the business committee.

Program notes...

Film available • "Automobiles: The Great Love Affair," a two-part CBS News film examining the relationship of the average American and his automobile is available in 16-mm sound in black and white through McGraw-Hill Text-Films, New York. The film treats such matters as "drive-in" institutions, slot-car racing, accidents and repossessions.

New production firm • TV producers Dwight Hemion and Gary Smith have formed Yorkshire Productions, an independent firm with offices in New York and Los Angeles. Their firm's first venture began last week with work on a Tony Bennett special for fall showing on ABC-TV.

Training for space • The fourth program in Seven Arts Television's group of six Man in Space one-hour color specials will focus on the training space men need to become acclimatized to the rigors of the missions. Titled "That He May Survive," the segment will be distributed to stations for telecasting this month.

Child beating • A half-hour television documentary The Battered Child, in the Taft Broadcasting Co. series Cross Section, will start on Taft stations this week. The program, narrated by actor Gene Kelly, deals with the growing incidence of abuse of children and the lack of adequate protective legislation in many jurisdictions. The program is part of a series of Group Action productions that has received national recognition for its public service.

PR on ETV • Series of 10 weekly half-hour programs on impact of press agents and public relations consultants in all areas of society is being aired by educational WTRW-TV Chicago. Professional PR people in the area are taking part.

Completes series • Embassy Pictures Corp., New York, has now completed all 78 episodes of its color TV cartoon series Dodo—the Kid from Outer Space.

Agenda set for May 23 programing conference

The National Association of Television Program Executives will hold its third annual program conference May 23-24 at Chicago's Ambassador hotels.

One of the featured sessions will be a color clinic on Monday afternoon at the wgn-tv Chicago studios.

Among those scheduled to speak at the conference are: Mort Werner, NBC-TV vice-president; Michael Dann, CBS-TV vice-president; Herb Jacobs, president, TV Stations Inc., New York; Senator Ross Bass (D-Tenn.); Richard Block, vice-president and general manager, Kaiser Broadcasting Corp.; Roy Danish, director, Television Information Office, New York, and Mel Goldberg, John Blair & Co.

BROADCASTING, May 2, 1966
FCC gets backed into a corner
MAY LOSE EITHER WAY IT TURNS IN COTTEN FAIRNESS CASE

A relatively obscure radio commentator whose program is heard on some 30 stations in the West and South is the source of the most difficult and delicate fairness-doctrine problems the FCC has faced in years.

The measure of the problem can be gauged from the fact that some commissioners and staff members see the agency as confronted with a choice of being called censors or anti-Semitic, depending on the solution adopted.

That view may be too pessimistic. But it seems certain that new policy will emerge from the case, for the issue to be resolved involves the question of a licensee's responsibility for what is broadcast over his station, and the degree to which he should be expected to go in determining the validity of charges that are made against individuals or groups.

The commentator is Richard Cotten, whose views, as expressed on his Conservative Viewpoint, place him generally in the tradition of the Reverend Carl McIntire. But setting him apart from most other right-wing spokesmen is what he describes as his anti-Zionism—and what the Anti-Defamation League of B'nai B'rith calls his anti-Semitism.

Complaint by ADL • Mr. Cotten came to the FCC's attention through a complaint the ADL brought against KTYM Inglewood, Calif., one of the stations carrying Conservative Viewpoint. ADL said the "blatant anti-Semitism" broadcast by Mr. Cotten is "not in accord with the basic requirements of the Communications Act" and asked the commission to set the station's license-renewal application for hearing (Broadcasting, Nov. 22, 1965).

A. J. Williams, the station's owner, had offered the ADL time for reply, after it complained to him about the Cotten broadcasts in accordance with his understanding of the commission's fairness doctrine. But the ADL rejected the offer, it said in its letter to the commission, on the ground that "the use of a radio station's facilities to disseminate anti-Semitic falsehoods cannot be justified or adequately countered by affirmative programming."

'Religious Prejudice' • The ADL also said that "appeals to racial or religious prejudices, like Communist propaganda or hard-core obscenity, is so fundamentally inconsistent with the public convenience, interest and necessity that it cannot and should not claim a right to be carried on the air."

The ADL complained about an Oct. 7, 1964, broadcast in which Mr. Cotten quoted purportedly "responsible" Jewish publications as equating anti-Communism with anti-Semitism.

"In truth and in fact," ADL said, the publications "are Communist publications, a fact which Mr. Cotten, as a self-styled expert on Communism, should surely know."

The ADL cited a broadcast quoting a Jewish author as saying through a "poet" in a book: "How can we keep Judaism in a land where there is no Socialism"—without noting that the book was a work of fiction.

The ADL also complained about a number of programs which, it said, contain "thinly disguised attacks on Jews" and, in one case, "a full-length, vituperative anti-Semitic" attack.

Mr. Cotten says such charges constitute a "smear." He insists he is not anti-Semitic but is opposed to Zionism, the Jewish movement to promote settlement of Palestine. Mr. Cotten maintains that no one can be a "loyal" American and at the same time "a Zionist with a loyalty to Palestine."

Complaint filed • The case turns largely on Mr. Williams's assertion that he cannot "censor" the Cotten ratings. Mr. Williams rejected the complaint on Jan. 12, 1965, on the ground that he is not a "community leader of the Jewish faith" under the commission's fairness doctrine.

Complaint filed • Mr. Williams filed a complaint against the Cotten program on Dec. 13, 1964, with the FCC. He said he was "not seeking to censor Cotten" but was "seeking to have the matter investigated and a report issued" as the owner of a station that gets the Cotten program.

FCC has faced • The FCC is now considering the Williams complaint and the reply which Mr. Cotten made to it. An action is also pending in Los Angeles Superior Court in which Mr. Cotten and his assistant, Mr. Williams's assertion that he cannot "censor" the Cotten ratings has been so bad. Actually I probably stayed within the statistical variances."

Nielsen is suing Mr. Sparger for $1.5 million in a federal court at Oklahoma City (Broadcasting, March 28 et seq.). The defendant is a former investigator for a House Commerce Committee subcommittee that held hearings on TV ratings several years ago. Nielsen officials over the weekend were to tape a rebuttal program for airing this week on WFLD.

Mr. Sparger said he attempted to "hype" the ratings of only one show, the Bob Hope Vietnam Christmas Special, just for the sake of increasing a rating. In the cases of three other programs his inquiries to a small portion of the Nielsen sample was only to learn "other information" such as viewing habits etc., Mr. Sparger held.

He agreed his activities could be classified as attempting to "rig the ratings" but he didn't see anything wrong about it. "Not with the abuses that exist in use of the ratings," Mr. Sparger said, "and in my opinion the abuses in the sales techniques of Nielsen in selling them to be more accurate." He charged that one salesman's pitch was hinged on "two-tenths" of a rating point.

Asked what he would do to improve the rating situation, Mr. Sparger suggested either a government-run ratings service or minimum sampling standards established by the government. Chicago Sun-Times columnist Irving Kupcinet, also on the show, opposed government interference and noted Nielsen wasn't responsible for how ratings are used. He pointed out Nielsen would be happy to enlarge its sample to any size desired if agencies and advertisers would foot
broadcasts since he cannot determine whether Mr. Cotten or the ADL is correct. He says he is reluctant to exercise his right of censorship over material he broadcasts, and that he feels his offer of time to persons wishing to express opposing viewpoints satisfies his obligations under the fairness doctrine.

This position has little support within the commission. But the task of fashioning a reply is posing a problem. Most commissioners would leave no doubt that Mr. Williams has a heavy responsibility for what he broadcasts and must make judgments as to whether his programing is in the public interest, particularly in view of the nature of the Cotten broadcasts.

Besides the legal issue, there is the emotional one growing out of the feeling that a hard-line approach will be considered censorship and a soft one, tacit support of Mr. Cotten's views.

Last week, two possible answers were under consideration by the commission, one presented by the staff, the other by outgoing Chairman E. William Henry. Action was postponed, however, at the request of some commissioners who want to hear Commissioner Lee Loevinger's views. Commissioner Loevinger, the most vocal commission critic of agency actions he concedes as constituting an undue restraint of free speech, is due back next week from an International Telecommunication Union conference in Geneva.

Staff Position • The staff recommends a formal opinion stating that licensees have a power of choice among programs to be aired, and must exercise it. It would also say that licensees must make their own judgment that programs to be aired are not based on inaccurate or misleading source material and that they are in the public interest.

Where a series of programs attacks a religious group, the staff would say, the licensee must make a determination that the material is within the bounds of accuracy and is in the public interest. And that determination must be based on the licensee's study of the material to be broadcast and other material needed to make "a reasoned judgment."

The staff would allow Mr. Williams, if he chooses not to comply with the requirements, to test the commission's order in court without jeopardizing his license. The station's license renewal is now pending.

Under the proposed procedure, Mr. Williams could seek review of the opinion in court. His renewal application would be designated for hearing. But if the court upheld the commission, and Mr. Williams agreed to abide by the court decision, his license would be renewed.

The staff's proposal, in specifying steps a licensee must take in determining the reasonableness of material to be presented, is regarded, in some quarters at the commission as going "too far." It might, some feel, be interpreted as a move to stifle controversial programing.

Henry's Proposal • Chairman Henry's response is shorter and less formal—it would be in the form of a letter. He would point out that broadcasters are responsible for what they broadcast and must make judgments that it is in the public interest. In this connection, he would say that licensees should check "source material" in making their judgments, but he would not go into the matter as deeply as would the staff.

He would also assert that Mr. Williams's responsibility under the fairness doctrine did not end when the ADL rejected his offer of time. The licensee's responsibility, he would say, is to assure the public of a balanced view of a controversial issue.

He would not mention designating the license renewal for hearing. But that option would be left open, in the event Mr. Williams sticks by his position that he cannot make judgments.

No one was willing to predict last week what action the commission would ultimately take. But two factors—in this case conflicting—will go into that decision. One is the undisguised concern of some commissioners and staff members with what they regard as, at best, the irresponsibility, of some of the Cotten broadcasts. The other is what it regards as its tradition of promoting controversial programing.

Chairman Henry frequently cited commission decisions he said supported the view that the commission is no censor. Two weeks ago, he was asked what the commission, in view of that tradition, could do about the KTVU case. "That one," he said, "will have to speak for itself."

N.Y. senate opens doors for film test

TV cameras were permitted last week to film selected portions of a full day's proceedings in Albany of the New York State Senate. TV news officials said the filming on April 27 was the first such coverage permitted.

Two cameras filmed portions of the proceedings, consideration of a revision of the New York divorce law, in a pooled operation. WCBS-TV New York provided a crew to film proceedings for down-state stations, and WTN(TV) Albany for TV outlets up-state. The cameras filmed proceedings with available light—no artificial lighting was used, a spokesman said.

The filming was conducted as an experiment with the approval of Earl W. Bridges (R-Niagara county), majority leader in the senate. Senator Bridges had given his consent publicly at a New York State Broadcasters Association dinner in Albany March 7.

'Changing World' hits over 500

Claiming to be the first radio program syndicator to top 500 markets, Earl Nightingale, host-producer of daily Our Changing World, said Friday (April 15) that over 100 new sales since January have pushed the show to a record high. Nightingale-Conant Corp., Chicago, is packager of the six-year old series.

Skin tones mean something

A new game show in color, The Face is Familiar, has been sold to CBS-TV for start on May 7 (Sat., 9:30-10 p.m.). The series is produced by Bob Stewart Productions, New York.
FINANCIAL REPORTS

ABC-ITT merger a step closer

Stockholders of both companies approve deal;
Department of Justice still hasn't offered an opinion, FCC approval also is needed

With overwhelming support from the stockholders of both companies, and with a favorable ruling from the Treasury Department that the transaction will not be taxed, the merger of ABC into the worldwide International Telephone & Telegraph Co. now awaits action by the FCC, and possibly by the Department of Justice.

Last week, stockholders of ABC, meeting in New York, approved the merger in a meeting that ran about 40 minutes. The merger was approved by a vote of 3,835,348 shares to 38,796.

In Baltimore on the same day (April 27), ITT stockholders voted to approve the merger. The ITT vote was 16,537,864 to 123,612, an overwhelming acceptance of the company's common stock plus 0.579 of a share of ITT preferred stock for each share they own of ABC stock.

The merger is expected to establish a giant corporation with combined 1966 revenues of $2.5 billion, making it one of the top-20 firms in the United States.

Both Mr. Goldenson and Mr. Geneen acknowledged that they had heard nothing from the Department of Justice. They both offered the hope that FCC action would be forthcoming soon. The FCC has been silent on the matter, too, since ABC filed its application for commission approval of the merger (Broadcasting, April 4).

Quiet Affairs - The ABC annual meeting, which may become the last one ABC stockholders will attend, was spiced only by the appearance of stockholder Evelyn Davis in a Batman mask. She identified herself as "the bad woman of stockholder meetings." At one point Miss Davis, who seemed to be more interested in the appearance she was making than in the business of the company, approached Mr. Goldenson and suggested that he try on the Batman mask. He declined.

Other actions taken by ABC's stockholders included re-election of the company's board of 14 directors and defeat of a motion to reinstate the practice of cumulative voting for directors.

Cumulative voting was abolished by ABC shareholders two years ago when the company was under pressure from industrialist Norton Simon who owned a large block of ABC shares and had requested a seat on the ABC board.

A year later Mr. Simon's holding, or control, in the company was reported to have grown to 400,000 shares making him the largest single ABC shareholder with about 9% of the common stock (Broadcasting, July 26, 1965). Mr. Goldenson was asked last week about the current size of Mr. Simon's ownership. He said the company could not be sure of the extent of Mr. Simon's ABC holding. He did say that Mr. Simon is not currently asking for board membership.

Commenting on the merger plan before the vote Mr. Goldenson said, if approved "ABC, as part of the diversified ITT organization, will have a broader financial base, and therefore, will be less affected by the wide fluctuation in earnings that are typical of the television network business."

Among other benefits of the merger, he noted, should be an enhancement of ABC's growth in international as well as domestic broadcasting.

Mr. Goldenson said current indications are that earnings for ABC's second quarter, ending in June, will be the highest for any second quarter in the company's history.

Paying Too Much? - Among the opposition votes cast in the ITT meeting were 3,980 represented by Lewis D. Gilbert, inveterate corporate meeting regular. Mr. Gilbert explained that the "no" votes were cast not against the merger, but because of his group's battle to impose cumulative voting in the election of ITT directors.

Mr. Gilbert did, however, raise sev-
It takes a good education, to get a good job today

As a businessman, you know what it takes to get ahead in today’s industry. But most young people don’t.

Of all those who will enter the labor force by 1970, 7.5 million will not have completed high school. It’s a big problem for our country. A real problem for our economy . . . and for industry, too.

What can you do about it?
Plenty! In your own community, make it your business to show how important a good education is in business today. Talk about it. Write about it. Urge your business and civic organizations to cooperate.

Convincing young people of the value of getting all the education and training they can is not only good for your community, it’s good for your business, too. After all, the quality of your future employees depends a lot on their education. Even your present employees can benefit greatly by upgrading their skills through on-the-job training or night school.

For more information on how you can help solve the continuing education problem in your community, write: The Advertising Council, 25 West 45th Street, New York, New York 10036.
eral questions about the merger. One of them was whether ITT was paying "too much of a premium" for the ABC stock in the light of the proxy fight two years ago for control of ABC management by Norton Simon.

Mr. Geneen responded that although the transaction is "over-the-market" in price, it has the blessings of both ITT directors and investment counsel.

ABC, he observed, starts with a 1% to 1½% penalty in ratings since it reaches only 94% of all TV homes. It has, nevertheless, he noted, beaten the other two networks in some programs. "This indicates," he said, that despite its ranking as third among the TV networks, it has potential.

He underscored that, except for major investments now for color, growth in broadcasting is usually based on "very little capital."

This seemed to satisfy Mr. Gilbert for he raised no other questions of the merger. In fact, at the end of the short meeting, Mr. Gilbert praised Mr. Geneen for his management acumen.

In his prepared remarks, Mr. Geneen emphasized that TV revenues have shown a gain every year for the last 14 years—a 743% increase in that period from $236 million in 1951 to nearly $2 billion in 1965. "We expect this trend to continue," he said.

One of the major considerations in the merger, the ITT chief said, is that it will put ITT into the U. S. consumer market. Heretofore, he noted, ITT has concentrated in manufacturing, communications and nonconsumer industries.

There are two exceptions, he added: ITT owns Avis Rent A Car and the Hamilton Mutual Fund & Life Insurance Co.

Mr. Geneen brought a chuckle from his stockholders when he alluded to Avis ("We're number two so we try harder") and the fact that ABC is the "third network."

**Moviellab report notes color conversion cost**

Saul Jeffee, president of Moviellab Inc., New York, reported that 1965 was a "year of both conversion and continuous progress" for the company. "Every segment of our market for film processing—the field of theatrical pictures, special purpose films and television—continued to expand in terms of demand for our services," he said. Mr. Jeffee said that while the conversion to color was quite costly the company had already begun to benefit from what he called the "color revolution."

For the fiscal year ended Jan. 1:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.49</td>
<td>$0.48</td>
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<tr>
<td>Net sales</td>
<td>9,025,216</td>
<td>8,143,049</td>
</tr>
<tr>
<td>Net income</td>
<td>435,052</td>
<td>448,143*</td>
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</table>

*Does not include special tax credit of $57,070,000.

**Singer-Packard Bell enter agreement**

Singer Co., New York, soon expects to be selling color-TV sets if a transfer agreement with Packard Bell Electronics Corp., Los Angeles, a color-TV-set manufacturer, is approved by Packard stockholders.

Singer has agreed to pay $17.3 million to Packard for a convertible note now held by Marathon Securities Corp. If Packard approves the transfer, Singer will get 526,316 shares of Packard's capital stock.

Donald P. Kircher, Singer president, told stockholders last week that this transfer would permit his company to purchase TV sets and possibly other equipment from Packard Bell for Singer's products marketing organization in this country. He indicated that Packard Bell would expand its facilities while Singer would strengthen its "technological and experimental base" for an expansion of its current home entertainment business overseas.

Singer makes black-and-white TV sets in Germany and sells or produces various types and numbers of radio and stereo equipment in countries outside the U.S. Annual sales in the international market have reached $40 million, Mr. Kircher reported.

In this country, Singer owns KLH Co., Cambridge, Mass., a producer of hi-fi stereo equipment. Its other diversified fields include securities, sewing machines, lumber, office equipment and various sound reproduction units. Late last year, Singer entered into an agreement with Magnavox Co., Fort Wayne, Ind., to sell Magnavox's product line through Singer outlets.

The Packard Bell acquisition would add color-TV units and possibly stereoradio equipment to Singer's distribution outlets, according to a spokesman.

**Bartell's annual report shows revenue increase**

The broadcasting properties of Bartell Media Corp., New York, continued to show favorable progress in 1965, according to its annual report. Revenues for the year reached $3,239,388, up from $2,634,000 in 1964. Billing revenue increased 5.2% and local advertising revenue rose 11% at WOXY Milwaukee. Bartell's Spanish-language station, WADO New York, reached an all-time high in net billings, showing a 13.5% gain over 1964. First-quarter billings for 1966 rose 14% at WADO. The Bartell broadcasting division also operates KCBQ San Diego, and manages two television stations, Telecaracon and Telearuba, in the Netherlands Antilles.

