The season opens with the heaviest promotion yet. p27
Spot TV sets 2d-quarter record, billings up 4.6%. p34
Schemes, meetings multiply as ETV sees pie in the sky. p45
Two station traffic 'copter crashes take seven lives. p64

Spot radio sells for you round the clock

They're taking a vacation and flying, because major airlines sold them round the clock with Spot Radio.
Being the most **colorful** station in Tulsa is important, but it's *not* everything.

That's why we pay such close attention to our programming. That's why we've invested in the finest movie packages available. And, that's why we strive so hard to keep our viewers happy (triple spotting is taboo). The fact that we're Tulsa's most colorful station is just a big *PLUS* for our buyers!
symbols of good fortune

Good fortune for advertisers resides in the remarkable 19% color penetration* in the Channel 8 area. All local programs are colorcast live, on film, or via color tape recorder. WGAL-TV is an affiliate of NBC, the full color network. The magic of color means good fortune to you. Buy WGAL-TV and add the magic touch to your sales.

*This statistic is based on June 1966 Nielson 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-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.
Keener than the ear

Problem of how to measure "loudness" on television and radio—which must be solved before effective steps can be taken to eliminate unwanted loudness—may be on the way to solution. All member countries of International Consultative Committee on Radio (CCIR) of International Telecommunication Union are working on it, and West Germans may have scored breakthrough. They say they have developed meter that can measure loudness of particular passages. No such instrument is now on market.

Paper describing West Germans' work is available to all CCIR members, and it's expected that engineers at U. S. networks who have been working on problem will check out proposal. Officials have also reported work on so-called loudness meters. Loudness problem is discussed in U. S. mainly in terms of commercials. But in European countries, where commercials play smaller part in broadcasting, concern is expressed over difference in loudness between, say, announcer's voice and music that precedes or follows.

Both sides of its mouth?

What Ford Foundation spokesmen have been saying publicly in plumping for support of Ford plan for free ride by satellite for "noncommercial" television on back of commercial TV differs widely from their inside lobbying in which they reportedly try to crack commercial TV between the eyes as "corrupting" force. McGeorge Bundy, Ford Foundation president, and Fred Friendly, former president of CBS News and architect of Ford satellite "model," have been meeting privately with government leaders, educators, newspaper executives (notably New York Times) as well as Comsat in seeking to further project.

One report, from usually unimpeachable source, was that at recent meeting with top newspaper group, Mr. Bundy espoused Ford proposal as means of countering "dehumanizing effect" of commercial TV and said that commercial TV actually lowers American values as against "elevating influence" non-commercial service would provide. Reportedly cited as reason for "evil" is commercial broadcasters' obsession with profits and "crass commercialism of the networks." This theory, however, isn't expounded publicly, it's conjectured, because it's feared it would arouse opposition, including that substantial portion of press in TV station ownership.

Unaligned reps

Station reps trying to settle on policy statement for Station Representatives Association on multi-product, multi-company TV commercials appear to have reached impasse, at least temporarily. Statement had been drafted but at final review session, it's reported, so many different ideas and viewpoints were exchanged regarding both language and scope that efforts to reach agreement were finally postponed. One part of statement not subject to serious disagreement, according to insiders, was passage praising TV networks' stand against these commercials (CLOSED CIRCUIT, Aug. 29).

The pinch

FCC's money problems, aggravated by congressional cut of $181,500 in its budget request, may be accentuated with another $100,000 loss. Funds for agency's emergency planning-defense operations, which are allocated by Office of Emergency Planning, so far haven't been allocated and may force cutback in other operations.

FCC received overall appropriation of $17,338,500 for new fiscal year—same as last year—but it's forced to absorb increases in government salary scale out of budget. Degree to which FCC can build task force to expedite CATV regulation under attorney Sol Schildhause will depend in large measure whether emergency defense funds are forthcoming, it's understood.

Big decision

Whether CBS Inc., in its quest for properties, will seriously entertain acquisition of beleaguered Curtis Publishing Co. may not be known for several months. It may take that long to determine whether it would be economically prudent and just how Curtis's tax loss carryforward (estimated at between $45 and $55 million) might be used to CBS Inc.'s benefit. CBS officially is silent on Curtis, except to include it among dozens of enterprises being studied.

But there is latent interest in publishing on part of CBS, whether it be Curtis, newspaper group (like Hearst) or business paper publishers (like McGraw-Hill). Whatever emerges, if anything, CBS must be parent, in essence meaning that William S. Paley, CBS chairman, will retain that status both corporately and in ultimate stock ownership. Least likely, it's thought, is Curtis prospect.

Field branches out

Field Communications Corp., operator of UHF station WILD(TV) Chicago, is set to expand TV program syndication through agreement effective Sept. 1 with Cardinal Programs Inc., Hollywood. Deal will give Field full distribution rights to all of Cardinal's properties, including half-hour color series, Adventure Calls and Hawaii Calls. Ed Simmell, executive vice president of Cardinal Programs under former set-up, is slated to become general manager of Field's syndication arm, with headquarters in Hollywood.

Softening line

Biggest obstacle to Schine Enterprises' proposed sale of its WPTR Albany, N. Y., appears on verge of dissolving. Hearing on station's license renewal application has raised question whether Schine would have license to assign to proposed buyer, Reality Equities. Issues involve nine-year-old criminal contempt conviction of Schine principals. However, initial decision would grant one-year renewal, to permit Schine to sell station. (Examiners, Sol Schildhause, would not be reluctant to grant full-term renewal either [BROADCASTING, July 25]). And commission's Broadcast Bureau staff, it's now understood, has made at least tentative decision not to oppose initial decision. Bureau's position won't be firm until incoming Bureau Chief George Smith reviews case.

Decision not to seek reversal, if it sticks, would be unusual on part of bureau, which normally takes hard line. However, Schine case may be part of trend. In two other hearing matters in past few months bureau did not file exceptions to initial decisions that favored applicants.
Fill in the FIRST NAME

PIKES PEAK
American general and explorer.
Pikes Peak named in his honor.
1779-1813

COLT 45
American inventor.
U.S. patent for revolver issued 1836.
1814-1862

SHRAPNEL
English artillery officer.
Invented shrapnel shell.
1761-1842

ZEPPELIN
German soldier and aircraft designer.
Served in American Civil War.
1838-1917

BLOOMER
American social reformer concerned with
education, woman's suffrage.
1818-1894

LOGAN CIRCLE
Irish-born secretary to William Penn.
Mayor of Philadelphia.
1674-1751

BUNSEN BURNER
German chemist and scientist.
Invented Bunsen Burner, Bunsen Cell.
1811-1899

GRAHAM CRACKER
American temperance and health food advocate.
1794-1851

WIBBAGE NAME GAME

Practically everybody calls us by our first name—WIBBAGE

Especially advertisers! Campaigns click on WIBBAGE • Radio 99, FIRST NAME in Philadelphia radio. MORE people ... in MORE homes listen to WIBG than any other Philadelphia radio station. Must be the music ... or personalities ... or the games we play.

WIBG Radio 99

*All estimated and limited as shown in reports. Based on average audience estimates, Monday to Friday, 6 AM to 12 PM.
WEEK IN BRIEF

Networks prepare for most extensive, expensive pre-season promotion campaign in history. Estimates point to promotional costs above $3.3 million, about 10-15% higher than last year. Color boosts costs. See...

FALL PROMOTION...27

Spot-TV advertising registers record second quarter as gross billings rise 4.6% to $313.6 million. Automobile advertisers pace advance. Six months' figures of $603.8 million, up 15.4% over last year, also set new high. See...

RECORD QUARTER...34

Survey outlines increase in popularity of color TV advertising. Forty percent of agencies studied report 90% of their commercials are produced in color. Majority feels color ads are more effective than black and white. See...

COLOR AD BOOM...40

Renewal for WOOK-TV Washington, Negro-oriented UHF, runs into double-barreled challenge. One group seeks both AM, TV operation, other seeks only TV. Both groups include prominent figures in broadcasting. See...

THREE-WAY FIGHT...49

ETV's network's interview of FCC Chairman Hyde turns into debate of commission programing policy, with 'Washington Post' critic. Chairman defends commission policy against criticism from Laurent on live program. See...

PIE IN THE SKY...45

Crashes involving Los Angeles, Washington radio-station helicopters claim seven lives, including each station's traffic reporter. 'Captain Max,' of KMPC, and Marie McDonald of WWDC perish in crashes. See...

RADIO COPTERS CRASH...64

Experimental radio station on Isle of Man may provide guidelines for possible British local commercial radio. Some 100 firms hopeful of getting license anxiously await results, change in government policies. See...

BRITISH TEST TUBE...72

Post-mortem of NBC crime report reveals mixed reaction. Special achieved some success in ratings, but critics claim it was anti-Italian, distorted. Advertisers also shunned $500,000, three-and-a-half-hour program. See...

DID CRIME PAY?...62

Pentagon information chief defends agency against charges of news management in Vietnam. Arthur Sylvester cites around-the-clock aid to newsmen, says only restriction is safety of troops. See...

VIET NEWS...59

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Broadcasting

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AMERICAN BUSINESS PRESS, INC.
We've still got the programs that won the awards. And in New York, Washington, Cleveland, and Chicago, and Los Angeles, those are the programs worth having.

The NBC Owned Station in each of these five cities stands alone in the community in its range and diversity of programming, and in its initiative at covering community activities. Viewers in all five cities know it. Sponsors also know it. Moreover, so do the judging panels of 80 different award-giving organizations. This past year, they gave programs and personnel of the NBC Owned Stations a total of 122 awards (including 23 Emmys). Although we program for people, not prizes, such recognition is gratifying indeed, and we are proud to acknowledge this unprecedented total of public honors and citations.

And, incidentally, we have absolutely no intention of letting anybody take them away.
 Nielsen forces Sparger to eat his words

CONSENT ORDER FILED FRIDAY IN FEDERAL COURT

A. C. Nielsen Co.'s suit for $1.5 million against Rex Sparger ended dramatically Friday (Sept. 2) when consent order signed by Mr. Sparger was filed in federal court in Oklahoma City. In order, Mr. Sparger virtually conceded charges he illegally attempted to distort Nielsen ratings of *Caroll Channing Show* last February.

In return, Nielsen dismissed claim for punitive damages against Mr. Sparger, one-time congressional investigator in House ratings investigation in 1961-63.

Order, entered late Friday by U. S. District Judge Luther Eurthunks, had Mr. Sparger acknowledging that he “improperly and illegally” obtained names and addresses of Nielsen homes, that he attempted to distort Channing show “for purpose of obtaining financial enrichment,” that Nielsen’s security system was adequate to detect attempted rigging, that attempt to influence ratings of *Be-witched, Orange Bowl Parade* and *Bob Hope Vietnam Christmas Special* failed because Sparger did not have correct names and addresses of Nielsen homes.

Order enjoins Mr. Sparger, and wife, Mrs. Yvonne Sparger and friend, Nelson Brittan, from among other things:

- Obtaining, disclosing or using in any manner names, addresses of Nielsen homes, supervisors, fieldmen—except to duly constituted authorities;
- Influencing or attempting to influence TV viewing in Nielsen homes. This does not preclude Mr. Sparger from engaging in business of attempting to influence TV viewing generally;
- Making any false, libelous, slanderous or malicious statements about Nielsen or its research or business;
- Writing or publishing book or articles on TV referring directly or indirectly to Nielsen and its business without submitting manuscript before publication to Ernst & Ernst, New York certified public accounting firm, or other party agreeable to both Nielsen and Mr. Sparger, for review and deletion of any “false or libelous statements” concerning Nielsen or its business. Ernst & Ernst was chosen, it’s understood, because it is official auditor for Broadcasting Rating Council.

Consent order also requires Mr. Sparger to deliver to Nielsen within ten days records and other documents containing list of names and addresses of Nielsen homes, fieldmen “or other trade secrets.”

Because case never came to trial, court costs are expected to be nominal and must be borne by each party. Each party must also pay attorneys’ fees plus other costs involved in investigations, depositions, etc.

During course of case, instituted last March (BROADCASTING, March 28), Nielsen investigation unearthed $4,000 check from Charles Lowe to Mr. Sparger (BROADCASTING, July 11). Mr. Lowe, who is Miss Channing’s husband, produced Channing show.

Mr. Sparger claimed he attempted to rig Channing and other TV shows in order to gain material for book he was writing. Book was to show how easy it is to influence TV viewing, said then, and to expose weight given to program ratings by TV industry.

In consent order Mr. Sparger explicitly recants first part of his defense; the stipulation contains these words: “Sparger’s claim that Nielsen’s NTI could be distorted without detection by Nielsen was not true.”

Observe anniversary with dividend payment

‘For first time in four years, 10 stockholder radio stations in Intermountain network were paid dividend. It amounted to 20% of holdings.’

Action took place at three-day 25th anniversary meeting of regional radio network held in Salt Lake City, which concluded on Friday (Sept. 2). Meeting was attended by 65 of 66 Intermountain Network Affiliate stations and by 11 other non-affiliate stations represented by network.

Highlight of affair was luncheon hosted by Intermountain and attended by 757 cultural and business leaders of Rocky Mountain region including governors of Arizona, Montana, Wyoming, Idaho, New Mexico, Colorado and Utah. Charles Kimball, Midwest Research Institute president was luncheon speaker.

WWDC to fly again

As Federal investigators examined wreckage of Washington radio station WWDC’s helicopter in which traffic reporter Marie McDonald died (see page 64), station’s chief said it would resume helicopter traffic reports Tuesday (Sept. 6).

General manager Ben Strouse said John Harter, who has been on station’s news staff since 1962 and substituted for Miss McDonald when she was absent, will assume traffic duties.

CATV reporting form readied for issuance

Information-reporting from CATV’s will be required to file with FCC under commission’s CATV rules are expected to be in mail by Oct. 1 to all systems known to commission.

Form has been approved by commission and cleared by Bureau of Budget. It has also been checked with officials of National Association of Broadcasters and National Community Television Association.

Systems which are not known to commission and which, consequently, don’t receive form in mail, will be expected to obtain copy.

Document is being printed in quantity. Commission expects to publish it in *Federal Register* and have copies in mail at same time. Systems will have 30 days in which to reply.

Form poses same questions as those in document submitted to commission for approval in July (BROADCASTING, July 11). It asks for name, community, number of customers served and stations carried on cable. It also asks kinds of service provided besides television—FM, program origination, among others.

Systems in top-100 markets are asked to state number of subscribers they

Phone and CATV lines

Latest wrinkle in telephone equipment is combination drop-off line to phone-subscriber houses that contains both telephone wires and coaxial cable for CATV, or for any other service requiring broadband capability.

Special cable is being made by Brand Rex Division of American Enka Corp., at Willimantic, Conn. Officials there decline to indicate how sales are going, but sources in telephone circles confirm that product has aroused interest, especially among independent telephone companies that are in, or plan to go into, CATV.
had as of Feb. 15, effective date of rule barring expansion of systems in major markets without FCC permission.

Systems with more than 500 subscribers or in communities of more than 5,000 will also be asked for additional information on their owners, officers, directors and holders of 5% or more interest in company. This will include data on holdings in broadcasting, communications common carriers, other CATV’s or in companies manufacturing communications equipment.

Commission also wants to know whether any of their officers, directors or 5% stockholders have been convicted of felony within past 10 years and whether they are U. S. citizens.

**WNBH-AM-FM sale okayed by FCC to Hall Syndicate**

Sale of wnbh-am-fm New Bedford, Mass., by E. Anthony & Sons Inc. to Hall Syndicate, New York, for $507,000 subject to adjustment was announced last Friday (Sept. 2).

Hall Syndicate, major newspaper syndication firm, is licensee of WMMW Meridian and WICH Norwich, both Connecticut. Robert M. Hall is 100% owner of company.

WNBH founded in 1921 and owned by Anthony since 1934, operates full-time on 1340 kc with 1 kw day and 250 w night. WNBH-FM began operation in 1946 on 98.1 mc with 20 k.

In January 1966, WNBH-AM-FM and WOCB-AM-FM Yarmouth, Mass., also owned by Anthony, were sold to Ottawa Stations Inc., but because of overlap problem between two stations, only WOCB sale was approved.

**RCA pays dividends**

RCA on Friday (Sept. 2) declared dividend of 20 cents per share on common stock of company, payable Oct. 24 to holders of record at close of business Sept. 16: RCA board also declared dividend of 87 1/2 cents per share on cumulative first preferred stock for period Oct. 1-Dec. 31, to holders of such stock at close of business Dec. 16.

**Fines for tardiness**

Twenty-eight radio stations in Pennsylvania, Delaware and Kentucky are subject to fines between $25 and $200 for late filing of their license-renewal applications.