**Earnings and net up at Meredith Publishing**

Meredith Publishing Co. reported increases in both revenue and net earnings for the nine months ended March 31.

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

For the nine months ended March 31:

<table>
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<tr>
<th></th>
<th>1966</th>
<th>1965</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.63</td>
<td>$2.30</td>
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<tr>
<td>Revenue</td>
<td>75,777,371</td>
<td>70,353,048</td>
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<tr>
<td>Operating earnings before taxes</td>
<td>19,097,936</td>
<td>7,924,769</td>
</tr>
<tr>
<td>Net earnings</td>
<td>5,565,936</td>
<td>3,903,969</td>
</tr>
</tbody>
</table>

**Stauffer reports rise in profits during ’65**

Stauffer Publications Inc., Topeka, Kan., has reported an increase in net profit for 1965. The year was highlighted by the purchase for $5.9 million of KGNC-AM-FM-TV Amarillo, Tex., and by the firm's applications for community antenna television franchises in Arkansas City, Pittsburg and Topeka, all Kansas.

Stauffer owns WRB-AM-FM-TV Topeka, KSKK Arkansas City, KSBK Pittsburg, KUFF Shawnee, Okla., and several newspaper properties in Kansas, Nebraska, Missouri, and Oklahoma.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.03</td>
<td>$2.60</td>
</tr>
<tr>
<td>Revenue</td>
<td>14,111,866</td>
<td>13,701,352</td>
</tr>
<tr>
<td>Net income</td>
<td>996,286</td>
<td>591,788</td>
</tr>
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</table>

**O&M stock oversubscribed**

Ogilvy & Mather International stock reached the public market last week at $22 per share in what was described as a "very successful" offering.

The New York based agency issued 349,883 shares of its outstanding stock. Proceeds from the oversubscribed sale went to 71 selling stockholders led by agency chairman David Ogilvy who sold 61,029 shares. He retains 100,000 shares.

Underwriters were headed by First Boston Corp., N. M. Rothschild & Sons and Kleinwort, Benson Ltd.

**BROADCASTING, May 2, 1966**
When you put a reel of Memorex precision video tape on your recorder, you can expect a number of performance benefits from its superior surface smoothness. Low initial dropout and slow rate of dropout build-up give you freedom from streaking over a significantly greater number of re-plays; reduced head-wear and low head-clogging give you greater reliability and longer life from your recorder. Behind this reel of smooth-surfaced tape is the industry's most advanced tape-making technology — a depth of technical know-how and experience which has long since made Memorex the number one supplier of precision broadband tapes for instrumentation recording and premium digital tapes for computer data processing.

MEMOREX
PRECISION MAGNETIC TAPE

If you think all video tapes are alike, feel this one*

You're feeling the smoothest longest wearing video tape you can find today

or better yet, try using it

MEMOREX PRECISION MAGNETIC TAPE

TO MEMOREX CORPORATION:
I have not tried Memorex precision video tape. Please see that I get a free sample reel of □1" □ 2" tape.

My Tape Recorder is a:
Serial Number __________________________

NAME __________________________
ORGANIZATION __________________________
ADDRESS __________________________
CITY & STATE __________________________ ZIP ________
A revised shape to broadcasting

Cox points to technical innovations, growth of FM as prelude to reassessment

FCC Commissioner Kenneth A. Cox has peered into the future and sees the technological revolution now underway in the broadcasting field as possibly changing completely the face of the present system.

Cableless community antenna television and communications satellites, as well as the growing acceptance of FM radio were touched on by the commissioner in a speech at Princeton April 22 at the 25th anniversary of the university's student-operated station, WPRB.

Commissioner Cox spoke after Stephen B. Labunski, president of NBC Radio, was honored by the Ivy Network, composed of Ivy League colleges, for "his remarkable achievements as a broadcaster, yet more in appreciation for his continuing interest in college radio."

Commissioner Cox, who had been asked to speculate on developments in aural broadcasting five years hence, cited the application of Teleprompter Corp., of New York to the FCC for experimental authorization to use microwaves to relay television and FM signals as containing implications of considerable importance.

Teleprompter proposes to use microwaves in the 18,000-mc band instead of telephone lines to distribute signals to its community antenna television system in upper Manhattan. The signals would be received by a dish receiver in each block, then converted to the VHF band and sent to individual homes by cable (BROADCASTING, April 18). The commission approved the application last week (see page 56).

Teleprompter expects the technique to produce considerable savings over the present method of relying on telephone lines and to permit economical CATV services to rural areas.

New System • If the Teleprompter proposal proves feasible, the commissioner said, it might "raise the possibility that it could provide a means for distributing both FM and TV programming to such a high percentage of the population that a question might be raised as to whether continued use of valuable radio frequencies for the same purpose can be justified."

"Of course," he added, "this involves very complex economic and social issues in addition to the technical ones."

Like outgoing FCC Chairman E. William Henry, Commissioner Cox sees domestic communications satellites as representing a potential threat to existing stations. The technology to permit direct satellite-to-home broadcasting "will probably soon be here," he said. And if that kind of service becomes a reality, it will raise a question as to the need for local stations, he said. "A network won't need affiliates."

But Commissioner Cox, a firm believer in local broadcast service, indicated he feels it should be maintained. Regardless of the networks' needs, he said, "the public will still need local outlets for self-expression, local advertisers, local political campaigns."

He also expressed the hope that no radical changes in the system are allowed to happen "without very careful study by Congress and the FCC."

Television Threatened • One firm prediction he made was that FM will continue its path to general public acceptance. In five years, he said, it "may even begin to show signs of becoming the dominant aural medium—a role some enthusiasts have been expecting for years."

In this connection he noted the possibility of a new and profitable multiplex service that FM's might provide—that would also meet part of the needs of public land radio operators for more frequencies. He said tests have indicated the feasibility of using an FM multiplex channel to provide private communications with vehicles.

But he balanced that note of encouragement with a warning that joint owners of AM and FM outlets in the same community may stand to lose one or the other to competing applicants in the years ahead. As cities grow and the commission finds it increasingly difficult to fit new facilities into large markets, he said, "it seems likely" that applications will be filed against the renewal application of an owner of an AM and FM combination.

The commissioner said he doesn't contend that "proliferating stations necessarily improves service to the public—sometimes I think it produces the opposite result." Still, the more voices that are heard, the more chance there is that "someone may come up with a new and significant addition to the broadcast arts."

Messrs. Cox (l), Labunski
A lighter moment at Princeton

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Brokers—Consultants

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BROADCASTING, May 2, 1966
Teleprompter gets OK for NYC microwave

No sooner had Teleprompter Corp. won FCC approval for its experimental microwave community antenna television experiment in upper Manhattan—granted last week—than two controversies budded:

There was some confusion as to who would own the marketing rights to the transmission system should it prove successful in the New York test. A Hughes Aircraft spokesman in Culver City, Calif., indicated that these details had not been worked out. But, Teleprompter Chairman Irving Kahn said development of the equipment by Hughes had been at his company's behest and that the CATV application had been Teleprompter's idea. Mr. Kahn said he expects Teleprompter would share equally with Hughes in marketing the microwave system if it proves workable and if the FCC licenses it for regular commercial operation.

And the FCC was put on notice that the use of the 18,000 mc band had "broader implications" than for CATV. In a letter dated April 25, AT&T noted that the Teleprompter application envisaged use of frequencies that were unassigned commercially. It said it had been conducting research in the 15,000 to 32,000 mc band for many years and observed that CATV is only one of several commercial services that could benefit from using these frequencies.

It asked the FCC to condition the grant to Teleprompter to reserve rights for "other, more vital uses . . . which have broader public interest considerations."

Grant Conditioned — The FCC grant indeed does carry a condition. It states that the permit should not be construed as a finding that such a regular service should be established. It also calls on Teleprompter to obtain permission of the TV and FM stations it intends to rebroadcast.

The $15,000 experiment (Broadcasting, April 18) calls for the use of a transmitter on top of a building in upper Manhattan, with one antenna dish on the roof of one apartment house about two miles from the transmitter, and another receiving dish about six miles away. The transmitting antenna will be used to relay to all 18 New York City TV and FM stations (all being received off-the-air at the transmitter site from the Empire State Building in downtown New York). These signals will be received at the apartment house sites, reconverted to their original channels and fed to receivers in the apartment building via cable lines.

The test is designed to determine whether short-haul microwave can be used as a substitute for primary trunk cable lines to link a CATV "headend" plant to large distribution points.

If the system proves feasible, and the FCC is persuaded to authorize its use for this purpose, it is foreseen as a means for CATV systems to serve smaller towns and hamlets, and possibly even isolated farms and ranches, much too expensive to be accomplished today.

Another possibility is the direct reception by TV homes of these signals, although this is not contemplated in the experiment.

Teleprompter said it hopes to ascertain whether microwave transmission will deliver a more satisfactory signal than cable trunk lines, whose tandem amplifiers tend to degrade signals.

The success of the project would permit Teleprompter, which holds a franchise to offer CATV service to subscribers in upper Manhattan, to avoid the use of underground conduits, required in New York.

EIA moves to set standards for auto tapes

The Electronics Industries Association, spurred by the burgeoning tape cartridge market, is moving to adopt industry-wide standards. An EIA engineering ad hoc committee met for two days last week in Washington as the first move in establishing technical guidelines.

The committee will recommend standards covering external dimensions and areas of tape cartridges made for automobile tape-playing units. Characteristics of three types of cartridges, Fidelipac, Lear Jet Pak and Orr-Tronics, are also under consideration.

Within the next month or six weeks, the EIA unit expects to submit approved standards.


3M introduces low-cost VTR

Minnesota Mining & Manufacturing Co., last week joined Ampex Corp. and Sony Corp. of Japan among several other manufacturers, in the development and marketing of a simple-to-operate, relatively inexpensive video-tape recorder. The new unit, priced at $1,495 was introduced at a national convention for the audio-visual instruction business, held in San Diego. Unlike the other recently introduced video-tape recorder lines, however, 3M's equipment is not designed for home-entertainment application. It's aimed primarily at the educational, industrial and governmental markets.

Along with the video-tape recorder, 3M is offering a complete mobile unit, a wheeled console priced at $2,995 including the recorder, a nine-inch Japanese-made television receiver and camera, as well as a microphone, headset and accessory cords. The company also has developed a new line of magnetic video tapes at $39.95 for a seven-inch reel of 2,400 feet of half-inch tape providing an hour's play.

The new 3M unit, to be known as Wollensak VTR 150, can record both live and from film. It also can record directly from a TV receiver through a wired connection. The camera isn't required for recording film or TV signals. Its sole purpose is for live recording.

Marketing of the first shipment of video-tape recorders is scheduled to start some time in May. 3M officials also revealed that the company is working on the development of a home video-tape unit but that it would have to be priced at a maximum of $500 to generate significant consumer sales.

Technical topics...

Larger quarters = Entron Inc., Silver Spring, Md., will double its current production facilities with a new building to be located at 2140 Industrial Parkway, Silver Spring.

New control = Dynair Electronics Inc., San Diego, designer and manufacturer of equipment used in commercial and closed circuit TV broadcasting and in community antenna systems, has acquired an 80% interest in Skycrafters Inc., Long Beach, Calif. Skycrafters, which manufactures aircraft communication and navigation equipment, will operate as a subsidiary. Dynair paid cash and notes for its 80% stock interest.

Radios in drive-ins = Use of radios in autos instead of relying on drive-in-theaters' more complicated lines and speakers is the newest device of Minicast, 7641 West 39th Avenue, Wheat Ridge, Colo. The Minicast sound system captures the audio signal from the preamplifiers, impresses it on a radio frequency of the commercial band, and broadcasts the signal within the theater area. The patron then adjusts tone and volume level with the dials of his own car radio, thereby eliminating outside noises, drafts and possibility of window damage.

BROADCASTING, May 2, 1966
THE MEDIA

FCC doesn’t budge any on CATV rules

SAYS EXPANSION IS EXPANSION EVEN IN SAME TOWN

The FCC made clear last week it intends to keep a tight rein on community antenna television expansion in the major markets.

In one action it stayed the further construction by Courier Cable Co. in Buffalo, N.Y. In another, it approved a statement putting all CATV’s on notice that expansion into a new community, even if it’s a short move, constitutes a move into a “new geographic area,” so far as the rules are concerned.

Thestay order in Buffalo—the first issued by the commission in a CATV case—was issued at the request of Ultravision Broadcasting Co., which was seeking temporary relief pending action on a petition for permanent relief.

Ultravision is competing with WEKR Buffalo for a television grant on channel 29. WEKR and Courier Cable are subsidiaries of the Buffalo Courier Express.

The CATV was operating before the Feb. 15, effective day of the rule requiring CATV’s to seek commission approval before bringing beyond grade B signals into any of the top-100 markets. Buffalo is in the 22d market.

The commission order adopting the new CATV rules said that no such system shall extend its service to new areas when the commission determines that the public interest requires limits should be imposed.

Few to Many • The order also said that new systems, with relatively few subscribers, should not be allowed to expand from a few thousand subscribers in one part of a community to the “potential of hundreds of thousands throughout the entire community until the serious issues” had been resolved.

And the commission noted that the Courier system, a new one, has indicated it planned “to expand as rapidly as possible throughout the entire city and Western New York.”

The commission asked the system to file a map of the city indicating areas and streets where subscribers connections have been made, as well as the status of wiring connections as of Feb. 15 and the date of the order. This would enable the commission to determine how fast the system had actually expanded since Feb. 15.

Commissioner Robert T. Bartley dissented in the decision, saying he thought it clear that extension of service in Buffalo would hardly imply the CATV’s expanding into new geographic areas.

The statement designed to clarify the commission’s meaning of “new geographic areas” was contained in a letter to Telerama Inc. which operates a CATV in Cleveland suburbs. Telerama had expressed a view it could expand in accordance with established engineering plans without requesting commission permission in a hearing. It maintained it was not moving into a new area, even if it was a new community.

Approval Necessary • The commission, in a letter to the system, said that if it moves into a new community, and obtains a new franchise, as it plans to do, it is moving into a “new geographic area” and must seek commission approval in a hearing before bringing in beyond grade B signals.

The commission said the system would be subject to an order to show cause why it shouldn’t be directed to cease and desist if it proceeds without requesting a hearing.

In other CATV matters, two more petitions for waiver of the top-100 market rules, were filed with the commission. The total of such petitions is now 17. Akron Telerama Inc. seeks to bring selections from some 23 channels into Akron, Ohio (part of the Cleveland market, eighth from the top of the American Research Bureau’s list). And Coldwater Cablevision Inc. wants to import signals into Coldwater, Mich. (Lansing, Mich., market, which is the ARB’s 47th).

Cox poses questions about longer licenses

FCC Commissioner Kenneth A. Cox last week told the House Subcommittee on Census and Statistics that the FCC has been actively studying the question of longer broadcast license terms and that it probably will have a recommendation by June.

The subcommittee, which is investigating the problem of unnecessary paperwork in government, had invited the commission to testify on the present three-year license (Broadcasting, April 4).

Commissioner Cox said the commission would first have to determine how much of a saving in time and effort would result to the commission if the license term were extended and, secondly, whether the saving would be outweighed “by impairing the ability of the regulatory body to perform the public duties Congress has entrusted to it.”

Compliance with FCC rules tends to be higher when license renewal time is close and if the license term were lengthened, there might be less compliance during the interim period, Commissioner Cox indicated.

He added that he was personally in favor of retaining the three-year license term.

Representative Paul J. Krebs (D-N.J.), who has suggested that the license term be abandoned altogether, wanted to know what percentage of violations were discovered as a result of the information submitted in the license renewal applications. Commissioner Cox said that of all violations detected “substantially more” of them were caught as a result of the license renewal applications than through other methods. He said that of the 31 stations which were denied license renewals during the years 1962-1965, about 20 were detected because of information provided in the renewal applications.

Why Only Radio? • Representative

LP’s LP’s LP’s LP’s LP’s LP’s LP’s LP’s LP’s

MR. STATION OWNER:
Here is our answer to your problem,

WHERE TO PUT
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LP’s

Model G54812 Shown

Model G52412 - 24” wide - $69.50
Model G53612 - 36” wide - $84.50
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Prices include Crating
5% Discount If Check Accompanies Order

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MINERVA, OHIO
Arnold Olsen (D-Mont.) asked why the commission's study of a longer license term was limited to radio. Commissioner Cox said one reason was the comparative burden placed on radio and TV stations. He said that since TV stations are larger operations with larger personnel, they do not have as much need for relief. He said also that AM is an older service and that there are still changing patterns in TV development.

Representative Olsen, who favors a longer term, asked that the commission keep in mind the financial considerations of the broadcaster as well as those of the commission.

In answer to a question from Representative Krebs, Commissioner Cox said that about one in five of the renewal applications are questioned for some reason, although not all of these turn out to be actual violations. He said that one of the advantages of the three-year term is that it permits detection of violations of the rules at an earlier date than would be possible with a longer term.

Henry Points to 1957 - In a written statement submitted to the subcommittee prior to Commissioner Cox's testimony FCC Chairman E. William Henry recalled that in 1957 the commission had commented favorably on three House bills that called for a five-year term, and in October of that year the commission had requested similar legislation in its legislative program for 1958.

He said the commission at that time felt that broadcasting had reached a state of development that warranted the longer term and that a longer term would make for greater stability and save processing time to the FCC and the industry.

He said the commission is now carefully evaluating all factors to determine if it should again recommend a longer license term.

Seminar planned

An attendance of 85 management, sales, promotion and research executives is expected at a spring sales seminar that will be held May 20-24 at Pheasant Run Lodge, St. Charles, Ill., by CBS-owned radio stations. The seminar on station administration is designed for an exchange of ideas between top management and station staffs located in various major markets represented by CBS Radio. It will be attended by Fred Ruegg, vice president, station administration, CBS Radio. Participants will include executives of spot sales' eight offices, of the seven CBS-owned radio stations and five other stations represented by CBS Radio Spot Sales.

San Diego CATV claims procedural short-change

Mission Cable TV Inc. and TransVideo Corp., owner and operator respectively of a community antenna television system in Poway, Calif., have protested that the FCC is not following the precepts of the Administrative Procedures Act in its actions to determine the CATV's operating rights.

The companies, along with five other San Diego area CATV's, want permission to import Los Angeles television signals into the San Diego market. On April 11 Mission Cable and TransVideo were ordered to show why their system should carry Los Angeles signals beyond their grade-B contour into the grade-A contour of KFMB-TV and KOGO-TV San Diego. The CATV was directed to take part in a hearing in Washington whose record "... shall be certified immediately to the commission for final decision."

It's the second final that worries the CATV companies.

According to normal practice, they say, the commission must issue an initial decision first before any final action can be taken. Under this pattern the contesting parties first participate in a preliminary hearing and file proposed findings and replies. A hearing examiner then issues an initial decision to which any offended party may file exceptions. The party may also request an oral argument before the commission itself. Only at this point does the commission review the record and issue a final decision.

But according to the present order they say the whole center section of the procedure will be omitted. Only seven days (as against a habitual two to four weeks) has been allowed for filing comments between the preliminary hearing and the final commission action. And the CATV feels it is being given "a truncated hearing and the decision has been predetermined."

CBS-TV affiliates meet this week

The annual general conference of the CBS-TV network affiliates will be held May 3 and 4 at the New York Hilton in New York. The network said last week it expected about 700 executives representing the network and the affiliates to be in attendance.

A preview of next season's programming on the network, reports by top CBS executives and a business session of the affiliates board are on the agenda.

John A. Schneider, CBS group vice president-broadcasting, will deliver an address to affiliates at a luncheon on May 4. Other speakers will include John T. Reynolds, president, CBS-TV; Carl Lee, chairman, CBS Television Network Affiliates Association; Michael H. Dann, CBS-TV vice president-programs; Thomas H. Dawson, vice president-sales; William B. Lodge, vice president, affiliate relations and engineering; Richard S. Salant, president, CBS News, and executives representing sports, daytime programming and market planning. The affiliates' advisory board meets today, before the opening of the conference itself, with its chairman, Carl Lee, WXZO-TV Kalamazoo, Mich., presiding. The fall program presentation takes place on May 3 with Mr. Dann at the rostrum.

L.A. CATV voted under public utilities eye

The Los Angeles city council passed an ordinance last week authorizing regulation of rates and services by the board of public utilities over the market's growing community antenna television operations. The ordinance awaits the signature of Mayor Samuel Yorty to become effective.

Impetus for the regulatory action came from the public, with the city council having received complaints about excessive rates and poor service. There are four 10-year CATV franchises now in effect in Los Angeles. The systems are located principally in the Sunland-Tujunga, Sun Valley, Hollywood Hills, Bel Air and San Pedro areas where TV reception is poor because signals are partially or totally blocked by mountains. They serve about 5,000 local subscribers. The franchises
The E. William Henrys a gone-gone

An in party was given for an out chairman of the FCC and his wife April 24 on the eve of their departure from Washington. Following are excerpts from society-page coverage:

Maxine Cheshire in the Washington Post: "This is my Marquis de Sade costume," explained the hostess, ravishingly blonde Barbara Howar. 'The chains (14-karat links) cut into my tender, young skin . . .'

"Barbara's handsome husband, Ed, wore a brunette wig belonging to former Miss America Yoland Bebe Fox. The Howars were having a 'happening' for THAT man, Batman, the outgoing FCC chairman, Bill Henry, and his wife, Sherrye."

Myra MacPherson in the New York Times: "She [Mrs. Howar] wanted a 'fun party' so she and Mr. Howar picked the Tomfoolery, a Georgetown cafe that shows Charlie Chaplin movies and girls dancing on the bar. For the party a huge statue in the corner was caped a la Batman, the napkins said 'Holy Resignation?' and people were asked to come at their zowiest . . ."

"The Kennedys were well represented—by Mrs. Edward M. Kennedy, who flashed into the discotheque in silver foil, and by Mrs. Robert F. Kennedy's dress, which came worn by a friend. In black-and-white checked vinyl and Dynel and a squared-off ponytail, Mrs. Spencer Davis said, 'Ethel loaned this to me. It's marvelous, but it's hot . . .'

The Washington Evening Star: "Sherrye Henry took Barbara and Ed at their telegraphic invitational word and showed up in her 'zowiest,' a short white crepe dress with bare triangles at each side . . . "Robert Vaughan dropped by on his way back to Hollywood from Venice where he'd been filming 'An Affair in Venice' . . ."

"In the crowd that numbered well over 100 last night were the Arthur Gardners, the John Gonellas, the Bardyl Trianas, Representative and Mrs. Paul Rogers, the chief of protocol, James Symington, the Edward Streators, Shirley Nevius, Mrs. Yolande Fox, Mrs. Birch Bayh, Algerian Ambassador Guellal and the wife of Moroccan Ambassodor Laraki."

At the Henry's farewell party (l to r): E. William Henry, former FCC chairman; Mrs. Edmund Howar, hostess; Mrs. E. William Henry and Mr. Howar, the host. In the background: a nine-foot-tall statue of Batman, which Mr. Henry once played in life-size at a charity ball (BROADCASTING, March 14).

Mr. Henry resigned as FCC chairman effective yesterday (May 1) to assist his friend, John J. Hooker Jr., in the latter's race for the Democratic nomination for the governorship of Tennessee (BROADCASTING, April 11).

that have been granted make a point of disallowing any possibility of pay TV.

Applications of 13 companies for community antenna television franchises were taken under advisement last week by the board.

In a separate action, the utilities board's engineering staff recommended that the Santa Monica mountains be divided into two service areas for CATV systems—one for people living in the mountains and the other for dwellers in the Pacific Palisades section. Staff experts reported that Pacific Palisades, in the extreme western portion of the city, contains about 9,000 dwelling-units and that a separate CATV system might help to enhance community values.

Board member Robert I. Glueckstein, however, asked for additional information on the feasibility of dividing the Santa Monica mountains into four service areas for CATV systems. This, he indicated, would be in the interest of providing still better service to people in Los Angeles who have difficulty in receiving conventional TV signals.

Anello gloomy about governmental inroads

Instead of improving, "the dialogue between government and broadcaster is becoming progressively less fruitful." The dark picture was painted last week by Douglas Anello, general counsel of the National Association of Broadcasters.

He spoke at the Connecticut Broadcasters Association meeting in Storrs where he received the CBA's second annual distinguished service award. "The proper role for government in relation to broadcasting," Mr. Anello said, "is the establishment of a free and competitive economic structure in the industry rather than the direct supervision of programing product of the industry, whether by regulations or exhortations."

On the other side of the coin, he said, broadcasters have to measure up to their responsibilities. "We must be knowledgeable, ethical and responsible operating in an environment of freedom. The art that the broadcaster is called upon to master, with help or hindrance from government, demands a high degree of knowledge, skill and training . . ."

The NAB counsel noted that the only reason for broadcasters to be regulated is the necessity to control the radio spectrum. "Technical scarcity," he said, "should not be permitted to distinguish broadcast communicators from others in the necessity to maintain freedom for all mass communicators. Indeed, if the im-
portance of a medium to society increases with its ability to reach vast numbers, it would seem that simple logic would require less influence over broadcasting, not more. Licenses are granted in the public interest; but freedom of expression is the paramount public interest."

**Dille warns against unwarranted regulation**

The diversified ownership of radio and television stations "with all its imperfections, is the best available method for determining what goes on television or is heard on radio—better than any committee no matter how artistic, any commission no matter how wise, any Congress no matter how representative."

The opinion is expressed by John F. Dille Jr., Communicana Group of Indiana and the joint board chairman of the National Association of Broadcasters.

Writing in the spring issue of Chicago Today, a publication of the University of Chicago, Mr. Dille expresses concern with that gray area of programming between "the public interest" and "censorship" within which the FCC works. "No broadcaster contends that the government has no role to play in broadcasting," he says, "but we do feel that the government should act with restraint. No regulation should be imposed unless there is a demonstrated need for it and a sound basis under law."

Since ownership is diversified, decisions are based on a compilation of individual voices, Mr. Dille adds. "Without government regulation of programming, broadcasting will operate as a medium through which communications controlled by numerous and diverse licensees. This diversity can be relied upon to achieve a wide area of independence in thought and variety in programming. This is far better than to rely on the good faith, judgment, and benevolence of a government agency."

**ETV support law needs alteration, says NAEB**

Educational television broadcasters are proclaiming that they have outgrown the original ETV Facilities Act of 1962, which provides federal money for the construction of the state educational television systems.

In a report submitted to Senator Warren G. Magnuson, chairman of the Senate Commerce Committee and sponsor of the original bill, the ETV division of the National Association of Educational Broadcasters has recommended four specific amendments to the act.

Presently individual states are limited to $1 million in federal grants. But NAEB points out that many large states with burgeoning ETV systems have long reached their quotas, while some other states have not even started to apply for their allotted funds. Thus the report requests that the ceiling be lifted altogether or at least be raised to $2 million, citing the fact that construction of one television station currently costs over a half-million dollars.

However, it says, this widening of the provisions cannot be obtained fairly unless more funds are available. Consequently the NAEB proposal requests the ETV Facilities Act be extended another five years from its terminal date of July 1968, and be stimulated by an additional $50 million.

The recommendation also requests that funds be made available for specific interconnection plans within ETV systems. Presently states must apply federal funds only to the construction of individual facilities.

Also, a new balance between federal and state funding is suggested by NAEB to replace the present 50-50 matching basis. A more realistic proportion, the association claims, would have the federal proportion increased to 75% and the state share reduced to 25%. NAEB pointed out that in funding of such things as the national highway system, the breakdown is 90% federal and 10% local.

**Changing hands**

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

• **KULR-TV** Billings, Mont.: Sold by Crain-Snyder Television Inc. to Harriscove Broadcasting Corp. of Calif. for almost $1 million, including assumption of over $550,000 in obligations. President of Crain-Snyder, Thor Myhre, will continue as general manager of the station. Harriscove (owned by Burt I. Harris, Irving B. Harris and Donald P. Nathanson) presently owns KFBB-AM-TV Great Falls, Mont.; KTVO-AM-TV Casper, Wyo.; KFHM Long Beach, KKBK Phoenix, Ariz.; KBAT-AM-TV Bakersfield, all California; and also has community antenna television interests in Los Angeles, Palm Springs and Bakersfield, all California; and also has community antenna television interests in Los Angeles, Palm Springs and Bakersfield, all California; and also has community antenna television interests in Los Angeles, Palm Springs and Bakersfield, all California; and also has community antenna television interests in Los Angeles, Palm Springs and Bakersfield, all California.

• **KBOM,** Bismark, N. D.: Sold by Frank Fitzsimmons and Cal Culver to
Richard Power and associates for $235,000. KBGM, founded in 1925, operates on 1270 kc with 1 kw daytime and 250 w nighttime. Broker was John D. Stebbins.

KOAD Lemore, Calif.: Sold by Elbert H. Dean and B. L. Golden to Braun Broadcasting Inc., Los Angeles, for $65,000. KOAM operates fulltime on 1240 kc with 250 w. Broker was Wilt Gunzendorfer & Associates.

APPROVED — The following transfer of station interests was approved by the FCC last week (For other commission activities see The Record, page 74).

KVON Napa, Calif.: sold by Jan-Lar Inc. to Arthur C. Youngberg Jr. for $225,000. Mr. Youngberg owns KPRL Paso Robles, Calif., and the Paso Robles Evening Press. KVON operates fulltime on 1440 kc with 1 kw day and 500 w night.

McLendon has competition for KBVU's frequency

The frequency occupied by KBVU Bellevue, Wash., has become contested ground between Gordon McLendon and Bellevue Broadcasters, owners of KPFK Bellevue. Last week the FCC designated Mr. McLendon's application for the license of KBVU (which he bought in 1965 for $180,000) to be heard in consolidated hearing with an application of KPFK for KBVU's frequency. Both parties want to broadcast on 1540 kc with 1 kw.

The McLendon station wants to program an all-news format, while KPFK would maintain a diversified selection. Thus the consolidated hearing will be held to determine the type of programming that would best suit the community's needs. Also in question will be the renewal of KBVU's license, which is still held by its former owners, Northwest Broadcasters Inc.

Mr. McLendon is sales representative of all-news XTRA Tijuana, Mexico, and owns WPHN-AM-FM Chicago which is also all news. In addition he is requesting FCC permission to run 112 hours a week of classified ads on KGLA(FM) Los Angeles (Broadcasting, Dec. 27, 1965). He already owns five AM's and five FM's.

WJPB goes on the air

WJPB radio, Kissimmee-Orlando, Fla., was scheduled to make its debut on the air last Sunday (May 1). A tornado, which caused severe damage to WJPB's tower and other equipment, spoiled the station's formal opening last month.

Owned by J. Patrick Beacom, president and general manager, and Hoyt C. Murphy, WJPB is a 1 kw fulltime operating at 1220 kc. The station will be serving the Kissimmee-Orlando area, where Walt Disney has proposed building a Florida Disneyland.

WIFE-AM-FM renewals set for FCC hearing

Applications for renewal of the licenses of WIFE-AM-FM Indianapolis have been designated for hearing before the FCC because of alleged misrepresentations to advertisers and mishandling of contests. The stations, owned by Star Stations of Indiana Inc., received one-year license renewals in November 1964 for allegedly misrepresenting the results of a ratings poll.

WIFE is presently accused of awarding the prizes of a contest to employees of the station when no other contestants entered. But neither the advertiser nor its agency was apprised of this fact, says the FCC.

WIFE-AM-FM are said to have continued to broadcast a "Mystery Santa Claus" contest after all 24 of the prizes had been given away. The stations received 23 additional winning entries, but the commission claims no prizes were awarded to them although none of the contest rules stated that there would be only 24 winners.

WIFE employees, according to the FCC, were instructed to falsify monthly advertising invoices representing advertising that occurred at other dates and times than that stated. The commission states that recipients of these false invoices included Ford Motor Co., duPont, and Chevrolet, and in the case of one food company, 77 false or erroneous billings were received.

Another station owned by Star Stations, KSJN Vancouver, Wash.-Portland, and times than those stated. The commission over a $2,000 fine for failure to obey the station-identification rules. KSJN is accused of over-identifying with Portland.

Star Stations is principally owned by Don W. Burden.

Written briefs called for in KOLO-TV v Reno

The city of Reno and KOLO-TV Reno were ordered to file written briefs last week by municipal court judge John Matthews in their dispute over whether broadcast firms must purchase licenses in order to solicit and carry advertising. Judge Matthews will not listen to oral arguments in the case but will make a
decision based on the briefs probably within the next two weeks.

Meanwhile, Philip G. Rose, general sales manager of KOLO-TV is still free on $100 bail after pleading innocent of the charge of failure to purchase an advertising license from the city's licensing department. He was to have an oral hearing last week in Reno municipal court, but the judge, instead, decided to ask for written arguments.

Station officials say that if the judge decides for the city, an appeal will be made to the district court. Reno's licensing inspector has indicated that a decision that finds the city in error also will be appealed.

LBJ receives Murrow fund delegation

President Johnson greeted a delegation from the Edward R. Murrow Memorial Fund last week, receiving the first copy of the Overseas Press Club brochure initiating the fund. The fund seeks to create a communications library at the New York headquarters of the OPC. It will also sponsor a series of scholarships and seminars.

Among those present at the meeting in the White House, on the anniversary of Mr. Murrow's death one year ago: Harold L. Bache, New York investment banker, and Walter Cronkite, CBS, co-chairman of the fund; Ben Grauer, NBC; Julian Goodman, NBC; Nathan Halpern, Theater Network Television; Frank Stanton, CBS; William McAndrew, NBC; Richard Salant, CBS; John Lynch, ABC; Howard K. Smith, ABC; Louis Read, WDSU-TV New Orleans; Leonard H. Marks, U. S. Information Agency, and John Chancellor, Voice of America.

NAB radio code gains five members in month

The radio code of the National Association of Broadcasters showed a net gain of five stations between Jan. 15 and Feb. 15. In that period 21 stations were added to the code and 16 were withdrawn.

Stations added: KSWM-FM Salinas, Calif.; KSSS Colorado Springs; WCCF Punta Gorda, WPWF Panama City, WPBR Sarasota and WUSA Palatka, all Florida; WBFM-FM Chicago; WCIL Peoria, Ill.; WBMF-FM Elwood and WFMW-FM at Indianapolis, both Indiana; WFMW-AM-FM Madisonville, Ky.; WMID Atlantic City; WAYS Charlotte, N. C.; KSJB Woodward, Okla.; KBOY-AM-FM Medford, Ore.; KFBC Redfield, S.D.; WKEE Newport, Va.; WETZ New Martinsville and WCLG Morgantown, both West Virginia.

West Virginia.


Media reports...

Research offices = Mediastat, New York research firm, has opened two West Coast offices and placed Hark Basayne, western regional manager, in charge of those operations. The branches are at 900 Sunset Boulevard, Los Angeles, and 2166 Market Street, San Francisco. Mediastat also maintains offices in Chicago and Silver Spring, Md.

Handy facts = Principal provisions of the Fair Labor Standards Act are summarized in "The Broadcaster's Wage-Hour Guide," a new booklet from the National Association of Broadcasters department of broadcast management. The booklet is being sent to members to provide management with "necessary fingertip facts." 

Expanded home = A two-story building next door to KGO, the ABC-owned San Francisco radio station, is being completely remodeled in a $250,000 expansion move. When it's finished, about the beginning of July, the radio station will have a new location for its broadcast studios and will be able to handle an enlarged news operation. Currently KGO shares a five-story building in San Francisco with its television affiliate, KGO-TV.

Arizona CATV = Manufacturing for the community antenna television industry is becoming a major economic factor in Phoenix and the Salt River Valley areas of Arizona. Many Arizona firms are benefiting from orders for goods and services placed locally and more than 1,200 state residents are employed by the CATV industry. These conclusions are drawn in the March issue of Profile of Arizona. The bulletin, published by the research division of First National Bank of Arizona, focuses on two Phoenix-based CATV firms, Ameco Inc. and Kaiser-Cox Corp.

Broadcast Bureau area = By amendment of its rules, the FCC has delegated authority to the chief of the Broadcast Bureau to act on requests by television broadcasters for multiple-city identification. Expanded identification is to depend on the ability of a station to provide the required field strength over all communities. Before this, permission for multiple-city identification could come only from the commissioners.

Call letter change = KLAC-FM, affiliate station of KLAC Los Angeles, is scheduled to change its call letters to KMET (FM) today (May 2). The new call letters stand for Metromedia, the station's parent company. According to Jack G. Thayer, station vice president and general manager, the reason for the change is "that it's confusing for both our AM and FM stations to have the same call letters when they are programed separately." KLAC is basically a talk station. The newly named KMET broadcasts 108 hours of multiplex stereophonic music each week. Metromedia also operates KTTV(FM) Los Angeles.

New facilities = WNOK-AM-FM-TV Columbia, S. C., has announced plans for construction of new studios and offices. The new facility will contain some 15,000 square feet, more than doubling the present location. Completion date has been tentatively set for early summer or late spring of 1967.

'Tarzan' licensing = MS International Inc., New York, a new company organized by Martin Stone, has been assigned merchandising rights to Tarzan, a new TV series which begins on NBC-TV in the fall. The rights agreement was announced by Bob Banner Productions, which is producing the series. Mr. Stone, an attorney, is a pioneer in TV merchandising. He developed a licensing program in 1947 for the early TV show, Howdy Doody, and formed the Kagar Corp. for that purpose.

BROADCASTING, May 2, 1966
A perfect pair. That's what they said in California. It happened at the International Broadcasting Awards. For the second year in a row we placed first with the “World’s Best Video Tape Commercial”. (They think big out there.) Actually Fletcher Richards' gem for A.I. got it first in 1965. Then we waited a whole year for the shoe to drop on Doyle Dane Bernbach’s epic for Thom McAn. All in all, we had four finalists out of the top eight in 1966. If you can stand it, we would like to add that we also won two “Cios” at the American Television Commercials Festival in New York last year, including, you guessed it, "Best Video Tape Production". The kudos should go to the clients and agencies who stretch the imagination of our medium. They keep us walking on air.

VIDEOTAPE CENTER
For the contest winner who has everything

Convinced that consumers of the affluent society are weary of contests generally and jaded about such prizes as yachts and small cash fortunes, the Douglas Oil Co. of California, Los Angeles, decided to do something creative and be somewhat uninhibited about its latest promotional campaign. Because Douglas is a relatively small and little-known petroleum marketer, its agency, Carson/Roberts Inc., has set out to establish a firm company identity with the consumer through a scheme it feels is both unusual and striking.