Two stations are liable for $200 fines for being 60 to 90 days tardy: five for $100 fines for being 16 to 60 days late, and 21 stations for $25 fines for tardiness of up to 15 days.

Commission in June began practice of fining stations for late filing in

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**WEEK’S HEADLINER**

Alan Silverbach, VP in charge of international and domestic syndication, 20th Century Fox Television, joins Screen Gems International as VP and director of sales, effective Sept. 12. (Closed Circuit, Aug. 22). Mr. Silverbach originally joined 20th Century Fox Films International Corp. in 1946 as sales executive in feature films division.

For other personnel changes of the week see FATES & FORTUNES

---

**All’s well in Austin; Luci and Pat have CATV**

President Johnson may have lost a daughter when Luci married Pat Nugent last month, but it turned out Johnson family CATV operation in Austin, Tex., gained new subscriber in process.

When young Nugents moved into their duplex apartment in Austin, one of first things they did, after going shopping for $30.13 worth of groceries, was to have electricians hook up CATV cable in new home. Bride and groom, through Capital Cable Co., will be able to receive programs from 10 channels on TV set.

Austin has only three TV stations but CATV also transmits programs from Waco, Temple and San Antonio stations.

Nugent residence is also guarded by concealed closed-circuit TV cameras and Secret Service men. Three closed-circuit cameras, lenses barely visible in wooden containers matching duplex’s trim, were installed before honeymoon arrived from honeymoon trip and are trained on front, side and back yards.

**Original color dramas are set for prime time**

Drama festival of five one-hour original plays in color are planned for telecast on NBC-TV in prime-time periods, preempting regular shows, during week of April 17, 1967.

Producer David Susskind of Talent Associates reported Friday (Sept. 2) that project is “well along its way.” He said he had proposed idea to Fred Papert, board chairman of Papert, Koenig, Lois, who endorsed it and gained tentative agreement from two advertisers, Xerox Corp. and Celanese Corp. Third client is being sought, Mr. Susskind said, and may be announced by next week. Each advertiser would pay about $1 million for production and time.

Dramas would be produced in New York, Mr. Susskind said, and he has already commissioned some playwrights for project.

**Fitzeibbons dies**

John J. Fitzgebbons, 76, board chairman and former president of Famous Players Canadian Corp., Toronto, died Aug. 31 in nursing home in Tarrytown, N. Y. Famous Players operates theaters, TV stations and community antenna systems in Canada and for several years ran pay-TV experiment in West Toronto using Paramount’s International Telemeter System. Mr. Fitzgebbons changed his residence from Toronto to Scarsdale, N. Y., in 1963.
“The best Westerns are those with the best stars”

SPONSOR, May 30, 1966

UAA’s Westerns from Warner and RKO have “the best stars”… John Wayne, “Bogie”, Errol Flynn, Jane Russell, James Cagney, Joel McCrea, Kirk Douglas, Barbara Stanwyck, Claire Trevor, Ward Bond, Virginia Mayo and other top guns. The shooting’s so good, many stations are renewing, to continue their success with UAA Western theatre strips, morning, afternoon, prime-time, late and late-late.

FOR FULL PARTICULARS, WRITE, WIRE OR PHONE
UNITED ARTISTS ASSOCIATED
555 MADISON AVE., NEW YORK, N.Y. 10022
area code 212 688-4700
Two separate visual power amplifiers in this new UHF Transmitter will mean it is never at a loss for power. One is always ready to back up the other thus providing a new high order of reliability for the transmitting plant. This is added assurance of uninterrupted operation.

2½ MILLION WATTS ERP
Combined with a TFU-46K antenna, this transmitter provides RCA's most powerful transmitter-antenna package, giving up to 2½ million watts, ERP.

KLYSTRON POWERED
Its unique integral cavity vapor-cooled klystrons are the same klystrons used in proven RCA 30KW transmitters. They offer high reliability and long life.

VAPOR COOLED
Vapor cooling is better than water cooling. Volume for volume, vapor cooling is more efficient resulting in lower transmitter operating expenses.

WALK-IN DESIGN
Walk-in cabinetry is not only an important factor in the reduced size of the TTU-50C, but also of value in speeding maintenance and reducing expense.
More Reliable Operation

ANTENNA CHOICES
A choice of three antennas is offered... the TFU-46K, delivering a gain of 46 and up to 2½ million watts; the TFU-30J delivering a gain of 27 (vertical with 0.5 electrical beam tilt); the TFU-25G delivering a gain of 25.

For more information, call your RCA Broadcast Representative.
Or write to RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.

OTHER UHF TRANSMITTERS
Also in this new line are the 30KW (with integral cavity, vapor cooled klystrons), a completely air cooled 10 KW, and a 2 KW that is easily expanded to a 10 KW.

The Most Trusted Name in Television
A calendar of important meetings and events in the field of communications. Indicates first or revised listing.

SEPTEMBER

Sept. 6—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.


Sept. 8-10—Sixth district conference of the American Federation of Advertising. Speakers include Robert J. Coretz, retired senior vice president, Foote, Cone & Belding; Alex Franz, president, Alex Franz Agency, Chicago; Richard N. Murray, western manager, Reader's Digest, international edition; Charles A. Sweeney, director of the bureau of deceptive practices, Federal Trade Commission; Jo Foxworth, president and creative director, Calkins & Holden, New York; Dan Powers, director of public relations for the Greyhound Corp.; Gail Smith, general director of advertising and merchandising of the General Motors Corp.; and Kenneth Laird, chairman of the board, Tatham, Land & Kudner, Chicago. Ramada Inn, Champagn, III.


Sept. 11-14—Fall election meeting, Pacific Northwest Community Television Association. Portland Hilton hotel, Portland, Ore.

Sept. 12—Meeting of the New York City chapter of the American Women in Radio and Television. Speaker will be Sir Hugh Greene, general director, British Broadcasting Corp. Hotel Pierre, New York.

Sept. 13—Third Annual Brotherhood testimonial dinner for the National Conference of Christians and Jews, comprising members from the broadcasting, motion picture and recording industries of Hollywood. Robert NAB FALL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas
Oct. 30-31—Hilton hotel, Denver.
Oct. 24-25—Radisson hotel, Minneapolis.
Nov. 10-11—Chase-Park Plaza hotel, St. Louis.
Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 12-13—Hilton Inn, Atlanta.
Sept. 26-27—Hyatt House (near San Francisco).
Sept. 29-30—Warwick hotel, Houston.
Oct. 6-7—Hilton Inn, Tarrytown, N. Y.
Oct. 10-11—Northland Inn, Detroit.
Oct. 13-14—Pheasant Run Lodge, Chicago.

DATEBOOK

O. Reynolds, KMPC Los Angeles, is general chairman. Beverly Wilshire hotel, Beverly Hills, Calif.

Sept. 14-15—National program committee meeting of the Educational Television Stations Program Service of the National Association of Educational Broadcasters. Indiana University, Bloomington, Ind.

Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters. Members will hear Joseph Sill, president, Detroit Free Press; John B. Hussey, executive secretary, Detroit chapter of the American Federation of Labor.

Sept. 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 16-17—Annual meeting and election of officers of Malheur Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters, Sebasco Lodge, Sebasco Estates.

Sept. 16-18—Southwestern area conference of the American Women in Radio and Television. Skirvin hotel, Oklahoma City.


Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Speakers include William Carilise, vice president for station services, National Association of Broadcasters. Holiday Inn, Norfolk.


Sept. 19-20—Meeting of the national board or directors of the educational television stations of the National Association of Educational Broadcasters. Kenwood Country Club, Bethesda, Md.


Sept. 20—Board meeting of the Broadcast Pioneers. 10 a.m., Barclay hotel, New York.

Sept. 20—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts.


Sept. 22-24—Industrial TV Broadcast Symposium sponsored by the Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 23—"Newsmaker" luncheon of International Radio & Television Society. Speaker will be FCC Chairman Rosel Hyde. Waldorf-Astoria hotel, New York.

Have You Noticed How Big League The West Is Today

Here
The Sandlot,
The Saturday
The Guys
The Someday.
And Someday's big game
is waiting.

and Hear
KRLA,
the sort of sound that makes
you want to get out of air-conditioning
and into dirty dirt.
Isn't there an old glove somewhere in the garage?

KRLA / Los Angeles' listened-to radio station.
NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 10—Plaza hotel, New York (Region 1).

Oct. 14—Marriott hotel, Dallas (Region 6).

Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas (Region 8).

Oct. 25—Raddison hotel, Minneapolis, (Region 7).

Nov. 2—Sheraton-Gibson hotel, Cincinnati (Region 2).

Nov. 3—Dinkler Plaza hotel, Atlanta (Region 3).

Nov. 4—Skirvin hotel, Oklahoma City (Region 5).


Oct. 2—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3—Deadline for comments on FCC’s proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF’s in the top-50 television markets.


Oct. 4-Nov. 28—Time Buying and Selling Seminar sponsored by the International Radio & Television Society (Consecutive Tuesdays, excluding Election Day, Nov. 8), Chemical Bank & Trust Co., 50th Street & Madison Ave., New York.


Oct. 6-7—Meeting of the Television Code Review Board of the National Association of Broadcasters, Waldorf-Astoria hotel, New York.


Oct. 10—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.


Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.


Oct. 15-24—MIFED, International Film, TV Film and Documentary Market, Milan, Italy.


M indicates first or revised listing.

KWKJ 1380. Is the only middle-of-the-road personality station in St. Louis.

THE CRITERION FOR SOLID-STATE CATV DISTRIBUTION

Jerrold Starline

Starline features utilized trunk-line station design; maximum cascadability with quality reception to end-of-line, and unparalleled flexibility, reliability and economy. For details phone (215) 925-9870, or write CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

FIRST IN CATV

OVER 16 YEARS CATV EXPERIENCE

BROADCASTING, September 5, 1966
YOU'LL SEE STARS THIS FALL ON CBS
Sundays at 9 pm. New series.

**GARRY MOORE**

Sundays at 10 pm.

**CANDID CAMERA**

Sundays at 10:30 pm.

**WHAT'S MY LINE?**

Mondays at 7:30 pm.

**GILLIGAN'S ISLAND**

Mondays at 10 pm. New comedy.

**JEAN ARTHUR**

Mondays at 10:30 pm.

**I'VE GOT A SECRET**

Tuesdays at 7:30 pm.

**DAKTARI**

Tuesdays at 8:30 pm.

**RED SKELTON**

Wednesdays at 9:30 pm.

**GOMER PYLE-USMC**

Wednesdays at 10 pm.

**DANNY KAYE**

Thursdays, 7:30 pm. New adventure.

**JERICHO**

Thursdays at 8:30 pm.

**MY THREE SONS**

Saturdays at 7:30 pm.

**JACKIE GLEASON**

Saturdays at 8:30 pm. New comedy.

**PISTOLS 'N' PETTICOATS**

Saturdays at 9 pm. New adventure.

**MISSION: IMPOSSIBLE**

Saturdays at 10 pm.

**GUNSMOKE**

All times CNYT
Starting Sunday, September 11, a brilliant new season bursts into view on the CBS Television Network... A season overflowing with excitement and variety... A season of memorable "specials" and inspiring performances by many of the greatest talents of the world of entertainment... A season of penetrating insights into the issues and events of our time. This year, more than ever before, the Network's viewers and advertisers will have going for them night after night the most rewarding programs in television—all in color!
OPEN MIKE®

A tribute

Editor: Since publication of my Monday memo (Broadcasting, Aug. 15), I have been receiving letters and telephone calls from friends throughout the broadcasting industry. It's a tribute to the impact of your publication.—Mel R. Korn, president, J. M. Korn & Son, Inc., Philadelphia.

Sheriffs offer services

Editor: Hats off to the broadcasters of America. While it seems the "in" thing these days to berate radio and television, I feel that the American system of broadcasting is still far superior to other methods.

May I offer the services of the National Sheriffs' Association to any broadcaster who may seek advice, information, or technical assistance. We have no axe to grind and no pet projects other than our devotion to the preservation of government by law and the keeping of the peace.

As one of the world's largest progressive and professional law enforcement associations, we'll be happy to cooperate in any way for the betterment of our nation and the lessening of the national crime rate. Our members (22,000) include not only sheriffs but educators and representatives of almost every major police organization in North America.

I would like to thank "Sheriff" Andy Griffith (CBS-TV) for his recent cooperation in presenting his Lawman of the Year Award. "Sheriff" Andy, while not perhaps always true-to-life in his depiction of a modern sheriff, performs a valuable service and refutes the cries of some that television is all "blood and guts."—Ferris E. Lucas, executive director, National Sheriffs Association, Suite 209, 1250 Connecticut Ave., N.W., Washington 20036.

In memoriam

Editor: As one of Fulton Lewis's close friends, I wanted you to know that I deeply appreciate your editorial.

Fulton was a fearless commentator. He was tireless in his efforts to forward our industry. Above all, he was a true patriot and loved everything for which America stood.

We are going to miss him.—Victor C. Diehm, chairman, Mutual Affiliates Advisory Committee, WAZL, Hazleton, Pa.

Likes cartoon

Editor: May we have permission to reprint your April 11 cartoon?—Donald Price, Block Drug Co., Jersey City, N.J.

(Permission granted.)
The industry has a rate problem

The properly priced 30 or unrelated 30/30 will some time come to be, since economics irresistibly indicates that revenues must be increased to compensate for operating costs in the face of further audience fractionation.

The TV cost-per-thousand cannot continue to escalate, and the number mechanics cannot continually "justify" high CPM's with magical manipulation of sets, viewers, homes, cume etc. Further evolution in sales practices of stations and networks can and must occur.

Piggybacks are in use today with little reluctance and no rejection anywhere. The 30/30 of unrelated advertisers may sound bad but it is not a violation of the code and would not necessarily add to clutter or to the maximum utilized for commercial messages. It could attract new money to the medium—network and spot—if the price is right.

But what will TV cost—or what does it cost today? Spot rate cards range from those of certain outlets with a large variety of plans and discounts including "rates on request," etc., to others with trick discounts where it is cheaper to run three spots than two.

Bomb Rebate? Then there are the abominable grid cards that penalize the good timebuyer by raising rates if he picked a good position but do not rebate him for picking the occasional bomb. These grids and the elimination of discounts are bound to have a deleterious effect on advertising efficiencies.

Networks have recently modified discounts—but they still remain in effect and quite properly so. The hard-to-answer question regarding network costs is primarily in the package buy.

The relationship of time and talent is often unclear, particularly when a specific unit of a package may be bookkept at a rate less than the time charges for the stations. These peculiarities, however, add up to a basic practice in package selling of establishing a reasonable cost-to-audience which permits the network and the agency to provide the advertiser with a reasonable assurance of efficiency.

Unlike the spot stations using grid cards, the network cannot raise rates in the middle of a contract. However, networks can and do adjust rates on available time if audiences fluctuate, but are reluctant to compensate the poor advertiser who contracted for unsuccessful properties.

Networks and station cost increases must stop, and rate protection, particularly in the spot area, must be strengthened, or the medium will suffer a surprising loss of advertiser support. Broader acceptance of new commercial units may be an interim step.

But the long-range answer may well be a circulation guarantee—where an advertiser is rebated if a schedule fails to deliver the estimated number of homes within the contractual period. Overages, as in the case of print, would be a bonus.

A move in this direction would solve the rate protection problem, would meld talent costs into the rate card (as print does with editorial costs) and eliminate the penalties accruing to a network advertiser firmly committed to a high-cost failure. Or to a spot advertiser who is arbitrarily assigned a high cost on a grid card—but the audience doesn't materialize.
IT'S NOTHING WITHOUT "U!"

IN QUALITY RADIO.
TOO, IT'S THE "YOU"
THAT COUNTS. WELI
BROADCASTS TO, BUT
NOT AT. IT'S BIG CEN-
TRAL CONNECTICUT
AND LONG ISLAND
EAST AUDIENCE.
YOU'LL SELL BEST
WITH THE STATION
THAT MAKES NEW
HAVEN A SOUND
RADIO BUY. WELI
960 KC • 5000 WATTS
The Sound of New Haven
National: H•R Representatives, Inc.
BOSTON: Eckels & Company
coverage

More coverage. More circulation. More viewing hours, more customers reached. In short, WJXT hands more time with your product than any other advertising medium in the booming Florida / Georgia Market.

WJXT
JACKSONVILLE, FLA.
A POST NEWSWEEK STATION
No Extra Charge For Color!

Great, what a spot of color will do for most products! Our very latest RCA COLOR film and slide equipment will present yours at their breathtaking best!

No extra charge for this color service. We are in color because our wealthy viewers demand it! Get the whole bright picture on colorful 28 from ATS!

WSJV-TV

SOUTH BEND-ELKHART 28 ABC

A MEMBER STATION OF THE COMMUNICANA GROUP

JOHN F. DILLE, JR., PRESIDENT

CALL ATS TODAY!
gave CBS its two themes used interchangeably and carried in seemingly relentless fashion in a multipromotional drive that began July 17.

One is "how come one network has so many stars?" And the other, "you'll see stars this fall on CBS."

CBS says this summer's campaign was one of the network's most "extensive and varied." Using the 15% increased cost estimate, which might well be conservative, it's reported that CBS put over $1 million (out-of-pocket expenses) into its new-season push.

But this figure is minuscule when compared to the on-air promotion that used time worth millions of dollars. CBS had estimated that an average prime-time promotional announcement slotted any time from mid-July through the premiere week of Sept. 11 should have reached some 7.5 million homes.

A CBS estimate, it was learned, had placed the network and station air time value for its promotional announcements run through the eight weeks prior to premiere week and beyond at more than $30 million.

Promotion Since July • In scheduling its promos in the past, CBS people had noticed that invariably 30%-50% of its filmed shows ran short (in seconds) of the stated program time. Rather than try to find fillers for the additional seconds, the network decided to use promos in the extra time.

Thus in all film shows on the air from mid-July onward, CBS snipped back program lengths to permit a 20-second promotion after every half-hour show and 60 seconds after every one-hour show. Since CBS's promos include 1D's, 20's and 60's, it was possible to slot two promos in some shows and hence the development of a star theme with two variations. And a doubling-up in promotional announcements in nighttime periods was achieved.

All of the on-air promotion announcements have been in color and have used intricate and interesting animation.

In radio a series of 10 spots was used, one for each show. (Eight new programs, one new movie night (Friday) and the Jackie Gleason Show on Saturdays which has been changed and "refurbished" for the new season.) These spots were placed on CBS Radio and sent to all TV affiliates for placement on their sister radio outlets or elsewhere. CBS purchased radio time on seven stations in New York. At minimum, it was expected that the radio push would equal last year's in New York. (Last year 75 spots were on CBS Radio and 161 TV affiliates then used 380 local radio stations with some 37,685 plays.)

CBS also has a co-op newspaper campaign in which it was expected more than 150 affiliated stations would buy space in more than 600 newspapers. The network said there's been more than 80% acceptance this year. Affiliated stations also have co-op money to join with the network in promoting the schedule in the first few weeks of the new season in TV Guide (last year 115 stations participated, reaching an estimated 80% of total Guide circulation).

Newspaper Splash • In addition, the network will buy daily space (ranging from three columns to full pages) in the first two weeks of the season in newspapers in the five cities where CBS owns TV stations: Chicago, New York, Los Angeles, Philadelphia, and St. Louis. Estimated cost of this campaign alone runs to more than $400,-000.

Once the new season is on, CBS will buy into TV logs for boldface listings of its new-season schedule.

There are other sparklers in CBS's promotion with which its hopes to fire up viewer attention to the network in the new season. Among these:

CBS will have more specials this year than last. Plans are for CBS Playhouse (original TV dramas) plus at least 40 specials spread through the season. To promote this programing phase, the network launched a broad-gauge campaign in Newsweek, Time, The New Yorker, New York Times, The Washington Post and Saturday Review to reach "people of influence and stature or those who perhaps are the least attracted to TV entertainment."

On Saturday mornings, CBS will telecast all of its shows in color in the new season. To capture attention, center spreads in full color have been purchased in 60 comic magazines with an estimated 13 million circulation.

For use locally, affiliated stations receive excerpts from shows (four to six minutes of film) that can be used interchangeably. Stations can put these together for a half-hour preview film, "Seven Wonderful Nights." To facilitate assembly of the special film, star Garry Moore provides introductions, lead-ins and conclusions. Stations can thus custom-build material to fit local programing plans.

The CBS-TV network press information department moved into new-season activity last May, presenting 73 stars and featured performers on the stage
NEW HIGH IN FALL SHOW PROMOTION continued

of the New York Hilton at CBS-TV's affiliates conference. May 24 a four-day promotion, dubbed "Golden Gate Press Voyage," took editors from all over the U.S. to Los Angeles and San Francisco and produced 1,700 interviews by newspaper and syndicated news writers.

Two months later (July 8-10) an annual weekend star junket was responsible for 2,414 interviews by 126 different editors, selection of 561 pieces of color art and 1,084 layouts that included 6,305 black-and-white prints. Last week a group of editors from New York and other major cities were transported to Miami Beach for a Jackie Gleason weekend and this week editors will be at a top-notch New York restaurant for a lavish buffet and for a mingling with stars and top producers of New York-originated shows.

10 New, 17 Return at NBC • NBC has 10 new shows and 17 returning shows in the new season, and by opening play dates this month the momentum gathered through the summer will have reached its crescendo.

Basically, the network's campaign follows the line of its extensive advertising-promotion drive of last year, but with two important new elements incorporated.

The basics encompass the theme of NBC Week that rolls through the pre-season periods and arrives with the slogan "NBC Week is Here," the use of newspaper and magazine supplements to be published just before the new season shows begin and the production of a 30-minute color comedy program to introduce the season.

The latter program, Two in a Taxi, starring the comedy team of Jack Burns and Avery Schreiber, was scheduled for showing yesterday (3:30 p.m.). The film was produced and written by Phil Mintoff, editorial director of the advertising department.

NBC's out-of-pocket expenses for pre-season promotion ran well ahead of the year before with an estimated $1 million tab for these costs. This year the figure is expected to be closer to $1.2 million.

New elements in the promotion:

• New art treatment. In a sharp departure from previous campaigns when one artist was commissioned by the network for promotional material, NBC this year commissioned 15 artists in a plan similar to that used by movie companies that hire a different artist for each motion picture. The result has been what NBC calls movie-type art that has appeared in both on-air and print campaigns.

• A poster campaign. NBC this year capitalized on the current poster fad, offering viewers an opportunity to purchase four program posters (Bonanza, I Spy, Get Smart and The Man from U.N.C.L.E., all hits last season) for the price of $1. (In previous years, NBC offered a "startime" and "star album" magazine pieces.)

The poster offer began during the first week of August and in just four weeks (as of Sept. 1) orders for 400,000 posters has been registered. By today (Sept. 5), it was estimated, the number will hit 460,000.

NBC-TV for the first time has made co-op money available for all of its affiliates. In the past, NBC limited its co-op participation to stations in the top markets—50 or more markets. The bulk of the print campaign has been set for premiere week and is to continue for several weeks.

In other print-campaign features: an eight-page color supplement is scheduled for TV Guide in its preview issue and a 16-page color supplement for a number of newspapers across the country for printing during the week before the new season's schedule begins. The supplement is divided into eight pages supporting network programs, and eight pages for local station new-season advertising.

In addition, a rendition into different size mats of NBC's program posters with space open for stations to add channel number and program time has been supplied all affiliates.

The on-air campaign seeks by blending information with humor to attract and entertain viewers. Eight different one-minute spots were produced along with ten 13-second color spots (one for each new show).

Movie Treatment • All of these promotions use the movie-art treatment in some form, with art work dissolving into film action taken from the series and voice-over adding details. These are open-end for stations to add their own call letters and the local time period for the show.

As in past years, stations were equipped with full promotion kits, including thousands of slides and 20-second and one-minute films for every show on the nighttime television schedule.

At NBC, Gerry Rowe, vice president, advertising, headed up massive advertising program with Dave Belling, director, advertising, and John Graham, director, design.

The NBC-TV press department covered the country with several promotional events. Among them: a 32-city "personally yours" tour for hand delivery of special publicity-promotion kits to TV editors; a trip of 36 editors to Hollywood in late June for interviews with stars and featured players of new NBC shows, and a project named "phoner fortnight," in which stars talked by phone to editors in all parts of the country (something over 500 calls were placed).

In addition, closed-circuit screenings were held for NBC affiliates and TV editors in their areas for review purposes; more than 20 stars were flown to New York for interviews with newsmen and more than 70 major wire service and syndicate interviews were arranged by the network.

Also in the publicity effort: sets of special photos sent to 70 leading TV editors for all 10 new shows; preparation of NBC fact book containing an indexed night-by-night rundown of regularly scheduled programs with data on each, plus program schedules for all day parts, and information on specials, news and public affairs programming.

Tours, Too • NBC's promotion department, assigned to work with show talent, compiled a total of more than 20 star tours including on-air appearances and only last week was in Mexico City staging a Tarzan party to trumpet the network's new one-hour jungle adventure series.

New-series talent appeared during pre-season periods on daytime shows, the Tonight and Today programs and the Mike Douglas Show (syndicated by Westinghouse Broadcasting Co.).

The Mexico party featured vineswinging contests by various actors who have played the Tarzan role over the years (including Ron Ely, star of NBC's series), and was attended by network and show representatives, members of the cast, local dignitaries, foreign news correspondents, reporters for the daily press and wire services, NBC Radio's Monitor and by television news cameramen.
The action station in the action city!

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

NBC/ABC — Represented by H-R
The illustration above may suggest that the age of “wide-screen television” has arrived. Well, in a most important sense, it has—in the form of the NBC Television Network schedule for 1966-1967. If we do say so ourselves, the coming season promises to be the widest-ranging in NBC’s
history. As of NBC Week, Sept. 11 to 17, the entire panorama will be there for the looking—the best of everything, and everything in color. NBC Week and every week, audiences will find the greatest entertainment, the best in sports, the finest in news coverage... all on the NBC Television Network.
Record 2d quarter for spot TV
Autos lead gains as gross billings increase
4.6% to $313 million; TVB reports that
first six months set $603 million record

With automotive advertisers leading gains, spot television ran through a record second quarter in which gross billing moved up 4.6% to $313,666,000.

These figures, reported last week by the Television Bureau of Advertising, reflect comparative data from the same number of reporting television stations in the quarters measured.

The second quarter of 1966 ranked first among all previous measured quarters, the last record having been achieved in the final quarter of 1965, when gross billings of $303,935,000 were reported.

TVB also said the first six months of 1966 represented a record high for spot TV expenditures which reached $603,887,000, up 15.4% from last year’s first half figure of $523,245,000. This percentage gain, since it is based only on data from those stations reporting in both first-half periods, does not reflect a true net figure for the overall spot TV medium.

TVB official thought 7% would be a closer estimation of the real net billing gain for spot TV in the first half.

Auto companies and dealers showed an unusually strong gain of 70% in their second-quarter spot outlays, moving from $9,461,000 in last year’s second period to $16,121,000. The increases came from both dealers and corporate accounts.

Big gains were made by Chrysler Corp., from $369,000 to $1,004,400; Ford Motor Co., from $384,700 to $1,298,000; General Motors Corp., from $349,900 to $2,118,300; Ford dealers, from $1,937,200 to $3,194,600, and GM dealers from $1,843,600 to $3,197,400.

The amusement and entertainment category more than doubled spot TV spending for the period, climbing to $1,152,000. Gasoline and lubricants gained from $10,747,000 to $13,942,000; consumer services were up 46% to $9,131,000.

Dental products went from $6,964,000 to $9,426,000, a 35% gain. The household equipment-appliance group moved ahead 60% from $3,248,000 to $5,211,000 and transportation and travel sponsors were ahead 48% to $9,408,000.

During the second quarter 68.2% of spot TV dollars were spent on announcements of 40- to 60-second length, 20% spent on 20- to 30-second commercials, 5.4% on 8- to 10-second ID's and 6.4% on programs.

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<td>Night</td>
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<td>Late night</td>
<td>59,562,000</td>
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By day parts

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TOP 100 SPOT TV ADVERTISERS
Second Quarter 1966
(Source: TVB/Rorabough)

1. Procter & Gamble $18,414,700
2. General Foods 13,835,200
3. Lever Brothers 8,491,100
4. Coca-Cola Co. (bottlers) 8,400,200
5. Bristol-Myers 7,336,600
6. William Wrigley Jr. 5,851,700
7. Kellogg 5,369,300
8. Warner-Lambert 5,012,500
9. Colgate-Palmolive 4,562,700
10. PepsiCo (bottlers) 4,481,000

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<thead>
<tr>
<th>Amount</th>
<th>Percent</th>
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<tbody>
<tr>
<td>$313,666,000</td>
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11. General Mills 4,272,200
12. Continental Baking 3,477,000
13. Miles Laboratories 3,356,500
14. General Motors Dealers 3,197,400
15. Ford Motor Dealers 3,194,600
17. American Tobacco 2,975,200
18. Coro Products 2,898,100
19. Liggett & Myers Tobacco 2,720,000
20. Alberto-Culver 2,701,700
21. American Can 2,579,400
22. Gillette 2,468,400
23. American Home Products 2,468,100
24. Jos. Schlitz Brewing 2,204,800
25. Royal Crown Cola (bottlers) 2,184,900
26. P. Lorillard 2,121,700
27. General Motors 2,116,300
28. Philip Morris 2,091,700
29. Chrysler Dealers 2,090,400
30. Johnson & Johnson 2,080,800
31. Seven-Up (bottlers) 2,056,500
32. Standard Brands 2,053,900
33. Mars 1,909,900
34. Shell Oil 1,813,500
35. E. & J. Gallo Winery 1,008,100
WHY DOES ONE STATION HAVE SO MANY GREAT SHOWS?

Because we have the CREAM of NBC & CBS

Bonanza
Gomer Pyle, U. S. M. C.
The Andy Griffith Show
The Road West
The Garry Moore Show
The Girl From U.N.C.L.E.
Red Skelton
I Spy
Star Trek
Dean Martin
Tarzan
Mission Impossible
Jericho
Gunsmoke
NFL Pro Football
And Many More—

WHERE THE COLOR IS
NBC Color/CBS Color/Color Film/Color Tape/Color Slides/
Local Live Color On The Way.
A new battle of the filters

Magnuson cites study to plug for rule on nicotine and tar content

Senator Warren G. Magnuson (D-Wash.) last week called for an investigation by the Federal Trade Commission into charges that some filter cigarettes contain more tar and nicotine than unfiltered cigarettes bearing the same name.

Senator Magnuson, chairman of the Commerce Committee, recently introduced legislation that would require cigarette packages and advertisements to state tar and nicotine content.

He said there was no question in his mind or in the mind of scientists at the U.S. Public Health Service that the basic reason smokers switch to filter cigarettes is their concern over the health hazards of smoking and the hope that filters will provide some protection. He noted the growth in filter-cigarette sales from 2% of the total output in 1952, when evidence of smoking hazards was first made public, to 64.7% in 1965. "People who switch from a non-filter cigarette to its filter namesake, plainly expect to receive some benefit in tar and nicotine," he observed. "Unless cigarette manufacturers begin to disclose on their packages and their advertisements the tar and nicotine content of their cigarettes, they are depriving the American people of the basic facts they need to make an informed choice," he added. "Unless this is done, I intend to urge the Federal Trade Commission to determine whether these companies are engaged in misleading practices in violation of the Federal Trade Commission Act."

True cigarettes moved to FC&B

Laboratory tests have led P. Lorillard's True cigarettes out of the test markets into national distribution, and broadcast and other media stand to gain from the move.

The lab tests have also led the cigarette to a new agency—Foote, Cone & Belding.

Lorillard's True enjoyed a publicity bonus last week with the report of the Roswell Park Memorial Institute, a New York cancer research and treatment center, that placed the brand at the high end of a filter effectiveness test.

A company spokesman said production of the True brand would triple by the end of last week and triple again within another 10 days.

True was test marketed last April in New England, moved into New York City in May and reached West Coast markets last month. With publication of the Roswell Park report, immediate plans for full national distribution were initiated and a new campaign based on the research was undertaken.

Effective last week True was moved out of Grey Advertising, which already has Lorillard's Kent filter brand, and into FC&B, reportedly to avoid brand conflict now that True is apparently headed for national prominence.

The company would not estimate ad billings for True at the new agency but indicated new spot television schedules would be used as well as network TV and that spot-radio activity would be expanded.

Also in advertising...

San Francisco merger... Two San Francisco-based advertising agencies merged last week, with the bigger of the two retaining its identity. Christopher/Walker Inc., which bills about $600,000 annually, merged into The Wyman Co., which services about $2 million annually in billings. All key Christopher/Walker personnel will move to Wyman.

Rep moves... Eckels & Co., Boston, has moved to 1134 Park Square Building. The station-representative firm's telephone number remains unchanged: 542-6481.

TV group formed... Los Angeles, which seemingly has more media discussion groups than media outlets, added another to the list last week. The Los Angeles TV Association was formed by some 80 station representatives, time salesmen and sales managers. The group will hold luncheon meetings monthly to discuss the buying and selling of television time.

Agency appointments...