The agency is running a contest it hopes will have the quality of sustained interest in that each month public attention will be piqued by a different way-out prize, thought to be both improbable but useful. The contest, set to break May 18 in the San Diego area, is called “Win Something Wild” and is backed with the equivalent of $220,000 worth of prizes.

There seems no question the prizes will be improbable but opinions as to their usefulness are bound to differ with individual winners. One prize, for example, will be a stock broker plus $5,000 in cash to play the market with. Another will be a cleaning lady who will supply her own soap and broom and guarantee to clean the winner’s apartment or home once a week for a year. A third offering will be a 2,000-pound steer that the agency promises to deliver in the form of roasts, steaks, ribs or even store and dole out portions as required.

Marketing objective is to increase traffic at Douglas gas stations and maintain and increase enthusiasm among its 41 San Diego dealers. Douglas’s media mix includes 53 outdoor boards backed by radio spots and newspapers ads.

Walks away with honors

William Schrank, director of research for Avery-Knodel Inc., has been named the fourth annual winner of the Avery-Knodel Shoeleather Award.

At a ceremony at the Avery-Knodel offices in New York, Mr. Schrank was presented an engraved plaque decorated with a well-worn shoe sole by J. W. (Bill) Knodel, the rep’s president, and was honored by his colleagues as: “A research director who uses as much shoeleather as the salesman in the service of Avery-Knodel stations.” The award winner, in addition to his research activities, frequently makes advertising agency calls with Avery-Knodel salesmen and regularly visits major advertisers and audience measurement firms.

Others attending the award ceremony, in addition to the A-K personnel, were representatives from the American Research Bureau, C. E. Hooper Inc., Mediastat, A. C. Nielsen Co. and Pulse Inc.

At the presentation (l to r): William Wyatt, A. C. Nielsen Co.; Ralph Crutchfield, American Research Bureau; Larry Roslow, The Pulse Inc. and William Schrank, Avery-Knodel director of research.
Kiwanis clubs honor broadcast industry

For 20 years the Kiwanis clubs of America have taken part in the National Radio Month observance each May to "honor the broadcast industry for its contribution to a better, more informed community."

This month the Kiwanians will highlight their local participation by presenting about 1,000 awards to radio stations. The Thomas Jefferson Freedom of Speech Award is being presented to stations "in grateful acknowledgement of the industry's constant effort in behalf of free speech...the basis of our government," the foundation of our precious liberty. May the courage of the broadcast industry, may its integrity, and may its insistence upon truth and professionalism, continue always to be a bulwark of freedom for this nation and its people."

Above, Vincent Wasilewski (1), president of the National Association of Broadcasters, accepts the industry's citation from Kiwanis International President Edward C. Keefe.

Drumbeats...

Tomorrow's the Day • All over South-eastern Michigan desk drawers and file cabinets are being checked for a seven-year-old paperweight now valued at about $9,000. It all started seven years ago when WXYZ-AM-FM Detroit moved into its new home in Southfield, Mich. Paperweights with different number combinations were sent to advertising executives and community leaders. The winning combination to be announced May 2, will be able to open a strong box in a Detroit bank. Contents are 100 shares of ABC stock, which when augmented by the cash dividends since 1959, means approximately $9,000 to the winner.

SRA sets date • Station Representatives Association will hold its annual awards luncheon May 16 in New York, honoring agency figures designated to receive SRA's Silver Nails and Gold Key Awards. The Silver Nail Award, named for Frank Silvernail, retired BBDO executive, goes to the buyer voted time-buyer of the year. The Gold Key Award goes to an agency executive chosen for distinguished leadership in advertising. Identities of this year's winners will be revealed at the luncheon, to be held in the Plaza hotel.

Tapp roosters • Jay E. Tapp, pioneer West Coast consulting engineer, has been presented with an appreciation plaque inscribed with the call letters of more than 40 station clients. Mr. Tapp, who has served as a consultant for 40 years in Southern California, was responsible for the first microwave program transmission and the first vertical antenna installation in Southern California.

Guild Tribute • David Sarnoff, RCA board chairman, received the 1966 Concert Artists Guild Award at the guild's annual dinner-concert April 27 at the Pierre hotel, New York. At the concert Leopold Stokowski conducted the American Symphony Orchestra in the world premiere of Morton Gould's "Salutations," composed in honor of Mr. Sarnoff.

Flips lids • Maxwell House is cooperating with the United Service Organizations (USO) in raising funds to help serve needs of Americans in the armed forces around the world. Campaign, "Flip Your Lid for the USO," will receive heavy support through announcements placed in General Foods schedules on network TV. In the campaign, Maxwell House coffee plastic lids turned in to stores will be placed in bins with the company donating specified funds for the total of lids turned in.

RFE help asked • Radio Free Europe is asking radio-TV stations this month to schedule public service spots in RFE's current funds drive. A TV kit containing a one-minute and a 20-second announcement in color and featuring General Lucius D. Clay, a founder of RFE, extolls the importance of the broadcast operation that's received in East European countries. The radio kit includes spots using personalities such as Joanne Woodward, James Garner, Roy Rogers, Tony Curtis, and Randolph Scott. Thomas S. Murphy, president of Capital Cities Broadcasting, is chairman of the sixth annual radio and TV drive.

Public service, news tips seen in WFLD ham club

At last Sterling C. (Red) Quinlan admits he's really part "ham."

The WFLD(TV) Chicago president-general manager has announced the formation of the Field Amateur Radio Club which will operate a 1-kw ham station six to eight hours a day from TV master control. It will frequently be featured in on-air news and feature spots, he said, but the station's chief function will be to handle message traffic throughout the world between overseas military personnel and their families in the Midwest.

The amateur station has been licensed by the FCC as WAI9RTP. Top amateurs in the area will donate their time to work the public service shifts. Radio calls from overseas will be patched into the local telephone system to the respective families and some will be aired after permission of the parties is obtained.

Mr. Quinlan suspects he may wind up with some international news beats every now and then, but all leads will be checked first with the regular news services. The club's chief purpose, however, is one of public service, he said. A local physician, Dr. George Anast, is club president.

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FIRST IN CATV

OVER 16 YEARS CATV EXPERIENCE
INTERNATIONAL

'Seven Days' dismissals create nationwide dispute

The Canadian Broadcasting Corp.'s recent decision to dismiss the hosts of the controversial public affairs program, This Hour Has Seven Days, has created a national controversy.

The dispute has produced a picket line at the CBC offices, a Toronto citizens' committee to rescue the program, a Save Seven Days movement in Ottawa, a West Coast protest group formed by Vancouver clergymen, a strike threat by producers in Toronto and Ottawa, a resignation threat by the program's executive producer, Douglas Leiterman, and the actual resignation of the show's Ottawa editor, Ray Fairish. The thousands of letters and phone calls from an aroused public have also prompted questions in the House of Commons and a parliamentary inquiry.

Patrick Watson and Laurier LaPierre are the co-hosts whose contracts with Seven Days will not be renewed next year. Mr. Watson said that he was informed last April 15 by the CBC that his contract, which expires May 8, would not be renewed. The reason given, he said, was that he had been "disloyal to CBC management." Mr. LaPierre said his contract had been terminated for essentially the same reason and also because he had expressed his personal views on the program.

Last Tuesday (April 26) CBC President J. Alphonse Ouitmet rejected a request by the Toronto Producers' Association to reopen the Watson-LaPierre case. The association had threatened to consider withdrawal of its services if the CBC did not permit negotiations on the dismissal of Messrs. Watson and LaPierre.

The CBC has also announced that the weekly budget for Seven Days will be cut by $1,000 next season while the budgets of other public-affairs programs will be increased.

NBC International meets to assess global sales

The fifth world conference of NBC International Enterprises will be held in New York and Los Angeles this week and will focus on the 1966-67 film properties to be offered for global sale this year.

The meetings will be held in New York (May 2) and tomorrow and will be continued in Los Angeles for the remainder of the week. George A. Graham Jr., president, NBC Enterprises, and Gerald Adler, director, NBC International Enterprises, will discuss goals and plans with representatives of NBC International from abroad.

Global communications unity urged by Engstrom

A nation-by-nation approach to telecommunications developments should give way to long range planning for a unified global communications system, it was asserted last week.

Elmer Engstrom, chairman of the executive committee of RCA, called for new international cooperation in communications planning. He described developments to date as "a patchwork of various national or regional systems employing different types of equipment, different codes and different operating

Times rough, but outlook bright for foreign syndication

Don't try to sell a TV show about Russia in European markets. That's the advice of a man who's tried it. He's Peter Cary, Desilu Sales Inc.'s director of foreign sales in the United Kingdom and the European continent.

"The big problem, of course, is political." As an example Mr. Cary cites a Desilu documentary called "The Face of Russia." The program is a tough sell in Europe, according to the Desilu executive, and the reference is not only to countries behind the Iron Curtain. "I'm not talking about the eastern countries," says Mr. Cary, "because it's difficult to sell the program any place in Europe. A lot of the countries I do business with," he explains, "do business with Russia and they don't want to offend Russian officials at all. Anything that smacks of the Communism question or non-Communism is a very, very difficult product to sell."

What are some of the other TV taboos in Europe? Says Peter Cary: "War pictures are very tough to sell because the Europeans have had enough of war. They don't want to see it on their home screens."

Programs that stress violence or ones with plots concerning the overthrow of governments or revolutions are definitely out. Apparently, he feels, European heads of state do not feel secure enough to give the populace ideas. Religious Restrictions: Portugal and Spain are real problem countries for TV syndication salesmen, points out Mr. Cary. "Portugal," he says "has restrictions on programs dealing with a number of problem areas, while in Spain you cannot get anything on that has anything to do with the church unless it's a purely religious-type show."

To back up his opinions the Desilu salesman recalls the case of a special TV show of a couple seasons back called Mr. and Mrs. It starred Lucile Ball and Bob Hope, renowned enough performers, it would seem, to have drawing power even in Europe. Yet the show went begging in some European markets.

"It's a very cute show," reports Mr. Cary, "but it was turned down in many, many countries because Lucy played a woman that was pregnant, although she was just pretending and the whole plot was based on an advertising agency trying to promote her baby as a gimmick." It didn't play in a lot of countries, he feels, "because some of the religiously oriented governments would not accept the pretense about pregnancy and also because some countries don't know what an advertising agency is."

On the plus side for TV salesmen trying to sell in Europe, it doesn't always matter if a series was a hit or miss in the U. S. "The Greatest Show on Earth is a perfect example," says Mr. Cary. "Here's a show I sold all through Europe and the Middle East and Africa and it was a hard sale because the show wasn't considered successful in the States for one reason or another. Yet in areas like Italy and Spain where they had taken the time to look at 13 pro-
ABC International sets agenda for Mexico City

New avenues in international advertising being opened up by the growth of worldwide TV will be explored by a panel of prominent executives in international communications at the second annual ABC International Television Symposium on May 10 in Mexico City.

The four executives who will join Donald W. Coyle, ABC International president, on the panel: Romulo O'Farrell Jr., vice president and director of Telesistemita Mexicano, and chairman of the television subcommittee of the Mexican Olympic Committee; George C. Christie, Latin American coordinator of the Communications Satellite Corp.; Edward Ney, executive vice president, Young & Rubicam, and H. M. Connelly, marketing and operations manager, of Kraft Foods International Division.

The symposium will also encompass four days of workshops at which ABC's worldwide organization will discuss and examine developments in international broadcasting. Theme of the symposium is "Television in the Space Age—New Opportunity for the Global Advertiser."

B&B buys into major agency on Continent

Benton & Bowles Inc., is adding about $8 million to its present billing with the purchase of substantial interest in one of the largest advertising agencies in Belgium, Publicontrol, S. A., and its programs, or 26 programs, or all 30 programs which were in the series they found enough good programs in it to make them want to buy. They may not necessarily buy all 30 programs, but they'll end up buying what they think is particularly good."

"Untouchables" - The perfect example of an extremely successful series that had trouble selling in Europe was Desilu's Untouchables. "I think we'll all agree," Mr. Cary says, "that it was one of the biggest successes in television. Well, I'm just now beginning to move it in some markets in Europe. Other markets have had it for two or three years but some of the important markets like the United Kingdom finally bought just this year. We couldn't sell it because of the so-called violence. But now some of these countries have grown up and will accept it."

The normal practice in Europe and the Middle East, Mr. Cary observes, is not to buy any more than 13 shows in any one series (the United Kingdom is an exception). Many countries, he says, just don't set their schedules in advance of 13 weeks. "Sweden, I think, has a policy that they will not buy more than six programs at a time," he adds. "In Germany the situation is that they can produce most anything that they want themselves. They have a great deal of money and they feel they can do production easily."

But despite the intricacies, idiosyncrasies and intangibles of foreign markets, Peter Cary thinks the potential is tremendous. He points out that in the last two or three years "our business has been extremely good." Adding to his upbeat feeling is the knowledge that some of the nontelevision markets in Europe and the Middle East and Africa are beginning to open up. "Just recently," he says, "Greece initiated television, Turkey is opening up within the next year and two or three African countries are coming into it real soon.

"I feel," he continues, "that if I'm doing such good business in my area with product that we've been selling and reselling and reselling, that with the new product coming out of Desilu, and the new stations going on the air, and new countries getting into television, the future of syndication in foreign markets is extremely bright."
Dutch subsidiary, Publiccontrol, N. V.
The Publiccontrol companies, headed by Andre Kicq, have offices in Brussels, Antwerp and Amsterdam. Their clients include Procter & Gamble and British Petroleum.

Benton & Bowles Inc., also owns Benton & Bowles Ltd. and Nelson Advertising Service Ltd. in Great Britain. BB Inc.'s foreign and domestic billing before this latest expansion: $160 million.

British firm to handle Jerrold's CATV gear

Jerrold Corp., Philadelphia, has announced entry into the international market with the signing of a community antenna television equipment-licensing agreement with Teleng Ltd., British cable television manufacturer. Teleng is also a leading British TV-set rental firm and operator of CATV systems in Britain and in Europe.

Initially, Teleng will import Jerrold's Starline series of solid-state and modular CATV distribution equipment and accessories. Later this year, the British firm will build its own version of the Jerrold equipment.

In Britain, CATV is known as TV relay and includes the rental of a TV set as part of the service. Max Kraus is director of Jerrold's International Division.

Compton's European arms to coordinate in Brussels

The advertising and marketing activities of Compton Advertising Inc.'s four European partner offices are being centralized into a coordination and development division in Brussels.

Besides directing new business for Compton's European branches (Clar Werbung GmbH & Co., Heidelberg; Publi-Synthese & R. L. Dupuy S. A., Brussels; Compton-Cueto Advertising S.P.A. Rome, and Garland-Compton Ltd., London) the division will assist offices in the U.S., Latin America and the Pacific area. Its operation, supervised by Robin Dix, director of continental operations, will encompass Publicidad Badillo Inc. (San Juan and Santo Domingo); Publicidad Ferrer S. A. (Mexico City); Ace-Compton Advertising Inc. (Manila); Nixon-Compton Pty. Ltd. (Melbourne and Sydney) and Dai-Ichi Kikaku Co. (Tokyo) and six U.S. offices.

Abroad in brief...

London agency member = Norman, Craig & Kummel Inc., New York, reports its British member of partner agencies, Crane, Norman, Craig & Kummel Ltd., London, will be associated with Digby Wills Ltd., a London advertising agency. Digby, as a new group member of Crane/NCK, will continue operations under its managers, D. F. Wills and R. M. Noble. Its accounts bill in excess of $1.5 million. They include Beecham Foods Ltd. and Vine Products Ltd., division of Showering Ltd., a producer of QC British wines.

Satellite study = Inter-American Development Bank has hired Page Communications, Washington, to make a feasibility study for communications satellite ground stations in 10 South American nations. Study, budgeted at $250,000, is the first step in setting up a South American communications satellite system.

Canadian affiliate = CBS Radio added its 243d affiliated station, CFRA Ottawa, on May 1. CFRA concurrently became the third Canadian station to join CBS. The outlet, owned by CFRA Broadcasting Ltd., operates on 50 kw day and 10 kw night on 580 kc.

New films = A joint cost-sharing venture to produce three or four 90-minute feature films is planned by the Canadian Broadcasting Corp. and the National Film Board of Canada. The films will be shown on Canadian television first and then sent to theaters abroad.


FATES & FORTUNES

Robert G. Simon, director of business affairs, TV/radio programming and media division; Thomas L. O'Reilly, senior TV program manager; Douglas Johnson, account director, and William A. Sharon, in charge of administration personnel, all with McCann-Erickson, New York, named VPs.

Mark Cooper, president of Advertising Federation of America since February 1963, resigns. No future plans announced.

John C. Savage, president of Norman, Craig & Kummel (Canada) Ltd., Toronto, elected senior VP and senior account group supervisor of NC&K, New York.

David J. Gillespie, VP at Kenyon & Eckhardt, Detroit, appointed management supervisor on Lincoln-Mercury division account and other Ford Motor Co. accounts and also appointed head of K&E's Detroit office.

Howard W. Powers and Leonard A. Rosenstein named associate directors of research and elected VPs of Foote, Cone & Belding, Chicago.

C. K. Carmichael, with Geyer, Morey, Ballard, New York, elected VP.

Edward A. Cashin, retired executive VP of BBDO, elected chairman of board of Dusharme Products, Minneapolis. He will direct firm's marketing and new product diversification program. Mr. Cashin currently serves on BBDO's board of directors.

James F. Ewing, account supervisor at Ketchum, MacLeod & Grove, New York, named VP.


Peter F. Gallery, formerly VP-merchandising for LaRoche, McCaffrey and McCall, New York, appointed senior VP and member of executive committee.

Norman Heller, VP of marketing research for Pepsi Co. Inc., New York,

BROADCASTING, May 2, 1966
AP elects new officers

Paul Miller, president of Gannett Newspapers, Rochester, N. Y., (WHEC-AM-TV Rochester; WINK-AM-TV Binghamton, N. Y.; WDAN Danville, Ill.; WREX-TV Rockford, Ill.) re-elected president of Associated Press at board of directors meeting April 26 in New York (see page 40). Franklin D. Schurz, South Bend (Ind.) Tribune (WRTB-AM-FM-TV South Bend) was elected first VP and Bernard H. Ridder Jr., of the St. Paul Dispatch and Pioneer Press (WCCO-AM-FM-TV Minneapolis-St. Paul; WSDM-AM-TV Superior, Wis.; KSDN Aberdeen, S. D.) was elected second VP of AP. Harry T. Montgomery, deputy general manager of the AP, was re-elected secretary, and Robert Booth was re-elected treasurer.

Bernard Endelman, account supervisor, and Joseph Schindelmann, art director, both with Paperi, Koenig, Lois, New York, appointed VPs.

Daniel W. Foster, formerly marketing services VP of F. E. Compton Co., Chicago, named executive VP and manager of Cincinnati office of Clinton E. Frank Inc.

George Filipetti, formerly VP and creative director at Wade Advertising, Chicago, joins Bronner & Haas there in similar position.

Richard Berger, marketing director, Warren, Muller, Dolutbsky, New York, elected VP.

Joseph Pascal, formerly with ABC-TV station clearance department in New York, forms own firm for editing of television commercials and industrial films. Virgo Film Editing Service is at 1600 Broadway, New York.


Norman Marks, advertising and design executive with Harte, Yamasita and Harte Inc., Los Angeles, named director of advertising at KHJ-TV there.