- V. La Rosa & Sons, New York, manufacturers of macaroni, spaghetti and Italian specialties, has appointed Wells, Rich, Greene, same city. The account, which had been with Hicks & Greist, also New York, bills about $1 million. More than $900,000 is in TV.

- Darling & Co., Chicago, has named Edro Advertising, there, to handle its lawn and garden fertilizer division. Broadcast media will be used.

- John Morrell & Co., Chicago, is consolidating all of its Morrell plant advertising accounts at Allen, Anderson, Niefeld & Paley, Chicago, which had been handling part of the account. Four regional agencies are being dropped. Morrell has been a major radio-TV account and will bill over $1.5 million next year.

- Hazel Bishop Inc., New York, has named Conahay & Lyon Inc., same city, as its agency for a test campaign on an undisclosed new product. The firm is developing several consumer products for the toiletries market.

- Pepsi-Cola Bottling Co. of Los Angeles has appointed Brewer/Holzer/Taylor Inc., Los Angeles, to handle its some $1 million in annual billings. The account has been handled for the last five years by BBDO, Los Angeles. BBDO, New York, handles the national Pepsi-Cola account.

36 (Broadcast Advertising)
KTLA is Southern California’s most colorful independent. 96% of all prime time programs are telecast in color. So, if you have a colorful sales message, put it on colorful KTLA. The combination is colorific!

KTLA 5 Los Angeles

Represented by P.G.W., INC.

A Golden West Broadcasters station
KMPC/Los Angeles  KSFO/San Francisco  KEX/Portland  KVI/Seattle-Tacoma
In St. Louis, the more things change...

Gateway Tower, future home of KMOX-TV in St. Louis, is scheduled to rise in the center of the city's new riverfront skyline, overlooking the magnificent new Gateway Arch.

Upon completion in 1967, the 20-level bronze-colored structure will be a major landmark in a mammoth two-billion-dollar reconstruction program that is currently serving to revitalize the entire St. Louis area.

the more things stay the same.

KMOX-TV's clear, deep-rooted identification with the day-to-day life of the St. Louis community, for example. Off-air, as well as on!

During non-business hours, staff members make it their business to take a leading part in local affairs. Through leadership in the Chamber of Commerce, Better Business Bureau, Advertising Club and Kiwanis. Working for church and school organizations, the Boy Scouts and Salvation Army. Serving the Heritage Foundation, the Muny Opera and National Wildlife Association. In fact, wherever St. Louisans are working toward community betterment, you'll find KMOX-TV people.

KMOX-TV knows St. Louis because it is St. Louis through and through. And St. Louis knows it. It's one reason the station continues to be such a vital, popular part of the local picture, year after year after year.
The boom in color-TV ads

40% of major agencies produce over 90% of their commercials in tint

The advertising import of the color explosion in television was pointed up last week by Filmex Inc., New York, producer of films and commercials, which released results of a survey taken of top TV-billing advertising agencies and leading advertisers.

The surveyed companies and agencies reported a predominant acceptance of color in commercials as an important sales tool. Forty percent of agency creative directors and production heads indicated that 90%-100% of their commercials are specific for color.

While the survey emphasized the rise of color in filmed commercials, the color boom apparently has caught up with taped commercials as well. Videotape Productions, New York, a major producer of taped commercials, said its production of commercials in color has moved from some 44% of its output six months ago to 75%-85% of the total this summer (Closed Circuit, April 22).

The survey was conducted by Trendex Inc., New York.

Trendex polled 50 agency executives (creative directors and production heads), receiving 50 usable responses, and 46 chief advertising officers of companies that placed in the top-100 advertisers category, of whom 27 provided usable responses.

Findings included the following:

- While 40% of agency executives surveyed reported 90%-100% of their commercials would be in color another 34% said color would fall between 70% and 89% and 22% said it would be less than 69%. Company advertising executives: 41% said all of their commercials are set for color; 15% said almost all and 26% said between 50% and 75%. Of agency executives, some 4% either didn't know or didn't answer that question, while among advertisers 16% would make no estimate.

Several other questions asked for a yes or no on several aspects of color commercials. These brought the following findings:

- Almost seven of 10 (68%) agency production directors and 93% of the advertising executives said they think color commercials have greater "selling efficiency" than black and white.

- How much more effective? Of the yes answers, 16% of the agency men estimated 80%-100% more effective; 6% said 30%-50% more effective; 10% said less than 30% and 36% would not give an estimate. (Some 12% of the company executives said color commercials were doubly effective, 24% estimated 10%-25% more effective and 12% said less than 8% more effective.)

- Of agency executives, 68% said they determined the amount the agency spends on color was justified, and 74% of the advertiser officials also gave a yes answer to this question.

- Some 58% of the agency people also said color commercials would have a significant effect on the marketing of clients' products (63% of the company advertising directors answered yes to that question).

Filmex also reported some thinking expressed, particularly in relation to the justification of color's added expense and the significance of color's addition to selling the product.

The opinion on expense broke in three parts, according to Filmex: One group—the majority—said in effect that the higher cost differential was justified because color is so much more effective in delivering an impact as a selling force. Another group felt color wasn't really "substantially" more expensive, and the third group mentioned intangibles such as corporate image adding values.

Marketing Plus = In assessing significance on marketing, agency opinion generally fell into categories: one group felt color was more effective in certain product areas, such as food, fashion and travel, the other cited a positive effect on package design and presentation. Less emphatic were the responses on just how much an impact because of contrast or novelty black-and-white commercials could have in a color-commercial world. But a keen interest does exist with some: 46% of the agency people and 33% of the advertiser officials polled said noncolor would have greater impact because of the contrast; 28% of the agency people and 44% of the advertiser spokesmen thought no while 16% among the agency and 22% among the advertiser executives said they didn't know. (A large proportionate number—10%—of agency people misunderstood the question and thus didn't give an answer, while only 1% of the advertiser group had that trouble.)

Comments ranged from a belief that black and white could create surprise or convey mood to outright denial of it, noting that "black and white is obsolete" or "would still be dull and drab."

Filmex said the major agencies polled included J. Walter Thompson; McCann-Erickson; Young & Rubicam; BBDO; Ted Bates; Foote, Cone & Belding; Leo Burnett; Benton & Bowles; Dancer-Fitzgerald-Sample; Compton Advertising; N. W. Ayer & Son; Lennen & Newell; Doyle Dane Bernbach; William Esty; Campbell-Ewald; Kenyon & Eckhardt; D'Acrey; Grey; Sullivan, Stauffer, Colwell & Bayles; Norman, Craig & Kimmel; Ogilvy & Mathers; Erwin, Vasey, 

Comments ranged from a belief that black and white could create surprise or convey mood to outright denial of it, noting that "black and white is obsolete" or "would still be dull and drab.

The Chattanooga Post, a new newspaper, had first-day sales of 42,780. The only advertising used to promote the paper was on radio and television and in the Chattanooga Times, sister publication of the Post, according to Walter H. Stamper, promotion manager of the Times and Post.

The paper had expected first-day sales of 25,000.

'The Post' has big first day

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Toy code approvals ahead of last year

Television Code Review officials are in the midst of their annual pre-Christmas toy research, and this year promises to be bigger than ever before.

So far this year, code authorities have reviewed 296 proposed commercials. Some 123 are still under review or have been withdrawn for revision. Of the 173 remaining, 157 have been approved, some with minor corrections; 16, however, were rejected completely, principally because of safety factors, lack of positive disclosure on how the toy operates, incomplete price information and other failures to comply with code strictures on toys.

The 157 toy commercials approved as of Aug. 5 represent 32 more than were approved at the same time last year. In 1965, a record 293 toy commercials were approved.
Providing the spark of leadership in the mile-high city with more coverage of Denver News than any other station... the only Denver television news show in color!

The big news in Denver is... THE BIG NEWS WITH GENE AMOLE

A WGN Continental Broadcasting Company station dedicated to quality, integrity, responsibility and performance

BROADCASTING, September 5, 1966
commercials from 47 manufacturers were accepted for broadcasting.

The August issue of TV Code News, mailed to telecasters last week, lists new and old toy commercials from 30 manufacturers approved by the code authority and scheduled for airing this year. Among them are 48 multiple-product announcements—35 of them integrated, and 13 piggybacks. The latter must be counted as two commercials under the TV code rules.

**TV gets a big piece of heavy Norelco budget**

North American Philips Co., New York, last week announced an over-$3-million fall advertising campaign—including network and spot TV—to introduce its “Tripleheader” Norelco shaver and boost the new model’s Christmas sales along with the rest of the Norelco line. The campaign is the heaviest fall push in the firm’s history.

More than 50% of Philip's nearly $6 million annual ad budget will be spent during the present quarter in a campaign that will also utilize national magazines, newspapers, Sunday supplements and trade publications, according to Richard R. Kress, assistant vice president and director of advertising, North American Philips.

The firm will be a major participating sponsor in CBS-TV’s National Football League telecasts and 13 prime-time CBS-TV series. The company will also extensively use spot TV and dealer tag announcements in 44 major markets. The agency is La Roche, McCaffrey & McCall, New York.

**Business briefly . . .**

The American Tobacco Co., through BBDO, both New York, last week introduced nationally Colony Filter and Colony Menthol cigarettes, America’s first cigarette products to offer bonus gift coupons. Colony packages bear coupons redeemable in cash at retail outlets or in trading stamps at many stamp companies. The introductory period will use newspaper and magazine advertising. Television coverage will follow.

Pepsi-Cola Co., through Ogilvy & Mather, both New York, is planning a radio-TV and newspaper campaign directed primarily at teen-agers to promote what is called the “glitzy” taste of a new chocolate drink, Devil Shake. Details, which involve one-minute spots in the greater New York-New Jersey area, will be announced later this month.

In a speed-up of its fall advertising and promotion plans, National Airlines last week launched a $1-million campaign to offset sharply curtailed tourism stemming from the recent airline strike (Broadcasting, Aug. 29). National released no media information other than that it expected some campaign money would be spent in TV. Various vacation packages are offered for a “steal-a-long weekend” campaign.

Pacific Airlines Inc., San Francisco, through D’Arcy Advertising, Los Angeles and San Francisco, is promoting its new 727 jet aircraft in 11 markets by way of a heavy radio and print campaign. On radio as many as 150 half-minute spots are being broadcast every week and will continue for the next month on five stations in Los Angeles, with 85 spots per week running on four San Jose stations. Radio also will be a major medium throughout the year in the 37 markets serviced by the airline in Nevada, California and Oregon.

Roman Meal Co., Tacoma, Wash., through McCann-Erickson, Seattle, will begin a 26-week sponsorship of the Frank Heningway Morning News on ABC Radio West. This will be the cereal-product maker’s first extensive use of network radio. The advertiser’s schedule on the ABC regional network will encompass two spots one week and three the next on alternating days. The buy includes 56 stations throughout the Pacific states, Idaho, Nevada and Arizona, plus 10 stations in Utah, Montana and Colorado. Although the company promotes a number of brands, only regular and instant Roman Meal cereals will be advertised on the news program.

The Cigar Division of The American Tobacco Co., New York through Gardner Advertising, same city, will be a participating sponsor in seven ABC-TV shows this fall. Roi-Tan Cigars are being promoted in one-minute commercials that will run through early December. The programs are Combat, Wide World of Sports, Voyage to the Bottom of the Sea, Iron Horse, Milton Berle, Time Tunnel and Shade.

Golden Grain Macaroni Co., San Leandro, Calif., through McCann-Erickson, San Francisco, will promote its Rice-A-Roni and Noodle-Roni brands on two networks in the daytime and regionally at night. The food-maker’s 60-second color commercials will be carried four times weekly on four CBS network mornings shows and from three to five times weekly on four ABC-TV afternoon programs. Starting this fall and continuing for as many as 10 weeks, the advertiser also will use a line-up of stations in the top-45 markets for local color spots.

Dr. Posner Shoe Co., through Sheldon Fredericks Advertising, both New York, is bracing its fall sales campaign with a New York spot radio buy of 320 one-minute commercials on WOR, WNEW, WABC, WPAT, and the Spanish station, WADO over a four-week period that began last Monday (Aug. 29). The fall schedule represents a 30% hike over Dr. Posner’s spring radio buy, which was a highly successful traffic builder, the firm said.

The Jell-O division of General Foods, White Plains, N. Y., through Young & Rubicam, New York, is introducing three new Minute Rice mixes to selected western markets. Campaign plans for Minute Rice Rib Roast, Drumstick and Spanish Rice include network and spot color TV.

The Lutheran Laymen’s League, St. Louis, through Gotham-Vladimir, New York, has bought 52-week sponsorship of The Lutheran Hour on NBC Radio (Sunday, 1:30-2 p.m.) for the 11th consecutive year.

**Whirlpool looks for a new ad agency**

Whirlpool Corp., Benton Harbor, Mich., and the Chicago office of Kenyon & Eckhardt are parting company after 11 years, both agency and advertiser announced last week. Whirlpool is considering a new selection among five other agencies in Chicago, Detroit and New York.

Whirlpool reportedly is billing about $2.5 million this year but the firm’s national advertising manager, Leonard F. Schweitzer, said the billing will be around $5 million in 1967. Whirlpool recently acquired a majority interest in Warwick Electronics of Chicago. K&E handles advertising for Ampex and Magnavox, both competitors of Warwick.

**Rep appointments . . .**

McGREGOR MEMORIAL BUILDING on the campus of Wayne State University, designed by world-renowned Detroit architect Minoru Yamasaki, has won international acclaim for its unique beauty.

Just as Detroiters regard this magnificent structure as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 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."

WWJ and WWJ-TV
OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
47.88 a month?
Look again.

Look under the "88." There, set in type for all the world not to see, are the words "semi-monthly." Ye gads! Semi-monthly! How many readers do you think would be tricked into thinking $47.88 is a monthly payment? Too many.

Chalk one up to deception! Chalk up one more smear of guilt-by-association against the name of every honest man in your business ... and ours.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing everything in its power to erase advertising like this. But we can't do it alone. We need the help of everyone in publishing, broadcasting and advertising.

You have the biggest eraser of all.
You can refuse to have anything to do with dishonest and deceptive advertising. It takes some doing. But in the long run, a "say no" policy will benefit you, the consumer, and the vast majority of new-car dealers who deal only with the truth.

Pie in the sky for ETV network?

Comsat proposes an extra assessment to satellite users to finance the project; Ford Foundation meets with networks to discuss its plan

A growing dialogue on how to finance educational television is under way, and the outcome could lead to an expansion and perhaps redesign of the ETV service.

Two actions took place last week that seem to point the way:

- A new proposal to underwrite ETV is coming from the Communications Satellite Corp., established by Congress in 1962 as a commercial corporation to establish and operate a worldwide communications satellite system. The plan, which has the blessing of Comsat Chairman James McCormack and President Joseph V. Charyk, is to have Comsat extract a modest assessment from every user of space circuits and to turn these revenues over to an authorized organization for disbursement to educational TV stations and program producers.

- Ford Foundation officials met with TV network executives to explore the Ford proposal that a nonprofit domestic satellite relay system be established to serve TV networks, with the profits going to a noncommercial service of national dimension.

Beyond the two meetings, there were reports from reliable sources that the Ford Foundation was getting ready to endorse two hours weekly of culture and news for ETV stations. Foundation sources, who do not normally confirm grants until they've been approved by the board of trustees, said they had no such plans. The Ford Foundation board next meets in October.

The proposal to relay a sustained weekly culture and news program was first mentioned in the Ford Foundation proposal to the FCC early in August.

The Comsat recommendation is due to be submitted in two weeks to the Carnegie Corp.'s Commission on Educational Television. The Carnegie group was established last year to perform an intensive study of the problem and the future of educational television.

Sum Not Known = Exactly how much could be raised through the device of a levy on all communications space users is not known. It is argued that it could be substantial.

The idea that the communications satellite industry be used to support ETV was broached Aug. 1 by the Ford Foundation. In comments filed with the FCC, the foundation suggested that a nonprofit, domestic TV satellite system be authorized, with profits going to ETV. Ford estimated that some $30 million yearly could be realized from this service.

Comsat's more recent plan, according to Dr. Joseph V. Charyk, president of the corporation, has the virtue of simplicity and is widening its application. It is based on the premise that through the use of satellites, communications users will enjoy substantial savings over more conventional facilities—cables, land lines, microwave, etc. If each user is tapped for a small fee every time he uses a space channel, a substantial amount of money might be raised for ETV.

Although no one at Comsat ventures to predict what this might mean in actual ETV dollars, the company did submit a report to the FCC last July on prospective revenues and operating costs for the years 1967 to 1971. This five-year prospectus, which was concerned only with the international, transoceanic use of communications satellites, estimated that Comsat should be taking in almost $50 million a year by 1971, with returns to Comsat figured at almost $10 million for that year. So far Comsat has submitted no projections on revenues from domestic use of satellites. It's proposed assessments of ETV fees would reportedly apply to both international and domestic users.

The merit of the satellite-user tax, Dr. Charyk explained, is that everyone will share and the skim-off goes for a good purpose.

"Don't misunderstand," he added "it's not up to us alone to undertake this
Filing near for Comsat-Bell Andover deal

Scheduled to be filed soon for FCC approval is the purchase by Comsat of the AT&T ground station at Andover, Me. Comsat is paying the Bell company $4,981,000 for the 850 acres, buildings, antennas and other equipment. Since January 1965, Comsat has been leasing the station from AT&T, at a rental of $100,000 a month.

The Andover station was built by AT&T in 1962 to work with that company's Telstar satellite, the first communications satellite placed in orbit by a private company. It has been used by Comsat since Early Bird was launched over the Atlantic in April 1965.

Direct Dealings • One element of the Comsat plan is considered important—and raises the "authorized user" question again.

Since the Comsat plan is predicated on users giving up a small percentage of the savings they will enjoy through the utilization of space satellites, the greater the saving the greater the income for ETV, Dr. Charyk pointed out. One way this will be possible, he continued, is for large users to be permitted to deal directly with Comsat. This, however, runs counter to FCC policy at the moment.

The FCC only last month issued a policy statement directing that Comsat must deal only with the common carriers. The only exceptions, the commission said, were to be permitted in "exceptional or unique cases" and then only by application to the commission.

The Comsat ETV plan stems from the Ford Foundation recommendation submitted to the FCC Aug. 1 when comments on the feasibility and policy of having a domestic satellite system were filed at the FCC's invitation. Reply comments on this inquiry are due to be submitted Oct. 1.

Comsat proposed at that time that it be authorized to establish a multi-purpose domestic satellite system serving not only TV networks, which anticipate feeding programs to their affiliates at a cost much less than the estimated $50 million a year they now pay to AT&T for such lines, but also for telephone calls, teletypewriter links, computer connections, facsimile and other communication's services.

Comsat's principal argument for the use of an all-embracing system—as compared with the Ford Foundation's "dedicated" system for TV networks only, or the earlier ABC proposal that it be permitted to launch a private satellite to connect its affiliates—is that the general-purpose system is less expensive than specialized ones. A domestic system carrying 44 channels—24 of them for TV—would cost about $115 million to establish, Comsat has said. Ford Foundation estimates for its type of satellite system is $80 million.

Ford's proposal that a separate satellite system be established for commercial and noncommercial television networks drew a strongly negative reaction from Comsat and the commercial carriers. and also from the television networks. The carriers and networks objected to the idea that they alone support educational television. ETV is a national responsibility, they told the Senate Commerce Committee's Communications Subcommittee last month, not a communications industry burden.

Senator John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee and who presided at the hearings remarked that there must be some way the space communications effort could benefit ETV.

He reminded the carriers and Comsat that the United States has spent billions of the taxpayers money to develop space technology and that one of the results is communication by satellites. There must be some way, he observed, that the privately owned Comsat could repay this tremendously costly research, like devoting part of its profits to ETV.

Senator Pastore's words reminded Comsat officials and others that during the congressional debate on the establishment of the Communications Satellite Corp. a strong movement developed to establish a TVA-type corporation to operate a communications satellite system. This was led by such powerful congressional leaders as Senators Russell B. Long (D-La.), Paul H. Douglas (D-Ill.), Wayne Morse (D-Ore.), and E. L. Bartlett (D-Alaska), who for a time actually filibustered against the administration-backed bill. Senator Pastore was floor manager for the Comsat bill at the time.

Comsat's new interest in helping ETV is by no means selfless. It's obvious, many observers say, that Comsat sees ETV as a means of bringing back the public for a technology that is essentially a fallout from the government's vast billions spent on space research. Because of this, and more directly because of the comments made by Senator Pastore at the hearings, the Comsat hierarchy is apparently eager to prove itself out in this effort.

LBJ Project • The Carnegie Commission was established toward the end of last year with the blessing of President Johnson. It is headed by Dr. James R. Killian Jr., chairman of the corporation, Massachusetts Institute of Technology. Its report is expected at the end of this year, or early next year, and is expected to be a milestone survey of ETV and a benchmark recommendation for ETV's future.

Comsat's own contribution in aid of ETV, Dr. Charyk anticipated, would be to provide satellite services on a reduced rate, or even perhaps on a free basis, if permitted by law and the FCC.

Carnegie commission sources declined to comment on this latest development. Acknowledging that Comsat and committee members are due to meet some time soon, spokesmen for the Cambridge, Mass.-based study group had no comment on the reports of the Comsat proposal since nothing official has been presented to the committee.

Network officials also declined to comment on Comsat's new plans until more details are available.

Some network-related sources, however, tended to feel that Comsat's proposal was preferable to the Ford Foundation's, if only because Comsat's would...
Cyrus A. Bartol said that CHARACTER is the diamond that cuts every other stone. We think you'll notice the Fetzer mark when you work with any of our stations.

The Fetzer Stations

WKZO    WKZO-TV    KOLN-TV    KGIN-TV    WJEF
Kalamazoo Kalamazoo  Lincoln  Grand Island  Grand Rapids

WWTV    WWUP-TV    WJFM    WWTV-FM
Cadillac  Sault Ste. Marie  Grand Rapids  Cadillac
Joint ownership of earth station becomes possibility

The Communications Satellite Corp. and six other common carriers interested in ownership of a second East Coast earth station to be used in the global communications satellite system were reported to have made some progress last week toward agreement on interim joint ownership of the facility.

Two applications for ownership of the station have been filed, one by Comsat and the other by three carriers jointly. The remaining carriers only want ownership interests in the station.

The FCC has asked the carriers to seek an agreement for an interim joint ownership, which would permit operation pending a resolution of the conflicting applications and thus speed establishment of the satellite system (Broadcasting, Aug. 29).

A commission spokesman said representatives of Comsat and the carriers had met at the commission offices on Tuesday and "narrowed their differences." A second meeting will be held in New York on Sept. 9.

The basic issue is how much each of the parties will contribute. Each wants to contribute the maximum possible—and thereby have the largest share of the ownership. Construction of the proposed station is expected to cost between $5 million and $7 million.

Two problems will have to be resolved—how large a share Comsat on the one hand and the carriers on the other will own; and then how the ground-based carriers will divide their share among themselves.

Comsat's application specifies a site in Moorefield, W. Va.; the three carrier applicants, ITT World Communications Inc., RCA Communications Inc. and Western Union International Inc., would build one in Woodland, Ga. The other carriers interested in acquiring interests in the station are AT&T, Western Union Telegraph Co., General Telephone and Electronics Corp.

Technically, of the three, only AT&T as an international carrier, and authorized user of Comsat, is qualified to seek ownership of the ground station. Western Union Telegraph and GT&E are sitting in.

But WUT last week asked the commission to designate it as an authorized user. The company said it is evident that satellites will soon provide a full range of domestic communications service, and it "intends to participate fully in the provision of such services.

It also noted that designation as an authorized user would insure its right to participate in the discussions regarding interim ownership of the second East Coast earth station as well as in any future proceeding involving ownership of earth stations.

spread the support of ETV among all communications users, rather than confine it to the networks alone.

Others said they were increasingly inclined to feel that the question of the best possible domestic satellite system and the question of the best means of supporting ETV should be considered independently of each other—that trying to find a single answer to both questions seemed likely to produce one that would be less than the optimum answer for either.

Ford Network Meeting • Representatives of the three TV networks conferred Wednesday with President McGee Bundy and other Ford Foundation authorities, at the Foundation's request, in an effort to reach a clearer understanding of technical and economic phases of the Ford satellite plan and if possible to reconcile differences in these areas.

Mr. Bundy was reported to have told the group that the Ford proposal had already been successful, in that it had generated fresh thought, and that he felt it had now been established that ETV will get help from the domestic satellite system no matter who operates it.

Foundation consultants on the satellite proposal were said to have assured the conference that interference between a satellite system and ground systems would be minimal. This would mean, participants noted, that network programs could be relayed from a satellite directly to network-affiliated stations, rather than to a few centrally located ground stations for distribution to affiliates by conventional means. This is a factor in the Comsat plan.

The question of interference—and other technical aspects—apparently occupied much of the conference. At one point Mr. Bundy reportedly suggested that it might be advisable to convene an ad hoc committee of leading scientists to study the problem triggered by disclosure of Comsat's new plans. It was called, they noted, several days before news of Comsat's plans became public.

No further meeting was set, although at least some participants thought one will be held.

Representatives of the Rand Corp., the Massachusetts Institute of Technology and the Brookings Institution were among those present at the meeting along with representatives of the networks and officials, consultants and lawyers of the Ford Foundation.

A foundation spokesman, confirming that the meeting was held, said Ford authorities had discussed their satellite proposal with the Rand Corp. "and other research groups." They pointed out that the meeting was concerned with engineering and economic questions, not "policy" considerations.

Network representatives were officials of the engineering, planning and economic divisions and included Frank Marx, ABC; William B. Lodge and Dr. David Blank, CBS, and Allen Cooper and Donald Kivell, NBC.

The Ford Foundation contingent, in addition to Mr. Bundy, included Fred Friendly, former CBS News president, now a Ford Foundation consultant and widely credited as author of the Ford satellite plan; Marshall Robinson, director of the Ford Foundation program on economic development and administration; Howard Dressner, program associate and coordinator of the foundation's satellite project, and Abe Katz of International Business Machines and Harold Rosen of the Hughes Co., who are industry consultants to the foundation.

Media reports...

Illustrator's exhibition • Illustrators, artists and designers are invited to submit their work to "Illustrators '67," the ninth annual exhibition of the New York Society of Illustrators in its New York galleries (begins Jan. 6). All published or unpublished illustrations, except in photography, created or published between Nov. 1, 1965 and Oct. 1, 1966 are eligible in four categories: advertising, editorial, institutional and book. Entries must be submitted by Oct. 7, 1966. For further details, contact the society (128 East 63rd Street).

Staff trainee • Gustavo Roa, an employee of ISAV, the private Audio Visual Systems Institute in Bogota, Colombia, will join the staff of WTVT(TV) Tampa-St. Petersburg, Fla., for three months of on-the-job training in filming, producing, editing and script writing. Announcement of Roa's participation in the Florida-Colombia Alliance educational program was made by E. B. Dodson, vice president and manager.
Three-way fight for WOOK-TV

Negro-format station attracts interest of two Washington groups

WOOK-TV (ch. 14) Washington was faced with a two-way challenge to its continued existence last week.

Two new Washington companies, each including prominent members of the broadcasting industry in its makeup, filed competing applications for the facility now operated by Richard Eaton's United Broadcasting Co.

One of the applicants, Washington Civic Television Inc., seeks permission to run only wook-tv whereas the other, Washington Community Broadcasting Co., wants to operate both the wook-am and wook-tv facilities.

Drew Pearson, newspaper columnist and radio-TV commentator, is vice president of Washington Community. Mr. Pearson is also a 33% owner of the Bell-McClure Newspaper Syndicate and was a member of a company that lost a battle in 1951 to gain control of wbal Baltimore. This was the original Blue Book case.

Subscribers ** Among Washington Civic's subscribers are James F. (Jim) Simpson, sports commentator for NBC, and Lewis W. Shollenberger, director and sole owner of Washington Broadcast News Services Inc. Mr. Shollenberger was formerly director of special events and news operations, ABC News, Washington, 1961-63, director of Radio Liberty Division, Munich, Germany, in 1963-64, and executive director of worldwide facilities for the Radio Liberty Committee Inc., New York, 1964-65. Washington Civic has designated Mr. Shollenberger as station manager and Mr. Simpson as director of sales and special events.

WOOK-TV, which currently serves Washington's Negro community, last week filed renewal applications with the commission. The station's current operating license are due to expire on Oct. 1. Wook-am was given a full-term license renewal by the FCC last July along with a $7,500 fine for violations of various logging and engineering rules (Broadcasting, May 9, June 27).

Washington Community's application indicated that the company's radio and TV programming would be oriented toward Negro history and culture and would include editorials on issues pertinent to the Negro community. The AM application also said that 10% of the company's profits would be devoted to scholarships for Negroes who were interested in careers in broadcasting. Washington Civic did not disclose whether the company would continue wook-tv's Negro-oriented format.

Company Principals ** Washington Community, with a capitalization of 1.6 million, has 22 stockholders that have holdings ranging from 1.25% to 9.375%. In addition to Mr. Pearson (6.25%), company principals include Marjorie M. Lawson (6.25%), attorney and former juvenile court judge in Washington who is also 7.5% owner of Pasadena Community Station Inc., applicant for a new AM in Pasadena, Calif.; Harold William Walker (1.25%), newscaster for wtop-tv Washington; George C. Vournaas (9.375%), Washington attorney, and Roy N. Meachum (3.75%), art critic and director of information in charge of public, community and cultural affairs for the Post Newsweek Stations, Washington.

The new firm is headed by Mrs. Lawson, with Mr. Pearson as vice president; Jacqueline Robinson, wife of stockholder Dr. Alvin F. Robinson, as secretary; Newton Frohlick, Washington attorney, as assistant secretary; Norman Bernstein, real estate investment executive, as treasurer, and Theodore R. Hagans Jr., realtor, as assistant treasurer.

Civic's Subscribers ** Washington Civic has a capitalization of $800,000 and 33 subscribers with holdings ranging from 1.2% to 3.5%. In addition to Messrs. Simpson and Shollenberger, company principals include Paul C. Aiken, Washington attorney, who is also vice president of the Cleveland Broadcasting Co., licensee of were-am-fm Cleveland, wcic-am-fm Sandusky, Ohio, and kfac-am-fm Los Angeles, president of Topeka Television Inc., applicant for channel 43 Topeka, Kan., and vice president of Alabama Television Inc., applicant for channel 21 Birmingham, Ala.; Lawrence Beckerman, assistant librarian for the U.S. Senate and professor in American University's Department of Journalism, Public Relations and Television who was formerly executive producer of ABC's Washington News Bureau, 1962-63, and director of the public affairs and news departments for the Washington Post Co. (wtop-am-tv), 1955-62; Monroe Bush, executive director of the Population Reference Bureau, who is also vice chairman of the Greater Washington Educational Television Association, licensee of noncommercial educational weta-tv Washington; William Calomiris, realtor, who was formerly president of wsal Broadcasting Inc., licensee of wabw Broadcasting Inc., wabc-tv New York, and wbno-tv Washington; W. Pinkett, president of a real estate and insurance firm and director of the Greater Washington Television Association; Sterling Tucker, executive director of the Washington Urban League and Albert Philipson, Washington attorney. Mr. Aiken and Mr. Philipson are president and secretary of the company, respectively.

In addition to wook-am-tv, Mr. Eaton's United Broadcasting is the owner of wpfn(fm), Washington; wsd-am-fm and wtlf(fm), all Baltimore; winx-rockville, Md.; wjmo and wcuy-fm Cleveland; wmiur-tv Richmond, Va.; wmiur-tv Manchester, N. H.; wpfn Miami; winx New York and wjmy Allen Park, Detroit. Mr. Eaton's application to purchase ktrg-tv Honolulu is pending.

FM changes frequencies

Some six years of listener protests about adjacent channel interference in certain areas between wfmt(fm) Chicago (98.7 mc) and wkrf(fm) Skokie, Ill. (98.3 mc), are expected to end this week as wrsv starts operation on 101.9 mc, the frequency relinquished a fortnight ago by wclm(fm) Chicago. Wclm went silent after exhausting all appeal remedies in the courts after failure to win license renewal from the FCC several years ago on grounds in

BROADCASTING, September 5, 1966 49
Today, the biggest problems of Teenage Driving are parents.

For copies of "A Teenage Pattern," write:

ALLSTATE SAFETY DIRECTOR,
7447 Skokie Blvd.
Skokie, Illinois 60078
Allstate Researchers probe beyond the alarming accident statistics—uncover surprising facts that should interest every parent of a Teenager Driver.

Today, most parents believe that Teenage Drivers get their bad image from a few "problem kids" from the other side of town. The facts would indicate that notion is pure illusion. The blame should be on problem parents.

Today, parents from all sides of town are allowing their children to make the automobile their No. 1 standard for social acceptance. And the consequences are proving disastrous.

Here is a glaring point culled from a recent Allstate study that surveyed a national cross-section of 20,000 students:

The automobile can jeopardize a teenager's future—and not just because two of every five teenagers are involved in accidents each year.