Robert A. Coolidge, with Wade Advertising, Chicago, joins Compton Advertising, that city, as media supervisor and network coordinator. Barrie Spies, formerly copywriter at Compton, New York, named copy group head.

Thomas R. Murphy, manager of Advertising Time Sales, San Francisco, named head of new Dallas office of Broadcast Communications Group. Office is located in Metropolitan Federal Savings Building, 1401 Main Street, Phone R1-8-5318.

John Burr, formerly with KPHO-TV Phoenix, appointed sales manager for KOOL-AM-FM, that city.

Hugh Ferguson, with WCAU-AM-FM Philadelphia, appointed national sales coordinator. Michael F. Hogan, former national sales coordinator and merchandising director, appointed account executive.

Lee H. McIlvain, formerly of Ketchum, MacLeod & Grove, Pittsburgh, named head of new New York state division office of Penn State Reps in Rochester, N. Y.

Roger Rice, national sales manager of WINS-TV Pittsburgh, named general sales manager. Len Swanson, account executive, succeeds Mr. Rice. Tony Renda, account executive, named local sales manager, replacing Phil Marella, who joins Rollins Broadcasting Co.

Don Chapman, account executive with WINS-TV New York, appointed national sales manager of Kaiser Broadcasting Corp., that city.

Betty Chaffin, with Keller-Crescent Co., Evansville, Ind., appointed radio and television director.

Barbara Ann Buchbinder, copy/traffic supervisor of Van de Car and De Porte Inc., Albany, N. Y., named media director.

Robert E. Harlan, account executive, named account supervisor at Solow/Wexton Advertising, New York. Peter Strongwater, formerly with Doyle Dane Bernbach, same city, named assistant traffic manager, Solow/Wexton.

Peter A. Modica, formerly group head art director at Gaynor & Ducas, New York, appointed executive art director of Norman J. J. Berger Associates Inc., that city.

Rob Howard, formerly with Kaleidoscope Studio, Boston, appointed art director at Maslow, Gold & Rothschild Inc., that city.

Alvia G. Golden, copy/radio-television director for Bofinger-Kaplan Advertising, Glenside, Pa., appointed copy

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WE'VE GOT TO COVER THE CHATTANOOGA MARKET!

HMM...THIS LOOKS LIKE A JOB FOR WRCB-TV!
Alfred R. Stern, president and chairman of TeleVision Communications Corp., New York (group community antenna television firm), and a former NBC vice president in charge of the network's Enterprise Division, has been nominated to be next chairman of the National Community Television Association. Mr. Stern will succeed Benjamin J. Conroy Jr., at Uvalde, Tex.

Mr. Stern resigned from NBC in 1962 to form the CATV company, which now owns 26 systems in nine states, serving over 55,000 subscribers.

Other officers nominated to be voted on at the June 26-29 meeting of NCTA in Miami: Jack R. Crosby, Westex Cable Corp., Del Rio, Tex., and vice president of TeleSystems Inc., vice chairman; Ralph L. Weir Jr., Junction City (Kan.) Television Inc., secretary; Harry C. Butler, Cable TV of Santa Barbara, Calif., treasurer.


Stern due to be next NCTA chairman

Fred C. Delahay, radio manager for Katz Agency, San Francisco, joins CBS Radio Spot Sales there as account executive.

Robert J. Arsenault, assistant local sales manager for WGAN Portland, Me., appointed account executive for WGAN-TV, that city.

John Butcher, formerly with Quaker Oats Co., joins Needham, Harper & Steers, Chicago, as account executive.

Robert K. Wallace, formerly with SCI Division of Interpublic Inc., Chicago, joins agency as merchandising supervisor.

Will Butler, account executive with Tracy Moore & Associates, Los Angeles, station representative firm, appointed account executive at KWZ Santa Ana, Calif.

E. W. (Bill) Powell, office manager for King Harrington Advertising, Los Angeles joins KLAC there as account executive.

Stan Mack, formerly with WMIN St. Paul, and Larry Dukes, sales promotion director at KDBW St. Paul, appointed account managers at KDBW. Mary Jo Behl succeeds Mr. Dukes.


George S. Vanderlin, account executive with BBDO handling Dodge Dealer Association accounts for Chicago, St. Louis and Kansas City regions of Chrysler Corp., joins N. W. Ayer & Son Inc., Los Angeles, as account executive. Mr. Vanderlin will work on Plymouth Dealers Association account.

Ted J. Smith, formerly with Wade Advertising, Chicago, joins account management staff of Doyle Dane Bernbach there.

Roger Schwab, account executive for Gardner Advertising Co., St. Louis, joins milk products division of Pet Milk Co., that city, as product manager.

Dorothy McBride, commercial coordinator, NBC, New York, retires after 37 years of service. Miss McBride plans to return to Conshohocken, Pa.


Donald C. McGovern, account executive with KLAC Los Angeles, joins KNX Los Angeles in same capacity.

Walter S. Clark Jr., formerly with Hicks & Greist, and Ernest Weilheimer, formerly of Mogul Baker Byrne Weis, both New York, join Smith/Greenland’s account service group. Robert Smith, production department, S/G, moves to account service group.

Joseph F. Mahan, with Metro TV Sales, New York, appointed account executive.


Shirley Polykoff, associate creative director of Foote, Cone & Belding, New York, elected first honorary member of Gamma Alpha Chi, national professional advertising fraternity for women.


R. D. Eikund, who recently headed his own agency in La Habra, Calif., appointed to account staff of Curtis & Associates, Long Beach, Calif.

Ralf Brent, president of WRLV New York, international shortwave station, resigns to establish Ralf Brent Associates, New York, communications consulting firm. Mr. Brent’s first client is WRLV. Edward J. Broman, executive VP, and general manager, WRLV, assumes administrative responsibilities.


Robert C. Currie Jr., formerly with WFMY-TV Greensboro, N. C., named...
VP and general manager of KBMT(TV) Beaumont, Tex. Doug Thompson appointed station manager and general sales manager.

James J. Hawkins, general manager of KXXA Seattle, elected VP.

Mrs. George W. Norton Jr., president of WAVE Inc. (owner of WAVE-AM-TV Louisville, Ky., WJIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis.), named board chairman. T. Ballard Morton, VP-finance of WAVE Inc., elected president. Ralph S. Jackson, executive VP and general manager of WAVE Inc., also elected president of WJIE-TV and WFRV.

Robert C. Wiegand, VP and general manager of WTVN-TV Columbus, Ohio, appointed VP and general manager of WGTW-TV Buffalo, N. Y.

Don Treu, manager of KJFJ Webster City, Iowa, elected president of Iowa Town and Country Network. Other officers chosen at organization's meeting April 21 were: H. A. Preston, KEXO Iowa Falls, VP; Dick Johnson, KWBQ Boone, secretary; and John Talbott, KWVY Waverly, treasurer.

William Bohn, formerly with Du Pont Co., Wilmington, Del., joins Cox Broadcasting Corp., Atlanta, as coordinator of personnel and employee relations.

Hal Tunis, manager of KMAM(FM) Dallas, appointed executive VP and general manager of KVIL-AM-FM Highpark Land, Tex.

James Schoonover, director of sales development for three TV, seven AM stations and one FM station owned by Rollins Inc., becomes acting general manager at KDAY, company-owned radio station in Santa Monica, Calif. He replaces Norman Posen who resigns effective May 7.

Marion J. Baldy, media research manager for WNEW-TV New York since 1960, appointed to newly created position of director of broadcast research for Metromedia Inc., New York.

Monroe Looney, general manager of WMSN Meridian, Miss., named manager of WJDX-AM-FM Jackson, Miss.

**PROGRAMING**

O. Willard Murray, formerly president of Pathe Laboratories Inc., joins Universal Television, division of MCA Inc., as VP in charge of technical development, chiefly in fields of film, negatives and laboratory work.

Dennis F. Dunn, director of radio and television for W. B. Doner and Co., Baltimore, joins Lew Ron Television, that city, as VP in charge of production.


Charles Allen, former program instructor at noncommercial WLVT-TV Allentown, Pa., named director of program operations at noncommercial KCET(TV) Los Angeles. Greg Heimer, former assistant general manager of noncommercial WQED(TV) Pittsburgh, named program associate at KCET. Allan Muir, formerly with KPMB-AM-FM San Diego, joins KCET as producer-director.

Susan Wayne, VP in charge of production for Gotham Film Productions, Seymour Zweibel Productions, and Gotham TV Productions, New York, named president of firms, succeeding Seymour Zweibel, who died April 14.


Don Williams, production director for WELW Willoughby and WAQI AshTabula, both Ohio, appointed program director of WAQI.

Barney Sarecky, production coordinator of Bill Burrud Productions, Hollywood, named production supervisor. At same time Milas Hinshaw named senior producer of Burrud Productions' new series, Wonderful World of Women, with Don Flockler appointed associate producer.

Perry Cross, now producing CBS-TV's Hollywood Talent Scouting, named producer for Garry Moore Show scheduled next season on CBS-TV. He will work on show with executive producer Sylvester L. (Pat) Weaver.

Jay Randolp, former Dallas Cowboys' play-by-play announcer, and Ray Geracy join KMOX-AM-FM St. Louis, to handle St. Louis Cardinal football broadcasts.

Kent O. Moore, formerly production and operations manager for KENS-TV San Antonio, Tex., named director of operations. George A. Gallivan, formerly producer-director, named production supervisor.

Matthew Manchices, known professionally as Pete Matthews with WVL Cincinnati, resigns to accept civil service appointment as television production officer at Fort Knox, Ky.

Mike Walden, radio and television sportscaster with WTMJ-AM-FM Milwaukee, named to handle radio coverage of University of Southern California football and basketball games, as well as daily sports programs, on KNX Los Angeles.

**NEWS**

Ron Miller, newsmen at KROS Clinton, Iowa, and Phil Morgan, news director at KCKT(TV) Great Bend, Kan., join news department of WOIV-TV Ames, Iowa.

Paul Lockwood, news director of WQX-FM New York, joins news department of WNEW-AM-FM, that city.

John Dancy, newsmen in NBC-TV's Cleveland news bureau, moves to NBC News, Burbank, Calif. as news staff

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71
correspondent joining Roy Neal and Tom Pettit in West Coast news coverage.

Roy F. Valitchka, with WLKL-TV Green Bay, Wis., appointed news director.

King Elliott, news director of WSB Atlanta, appointed Southeast regional VP of Radio-Television News Directors Association.

Merritt Hadley, newsman at WOBS Miami, named news director, succeeding Michael O'Neil, who joins news department of WOR Chicago.

Leroy Messeri, previously with WLWT (TV) Cincinnati, named news administrator for WLW(TV) Indianapolis. Both are AVECO Broadcasting stations.

Jack Smee, senior news editor at WINS New York, named assistant news director.


Peter Kraus, news director of WKKN Kingston, N.Y., named to similar post at WINS Bristol, Conn.

David French, assistant director for public affairs at WHEN-TV Syracuse, N.Y., joins news staff of WTOP Washington.

Allan Jones, with WDM-TV Laurel-Hattiesburg, Miss., joins news department of WJDX and WLBT(TV) Jackson, Miss.

FANFARE

Mary Sweeney, formerly with Bronner & Haas, Chicago, joins WCFL there as PR and promotion director replacing Nick Biro who joins Martin E. Janis & Co., PR firm.

Sheldon I. Alfeld, promotion director for Orange County Theater in Tustin, Calif., named promotion director of KFZY Anaheim, Calif.

EQUIPMENT & ENGINEERING

John P. Ryan and Robert G. Furlong named VPs of Emerson division and DuMont division, respectively, of Emerson Radio & Phonograph Corp., New York.

Robert T. McGivney, formerly VP, corporate development, for Oak Electro-Netics, Crystal Lake, Ill., appointed VP and director of domestic operations.

Carl J. Bradshaw, formerly director of Far Eastern operations, appointed VP and director of foreign operations.

George J. LaFreniere, manager of data processing for Sylvania Electric Products, Camillus, N.Y., appointed director of data processing.

Len Hase, Chicago district manager for Ampex Corp., named Midwest regional manager.

Stuart L. Babcock, studio engineer at WTMJ-TV Hartford, Conn., appointed supervisor of technical operations.

Robert W. Chambers, with GreenTree Electronics Corp., Costa Mesa, Calif., appointed treasurer.

G. L. (Pete) Bidwell joins industrial marketing department at General Precision Inc., Pleasantville, N.Y., as manager, educational television planning staff.

ALLIED FIELDS

Robert E. Allan, director of marketing and general sales manager of CJAY-TV Winnipeg, Man., returns to Chicago to form management consultant agency.

Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., named chairman of executive steering committee of Bishops' National Office for Radio and Television. Other members of committee, which is composed of Catholic laymen, are


Dexter Needel, with Audits & Surveys Inc., New York, elected VP in charge of operations for entire audit division.

INTERNATIONAL

John Verge, director of French sales for Screen Gems (Canada) Ltd., Montreal, named VP and director of French operations.

DEATHS

John A. Thompson, 49, VP and director of Advertising Time Sales, New York, died April 19 in Glen Cove, N.Y., hospital. Mr. Thompson was one of founders of ATS in 1961 and before that had been with Peters, Griffin, Woodward, New York.

John L. Hogg, president and general manager of KVOH Phoenix, died April 26 after suffering cerebral hemorrhage. He had headed pioneer Arizona station for many years. He also served several terms as president of Arizona Broadcasters Association. Mr. Hogg is survived by his wife, May, and two daughters.

Dallas B. Lewis, 62, president of Lewis Food Co., Los Angeles, manufacturer of Dr. Ross line of dog and cat foods, died April 25 in Los Angeles hospital following apparent heart attack. Mr. Lewis spent about $1 million per year to sponsor such conservative commentaries as Dan Smoot Report, John Birch Society Report and Billy James Hargis's Christian Crusade on radio and television. He is survived by his wife, Yolanda.

Robert Samuel Morris, 62, retired secretary-treasurer of Carolina Broadcasting Co., owner of WSOO-AM-FM-TV Charlotte, N.C., died suddenly at his home in Charlotte April 19. Mr. Morris, who had been initial stockholder in WSOO when it began operation in Gastonia, N.C., in mid-1920's, joined station fulltime in 1928. He is survived by his wife and stepson.

Mae A. Clarke, 56, manager of advertising records, CBS-TV research department, died April 26 after short illness. Miss Clarke joined CBS research in 1937. She was named to managerial post in 1951.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Specialty</th>
<th>Address/Location</th>
<th>Phone/Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 296-6400</td>
<td></td>
</tr>
<tr>
<td>JANIS &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 296-6400</td>
<td></td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer National Press Bldg. Wash. 4, D. C.</td>
<td>Telephone District 7-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. RING &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 H St., N. W. 298-6850 Washington 6, D. C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Radio Engineers</td>
<td>817 Crestview 4-8721</td>
<td>Phone: 216-526-4386 Member AFCCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Radio Engineers</td>
<td>Box 68, International Airport San Francisco 29, California Diamond 2-6208</td>
<td>1926 Member AFCCE</td>
</tr>
<tr>
<td>KARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>8206 Snowille Road</td>
<td>Phone: 216-526-4386</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
<td>R. R. 2, Box 50 West Terre Haute, Indiana 47885 Drexel 8903</td>
<td></td>
</tr>
<tr>
<td>SAMUEL STERN</td>
<td>Broadcasting Consultant</td>
<td>103 S. Market St., Lee's Summit, Mo. Phone: 517-278-6733</td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurement Service AM-FM-TV</td>
<td>103 S. Market St., Lee's Summit, Mo. Phone: 517-278-6733</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge, Mass. Phone Trowbridge 6-2810</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE To Be Seen by 100,000* Readers Among them, the decision-making station owners and managers, chief engineers and technicians-applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</td>
<td></td>
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</tr>
</tbody>
</table>
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 21 through April 27, based on filings, authorizations and other FCC actions.

Abbriviations: Ann.—announced, ant. antenna, tuner, CATV—community antenna television, Ch.—channel, Co.—company, CP—construction permit, DA—directional antenna, ERP—effective radiated power, kW—kilowatts, kwaur.—kilowatt hours, L.S.—local station, me—megacycles, mod.—modification, N.—night, SCA—subcommunity communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, v.—vertical, w.—watts, ——educational.

New TV stations

ACTION BY FCC


APPLICATIONS

Indianapolis—Indianapolis Broadcasting Corp. UHF channel 5 (350-395 mc): ERP 153 kw, 50.8 kw, antennas. Height above average terrain 743 ft, above ground 740 ft. P.O. address c/o A. B. Artad, 530 West Court Ave., Indianapolis, Ind. Estimated cost of construction $18,000; first-year operating cost $25,000; operating funds available $250,000. Geographic coordinates 39° 35’ 12” north lat., 86° 14’ 20” west long. Location to be determined. Trans. located Indianapolis, Type trans. RCA TTC-16-A, type ant. RCA, central panel antenna. Legal counsel: Cohn & Marks, Washington. Principals: John Burkhart, Mr. Burkhart is president of life insurance company. Action Apr. 26.

Boston—Oscar S. Gray, UHF channel 68. (764-809 mc): ERP 153 kw, 50.8 kw, antennas. Height above average terrain 743 ft, above ground 740 ft. P.O. address c/o A. B. Artad, 530 West Court Ave., Indianapolis, Ind. Estimated cost of construction $18,000; first-year operating cost $25,000; operating funds available $250,000. Geographic coordinates 39° 35’ 12” north lat., 86° 14’ 20” west long. Type trans. RCA TTC-30-A, type ant. RCA TTC-30-B. Legal counsel for both Boston, Legal counsel Peerson, Ball & Diener, consulting engineer Jaycey & Burkhart, Washington. Mr. Gray is vice president and director of nuclear materials and equipment corporation. Action Apr. 26.

Minnapolis—Viking Television Inc. UHF channel 22. (324-359 mc): ERP 682 kw, antennas. Height above average terrain 1453 ft. P.O. address: Irving W. Beaudin, 412 E. 20th St., St Paul, Minn. 55107. Estimated cost of construction $1,445,755; first-year operating cost $1,044,335; revenue not listed. Geographic coordinates 45° 30’ 7” north lat., 93° 06’ 0” west long. Type trans. RCA TTC-3A. Legal counsel for both Minneapolis-St. Paul, Minneapolis. Viking Television Inc. has six stockholders the largest being Irving W. Beaudin and William Kubicek (each 9%). Mr. Beaudin is lawyer, Mr. Kubicek is professor of medical medicine. Action Apr. 26.

New York—TelePrompter Corp. Experimental TV on (19.3, 50 Mc), with power not to exceed 5 watts. Estimated cost $15,000; first-year operating cost $5,000; revenue not listed. Studio and trans. both located New York. Geographic coordinates 40° 56’ 51” north lat., 73° 56’ 06” west long. Trans. RCA TTV-30-A, type ant. RCA TTC-30-B. Legal counsel: TelePrompter Corp. has fourteen stockholders the largest being William W. Davis, P.O. address: 5710 Fifth Ave., New York. Principals: TelePrompter Corp. has fourteen stockholders the largest being William W. Davis, P.O. address: 5710 Fifth Ave., New York.


Existing TV stations

NEW CALL LETTERS ASSIGNED

United Artists Broadcasting Inc. Houston, assigned KUBA(TV).