Social success at age 16...or a failure at 21? Probing past the alarming accident statistics, the Allstate researchers discovered that the automobile too often has a serious detrimental effect on teenage grades.

Allstate found that students who hold driver's licenses are poorer students than those who don't. Students who drive cars to school are even worse. And students who own their own cars are the worst of all—29% of "F" students are car-owners.

One might well ask, "How important are grades?" because there was a time when a 'gentlemen's C' would open business doors. But that way of thinking passed on as man faced the educational demands of the space age.

"Get a part-time job and buy your own car." This may be the worst mistake a parent can make—an outright invitation to failure.

A youngster at work is in the best tradition of our American heritage. But let his goal be an automobile and his interests and time will also take that bent—and school work may be the sacrifice.

The study shows that this job-auto combination is disastrous. Only 18% of these students get B's or better—as compared with 35% in the "no car—no job" classification.

What's the answer—no car and no part-time job? Far from it. There can be a happy medium, and the Allstate study reveals one.

Both driving and working can be adjusted to the teenager's schedule without serious detriment to his grades and future.

**RULES:**

- The youngster should be limited to weekend driving...only occasional weekday driving.
- If he works to support his car, this should also be on weekends only.
- Parents should limit his vacation-time auto expenses and usage—to avoid "breaking the habit" next school term.

A teenage driver doesn't have to be a bad driver—The Allstate report also uncovers ways to reduce the alarming accident statistics. The surest way is high school "Driver Training."

The study figures show up to a 29% improvement of the high school-trained students over those taught to drive by their parents. Based on recent statistics on the number of under-20 drivers, this factor alone would mean 851 lives saved and more than $128 million saved in property loss each year.

Where do we go from here? We at Allstate are continuing our wholehearted support of research into Teenage Driving, Driver Training, and new means of reaching teenagers with safety messages they will understand.

Recently, Allstate awarded $90,000 to 42 colleges and institutions for their driver education programs. Since 1958 Allstate has contributed almost 1 million dollars to this field and has helped train more than 15,000 teachers and 2 million students.

But we realize that these activities do little more than treat the symptoms of the real problem. So we have also developed a public information program, designed to awaken the parents of the teenagers to their all-important responsibility.

"A Teenage Pattern"—The results of this extensive research project have been published in a booklet and entitled "A Teenage Pattern."

The book is directed to parents and describes their responsibilities in detail. It also offers recommendations for further action. So far, copies have been widely distributed to education authorities, traffic officials, and to parents themselves.

We will gladly send copies to all interested organizations. We're convinced that the problems of Teenage Driving should concern every parent.

Helping them solve these problems is another reason why we can tell our customers and mean it...

You're in good hands with Allstate® Insurance Companies

Home Office: Skokie, Ill. Founded by Sears
including horserace programming and engineering issues. The commission tentatively approved the WSLV move about a year ago pending outcome of the WCLM case.

A withdrawal from Orlando ch. 9 case

After nearly 14 years of legal battle, Orange Nine Inc. last week withdrew its application to operate channel 9 in Orlando, Fla.

William O. Murrell Jr., secretary-treasurer of Orange Nine, announced that the company, in which he and his mother, Naomi T. Murrell, are principal stockholders, has decided to terminate its interest in the case because “the FCC apparently does not intend to withdraw the temporary authority under which the channel is being operated or set the matter for evidentiary hearing in the near future.”

Channel 9 is currently being operated by Mid-Florida Television Corp. (WTVT) which received commission approval of its application in 1957. The FCC made the channel available to new applicants after the U. S. court of appeals in Washington held that the agency’s reaffirmation in 1964 of its 1957 grant to Mid-Florida was based on a “stale” record (BROADCASTING, March 8, 1965). The case was returned to the FCC twice because of ex parte charges involving the late Commissioner Richard A. Mack.

According to Mr. Murrell, Orange Nine, formerly known as WORZ Inc., feels the apparent FCC decision not to withdraw Mid-Florida’s temporary authority to operate channel 9 “probably will work to the benefit of the temporary licensee and, therefore, amounts to prejudice by the commission against the new applications. . . .” The appeals court early last year told the commission to reopen the channel 9 matter and to hold a hearing on the new applications.

Orange Nine’s withdrawal reduces the number of applicants for permanent authority of channel 9 to six. They are: Florida 9 Broadcasting Co., Howard Weiss, TV 9 Inc., Florida Heartland Television Inc., Central Nine Corp. and Comint Inc. Several of the applicants have asked the FCC to provide for an interim authority in which all applicants would be eligible to share in the operation and profits of the station pending conclusion of the hearing. Mid-Florida requested that the commission deny all such applications for interim authority (BROADCASTING, May 23).

Maybe there’s an answer in the stars

Gordon McLendon, owner of the McLendon station group, has abandoned efforts to buy into WCUI-TV Chicago, a UHF station.

At the same time two stockholders in the station agreed to drop a suit they had filed seeking to invalidate a contract for Mr. McLendon’s purchase of one-third of the station’s stock and to collect $250,000 damages for public statements allegedly made by Mr. McLendon questioning the financial stability of the station.

The “amicable” settlement was announced last week by WCUI.

Meanwhile, however, Chicago attorney Jay J. G. Schatz, a WCUI stockholder who at times represents Mr. McLendon in broadcast matters, said he would continue his personal efforts to block FCC approval of a transfer of WCUI control to J. W. O’Connor and Howard Shapiro, the stockholders who had sued Mr. McLendon (BROADCASTING, May 23).

WCUI has been involved in stockholder and other controversies from time to time since it took the air in early 1964 as the first commercial UHF station in Chicago. Recently it announced plans to carry hard-liquor advertising, then just as abruptly cancelled them. Next came plans for a Bingo program which now has been postponed.

Last week WCUI said it would begin a Sunday half-hour show on astrology featuring Kriyananda, “the noted astrologist who will forecast coming events, both local and nationwide.”

Changing hands

ANNOUNCED • The following station sale was reported last week subject to FCC approval:

* KDIX-AM-TV Dickinson, N. D.: Sold by Dickinson Radio Association to Stanley Deck for $250 per share for class A stock and $50 per share for class B, making a total of about $650,000. Mr. Deck is presently 5% owner of Dickinson Radio and is general manager of KDIX-TV. KDIX, founded in 1947, is full-timer, operating on 1230 kc with 1 kw day and 250 w night. KDIX-TV, founded in 1956, operates on channel 2.

APPROVED • The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 81):

* WTTW Amherst, Mass.: Sold by Augustine L. Cavallaro to Robert K. McConnell and Edward H. Peene for

“Let’s get a Blackburn appraisal”

What’s it really worth? Blackburn’s answer will depend on accurate market surveys and analyses, potential and projected as well as actual earnings, knowledge of the ever-changing market.

What are the services of Blackburn, the reliable broker, really worth to you?

The Media
$255,000 plus $50,000 for agreement not to compete for 10 years within 35 miles. Mr. McConnell is Amherst-Northampton businessman; Mr. Peene has been station manager of WTTT since it began three years ago. Mr. Cavallaro is an applicant for a new standard broadcast station in Bayamon, P. R. WTTT is a 5 kw daytime on 1430 kc.

New TV station

KLOC-TV (Ch. 19) Modesto, Calif., received program test authorization Aug. 26, to operate with an ERP of 20.4 kw visual and 11 kw aural from an antenna 320 feet above average terrain and 355 feet above ground. KLOC Broadcasting Co. is permittee. The station is a KLOC affiliate.

FCC 'racial' stand explained by Hyde

A congressman's charge that the FCC is applying racial standards in its evaluation of competing applications for a Washington AM station has been withdrawn after an exchange of letters with FCC Chairman Rosel H. Hyde.

The issue arose over two months ago when the commission observed that one applicant was proposing specialized programing while the other did not "appear to be similarly specialized." The contest was over the license renewal sought by WUST, which now has a Negro-oriented format. Another applicant, Bethesda-Chevy Chase Broadcasting Inc., also sought a permit for a station on WUST's facility.

Representative Frank Horton (R-N. Y.) at that time said it was inconceivable that a federal agency would use racial reasons in considering a case. He added such a policy amounted to refined intolerance.

Chairman Hyde replied that licensing decisions were in no way controlled by racial, ethnic or religious considerations. He also noted, however, that sizeable segments of the broadcasting industry have developed specialized programing and advertising designed to appeal to various minority groups such as Spanish or Polish audiences, or, as in this case, the Negro population. Mr. Hyde added that therefore the FCC had been obligated to deal with such factors and that the FCC always sought to assure that such specialized programing ultimately tried to bridge, rather than perpetuate, whatever gaps in understanding exist among the many segments of our population. He also cited FCC precedents in similar cases.

Dispute Continued • Representative Horton challenged the FCC chairman's explanation in a second message. He took issue with Mr. Hyde's parallel between programing for Polish and Spanish audiences who do not speak English and Negro programing. He inquired why the FCC encouraged separate programing for Negro Americans who speak English. "This policy—I am sure

**EXCLUSIVE BROADCAST PROPERTIES!**

NEW — Major Spanish language station featuring that format exclusively in the market. Land and building included. Priced at $120,000 on terms to be negotiated. Contact—DeWitt "Judge" Landis in our Dallas office.

MIDWEST—Major market daytimer operating at a nice profit, now absentee owned. 1966 gross volume estimated at $190,000. Priced at $325,000 with $200,000 down. Contact—Richard A. Shaheen in our Chicago office.
Senate promptly approves Hayes ambassadorial appointment

The nomination of Washington broadcasting executive John S. Hayes to serve as this country's ambassador to Switzerland whisked through the Senate Foreign Relations Committee early last week and was confirmed by the full Senate a day later.

The Senate approval interrupted a career in broadcasting which stretched back over 35 years for Mr. Hayes, who at the time of his appointment less than two weeks ago by President Johnson, was president of the Post-Newsweek Stations.

The lone specter of possible objection to Mr. Hayes' appointment by senators who have feuded with The Washington Post in the past failed to materialize either in the hearing or on the Senate floor, where the nomination won approval by voice vote.

Foreign Relations Committee Chairman J. William Fulbright, who has strongly disagreed with some of the Post's editorial policies, only asked Mr. Hayes whether he planned to resign his affiliation with the Post. Mr. Hayes replied that he would.

The only other questions posed by Senator Fulbright were to inquire whether Mr. Hayes spoke French and whether he had ever been to Switzerland. Mr. Hayes, who was accompanied by his wife at the hearing, said he had spoken "a reasonable facsimile" of French during his wartime service as organizer and commanding officer of the Armed Forces Radio Network, but that he had never visited the site of his new diplomatic post.

Other questions put to Mr. Hayes during the brief hearing touched on the importance of the Swiss assignment and concern that pressure might be applied by his news-media colleagues for him to act as a listening post for them. Mr. Hayes said he did not anticipate any difficulties. Senator Frank Carlson (R-Kan.) remarked that the Swiss ambassadorship was extremely important to the U.S. because of the more than 100 international organizations based in Geneva.

Mr. Hayes was also asked about the future of the New York Herald Tribune and of that paper's Paris edition, in which The Washington Post has acquired a 45% interest. He replied that he had little information on the subject.

Senator Eugene J. McCarthy (D-Minn.) smilingly endorsed Mr. Hayes's nomination and added he could vouch that Mr. Hayes was a good neighbor since they both live in the Washington suburb of Bethesda, Md.

unintentionally fosters the insidious idea that men of different color are basically different," he continued. Despite the expressed hope that these race-oriented programs will contribute to greater understanding, he said he doubted that misunderstandings between races could be removed by adding another difference in the environment.

In further defining the FCC's policy in such matters, Chairman Hyde said that while the commission recognizes the existence of such programming practices, "the commission generally has not favored it and certainly has not required it of licensees." He added that the FCC's policy generally required applicants to reflect community needs and interests. He also said that when there was insufficient evidence that the programming would contribute to greater racial understanding rather than being divisive, the commission demanded additional assurances. The need for such specialized programming, in some instances, Mr. Hyde continued, has been supported by the testimony of local Negro leaders.

"Position Not Fixed • The FCC's position in this matter, he also said, "is by no means fixed and immutable against change—particularly so when it is recognized that this issue is both novel and sensitive...we shall, at the same time, remain alert to the problem and fully responsive to any showing that our expectations have been misplaced and that some modification of our policy, or even some new approach altogether, would better serve the broadcast public, both in whole and part."

Representative Horton wrote Mr. Hyde that "our discussion of this issue has been valuable to me, and your sharpening and clarification of the policy has removed the need for my criticism." He also welcomed Mr. Hyde's decision to circulate the exchange of letters on the topic among the other commissioners and to the commission's top staff.

Builds new tower

WRLP*(TV) Greenfield, Mass., which went off the air Aug. 19, plans to return to the air in the near future, according to William L. Putnam, president of Springfield Television Broadcasting Corp. A plane crashed into the station's tower, killing the two occupants and causing the tower to buckle. For safety's sake the tower was dismantled.

As soon as a new tower is completed, the station will go back on the air with increased power. WRLP is a satellite of WMLP*(TV) Springfield, Mass. When it resumes programing it will no longer rely on an off-the-air pickup from WMLP, but will be fed by direct microwave from the station.

Convention speakers set for CBS Radio group

The CBS Radio Affiliates Association will hold its 13th annual convention at the Hilton hotel in New York on Sept. 20 and 21.

The luncheon speakers will be Vice President Hubert H. Humphrey, on the first day, and John A. Schneider, president, CBS/Broadcast Group, CBS Inc., on the second day.

Among the CBS Radio officials who will make reports to the convention...
UNSURPASSED DEPENDABILITY IN ROHN CATV TOWERS

Three big reasons why so many CATV owners are specifying ROHN CATV tower installations are: experience, design and completeness of line. These reasons add up to unsurpassed dependability in CATV tower superiority.

ROHN engineers have far more tower experience and are among the real pioneers in tower construction and design. All ROHN towers are carefully and fully engineered to provide the ultimate in structural strength and outstanding performance capabilities. The line is complete, proved by thousands of installations for every conceivable type job. All accessories, lighting, and microwave reflectors are available from ROHN.

Shown below is a series of four special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers are engineered, manufactured and installed under complete ROHN supervision for unsurpassed strength and dependability in CATV use.

ROHN TOWERS USED EVERYWHERE

Superior strength, achieved by setting rigid high manufacturing and engineering standards, enable ROHN towers to be used everywhere. AM-FM radio, mobile radio, television, microwave, radar, and all types of communication systems. All these uses, and more, are reasons why more broadcasters, industries, municipalities—including the government and military—demand ROHN tower installations.

Available in famous ROHN Hot Dipped zinc galvanized finish, there’s a wide variety of tower sizes and design features to meet individual requirements. Whenever your situation demands the best—unequaled quality, superior performance and precision capabilities — check out ROHN first.

Nation-wide Sales and Service Points Throughout the U.S.A.

Rohn warehouses and sales offices are convenient to you, wherever you are. For nearby service, contact office nearest you:

ROHN Manufacturing Co., Eastern Office, 509 Webster Street, Marshfield, Mass. Phone 617-834-9581

ROHN Manufacturing Co., Western Office & Warehouse, 510 Quincy Street, Reno, Nevada. Phone 702-328-9300

ROHN Communications Facilities Co., Inc., Southern Office & Warehouse P.O. Box 877, Richardson, Texas. Phone 214-AD1-3481

ROHN representatives are located world-wide. For name of one nearest you, write — wire — phone:

ROHN Manufacturing Co. P. O. Box 2000, Peoria Illinois 61604, U.S.A. Phone 309-637-8416
TWX 309-697-1488
are Arthur Hull Hayes, president; George J. Arkedis, vice president of network sales and affiliate relations; W. Thomas Dawson, vice president, information services, and Harper Carraine, director of research.


Lee Fondren, station manager of KLZ Denver is chairman of the convention committee. Michael R. Hanna, general manager of WSCU, Ithaca, N.Y., is chairman of the Affiliate's Association board, and will preside over the opening session.

**Little support given for translator microwaves**

The FCC's proposal to permit translator operators to use AM microwaves to bring in programs from distant stations received little support from the two industry representatives that commented last week.

The Electronic Industries Association commended the commission for trying to provide relief to translator operators in their quest to relay TV signals of reasonable quality but expressed the belief that the proposal to relay by AM microwave is "inherently inferior to the now universally accepted FM methods used by common carriers, broadcasters, CATV firms and other television services." AM microwave relay, said EIA, would not be capable of carrying a color TV signal very far without distorting it. Appreciable distortion, the association stated, would result from "basic propagational characteristics and current equipment design." EIA suggested that the commission consider the use of conventional FM microwave systems to relay signals to suitably equipped translator stations.

WLDE-TV Goodland, Kan., was primarily concerned that, if allowed to add microwaves to their facilities, the larger metropolitan TV stations would extend their influence far beyond their normal contours without the concurrent obligation to provide any local service. The station argued that there are many local broadcasters which can provide the services that larger stations seek to furnish via translators and relays. "If the larger stations are allowed to continue to extend their service areas," WLDE-TV said, "they will refuse to allow rebroadcast rights to local stations which are in a position to furnish program service for their normal service areas."

The FCC issued notice of its proposed rulemaking last January (Broadcasting, Jan. 17). The Association of Maximum Service Telecasters, NBC, and Field Communications Corp. were among broadcast representatives that commented previously on the proposal. The deadline for comments was last Thursday (Sept. 1).

**Dismissal sought on KCTY renewal hearing**

Allen C. Bigham Jr., licensee of KCTY Salinas, Calif., last week asked the FCC to dismiss a July order that designated the station's renewal application for hearing. The commission had ordered that a hearing be held to determine whether any violations of FCC rules had occurred.

Mr. Bigham stated that the FCC's hearing order is "legally defective" as a designation order and also as a notice of apparent liability for forfeiture because it violates various commission rules. He said that the order failed to comply with FCC rules by not specifying any of the issues relevant to the renewal application. "For all practical purposes, the designation order is barren of any recitation of facts," Mr. Bigham said.

KCTY has already been involved in unauthorized transfer of control, broadcast of a lottery, violation of the sponsorship-identification rules, falsification of logs and other misdemeanors (Broadcasting, July 18). The FCC has also stated that if the hearing examiner finds during the contemplated hearing that KCTY's activities do not justify a denial of its license, he would then recommend to the commission whether a fine up to $10,000 should be imposed.

**Reversal sought on review board decision**

Prattville Broadcasting Co., owned by Ned N. Butler and Claude M. Gray, last week asked the FCC's review board to reconsider a July decision that would deny its application for a new AM station in Prattville, Ala.

The board based its decision largely on the grounds that Mr. Butler, licensee of WTLS Tallassee, Ala., had submitted falsified program logs in connection with the renewal application filed for his station in 1964 and, therefore, raised a question as to whether he possessed the character qualifications to be a licensee (Broadcasting, Aug. 1).

Prattville admitted that WTLS's logs
were incorrectly submitted and that Mr. Butler was "careless" because he did not properly supervise and oversee the preparation of the logs. But the company also stated that the board holds "it is impossible to believe that careless or negligent conduct would occur in the preparation and filing of a license renewal because of the importance of the event." According to Prattsville, carelessness or negligence during the preparation of a license-renewal application is certainly possible and, therefore, not "illogical." The board had previously charged that Mr. Butler's account of the events in question was filled with "illogical explanations."

GE Cablevision buys 4 CATV systems

General Electric Co., which has been slowly building a group of CATV systems, last week when it acquired four systems from National General Corp., Hollywood.

The properties—in Alpena, Mich.; Biloxi, Miss.; Hattiesburg, Miss., and Logan, W. Va.—were purchased by General Electric Cablevision Corp., the CATV subsidiary of GE. The price was $3.5 million, according to NGC. The four systems serve almost 19,000 subscribers. National General continues to own a CATV in Williamsport, Pa.

$875,000 for ETV from National Arts Council

One noncommercial educational TV station and two ETV organizations were promised $875,000 by the National Council on the Arts last week—but there were a couple of conditions attached to the gift.

Recipients of the council's largesse, if things work out, are WNYY (TV) Newark, N. J.—New York, operating on channel 13, and National Educational Television (NET) and the educational television stations division of the National Association of Educational Broadcasters (NAEB). The allocation among the three grantees has not yet been decided.

The conditions are two: first, matching funds totaling the $875,000 must be received by the council from private or institutional donors on an unrestricted basis, and second, the recipients must match their shares from local sources.

FCC commissioners set for NAB meets

Three FCC commissioners are doubling up their appearances at the fall conferences of the National Association of Broadcasters, while two commissioners will attend only one each, it was announced last week. FCC Chairman Rosel H. Hyde and Commissioner Nicholas Johnson are not appearing at any of the meetings.

Commissioners Lee Loevinger, Kenneth A. Cox and Robert E. Lee will appear at two of the conferences; Commissioners James W. Wadsworth and Robert T. Bartley, only one each.

The schedule:


Nov. 10-11, St. Louis, Commissioner Lee; Nov. 14-15, New York, Commissioner Lee; Nov. 17-18, Charlotte, N.C., Commissioner Cox; Nov. 21-22, Jacksonville, Fla., Commissioner Bartley.

New Gates "Top Level" positively prevents FM overmodulation

Strong statement? Read what one FM broadcaster has to say: "We can run our total modulation up to 98% and hold it without overmodulating, balance change or distortion." And another: "Truly it gives a new sound... crystal-clear beauty... rich and vibrant program definition, and it makes the station sound louder and fuller."

The Top Level is for use between your limiting amplifier and FM transmitter—designed for stereo or monaural use. It is fully transistorized. Gives instantaneous action. Extremely low distortion.

Write for brochure 168 and NAB engineering paper.
Buckley show
sold to ETV's

'Firing Line' now offered
to noncommercial stations
if commercials don't buy

RKO General, syndicator of William J. Buckley Jr.'s *Firing Line*, a weekly political debate, has begun selling the program to noncommercial television stations in markets where it cannot sell it to commercial outlets.

Three noncommercial, educational television outlets have bought the program. One already has arranged underwriting by a local advertiser. Another is negotiating for similar support. The third reported it would accept underwriting if offered.

The program, a weekly hour featuring Mr. Buckley, a conservative editor and writer, in television debates with well-known persons, was put into syndication last April. Sales to noncommercial outlets began this summer.

The three noncommercial outlets that have so far bought the show are KRMA-TV Denver, WTHS-TV Miami and WCNY-TV Syracuse, N. Y.

Angel In Denver - KRMA-TV said it already has a benefactor for the show. King Supers, a supermarket chain, will underwrite the series for which it will receive customary credits at the start and end of each show. King Supers had been underwriting *Open End*, the David Susskind discussion show, on the Denver educational TV outlet, but the station will drop that and substitute the RKO series.

Russell Casement, executive director of KRMA-TV, said the station was paying $350 for each one-hour show and had signed for 26 weeks (including RKO's initial 13 programs and another cycle to be produced).

Thomas B. Petry, general manager of WCNY-TV, said he was negotiating with several companies to underwrite the Buckley series but that no contract had been signed. Air credit would be given to any underwriter, he said.

George Dooley, executive vice president of WTHS-TV, said his station had purchased the program but was not actively seeking an underwriter. He said, however, if a "possible benefactor" came along with a grant, the station would be pleased to receive it and customary credits would be given at the opening and closing of each program.

Mr. Buckley, RKO General said, will

Negro formats: Do they divide or serve?

The question of Negro-oriented programing appears likely to develop into one of the trickier issues the FCC will have to face in the months ahead as the civil rights movement and the popularity of Negro programing both continue to grow.

Does Negro-oriented programing serve a legitimate public need, or does it widen the gulf between a city's white and Negro communities? If not intrinsically bad, are some formats acceptable and others not?

These questions were brought into focus by two developments last week.

One involved the release of an exchange of correspondence between a New York congressman and FCC Chairman Rosel H. Hyde. The other was the filing of competing applications for the facilities of WOOK-TV city in Georgia. It was acknowledged that in most cases, the price paid for the shows by ETV's was lower than that being sought from commercial stations in the same market.

Among those who have appeared on *Firing Line* in the first 13 shows: Barry Goldwater, Norman Thomas, Bishop James Pike, James Farmer, Senator Thomas Dodd (D-Conn.), David Susskind, Steve Allen, Claire Booth Luce, David Merrick, Joseph Rauh and Staughton Lynd. RKO said the design of the show is "to pit Mr. Buckley against opponents of national stature on economic, social and political issues."

Programs, problems
network subjects

The three directors of program development from the three television networks appearing on a competing medium in Los Angeles answered questions and talked about the coming network TV season last week. Leonard (Buzz) Blair, head of program development, CBS-TV, West Coast; Herbert Schlosser, vice president of NBC-TV network programing, West Coast and Harve Bennett, vice president of ABC-TV network programing, western division, were the guests for two hours of conversation on "PM Firing Line," a
 nightly telephone-talk program carried by KNX Los Angeles, a CBS-owned radio station.

What the three TV network programming executives had to say about the upcoming and future seasons in answer to questions put to them by program host Boyd Harvey and by listeners who phoned in was mostly a rehash of what network drumbeaters have been promoting for the last several months.

Buzz Blair spoke glowingly about CBS-TV's particular interest in producing "a lot of specials." Herb Schlosser said that NBC-TV was looking for a "diversity of programing," including but not concentrating on, specials.

Harve Bennett talked mostly about ABC Stage 67, terming the new series the "crown jewel" in ABC-TV's programing collection.

Cost-Conscious • All three men expressed concern over the rising cost of making pilots. Mr. Schlosser said that NBC-TV has found that program development for the season a year from now "has been very slow." He pointed out that as recently as three to four years ago, NBC pilots cost $175,000 to $200,000 to produce. Today, pilots normally cost about $450,000, with some going as high as $650,000.

"There is a trend in the direction of greater care, more of custom-tailoring your projects," Mr. Schlosser said. "You just can't do the number of pilots you used to do in the past. I think this may be a very good thing. I think it will be good for the networks and will be good for the studios to think twice before committing vast sums for pilots. I think it's a good thing for them to be spending a lot more time and effort in developing a project before actually deciding to put it before the cameras."

Mr. Blair acknowledged that CBS-TV had been hurt by pilot costs in the past. He said that the network produced 22 pilots for the 1966-67 season, with only six scheduled to get on the air.

In agreeing with Mr. Schlosser's "go slow" theory about current pilot-making, Mr. Bennett indicated that ABC-TV's position might be termed even more radical. "I'd say," he commented, "that we are going to make half as many pilots this year as we made last year." In preparation for the current season, he explained, ABC produced approximately 35 pilots with about one-third getting on the air.

In a separate observation, Mr. Bennett has some favorable words for the general network practice of previewing pilots for specially selected audiences. He said this technique gives a good indication of how a network can improve shows; tells what about a show an audience likes, dislikes; tells about casting and where the jokes in a comedy play best. "This is a way," he said, "for us to get at least a smattering of what the people think. It's not absolute. We don't make decisions based on such tests. But it's highly informative."

Community Broadcasting Co. is seeking the facilities of WOXX as well as WOOK-TV.

The company seeking only the television channel, Washington Civic Television Inc., did not indicate whether its programing would be aimed at the Negro market. But Washington Community said it would serve the Negro community. Thus the commission will have to choose between two Negro-oriented formats.

Drew Pearson, vice president of Washington Community, indicated the approach his company would take. "The Negro population of Washington has been treated to a mixture of rock and roll far beneath their dignity and educational standards," he said in a statement. WOXX, he said, had missed an opportunity to contribute to the educational and cultural life of the Negro community.

Not the Only One • This might not be the first contest of its kind involving Washington, 63% of whose population of 850,000 is Negro. WURR, in nearby Bethesda, Md., which serves the Negro population in Washington, has filed an application in competition with the renewal of an application for the facilities of WOXX, Washington, which "also programs for the Negro audience (BROADCASTING, Aug. 1). However, the commission hasn't yet accepted the application.

Commission forays into programing questions invariably raise questions of censorship and program control. These questions won't be made any easier for the FCC when they become entwined in the racial issue.

Vietnam and the News

Pentagon's Sylvester defends Defense against news management charges

Defending against charges of government management of news from Vietnam, the Pentagon's information chief last week told a Senate inquiry that the current war is "the most intensely covered conflict in history."

Arthur Sylvester, assistant secretary of defense for public affairs, also told a Senate Foreign Relations Committee hearing that he didn't really know what critics meant by the term "news management," and said the only place where news is, and should be managed is in the news offices of the newspapers and television stations. He also said he knew of no attempts by government to manage the news.

A veteran of over 30 years as a newsmen himself, Mr. Sylvester said no censorship was being exercised in Vietnam news coverage. He said the only restriction was a set of prearranged guidelines to which reporters agreed to assure the safety of the fighting troops.

Mr. Sylvester said because newspapers, television and radio covered the action in such great detail "the big picture frequently is blurred by the mass of material being reported each day."

He added that platoon and even squad action was given in-depth treatment while such action would have been treated only as a one paragraph item in World War II or the Korean War. "The problem is not of mendacity but human fallibility," he observed.

24-Hour Aid • The Defense Department and the armed forces information officers in Vietnam, he said, provide around-the-clock assistance to the 419 newsmen from 22 different nations covering the war. Over 170 of these reporters in Vietnam today, are Americans, he added. Back in 1964 there were only about 40 newsmen in that country, including foreign correspondents, he noted.

In assisting the coverage of the war, he said his office since last October had performed many tasks including the release of 157 TV newsfilms about Vietnam and assisted the networks in the production of 24 TV documentaries on the subject. In addition, he
said, information services in Vietnam had assisted with 11 other TV documentaries.

Committee chairman Senator J. William Fulbright (D-Ark.) , however, noted that "almost continuously over the past two years the Defense Department has been charged by responsible journalists and newspapers with managing, or mismanaging, the flow of news from Vietnam." Senator Fulbright said it was vital the public be accurately informed about the war and that the public's frustration seems to be intensified by a suspicion the government is consciously refraining from providing adequate and accurate information.

To the contrary, Mr. Sylvester replied that many newsmen thought the government allowed too much freedom for the good of the war effort. He also cited comments by CBS News commentator Eric Sevareid noting the transportation facilities and the information officers in Vietnam were the best he had ever encountered. As an example of the government's "complete candor" in allowing even unfavorable reports was the fact that a CBS reporter accompanied and gave an eyewitness account of the recent dropping of napalm by U.S. planes on U.S. troops.

The Right to Lie • Mr. Sylvester also denied the accuracy of statements attributed to him to the effect that the government had a right to lie in certain instances.

Senator Fulbright raised the issue that the government might exercise a great deal of power over television and newspaper coverage because TV stations have to get licenses from the government and because often the TV station is the keystone and most profitable segment of communications holdings that embrace both newspaper and TV. In some instances, Senator Fulbright observed, stations and papers affiliated with stations might be reluctant to criticize government policy because of their reliance on a government license.

However, Mr. Sylvester disagreed with that view, saying that he didn't see any signs of sensitivity by TV stations. "They don't have an eye toward the government. They are generally objective and often critical," he remarked.

Free Choice • Senator Fulbright said the question was raised when CBS earlier this year chose not to broadcast the committee's hearings in their entirety. "You don't offer any prizes and can't compete with the other shows," replied Mr. Sylvester. Senator Fulbright noted, however, that another network did carry the hearing. "That's an example of freedom of the press and choice," Mr. Sylvester commented.

The strongest attack on government handling of Vietnam news came from Senator Joseph S. Clark who denounced U.S. news policies there as "barbarous, revolting, manipulated and lacking in candor." He also criticized government policy of supplying transportation in the past to newsmen to cover the war and said the only saving aspect of our policy was we have not yet imposed censorship.

Mr. Sylvester replied that Senator Clark could not document the charges and that he was libeling a large number of newsmen by implying they could be influenced by a plane ride to Vietnam. He said that if Senator Clark had a chance to examine the charges he might change his views.

The hearing was part of a general inquiry into government handling of war information. The committee earlier had heard testimony from U.S. Information Agency director Leonard Marks who defended USIA sponsored trips to Vietnam for foreign newsman.

A television special on the No. 2 wedding

The Aug. 27 wedding of Vice President Hubert Humphrey's son may not have attracted the national television coverage that was accorded Luci Johnson's nuptials three weeks earlier, but in Minneapolis it was big.

WCCO-TV, Minneapolis provided live coverage of arrivals and departures of the wedding party at St. Olaf's Roman Catholic church, and while the wedding ceremony was in progress switched to a special color-film report it had prepared on the principals, their families and places of origin. Mr. Humphrey's son, Robert, is a student at Minnesota's Mankato State College. His bride, Donna Erickson, is native of Hampton, Minn.

In the picture above Vice President and Mrs. Humphrey are shown on camera as they arrived for the ceremony.

Russians will let ABC in

ABC News reported last week it has been granted permission to film a program in the Soviet Union on the daily life of a family in Rostov. Recently both NBC and CBS have been turned down on similar projects.

Last month the Soviet Union withdrew permission for CBS to film two programs there and last spring NBC unsuccessfully sought to telescast the Tchaikovsky international competition from Moscow. These networks were advised that the international situation prohibited cooperation with U.S. television companies.
Rollie Coffin takes it home to read.
Did crime pay for NBC?
Some success in ratings, but sponsors shun show; praise, criticism heard

The recent NBC-TV white paper on organized crime proved to be less than a smashing success with at least two segments of the population, it became apparent last week.