New AM stations

ACTION BY FCC

Rutherfordton, N.C.—Clayton Sparks, Granted CP for new AM on 1935 kHz, 500 kw, P.O. address Box 464, Spindale, N.C. Estimated construction cost $1,685,000; first-year operating cost $32,000; revenue $46,000. Mr. Sparks owns automated music shop in Forest City, N.C. Action April 21.

APPLICATION

Oakridge, Ore. Peter Ryan and Milton Viken, 1250 kw, 500 kw, Estimated cost of construction $5,120; first-year operating cost $1,000; revenue $14,000. Mr. Ryan is NOW and Mr. Viken is NOW-2 AM, in Cottage Grove and KRKT Albany, both Oregon. Action Apr. 22.

Existing AM stations

NEW CALL LETTERS ASSIGNED

George Christian, Sante Fe, N. M., assigned KAPE.

New FM stations

APPLICATIONS BY FCC

Tallahassee, Fla.—WMEN Inc. Granted CP for new FM on 84.9 mc, channel 255, 35 kw, height above average terrain 312 ft. P.O. address c/o B. F. Jimm, Florida Hotel, Tallahassee. Estimated construction cost $10,025; first-year operating cost $10,000; revenue $20,000. Principals: WMEN Inc. of Tallahassee. Action April 20.

Corbin, Ky.—James Calvin Vernon, Granted CP for new FM on 99.3 mc, channel 257A, 3 kw, Ant. height above average terrain 311 South Main Street, Corbin. Estimated construction cost $6,204; first-year operating cost $24,000; revenue $28,000. Mr. Corbin owns WVGO Corbin. Action April 21.

Lexington, Ky.—WLEX-TV Inc. Granted CP for new FM on 98.1 mc, channel 255, 50 kw, Ant. height above average terrain 380 ft. P.O. address: Russell Cave Road, Box 1459, Murray, Ky. Estimated construction cost $82,487; first-year operating cost $25,000; revenue $63,000. Principals: J. D. Gray Jr. (41.9%), H. Guthrie Belt (37.4%), William B. Winchester Jr. (5.8%), William A. Baggett (4.9%), Grant W. Satterwhite (3.6%), John G. Atchison Jr. (0.9%). WLEX-TV Inc. of Lexington. Action April 21. (Corrected item.)

Broadcasting, May 2, 1946

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—59 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • RI 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, May 2, 1946

APPLICATIONS

Tracy, Capt., CBGM Sterling Heterofonic Radio, 100.9 mc, channel 205, ERP 3 kw, Ant. height above average terrain 503 ft., power address: c/o Mr. Robert B. Bandy, 21539 Cline Ave., Wil- loughby, Ohio. Estimated cost of construction $18,000, revenue $18,000. Principal: Mr. Robert B. Bandy. Mr. Bandy is employed by WJCL Cleveland and WCLE Kansas City and is associated with the ownership of WQAL-Cleveland. Mr. Bandy is the attorney, and Mr. Atkins is general manager.\n
West Virginia.

Goldman, Mr., WCHP Charleston, WCLP Beckley, and WCLN Wheeling. Action April 18.

KICA Clavis, N. M.—Granted assignment of license from Columbia Broadcasting System Inc. to Clavis Broadcasters Inc., owned by Wayne peanut Industries Inc., of Santa Barbara, Calif. (18.5%) and Margaret Wallace (18%). Mr. Wallace is the owner of WOBY Albuquerque and owns 50% interest in KFXF Hereford and KLFV Lubbock, Texas. Action April 20.


WJNO West Palm Beach, Fla.—104.5 mc, channel 205, ERP 6 kw, Ant. height above average terrain 500 ft., power address: c/o Mr. Claude W. Jenkins, 1350 Dixie Hwy., West Palm Beach 33409, Estimated cost of construction $171,332, first-year operating cost $8,800, revenue not listed. Principal: C. E. Darlington is the owner of WJNO West Palm Beach and is general manager. Mr. Jenkins is the representative of Associated Students of Colorado State College and is the attorney. Mr. Jenkins is the attorney for Associated Students of Colorado State College. Action April 18.

APPLICATIONS

KEED-FM Springfield-Eugene, Ore.—Seeks assignment of license from WonderLand Willamette Inc. to McKendee Broadcasting Co. owned by Mr. W. Paulhauers, the largest of whom is a local attorney. Mr. Paulson is real estate salesman, Mr. Schaeffer is manager of KEED-FM. Action April 27.

Hearing cases

INITIAL DECISION

Hearing examiner Herbert Sharman issued second supplemental initial decision looking into denying application of Southern Radio and Telecasting Inc., of Las Vegas, Nev., for new AM to operate on 1440 kc, 5 kw, 1 kw-watts, and 1 kw, in Las Vegas. The examiner found that applicant did not meet burden of proof as defined in the Commission's interpretations, according to its position in the real party in interest issue. Action April 22.

Hearing examiner Charles J. Frederick issued intermediate decision granting application of Charlottesville Broad- casting Co., LP, for new FM station in Charlottesville, Va., of 107.1 mc, ERP 6 kw, Ant. height 350 ft., for operation on the same frequency with ERB 39 kw, ant. height 150 ft. Action April 22.

Commission will notice that March 1 decision which looked toward granting the application of the Super FM Broadcasting Co., to operate on channel 81 in Cleveland, became effective April 10, and is subject to Section 1257 of rules. Action April 21.

FINAl ACTION

By order made on motion of the Commission, the Petitioner, The Progressive Broadcasting Co., for new FM's to operate in the Charleston, N. C., granted petition by latter to add program duplications not otherwise authorized. Action April 25.

Review board by memorandum opinion and order in proceeding on applications of the Charleston Broadcasting Corp., and The Progressive Broadcasting Co. for new FM's to operate in the Charleston, N. C., the Petitioner, the Progressive Broadcasting Co., for new FM's to operate in the Charleston, N. C., and of the Charleston Broadcasting Corp., for new FM's to operate in the Charleston, N. C., granted petition by latter to add program duplications not otherwise authorized. Action April 25.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, April 28
ON AIR NOT ON AIR TOTAL APPLICATIONS

AM 4,044 74 4,118
FM 1,465 207 1,672
TV/UF 471 22 493
TV-UHF 90 29 119

AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, April 28
VHF UHF Total
Commercial 515 194 709
Noncommercial 69 67

COMMERICAL STATION BOXSCORE
Compiled by FCC, March 31, 1966

AM FM TV
Licensed (all on air) 4,041 1,437 5,478
CP's on air (new stations) 194 49 243
CP's not on air (new stations) 1,437 243
Total television stations 4,138 1,480 5,618
Applications for new stations (not in hearing) 294 176 470
Applications for new stations (in hearing) 67 39 106
Total applications for new stations 361 215 576
Applications for major changes (not in hearing) 202 52 254
Applications for major changes (in hearing) 37 6 43
Total applications for major changes 239 58 317
License pending 12 1 13
CP's deleted 1 1

1 Breakdown on UHF and VHF applications not available.

2 Includes three noncommercial stations operating on commercial channels.

to applicants' petitions to enlarge issues.

Member Nelson abstained from voting. Action April 27.

Review board scheduled oral argument for May 26 in proceeding on application of The Prattville Broadcasting Co. for new AM station in Prattville, Ala. Action April 21.

Routine round up
ACTION ON MOTION

By order in Rochester, N. Y., TV channel 13 proceeding, commission granted motion to dismiss examiner's petition to reconsider its order of May 13, 1965 reopening record and remanding proceeding to Hearing Examiner. Action April 27.

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WANTED

all BROADCASTING.

Excellent opportunity with progressive sta-
manship. Ideal climate. California sta-

tion. Box D-131, BROADCASTING.

Immediate opening for manager at north-
east AM-FM station. Ideal small market op-

erations. Excellent opportu-
nities for experienced manager. Send com-
plete resume and salary requirements. Box

D-61, BROADCASTING.

Station manager wanted for new AM sta-
mion. Need experienced man who is looking
for station to build. Must be strong on sales
of station to top management. Send resume to
R. K. Smith, Tilton Publications, Inc.,
Rochele, Ill.

Sales

Sales manager, California daytimer, ex-

celling in sales, station promotions, commu-
nity predisposed. Excellent salary, incentives,
bonuses. Box C-295, BROADCASTING.

New England market of 150,000. Commer-
cial manager offers excellent in-

come to small market sales pro. Good base
of salary to get you started. Draw against 15%. Full resume to Box D-

184, BROADCASTING.

Salesman wanted: Top station—top market

—rich growing area. New England FM

(stereo). Room to grow and move into

management. Prefer a man with experience,
ambition and willing to work. Salary plus
commission. Send qualifications and resume
to Sales. WBFM-FM, Station A. Meriden,
Connecticut.

Looking for a group organization that fills
all management and ownership positions
from small station to large. Interested
salesmen. Both will have good base
to build on. Resume and picture to Chuck
McCelford, WTL, Lansing, Michigan.

Regional salesman: Aggressive professional
radio salesmen for WSBA, #1 station in

Baltimore-Washington. Salary plus com-

mission, excellent "fringe" benefits. Write

selling letter, including resume and recent
photo, to: Jack Herr, WSBA, York, Pa.

WTIM, Taylorsville, Illinois is in need of
an experienced salesman. This vacancy is cre-
ated due to station expansion and offers
excellent opportunities for individual to move
into already created sales position.
Guarantees plus commissions.

Wanted—Sales manager. Good incentive pay
and flexible comissions. State qualifications
and experience. Radio station WTN-

Schoonton, Ohio.

Announcers

Announcer—1st phone, good progressive
medium midwest market. Non-franchise top
40. Good salary, sports or sales available.
Send resume & tape to Box D-318, BROAD-
CASTING.

New Jersey independent seeks aggressive
younger announcer. Box D-353, BROAD-
CASTING.

Ohio daytimer needs announcer with 3rd
ticket, 80% for 60 hours. Box D-355, BROAD-
CASTING.

Announcer or announcer-copywriter for ex-

cellent small market. Modern equipment.
Good pay, good working conditions. Will
consider trained beginners. Tape, resume and
photo. Box E-9, BROADCASTING.

Immediate opening for announcer-1st phone.

Also announce for new AM-FM station, Mid-Michigan
daytimer in good market. Tape and resume.
Box E-10, BROADCASTING.

Eastern Pennsylvania, Ideal living condi-
tions. Bright future facing morning man with
ability to deliver news with a mini-

mum of errors. Should be able to write
and rewrite news as well. 3rd endorsed re-
quired. Permanent position, periodic
increases. Fringe benefits, growing, respect-

ed company. Resume and salary requirements
to Box E-11, BROADCASTING.

Wanted: Announcer with 3rd class for 1000
watts MOR operation in eastern Vir-

ginia. Salary commensurate with ability.
Box E-12, BROADCASTING.

Sports director for Michigan group-owned
FM station, with potential opportunities in

TV. Includes college and high school play-

by-play, and work in hunting-fishing-out-
door recreation field as well as team sports.
Send resume, tape, photo to Box E-18,
BROADCASTING.

Announcer, experienced with 3rd ticket.

Join a successful, well established operation.
We are now conducting an in every-

come survey. The pay is right. Pleasant working
conditions. Get the inside track. East coast. Box

E-49, BROADCASTING.

Immediate opening—experienced staff an-
nouncer-engineer for CBS outlet.

Night show and board work. Excellent

working condition, well paid. Apply to
the company, Send tape and resume to Box
E-96, BROADCASTING.

Wanted—Complete staff for midwest, Negro

programmed station. Manager, P.D., Newsmen

announcer. Good salaries. Be perfect, no record,
no drifters. Send resume, reference, salary
requirements with pic, tapes, etc. Box E-97,
BROADCASTING.

Top 40 DJs with 1st phone. One of 5 most
powerful in state. Send tape, resume, photo
air. 1st letter. Box E-98, BROADCAST-

ING.

First class ticket for metropolitan. Must be

experienced. Bright. Cheerful. Box E-71,
BROADCASTING.

Southwest. Experienced, Adult, authorita-

tive voice. Excellent opportunity. Box E-73,
BROADCASTING.

Expanding, top-rated good pop music-news

station near major city. Excellent opportunity

with progressive station. Salary open. Ruis tape,
resume, photo and salary requirements to Box D-190,
BROADCASTING.

A good midwestern announcer wanted by
high quality Mississippi station. Salary up to
$150.00 weekly. Send resume and tape

to Box D-193, BROADCASTING.

Announcer—first phone for all-news show at

country & western AM-FM station. 1000 per


Excellent opportunity with progressive sta-

tion. Salary open. Ruis tape, resume, photo and
salary requirements to Box D-190, BROADCASTING.

A good midwestern announcer wanted by
high quality Minneapolis station. Salary up to
$150.00 weekly. Send resume and tape

Box D-193, BROADCASTING.
Announcers—(Cont'd)

Leading stations in southeast is having open for man to take over "Playing Our Song." Some TV if qualified. WSAV, Augusta, GA. WSKR, Elkin, N.C., needs announcer with first phone license. Call Manager person to person 301-389-3283.

Two radio-television announcers wanted: Send resume, recent broadcast experience with 1st letter. Personal interview required. All applicants will be informed. Joe Rada, WTAP, Parkersburg, W. Va.

Announcer wanted: First phone announcer. New job. Will consider begin $70.00 weekly for 40 hours. 863-563-4971.

Technical—(Cont'd)

Chief engineer for 50 kw full time remote controlled transmitter. Must have maintenance with no announcing. Combined AM/TV operations. Contact E. M. Tink, Vice President of Engineering, Black Hawk Broadcasting Company, Waterloo, Iowa.

Wanted—alive broadcast engineer capable of chief responsibilities FM & AM in ideal community—university, industry, and recreational facilities. Write: Box 62, Bloomington, Indiana.

Immediate opening for engineer, 5 kilowatt. Phone 606-745-0141.

NEWS

Minnesota: Exciting station. Good market needs play-by-play and news combination. Send tape and resume. Box D-597, BROADCASTING.

Assistant news director for radio section of market. Must have strong background in AM or combo. Newman, Missouri. Position open.

Opportunity combination news, production and announcing. Send details: KFRO, Longview, Texas.

Immediate opening for experienced newsman. Must have experience as director AM 5000-watt daytime and nighttime news director for FM facility. Great daily sport shows. Can earn some added income in talent field. Must work six days a week. Starting salary $110-$125 per week based on experience. Reading ability important. Must have programing, sales, and production talent. Apply Harold M. Thayer, WOIQ, Kingston, New York.

News Director—To head-up a 2-man news staff on a quality top 60 station. Must be experienced and capable of packing 15 to 20 stories, with actualities, in a five-minute newscast. Good opportunity. Qualification $115 to start with plenty of room for advancement. Contact Program Director, WKBF Battle Creek, Michigan.

Immediate opening for a qualified News Director. Station is No. 1 rated in 3 station market. Must have strong background in writing & delivering local news. Better than average salary. Send complete resume, photo and history to Jim McDonald, Manager, WKNY, Kingston, New York.

Due to expansion, Illinois daytimer seeking news director to gather, write and air local news. Good starting salary with opportunity for advancement. Contact Program Director, WTTM-Taylorville, Illinois.

News director for established News department at Wisconsin station. Gather, write & deliver news on schedule with excellent opportunities. Send resume and references to WTMJ, Milwaukee.

Favorable new opportunity in New York City for newsman/announcer/exposure to color and play in Newsroom. Send resume, photo & $5 head shot to WNET. Box 711, 360 East 34th Street, New York.

Production—Programming, Others

Production manager excellent in both live and produced (selling copy), station promotion, contesting, merchandising, public relations, California radio community oriented. Box D-159, BROADCASTING.

Wanted: Fast producing revenue production manager with ability to write and edit news. Full and part time work. Must be resident of metropolitan New York area and have strong, clear voice. Send resume to Joe Riley, Suite 11H, 360 East 34th Street, New York.

Production—Programming, Others

Continued

Is creativity dead? 120,000 watt FM stereo facility wants truly outstanding man to take over as program director. Must have superb ideas and top references required. Work skillfully with fine equipment in stimulating surroundings. This is an exciting, permanent opportunity. Facility owned by well-known Christian service organization genuinely interested in creative radio announcing, sales, and production. Apply Mr. Butler, KGMF Seattle, Washington 88133.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF Flint, Michigan.

Copywriter-experienced. Ability to create sales-product copy for prestige Hartford market radio station. Salary open. WRCH, Box 310, Hartford, Conn.

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 Robert Spink, Associated Students, Cal Poly, San Luis Obispo.

RADIO

Situations Wanted—Management

General manager—now earning five figures in southern super-near-market. Six years are needed salesman. Has billion dollar personal background. Previously program director for top station in Warm Climate. Box D-204, BROADCASTING.

$500 a week is my price. The station I manage will be No. 1 in the top six market. If your station is not billing $25,000 a month in one contract, resign. Eight foot metro programing and selling. Box E-19, BROADCASTING.

Successful manager will move to daytimer in town with strong competitivelite spot-group swimming, or consider situation other than management. Superbly equipped station. Does not have sales. Box E-59, BROADCASTING.

Station being sold, manager available. Long experience medium-small markets, all aspects. Prefer present market. Southern upper Midwest. Box E-42, BROADCASTING.

General manager/general sales manager television 12 years-proven professional & experienced. Ability to sell for highest industry figures in top 75 market experience. Box E-58, BROADCASTING.

Station manager available, Prefer Indiana to consider elsewhere. Box E-65, BROADCASTING.

See "management executive" ad in display section.

Sales

Experienced salesman-announcer with 3rd. Family man seeking opportunity with progressive station, preferably upper Midwest. Box E-97, BROADCASTING.

Situations Wanted—Announcers

Experienced young Negro dj-announcer available immediately. Box D-120, BROADCASTING.

Production manager, advertising agency copy writers who will write and produce your spots and other station material, will work tape. Full sample tape available. Box D-124, BROADCASTING.

Bright, creative, contemporary air personality—excellent program director with intelligence, integrity and good track record. Excellent salary, benefits, plus group background. Major market-east preferred. Box D-219, BROADCASTING.

Top Jock wants top pop operation. Available immediately. Box D-224, BROADCASTING.
Announcers—(cont'd)

Will graduate—top ranking radio/television school—available May 22. Will send tape, picture and resume on request. Box E-1, BROADCASTING.

Key Star available for employment.Top 40. Box E-3, BROADCASTING... con-fugafun.

Top 40 dj; Bright sound. Third endorsed. Experienced. Box E-3, BROADCASTING.

Country western dj, veteran. Young. Experienced. Smooth delivery. Box E-4, BROADCASTING.

Girl top 40 deejay. News rewriting tops. Experienced. Box E-5, BROADCASTING.

Zap! Pew! Hal radio! Announcer/producer. Fam-ily, eight years in formula and good music, including major market. References. Box E-8, BROADCASTING.

Authoritative newscaster, beeper phone & interview experience. Married—Wants to settle. Box E-14, BROADCASTING.

Dj-announcer, newscaster, tight board, any format, aggressive, versatile. Box E-16, BROADCASTING.

Female announcer, 3rd phone, dj, music librarian. 15 years experience in Military Hospital Bedside Networks, Public Information. Returned Forces Network, wrote continuity for own production. Placed all phases of radio with the exception of repair. A work horse with a smile, good copy, a sense of humor, not a corny, chatter type. Favors C/W music, old pop, dinner music. Factors: Five years experience in all areas. Available on 1 August 1968. Box E-17, BROADCASTING.

Sports director in small-medium market seeking advancement in sports market in radio, TV or both. Strong play-by-play ability, graduate, married, veteran, 5 years commercial experience. Box E-22, BROADCASTING.

Beginner, progressive top 40's, production oriented. Radio and music directorship knowledge, endorsed third, draft exempt. Box E-32, BROADCASTING.


Middle-road announcer, excellent knowledge music, current events, current affairs, employed, college graduate, veteran. Tight board. Well spoken, third, draft exempt. Third. Min. $110. Box E-31, BROADCASTING.


Six months experience, college, third phone, ambition. Box E-39, BROADCASTING.

First phone announcer wants position with top 40 station in Ohio. Presently employed in Ohio station. Available immediately. Box E-40, BROADCASTING.

Mature, versatile announcer 12 years experience. AM-FM-TV. Box E-43, BROADCASTING.

Dj, sales, production, 11/2 years experience. Weakest point cold news. Also interested in TV under film Hollywood. Box E-46, BROADCASTING.

Announcer, pro, mature, stable, family, college, excellent salary. Box E-55, BROADCASTING.

Young, sportscaster. Football, basketball, and baseball. Live or in studio. College graduate, draft exempt. Tape, references available. Box E-58, BROADCASTING.

Experienced announcer, versatile, good voice, family, club, new market. Will relocate. Box E-74, BROADCASTING.

Announcers—(cont'd)

Announcing dj; swinging dj; Gospel dj; Live Band dj. Family man, who broadcasting wants to settle, news-casting, not a rooler. Holder of a 3rd class license. Box E-75, BROADCASTING.

Negro, First phone announcer, 5 years experience. Married. Available now. Box E-77, BROADCASTING.

Dj, Newscaster, fast pace, good board, base voice. Family man. Available July 1 or Aug. 1st. Box E-78, BROADCASTING.

Negro dj-announcer. Recent graduate seeking first professional position. 3rd class F.C.C. Permit. Box E-81, BROADCASTING.


1st phone-announcer-newscaster, 7 years experience, married, vet. Box E-88, BROADCASTING.


College student, 3rd phone, 2 years experience. Seeking part time job. Art Livesey, 10 Starhaven Avenue, Middletown, N.Y.

Announcer—time salesman. Experienced. Good voice, first class license. Jack Logan, 801 Cleveland Avenue, Ashland, Ohio. Phone 324-6920.

Because of reorganization, WFTW has an announcer available immediately. We can provide the finest character reference and recommend him as a reliable, steady and willing employee. He has an interest in production and a fine working knowledge of music and artists. He is recommended as an asset to any station's staff. He would prefer central west coast of Florida, but will consider all. For complete information write or call John Curry, Box 763, Halena City, Florida. Phone area code 815-HA 2-1088.

Need summer replacement? 3rd phone—experienced—will travel—send for tape— Chesterton, Macalaster College—St. Paul, Minn. 55101.

1st phone, 8 years top 40 or C&W, Hall Ball, 202-88-5 PM.


Technical

Chief engineer—experienced—AM-FM/construction—maintenance—directional voices—all powers. Box E-13, BROADCASTING.

5 years experience in radio and TV. Desire maintenance in TV or chief engineer of radio or small TV station. South or midwest preferred. Box E-84, BROADCASTING.

News

Florida stations: Experienced newswoman, now in midwest, wants to relocate to southern comfort. Box E-28, BROADCASTING.

Newsmans, college graduate, thoroughly experienced in all phases. Radio news. Box E-86, BROADCASTING.

Production—Programing, Others

Program director for any modern format in Mid-west or southern. Should have experience—first phone—young—ambitious. Box E-37, BROADCASTING.

Sports director—football-basketball play-by-play. Call small market. $175. Box E-76, BROADCASTING.

Production—Programing, Others continued

Dj-announcer... plus experience in production & copywriting—young—married—1st phone—deejay complete—available immediately—will relocate; prefer southwest. Box E-79, BROADCASTING.

Kentucky-Ohio—12 years announcer, program director, copywriter, salesman, manager, talk show. Phone, worth five figures! Drew 504-225-3031.

TELEVISION

Help Wanted

General Manager—California VHF-TV station. Account, medium size market. Applicant should have solid TV background. Salary and fringe benefits. Box E-37, BROADCASTING.

Are you looking for a growth opportunity? Major company needs a CATV pro to take over rapid expansion operation. Sales, promotion, management experience necessary; supervisory, layout, construction experience highly desirable. Good pay; good opportunities; good future. Write Box E-47, BROADCASTING.

Announcers

Where are the good, experienced radio announcers? Where are they? Where do we have the perfect opportunity. Send complete resume, audio or video tape to Box D-172, BROADCASTING.

Immediate opening for news announcer in growing market. Write George Gonyar, WABJ-TV, Bangor, Maine.

Immediate opening for experienced chief engineer—northeast network VHF, small market, all colors, complete confidential. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan market. Excellent salary. Box E-99, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color opening to expand to all colors. Box D-285, BROADCASTING.

First class operator for TV studio/transmitter maintenance. Box E-24, BROADCASTING.

Chief engineer for AM/FM-TV station in the eastern United States. Box E-28, BROADCASTING.

Studio engineer—Permanent position, top scale. Require good maintenance background. Pay competitive. Excellent pay and fringe benefits. First class ticket required and some previous experience preferred. Send complete confidential resume, including statement as to whether or not you will consider temporary positions. Box E-99, O'Hagan, Personnel Office, WLW & WLTW, AVCO Broadcasting Corporation, South Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Immediate openings for television technicians experienced in all phases of studio operations. Color experience helpful. First class radio telegraphy ticket preferred. Send resume to: R. L. Reynolds, Chief Engineer, WWJ-TV, Detroit, Michigan 48202.

Immediate: Need chief engineer for UHF operation. Must have knowledge of GE transmitter and VTR operation and maintenance. Send complete resume and salary expected to 2803 Divisadero Street, San Francisco, California, or call station manager, 209-268-9704. Inquiries kept confidential.

BROADCASTING, May 2, 1968

79
HELP WANTED

Technical—(Cont'd)

Television technician for new communication center on campus of dynamic-expand ing state university. Some TV background required. Complete benefit program. Experience in constructing and broadcasting engineering, FM and TV. Person competent in VTR. First class broadcasting license required. Minimum age twenty-one. Contact William R. Fried, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

NEWS

Midwestern UHF needs mature newsmen with ability to write, present, and shoot news. Send audio tape, resume, recent photo and salary requirements with first letter. This is a good opportunity with an expanding, news-oriented station. Box E-20, BROADCASTING.

We are looking for a TV newscaster for the #1 news operation in one of the nation’s top markets. He must be an experienced newscaster with a distinctive delivery style and dynamic personality. He must be young in appearance with age 30-35 preferred. He must have at least two years on-the-air experience on a network affiliate. Send complete resume, including photo to Box E-32, BROADCASTING.

TV newscaster wanted to supplement our 3 man expanding department. College, air experience. Sound, film experience. Send VTR or SOF, resume of recent work, to Box E-10, BROADCASTING.

Technical

Maintenance engineer major TV chain. Interested any position—TV, AM, or VTR. TV experience, minimum, for position. Minimum $150.00. Box E-34, BROADCASTING.

News

Network newscaster. Send resume to Box E-36, BROADCASTING.

Production—Programming, Others

Traffic Manager; Immediate opening for a top notch television traffic manager with at least three years of television traffic experience, including at least one year as traffic supervisor. Starting salary at least $150, with salary increases dependent upon experience, interview and moving expenses. Send credentials, recent salary history to Box D-300, BROADCASTING.

WANTED TO BUY

Bookkeeper with extensive broadcast background needed immediately for television station in major eastern market. Top salary. Send resume with complete background information to Box E-68, BROADCASTING.

WANTED—Newman to organize and run new department. Must be able to handle technical and still photography. Work is not necessary but desirable. Send photo and complete resume to Clark W. Davis, Operations Manager, WHTN-TV, 625 Fourth Avenue, Huntington, W. Va. 25701.

News

Network news producer wants station news/news special events management northeast. Box D-315, BROADCASTING.

Technical

Newsvendor. Program director of top rated medium west television station seeks on air news man. Good voice. Authoritative in every respect. This position is for well qualified personal reasons. Current mgr. knows of this decision, and will furnish top references. Box E-38, BROADCASTING.

WANTED—ASSISTANT DIRECTOR in top market wants to move up to news directors. Masters degree in journalism. Wide experience in all phases of radio and television journalism. A newswoman's newspaper with administrative ability. Box E-43, BROADCASTING.

Newscaster, 28, seeks air work. Major market TV and University College, military. Box E-51, BROADCASTING.

Broadcast journalist, administrator; employed major northeast television seven years, developed management, news-casting. Responsible, family. Box E-68, BROADCASTING.

Production—Programming, Others

Need continuity writer with ability to turn out quality copy for local clients, with some production knowledge and ability to work hard and do a complete rewrite to Curran Wade, Production Manager, WTVQ Rockford, Illinois. Phone 815-963-8413.

TELEVISION

Situations Wanted

管理

Powerhouse sales manager, television: Ready to manage property. Complete resume. Box E-30, BROADCASTING.

Sales

Sales manager 7½ years in TV/radio, wants advancement, proven record, prefers locating in top market, resume available. Box D-302, BROADCASTING.

Announcers

Deep voiced, good FM announcer in one of top 3 markets desires announce booth work in the West. Send recent letters. No phone calls. In no hurry. Box E-65, BROADCASTING.

FOR SALE—EQUIPMENT

continued

For sale, RCA type TTU IB UHF television station. Immediate delivery at AST. Presently tuned to Channel 20, 8 weeks delivery to tune in Long Island and reconditioned. Box M-48, BROADCASTING.

Attention C.P. owners. Complete broadcast station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box D-37, BROADCASTING.

Gates M-6144 dual limiter amplifier $450.00. Gates M-5735 model ST-101 spot tape with 96,000 foot and tape $250.00. "Blissmore" channel 2 remote amplifier $100.00. Gencos sound damped amplifier (less cartridges) 2 each, $25.00 each. WHCC - P.O. Box 3788, North Charlestown, S. C.


NEMS-CLARKS field meter type 120E excellent condition, Andrew phase monitor type 40C-525000. Gateway, 75 kampa 1/2 inch non-contami


Whatever your equipment needs . . . Check first with broadcasting equipment and Supply Co., Box 3141, Bristol, Tennessee.


Commercial Crystal and new or replace ment crystals for RCA, Gates, W. E. Billey and J-K holders; regrinding, repair etc. Bc-400 guages; also moniters and H-P 355 BFM Monitors. Nationwide unsolicited testimonials praise our products and fast service, Edison Electric Company, Box 96, Temple, Texas.

Auricon PRO-660 camera, all accessories. Make offer. For info, contact R. Ward, Jr., 181 Carroll, Shreveport, La. 71106.

Gates remote control RDC-10C system with modulation and frequency extension meters $500.00-600.00—WENZ, 111 N. 4th St., Richmond, Va.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deep topical extension introductions. Free catalog. Orben Comedy Line, Appleton, Wis.

Instant gags for deejays! Hundreds of Liners on Weather, Traffic, Radio, Music etc. Send for "Write for Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEJAY'S! 4,000 classified seg-lines. $4.001 Comedy catalogue free. Ed Orrin, P.O. Box 1210, Gentry, No. Hollywood, Calif. 91635.

Deejay's! Tired of "puns" "daffynitions," vintage 1930 material? FORMAT COMEDY, weekly, $35.00 per 400 words for free sample. Box D-284, BROADCASTING.

Old rock 'n' roll records wanted from 1953 to 1963. Send list and price expected. Box E-68, BROADCASTING.

Your resume—Make it sell you! Instruc tions: send $2, executive, Box 2498H, Belleville, N. J. 07109.

INSTRUCTIONS


BROADCASTING, May 2, 1966
INSTRUCTIONS—(Cont'd)

ue prepared. First class FCC license in six weeks Top quality theory and laboratory. Rakins Radio License School of Atlanta, 1130 Spring St. N.W., Atlanta, Georgia.

The nationally known 6 weeks Rakins teaching the First Class License. Outstanding theory and laboratory instruction. Rakins Radio License School of New Orleans, 533 Saint Charles, New Orleans, Louisiana.

FCC first license in six weeks. Guaranteed instruction in theory and laboratory in the latest FCC mastic-cher, C.L. approved. Request free brochure. Rakins Radio School, 2003 Inwood Road, Dallas, Texas.

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

Learn Radio TV announcing, programing, production, newscasting, sportscasting, communication. Gain valuable on-the-job experience. Five phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1944. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided practice at school. Reservations required. Enrolling now for classes starting July 1, August 15, October 15. For information, references and reservation, write: WBEA Radio Operator Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer, 1st announcing since 1824. Bethel Academy of Broadcasting, 814 H St. NW, Washington 11, D. C.

"It's REI and Here's Why!" First phone license in 15 weeks—and we guarantee it. Tuition only $255. Rooms $6-$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on May 23rd. Apply: REI Radio Engineering Institute, 1156 Main St., Sarasota, Fla.


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, 355 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone In 6 weeks plus 300 hours theory & practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Worton, Va.

New England's only 10 week, First Phone course. Classes offered every 4 weeks at your request. Write: To: Dorset Northeast Broadcasting School, 830 Boylston Street, Boston, Mass. 02116.

Air personnel: Stay on the job and study for the School the sure way 415 months, $200.00. Write now for full details. Broadcast School of Broadcast Electronics, 170 Denny Way, Seattle, 90110.

Tutoring first phone. Three to six weeks. כתership Radio License Training, 1060 Duncan, Suite D, Manhattan Beach, Calif. 90266.

RADIO

Help Wanted

EXPANDING—TALENT NEEDED

Expanding Group seeking talented, quality personal, looking for opportunity with quality organization? Announcement—Good voice/sales, to sell commercial/and with ability to program good music. NEWSMAN—Gather on beat news, write and air same. Production: Write, produce and cut spots both on AM and FM. Copywriter—Creative add/ to staff. Audition Tapes, resumes and full particulars in first letter to: Bill Humphries, Operations Director

WEEL & WBEA

408 E.S. Building
Elkry, Ohio 44025

Personal interview ultimately required.

OPPORTUNITIES

Due to building a new AM station and expanding organization of experienced but aggressive young people, outstanding equal persons to fill vital positions, and grow for the opportunities that lie ahead. Needed: Morning Men/Announcers, regional salesman. Contact Frank B. Estes, WKXL, Concord, N. H. Send resumes, tape and picture.

Management

ARE YOU MANAGEMENT CALIBER?

One of the largest broadcast groups needs an aggressive young man, who can prove through his sales abilities that he's ready to manage. He'll work for the group's flagship FM station under the eye of top management. This job could lead rapidly to a management position with an FM, AM or TV station, with increased salary plus percentage. Send resume to:

Box E-9, Broadcasting.

SALES

WANTED

SALES REPRESENTATIVE

NATIONAL SPORTS RADIO NETWORK

Box E-64, Broadcasting.

LIFETIME OPPORTUNITY

Creative Radiosalesmen, if you are the top radio salesman in your area, no matter how small your area, we want to hear from you.

WE WANT ONLY TOP Salesmen. Your sales history will be researched for accuracy—Don't waste our time and yours. If you are a top radio salesman in a small market and want to move up to an unlimited opportunity,

Write: Don Estey, Local Sales Manager, KW12 Radio, 105 East 5th Street, Santa Ana, California.

PERSONALITY

Top 5 markets $5K per year immediate opening for experienced announcer. Top 40 market—Tempest should be up without shouting. Warm, built in smile voice. The charmer type. Alert sounding personality who can run a board, have a knowledge of quality music and have had experience in the voice-over work. He must be able to take directions and follow set voice programming policies. If you are this man, send tape (no news), phone and resume immediately to:

Box E-46, Broadcasting.

$10,000

To start for a top-notch professional announcer for one of the Nation's most progressive groups in the East. Top broadcasting group in a major market. Voice quality and enthusiasm a must. Also expanding news department and need top-caliber newsmen. Phone, tape, resume in picture to:

Box E-53, Broadcasting.

NATIONAL SPORTS RADIO NETWORK

Box E-64, Broadcasting.

MORNING MAN

We are now paying our morning man $10,000 a year, and he is about to leave us for a larger market. We think you can qualify for this position in a Number One Top 40 operation, send tape and resume to:

Box D-305, Broadcasting.

Radio Announcer:

When we ran our last ad, we received more than twice as many resumes as we expected. Most of the resumes were laden with over produced commercials. Also most of the resumes were signed by the same characters amongst which "Granny" predominated. We would very much appreciate a tape of your voice during part of your show where we may hear you at your normal- ly best on the air. We hope you will have a warm friendly voice with skill and presence "20s" to "30s" range seems to appeal to the 70-40 listeners. We hope that you can do live news, weather, brief newscasts, etc., in a pleasant, clear concise manner. We would like to hear what you would sound like not sound effects of "Granny" characters or things like that.

May we hear from you?

John E. Barrett, Mgr.

W I T H Radio

7 E. Lexington Street

Boston, Massachusetts.

PERSONALITY

Top 5 markets $5K per year immediate opening for experienced announcer. Top 40 market—Tempest should be up without shouting. Warm, built in smile voice. The charmer type. Alert sounding personality who can run a board, have a knowledge of quality music and have had experience in the voice-over work. He must be able to take directions and follow set voice programming policies. If you are this man, send tape (no news), phone and resume immediately to:

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Box E-53, Broadcasting.

WANTED—EXPIRED

LIFE TIME OPPORTUNITY

For free lance commercial work. Experience not important. All we care about is quality. Will not interfere with present job. We need Male, Female, Child, Trick and Accent Voices. Send Resume and Tape: V O I C E S INCORPORATED, 606 Box 21, CHICOPEE, MASS.

WANTED: ANNOUNCERS

Announcers

NEWSTATION

We are looking for a male announcer to fill an immediate opening. Male preferably, however female will be considered. Must be a minimum of 22 and have good looks and a warm friendly voice but especially the ability to shine on the air. Phone and send tape and resume to: NEC Production Manager, 21st & Q Street, Washington, D.C.

NEWSTATION

We are looking for a male announcer to fill an immediate opening. Male preferably, however female will be considered. Must be a minimum of 22 and have good looks and a warm friendly voice but especially the ability to shine on the air. Phone and send tape and resume to: NEC Production Manager, 21st & Q Street, Washington, D.C.

Radio Newsman

KFBB, SACRAMENTO

50,000 watt CBS affiliate. Immediate opening for experienced newsmen who can gather, write, edit and voice. Permanent position, excellent employee benefits. Personal interview at own expense necessary. Also need one or two person or submit resume and audition to: PERSONNEL DEPARTMENT

McClatchy Broadcasting

21st & Q

Sacramento, California.
RADIO—Situations Wanted

Management

Management Executive
Imaginative and productive professional with broad experience in General and Sales Management wants opportunity for long term growth. Excellent record covering fifteen years and all phases of station operation. Late 30's, family, degree, references, currently employed.

Sales

OUTSTANDING SALES EXECUTIVE AVAILABLE
New York City area Professional Broadcaster
Sales oriented, Efficient Radio & TV creative sales record. Local, National, Regional, Multistation & Management background. Immediate personal meeting requested. Traveled with NBC five years. Has no objection. Also welcomes Advertisers Agency contacts who need creative to Computer Broadcast Buyer. Five references, family, under 40.

Box E-48, Broadcasting.

TELEVISION—Help Wanted

Management

MANAGER
CATV SYSTEM
To establish new system in 5,000 home community. The position offers an excellent future with an outstanding company. Send resume, including salary requirements to:

Box E-58, 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

Situations Wanted—Management

BUSINESS MANAGER
Knowledge of network and station operations, credits and collection, budgets, payroll, costs and union contracts. 8 years AM Station 4 years Ad Agency. Reply to:

Edward G. Carey
731 Terry Lane, LaGrange, Illinois

TV OPERATIONS—PRODUCTION MANAGER
Skilled, creative type, 12 years solid experience, staging as doola kitten due to corporate merger. Put me in your plans for five figure salary and real advancement opportunity. Available June 1st. Resume and references submitted upon request.

Box E-87, Broadcasting.

EMPLOYMENT SERVICE

94 TV & RADIO EXECUTIVES AVAILABLE NOW!!
"MANY TOP 50 MARKET EXEC'S"

GENERAL MANAGERS—PROGRAM DIRECTORS
CHIEF ENGINEERS—SALES MANAGERS

CALL CONFIDENTIALLY: AREA CODE 312-337-7075
NATIONWIDE RADIO-TV EMPLOYMENT AGENCY
645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7073
RON CURTIS, President

ANNOUNCERS—1st NEWSMEN—ENGINEERS
DJ's—SALES MEN
If you need a job, we have one for you!
C.B.I. PLACEMENTS
1615 California St., Denver, Colo. 80202
Phone 303-292-3730

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

BROADCAST PERSONNEL AGENCY
Sherrie Barish, Director

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

LEARN MORE
EARN MORE
Announcing Production Radio & TV
DON MARTIN SCHOOL
OF RADIO & TV
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

WANTED TO BUY—Stations

Would Like to buy
Metro Market Station that needs new life. On lease purchase plan. If you're losing money, let's make a deal and both make money. Let's talk it over.

Box E-44, Broadcasting.

FOR SALE—Stations

LaRue Media Brokers Inc.
686 MADISON AVENUE
NEW YORK, N. Y.
TE 2-9362

THE AMPS AGENCY
BY BROADCASTERS FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations-management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, agencies, clients, commercial producers and others. Send us your resume today if close by, come or phone us.

THE AMPS AGENCY
All Media Placement Service
3974 W. El Camino Real, Los Angeles, Calif.
Telephone DU 8-3116

NOTICE
To All CATV Systems
An important questionnaire will be received by you in the near future. Your immediate attention will be beneficial to both you and the industry. All of us will appreciate your co-operation.

Girerd Projection Service.

FOR SALE—Stations

THE PERFECT BUY!
Single Market (city-40,000; county-300,000)
Daytimer — In EAST
Original owner has other opportunities
Semi-automation equipment
Modern downtown studios.
Owns transmitter land.
Deal direct with owner—
Gross over $130,000; sale price $325,000;

Box E-93, Broadcasting.

TOP MARKET
RADIO STATION
$10,000 DOWN

Box E-50, Broadcasting.

MISCELLANEOUS

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BROADCASTING, May 2, 1966
By Hearing Examiner Sol Schildhauser

A grant of C. Stallings and Texas Broadcasting Co. to reschedule hearing and to correct their applications for new FM's in Nacogdoches, Tex.

In Reno-Las Vegas, AM consolidated proceeding in Docket 11695, granted motions by Meyer Co. to extend time to May 25 and to June 1 date for hearing on exchange of evidence under Sec. 1.534(b) of rules. Action April 25.

By Hearing Examiner Herbert Sharman

In Boston, channel 5 proceeding in Docket 11720, 11726, granted joint oral request of counsel for WHDI Inc. and Charles River Civic Television Inc. to extend hearing from April 28 to May 27 to file proposed findings in proceeding on its applications for new FM's in Connecticut. Action May 11.

By Hearing Examiner Elizabeth C. Smith

In proceeding on applications of The Eugene-Salt Lake City, Utah, AM consolidated proceeding, grant of joint oral request of counsel for WHDI Inc. and Charles River Civic Television Inc. to continue hearing from May 10 to June 7 for hearing in proceeding on its applications for new FM's in Connecticut. Action May 16.

By Hearing Examiner Forest L. McNeilan

Granted joint petition by Central Broadcasting Corp. and Commercial Broadcasting Co. Second Thursday in May 1955, to continue certain procedural dates in proceeding on their applications for new FM's in Madison, N.Y., and Chattanooga, Tenn., respectively, and continued hearing from May 2 to May 22, Action April 22.

In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, granted motion by California Regional Broadcasting Corp. and Orange Radio Inc. to strike letter by Pacific Music Broadcasting Inc. as directed by the Commission. Action May 22.

By Hearing Examiner Harry S. Naumann Jr.

In proceeding on application for assignment of license for new FM radio station WTTW-FM, granted motion for new FM station in Madison, Conn. to amend its application to reflect modification of agreement with Associated Press, and for rapid ex parte action for assignment of license for new FM radio station in Madison, Conn., whereby term of agreement is extended until the disposition of the proceeding. Action April 22.


By Hearing Examiner Herbert Sharman

In proceeding on applications of Huntington Broadcasting Inc., WDAD, and Clearfield Broadcasting Inc., to exchange exhibits, and from May 10 to June 7 hearing in proceeding on its applications for new FM's in Kinston, N. C. Action April 15.

By Hearing Examiner Robert A. Horig

In proceeding on applications of Huntington Broadcasting Inc., WDAD, and Clearfield Broadcasting Inc., to exchange exhibits, and from May 10 to June 7 hearing in proceeding on its applications for new FM's in Kinston, N. C. Action May 10.

By Hearing Examiner Stephen B. Stirling

In proceeding on applications of Time Inc., WDAD, and Clearfield Broadcasting Inc., to exchange exhibits, and from May 10 to June 7 hearing in proceeding on its applications for new FM's in Kinston, N. C. Action April 15.

By Hearing Examiner Robert A. Horig

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Community antenna activities

The following are activities in community antenna television reported to Broadcasting through April 27. Reports include applications for permit to operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

Pritchard, Ala. — An application submitted by the Mobile TV Cable Co., Inc. for a franchise in Mobile has been awarded by the city council. Clear View TV Co. and GT Inc. presently hold franchises in Frichard. The recent request by GT Inc. for a two-year extension of its franchise was also tabled by the council.

Kingman, Ariz. — The city council has rejected a plea by Commonwealth Enterprises. Phoenix, to rescind its CATV proposal. The council had previously rescinded a letter which gave approval for the system. Both the mayor and council members expressed concern that the CATV system would conflict with the VHF television translator system presently operated by the county.

Campbell, Calif. — Community Cable Services (John Convery, company spokesman) has applied for a franchise. The Campbell city council has stated that it will not consider the franchise company until the company has filed in additional details.

Hastings Ranch, Calif. — International Cable TV Corp. has applied for a franchise to serve the upper portion of Hastings Ranch. The council has decided that customer charges will be $25 for installation and $6.50 for monthly service.

Long Beach, Calif. — Signal Hill Cable TV Inc. (Robert G. Owens, secretary-treasurer) has applied for a franchise. It has offered to give 2% of its annual gross receipts to the city in exchange for a 20-year franchise. The proposed schedule of charges lists installation fees ranging from $3 to $10 and monthly service charges from $1.25 to $5.00. The firm presently serves several hundred subscribers in Signal Hill, Calif. Long Beach city officials have applied to the bureau of franchises for analysis.

Daytona Beach, Fla. — The Daytona International Speedway (Francis Rea, president) and Teleprompter Corp., New York, have applied for a franchise.

Holly Hill, Fla. — Holly Hill Cable TV Inc. (David Rutton and William M. Regan, both attorney and franchise) has been granted a franchise. The 20-year franchise also was sought by the city.

Punta Gorda, Fla. — The Charlotte County Commission has cancelled the franchises previously granted to Charlotte Cablevision and Communications Systems Inc. The principal owner of a third franchise, William S. Henninger of the Gulf Coast Telecvision Corp., requested that the franchises be cancelled. Henninger, who also owns two other cable systems in Florida, has admitted that the two firms had failed to comply with franchise terms by not paying the fees required by the county and by not starting construction within the required time. The county commission stated that the two firms could reaply for their franchises.

Poria, Ill. — General Electric Cablevision Corp. has applied for a franchise. Installation will be free during the first 60 days of operation. Fee will be in $19.50. Monthly service charge will be $6.75. The city has 20,000 subscribers or 5% to 10% of the gross revenue, which is ever larger.

South Bend, Ind. — General Telephone and Electronics Communications Inc. has applied for a franchise. The company proposed a sliding scale billing rate which would mean a sliding scale for revenue to the city. Valley Cablevision Television System Inc. both have applications pending.

Achilles, Kan. — A corporation of three men (H. H. Hanlon, Kenilworth, Ill., Robert Brock and Ed Lindquist, both Topeka, Kan.) has applied for a franchise in Achiles. The company would provide CATV signals with a potential of 1.2 and would also include all FM signals within the service area. The monthly service charge would not exceed $15, and the installation fee would not exceed $15. The corporation, which is also seeking a franchise in another community, Kan., estimated that it would serve at least half of the homes in the area, with potential customers.

Wichita, Kans. — Multi-Vue TV System (Charles C. Thiel, Wesley Sowers, Frank Hendrick, and William M. Murphy) has applied for a franchise. The company has been awarded the Teleprompter Corp., Chicago, to do its engineering work.

Sleepy Eye, Minn. — Dick, Don and Tom Stenersen (of Sleepy Eye Cablevision Corp.) has calculated for a franchise. The group has proposed a $3 monthly service charge and $15 installation fee. If approved, the system would provide five TV channels and an FM sound outlet.

Caroline, N. Y. — Cereche Television Corp. has been awarded a 25-year franchise.

Dever, N. Y. — John Lynch, Amenia, N. Y., has been awarded a franchise. He presently owns the franchise in Amenia.

Felter, N. Y. — Ronald Felter Co., Washington, N. Y., has been awarded a nonexclusive franchise. Installation fee will be $25.50 with a $5 monthly service fee.

Hastings Ranch, Calif. — International Cablevision Corp. has been granted a 10-year franchise. The city has approved a total of gross monthly service charges for the five years of not exceeding $3.15 per month for five years. Construction must begin within 15 months and free service must be provided for all public buildings.

Dewey, Okla. — Donrey Media Group (William Y. Hermon, president) has applied for a nonexclusive franchise. The city council has decided to delay action on the request due to a lack of time to interpret the new FCC regulations on CATV.

Colwyn, Pa. — Philadelphia Community Antenna Television (Cable Radio) subsidiary of United Transmission Co. (The Philadelphia Bulletin) has been awarded a franchise. The CATV system will be a 19-channel system with service charges between $3.85 and $4.95 monthly after an installation fee of $7.50. The city will receive between 5% and 7% depending on the number of subscribers with a minimum of $900 annually.

Rocheester, Pa. — Rego Industries, Hoboken, N. J., has been awarded a franchise.

Kingsport, Tenn. — Kingsport Cablevision Corp., which has been operating in Kingsport for 6 years, has applied for a franchise as a preliminary step toward building the local concern to United Transmission Co., a subsidiary of United Transmission Co., which has had not found necessary to obtain a franchise. The city council requested that the firm acquire one before the sale is consummated.

Leoud, Tenn. — Loudon TV Cable Co., which is owned by a group of Chattanooga stockholders, has been granted a franchise. The company plans to provide six TV channels for a monthly service charge of $4. There will be no charge for installation. Last fall the city granted a franchise to Video Cable Systems Inc., Huntsville, Ala., which proposed a monthly service charge of $4.50 and a $35 installation fee.

Midland, Tex. — Midland Cable TV (Joseph Chastain, owner) has been granted a franchise by the city, which was requested by residents to view the three area stations as well as four independent Los Angeles stations. Two 24-hour weather stations. Three other companies are now considering cable franchises in Midland area: Midland TV Co., licensees of the franchise; Miller, and Associates; and Tri-Fox-Vaughn Stations Inc. (licensees of the franchise), Tex.), John B. Whitley, and the Midland Television Company. The city has been awarded a franchise on second.

Whitley, Wis. — A group of local investors (Dr. L. C. Allenstein, Dr. Robert Underwood, Dr. R. L. James Underwood, Dan William, Bill Williams, Purvis Wilson) has been awarded a franchise in Whitley. A temporary franchise was granted last December to Television Whitley in order that firm might conduct a survey of the area.

BROADCASTING, May 2, 1968
Women should run around mental blocks

appointment with a client looks more like a family gathering than a business meeting.

No Crumpets — As president of AWRT, Mrs. Cossé's attitude toward work is given full vent. AWRT is not a tea-sipping women's club; but, rather an organization that stresses the importance of educating those who are in the broadcast business.

Education is the key to this business, states Mrs. Cossé, and AWRT is the group that is providing the classes. With little opportunity for people in one part of the broadcast field to meet with and learn from one another, part, she comments, AWRT's Educational Foundation is the group providing the forums.

Each year it schedules local, regional and national "teach-ins" with various aspects of the industry spotlighted for study.

In addition to these industry-directed study sessions, AWRT's Educational Foundation also has presented similar discussions to students interested in radio and television broadcasting as a career.

A recent one was held in December 1965 in Washington for representatives of Allied Youth, a national youth group. Here questions such as "When you want to be a news commentator, does one have to start at the bottom and get sent to places like Vietnam," demonstrated the importance of this type of meeting.

One of AWRT's most ambitious educational endeavors is its international trips.

Mrs. Cossé was quite pleased with U.S. Information Agency Director Leonard Marks's remarks several months ago calling for U.S. broadcasters to sponsor trips of foreign broadcasters to the U.S. This is the fourth year that AWRT has done just that.

In each five-week tour from Kuwait, West Germany, Cameroon, Chile and Turkey arrived in the U.S. for a 60-day tour of 27 American cities. These trips are sponsored by the AWRT Educational Foundation in cooperation with the U.S. State Department.

This year, for the first time, AWRT is conducting these trips in reverse. Forty of its members are scheduled to leave May 23 to visit six foreign cities to study their broadcasting and advertising facilities.

Mrs. Cossé, who relishes the prospect of visiting London, Berlin, Florence, Milan, Rome and Paris, noted the choice of Milan as a city to be visited. AWRT is interested in the broad view of broadcasting, not just the on-air part. Therefore, Milan, as a center of Italian advertising, will give these women an excellent opportunity to see this end of international broadcasting.

Mrs. Cossé, living in culturally oriented Atlanta, is an active patron of the arts. She is a member of the Atlanta Symphony and Opera Guilds and the Atlanta Art Association. In addition to these, she is a member of the Atlanta Advertising Club, the League of Women Voters and the Atlanta Women's Golf Association.

Golf? Yes, golf. Seems that Mrs. Cossé, in addition to working with her husband throughout the working day and entertaining at night and during the weekends, likes to relax with him. And since his hobby is golf, she began to participate in the sport.

As a matter of fact, when questioned on the amount of time AWRT required from her this year, her main regret was that her golf clubs had to be retired.

WEEK'S PROFILE

News note

The upsurge of advertiser interest in television network news and documentaries is among the healthier signs of the times. As an extensive report in last week’s issue of Broadcasting pointed out, network news departments are still running in the red and probably will for a while, but advertising investments in their work are rising at a rate that encourages hopes of eventual solvency.

Not the least of the benefits to be derived from an increase in advertising support is the expansion of station clearances for news and information programming. The network news show that comes down the line un-sponsored is easier to reject than one containing advertising from which the station will receive at least some compensation. Persuading their affiliates to carry serious programs in the field of public affairs is one of the more abiding problems of the networks’ station-relations departments.

For the networks and their news-minded stations, new has been less a business than a dedication. From regularly scheduled hard-news shows the networks have made some money and stations have made a good deal. But the networks, the documentary, the extended coverage of large news events is more often than not a fiscal liability. Television has, as Elmo Roper studies repeatedly have shown, established itself as the nation’s number-one news medium—but only at enormous expense that is largely unrecoverable.

Still, television is fated to continue enlarging and improving its schedule of news presentations. It has assigned itself that mission and cannot now give it up; it can only spend more money and manpower on the job of adding meaning and dimension to its journalistic function.

As television increases in its lead among the news media, it must also increase its news revenue, not only because it needs the money but also because advertisers will realize—as more and more already are—that the serious program can be a sound advertising buy. Documentaries may not command audiences as big as those attracted to entertainment shows, but their audiences do contain high proportions of persons in a position to buy goods and services—and to influence public policy.

The clients: Bless ‘em

It’s the season for advertising and agency conventions. That means just one thing: griping about the high costs of media, mainly television.

There’s talk of boycotting television to cut networks and stations down to size, and of boosting newspaper, magazine and radio commitments. They’re concentrating their fire, it seems, on color—actually the biggest bargain on the marketing bourse (except for radio) when compared to the print media extra charges for tint and special stock.

But bargaining is the name of the game. It’s the stock-in-trade of the buyer to bicker and dicker in an effort to contain costs. Privately, both advertisers and agency men will admit that in their hearts they know that television is the biggest bonanza of their lives, and that it’s worth the price and then some. And some, but not enough, will confide that a lot of radio, for the money, is a positive steal.

This condition, however, is no answer to the mounting complaints that television salesmen, riding the boom of recent years, have become high-handed, and even bellicose. The axiom that the customer is (almost) always right is as sound today as it was when Peter Stuyvesant bought Manhattan Island from the Indians for $24 worth of trinkets.

Customers will always inundate media with requests for research and proof of performance down to a gnat’s eyebrow. Yet they know that the product graveyards are loaded with brands that didn’t make it because some buyers thought they could win without the broadcast media.

They will triple piggy-back and then complain about clutter and lack of product protection.

The answer is, and always has been: Be kind but firm. Woo ‘em and sell ‘em and let their cash registers write the renewals, ratings or no.

It’s the broadcasters’ medium. The broadcaster owes his allegiance to his public. He cannot let anyone—not the advertiser, the agency, the network nor his station representative and, most importantly, not the government—decide how he shall program.

Dodd irony

Whatever the outcome of charges of skullduggery against Senator Thomas J. Dodd in the handling of campaign contributions, broadcasters shouldn’t have to worry henceforth about the Connecticut Democrat’s tirades against television as the cause of juvenile delinquency.

For years Mr. Dodd has used his subcommittee as a private shooting gallery, issuing sanctimonious reports timed to meet his political convenience, and at taxpayers’ expense. Nothing ever really happened except for headlines slamming television as a training school for gangsters and triggering expensive investigations. The last such report kept broadcasters on the hook with the observation: “This is an interim report and our investigation is continuing.”

There’s nothing really unusual about testimonial dinners to collect campaign funds. It may be a $100-per-plate or a $25 “reception,” depending upon the circumstances, with the dinner usually a $5 blue plate, and with most of the contributors never showing anyway.

Testimonials have been and probably will continue to be condoned. Campaigners say they have no alternative, that it’s far better to take a few dollars each from a lot of folks than huge contributions from vested interests to whom they would become beholden.

What Senator Dodd has done may be no worse than what some others in Congress have felt constrained to do to make ends meet. It is an untidy business.

Perhaps the senator, henceforth, will be more contrite before indulging in unfounded and unwarranted slanders.

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