Advertisers reportedly stayed away from the three-and-a-half hour special and its contents brought protests from several critics who saw the program as being anti-Italian or misleading.

Although critical reaction to the program was mixed, NBC said it received dozens of telegrams from viewers across the country acclaiming it in terms such as "magnificent," "masterpiece" and "best television show ever."

In New York, officials said, the program evoked 97 telephone calls, all but two of them approving in tone.

Two critical calls, they said, came from men who identified themselves as policemen and objected to scenes showing police corruption.

Meanwhile protests resounded from the city hall in Youngstown, Ohio, to the chambers of the U.S. Congress. Another outcry came from a New York police officer who heads a civil service organization.

'Distortion' Protested • Youngstown city officials protested what they called distortion of interviews with local government officials. The city's police chief was quoted as saying, "they took my statements out of context and made it appear as if crime was still rampant here, which it is not."

The police chief and mayor both said that the show made it appear as if they had denied the existence of any vice in that city, which they claimed they had not.

Representative Leonard Farbstein (D-N. Y.) criticized the program as "a libel upon Italian-Americans, one of the nation's finest, most law-abiding minority groups, one that has helped in substantial measure to enrich American life." He added that the network owes an apology to the Italian-American community because of its emphasis on Cosa Nostra activity and interviews

Chairman Hyde and critic argue FCC program policy

FCC Chairman Rosel H. Hyde is a calm, generally restrained official whose hands-off approach to broadcast programming is well known. Lawrence Laurent, television critic for the Washington Post, is a voluble representative of those who believe the commission should take a stronger stand on programming matters. Mix them together on live television and the result is likely to be programming as smooth as sandpaper.

This proved the case Tuesday night, in a live interview carried by four noncommercial educational stations: WETA-TV Washington, WHYY-TV Philadelphia, WNDT-TV New York, and WABH-TV Boston.

Mr. Laurent, who participated from a studio in New York, where he is previewing the networks' new shows, was one of three interviewers. But he dominated the questioning during the 40-minute interview, reading off statistics on television profits, quoting reports by delegates to a conference on television, criticizing the commission's performance and generally attempting to rebut the chairman's remarks.

He frequently addressed the 66-year-old chairman and veteran of 38 years of government service as "Rosel," and at one point remarked, in apparent disbelief at one of the chairman's comments: "Oh come on, Rosel; You know better than that!"

Mr. Laurent, who said he has covered the FCC for 13 years, is the editor of Equal Time, a collection of the speeches of former FCC Chairman Newton N. Minow, who invoked the phrase "vast wasteland" as a description of television programming.
with confessed gangland figure Joe Valachi. Representative Farbstein, who said that being a member of a minority group himself made him particularly sensitive to aspersions cast on other minority groups, commented that he was shocked and offended by the show.

In New York, Lieutenant Mario Biaggi, said to be that city's most decorated police officer and president of the 80,000-member Grand Council of Columbia Associations in Civil Service, asked President Johnson to look into the fitness of NBC to hold a broadcasting license in view of its conduct on the crime special.

He called the program a “shocking example of public disservice and abuse of privilege” because of its concentration on persons with Italian names. He challenged the use of Valachi, whom he

Program Dictation? Chairman Hyde wondered whether Mr. Laurent was suggesting that the commission has power to regulate broadcasters' rates and income. It was at this point that Mr. Laurent said the chairman knew “better than that.”

Chairman Hyde, in response to a question, made it clear that he wasn't interested in seeing the creation of a new federal agency to deal with broadcasting and thereby free the FCC to handle its growing workload in other communications industries.

He expressed regret that Congress had cut the commission's budget for fiscal 1967 back to the amount it received in fiscal 1966—$17,338,500. This will require reductions in commission personnel, in view of the pay raise Congress voted government workers. But, he said, “we'll do a commendable job.”

One change he would favor that would reduce the broadcasters' burden as well as the commission's if is a longer license period—“at least five years.” Several bills that would extend the three-year license period to four or more years are pending in Congress.

Toward the end of the program, the heat began going out of the dialogue, as Mr. Laurent noted that the arguments “Mr. Hyde and I have been having for all these years... won't stop. They’re good.”

The chairman readily agreed, then went on to cite the valuable role he believes television critics occupy. But then he concluded: “I think we should not suggest that the commission can really select programs.”

“Well, really,” began Mr. Laurent. And the heat was turned up again.

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Station helicopters crash on both coasts, take seven lives

Crashes involving radio-station helicopters in Los Angeles and Washington claimed seven lives last week.

In Washington, a WWDC helicopter crashed and burned shortly after taking off. The pilot and staff-member Marie McDonald, on traffic-reporting duty, were killed.

In Los Angeles, a craft finishing a routine traffic report for KMPC and responding to a hold-up report was involved in a mid-air collision with a police helicopter, resulting in five deaths.

WWDC received a report from a listener late Thursday afternoon (Sept. 1) that the helicopter owned by the station had crashed just after takeoff. The station had lost contact with the traffic crew shortly after Miss McDonald had finished one of her regular reports.

One witness reported that the craft had landed near a suburban restaurant and Miss McDonald was seen taking ice tea back to the helicopter for herself and the pilot, Lesco Kaufman. After taking off again, according to witnesses, the helicopter motor coughed, the craft struck a power line. It fell to the ground in flames. Officials are investigating.

Immediate identification of the Hughes 300 helicopter as that used by WWDC was delayed by the intensity of the fire that enveloped the downed craft, observers reported.

Ben Strouse, vice president, Avco Broadcasting Corp. and general manager of WWDC, said in a statement that Miss McDonald, who would have celebrated her 29th birthday the day after the accident, had developed, during her 17 months as traffic reporter, "a warm rapport with her audience. Never was this more evident than when the tragic news from the crash scene reached her listeners. They called, they came to the station, they wanted to share their sorrow with us."

Earlier in the week (Aug. 30), Captain Max Schumacher, 41, one of the better-known radio personalities in Southern California, was killed when the helicopter he was piloting was involved in a collision with another helicopter in the air over Dodger stadium in Los Angeles and plunged to earth in flames. Four other persons, two in each craft, also died as a result of the fiery mid-air crash.

Captain Max, as he was affectionately called by Southern California radio listeners, broadcast daily flight traffic and news reports for KMPC Los Angeles, a Golden West Broadcasters-owned station. After concluding his normal two-hour

'Captain Max' stands before one of the Airwatch helicopters used by KMPC Los Angeles. The craft shown, however, is not the one Captain Schumacher was piloting when a mid-air collision with a police helicopter claimed five lives, including the captain's, last week.

called a discredited witness, said there were fewer Italo-Americans in federal prisons than any other ethnic group and that crime rates in heavily Italian neighborhoods tend to be lower than in other areas.

Inquiry Asked * He called on President Johnson to order an inquiry "with a view to determining whether the National Broadcasting Co. has, by its blatantly bigoted presentation, forfeited its rights to hold a broadcasting license."

An NBC spokesman later said: "This was a show about crime and not related to any ethnic groups."

Ratings on the NBC special showed it had a better than average audience.

Arbitrons * National Arbitron estimates gave the crime program a 13.5 rating and a 29% share of audience over the 3½-hour span, as against a 17.6 rating and 38 share for CBS-TV and a 11.2 rating and 24 share for ABC-TV.

In its first half-hour, between 7:30-8 p.m. EDT, the NBC special was number one, with a 14.2 rating as against 12.5 for ABC's Batman and 9.3 for CBS's Munsters.

In the second half-hour the NBC program, with a 13.3 rating, slipped behind Gilligan's Island on CBS (17.1) but ran ahead of ABC's Gidget (9.8).

From 8:30 to 9 it remained in second place, but during the next two half-hours it was third, then moved back to second and in the final half-hour, 10:30-11, scored its highest rating of the night—a 15, as against 10.6 for that segment of CBS's movie and 7.6 for the last half-hour of ABC's Avengers.
afternoon traffic-reporting flight, he was rerouted to check on a car reportedly fleeing the scene of a hold-up when his specially equipped Bell helicopter valued at some $50,000 smashed into a police department helicopter headed in the opposite direction. The story of the accident made banner headlines and the front pages of most newspapers in the Southern California area.

Captain Schumacher, a decorated combat pilot during World War II and the Korean conflict, was one of the originators of Airwatch, a traffic and incident monitoring concept now used by radio stations in markets throughout the country. KMPC acquired Airwatch and Captain Max in 1959. During the subsequent seven years, Captain Schumacher, together with Airwatch Vice President and General Manager Herb Green, annually logged an average of 1,500 hours of airborne news and traffic conditions, reporting from KMPC's two helicopters and two twin-engine airplanes.

Captain Max's exploits as a helicopter pilot read like a movie scenario. He once rescued four boys adrift in a rubber raft on the rain-swollen Los Angeles river. When a reservoir dam gave way in 1963, he hovered over the scene and joined in the rescue operations of flood victims. KMPC published a 14-page comic book entitled "The True Adventures of Capt. Max," depicting the pilot's various adventures.

Commenting on the crash, Loyd C. Sigmom, executive vice president and general manager of Golden West Broadcasters said: "All of us... had tremendous respect and love for Captain Max; and he created this atmosphere because he expressed such warmth and concern for his fellow man. He believed in our country and fought for it and left us doing the thing he loved the most—flying."

Captain Schumacher is survived by his wife, Ann, an 18-year-old son, Max Jr., and stepsons Chris, 11, and Michael, 21. Cause of the collision has not been determined and an investigation by police officials and the Federal Aviation Agency has been started.

Program notes...

They're all talk • KJEM Oklahoma City, has switched to an all-talk format called Audience Involvement Radio, which features participation via telephone with two-hour news and information segments.

Auto racing's 40 million • ABC Radio will tap the potential daily audience represented by auto racing's 40 million paid admissions last year with its new series, Auto week on the Air, set to premier Oct. 3. The five-minute daily show will be made available to ABC affiliates for local sponsorship in optional time periods and will be syndicated worldwide through ABC's Special Program Features Services Division.

Economic probe • The symptoms of recent economic malaise in the United States will be examined in a one-hour CBS News special, The American Economy: Is Something Really Wrong?, to be broadcast on CBS-TV Friday, Sept. 9 (10-11 p.m., EDT). CBS News correspondent Eric Sevareid will be the anchor man for the program, which highlights filmed reports on the slowdown in building, the higher cost of consumer products and the downturn in the stock market. Participants include Dr. John R. Coleman, economist and associate director of the Ford Foundation, and Dr. Walter Heller, chairman of the late President Kennedy's Council of Economic Advisors.

Sports for WHN • A schedule of 46 New York Rangers hockey games and 31 New York Knickerbocker basketball contests will be broadcast by WHN New York during the 1966-67 season. Rights were obtained from the Madison Square Garden Corp. The move represents an expansion in sports coverage by the station, which also carries New York Yankee baseball games.

Triple play • Tele-graff Film Corp., New York, has acquired TV distribution rights to "Operation San Gennaro," a comedy about a bank robbery, produced in Naples by Tourn Vetassil. "Rebel With Guitar," a drama starring British actor-singer Ricky Shaye, and "The Man From Canyon City," an Italian-made Western drama. The three feature films are produced in color.

KHJ-TV going boss • Spurred by the success of "boss" radio, a rock-'n'-roll sound that has made KHJ radio one of the top-rated stations in the market, KHJ-TV Los Angeles is starting an hour color show later this month that will borrow liberally from the same programming concept. Every show in the new series, to be called Boss City, will feature 10 selections from the KHJ radio boss 30 song-hit list and these segments also will include either live or taped appearances by the performing artists. In addition every program will present a "boss battle of the bands contest," with three high-school groups competing against each other. Disk jockey Sam Riddle has been signed as regular host for the series, which begins on Sept. 17.

Background music • Distinguished American composer Aaron Copland has agreed to write an original musical signature for CBS Playhouse, CBS-TV's proposed series of original dramatic productions. CBS Reports also employs a Copland composition, "Appalachian Spring," as its theme music.

Change of address • MCA-TV has moved its offices to 445 Park Avenue, New York 10022. Telephone is Plaza 9-7500.

NATAS panel shows • Thanks to the Hollywood chapter of the National Academy of Television Arts & Sciences, high-school instructors in California are due to get helpful hints in teaching their classes about television. The academy chapter has completed production of four one-hour taped panel programs discussing the fundamentals of TV writing, acting and directing, department, costume, hair styling and make-up and art direction and lighting.
WXUR welcomes renewal hearing

FCC officials are pondering an unusual, perhaps unprecedented, situation: that of a licensee seeking a hearing on its license-renewal application. For licensees faced with challenges to their renewal applications, efforts to avoid a hearing come almost as reflex action. But Brandywine-Main Line Radio Inc. indicated an eagerness to undergo a hearing “to disprove” the charges made against its stations, WXUR-AM-FM Media, Pa.

The Philadelphia Council of Churches and 18 other religious, social and labor groups have asked the commission to deny license renewals for the stations on the ground that their programing “is extremely one-sided, unbalanced and weighted on the side of right-wing radicalism” (BROADCASTING, July 25).

The complainants say the stations fail to abide by the commission’s fairness doctrine and have not lived up to the promises the licensee made in seeking to acquire the properties. Tape recordings of the stations’ programs allegedly have been made to substantiate the charges.

The licensee is owned by Faith Theological Seminary of Philadelphia, which is headed by the controversial Dr. Carl McIntire. His conservatively oriented 20th Century Reformation Hour is heard on some 600 stations.

Lawyer Letter • WXUR’s attorney, Benedict Cottone, in a letter to the commission, says the licensee denies the charges against it but that it “is prepared to submit substantial evidence which disproves the petitioners’ charges and which will show that the applicant has not failed to comply with the fairness doctrine.”

Mr. Cottone said that views opposite to those the petitioners label “right wing” are invited and broadcast on “at least six regular programs.” The station also has correspondence in its file indicating that some of the groups petitioning for a hearing have not accepted invitations to appear on the station.

Mr. Cottone said the petition to deny renewal is technically defective in a number of respects. Nevertheless, he added, “the applicant consents to the petitioners’ request for an evidentiary hearing and their request for full status as parties to such hearing.”

WXUR-AM-FM has represented a problem for the commission ever since Faith Theological Seminary sought to acquire control almost two years ago. Scores of religious, social, labor and civil-rights groups in the area, including many of those now seeking denial of the stations’ license renewals, sought to block the transfer because of Dr. McIntire’s connection with the seminary. They said the stations under him would be unfair and would have a divisive influence in the community (BROADCASTING, Dec. 7, 1964).

The commission, on a 5-0-1 vote, approved the transfer without a hearing, but stressed that it was relying on the seminary’s representations indicating an awareness of its responsibilities. It also noted that the licensee would, like all licensees, be obliged “to make a good faith effort to ascertain and meet the needs and interests of its area . . . that it will abide by the fairness doctrine and that it will not slant the news or distort factual material.”

Coast station programs

‘Japanese TV festival’

Better international understanding through person-to-person communications is the aim of an experimental programing concept to be tried in the San Francisco area this month. KTVU-TV Oakland-San Francisco has scheduled a “Japanese Television Festival” for the week of Sept. 11-17.

The project was conceived by J. Leonard Reinsch, president of the Cox Broadcasting Corp., owner of the non-network TV station. Mr. Reinsch came up with the idea following his recent visit to the Orient at the request of the Advisory Commission of the Japanese-American Television Exchange Program and in cooperation with the State Department and the U.S. Information Agency.

Live and filmed Japanese-oriented program features will be integrated into KTVU’s daily half-dozen live shows. In addition, the station will program interviews with Japanese leaders representing the bay area’s sizeable Oriental population and will televise about eight hours of documentary films produced in Japan. Most of the films will be shown in color.

Madison Square-RKO set

20-event TV schedule

An increased schedule of major sports attractions for colorcast in the next 12 months was announced last week by Madison Square Garden-RKO General Sports Presentations (MSG-RKO).

MSG-RKO expects a minimum of 20 top-notch sports events to be shown, compared to the seven fed to stations lineups since its formation last November.

Announcement was made by Fred J. Podesta, president of Madison Square Garden Attractions Inc., and Robert J. Leder, executive vice president of RKO General Broadcasting, both New York.

In the new package, MSG-RKO will...
Vietcong on NBC-TV

What was billed as the first interview on U.S. television with a high official of the Vietcong was carried on NBC-TV last Wednesday (Aug. 31) with NBC News correspondent Sander Vanocer discussing U.S.-Vietcong relations with Tran Hoai Nam, a member of the Central Committee of the National Liberation Front.

The interview was filmed in Algiers on Aug. 27 and was carried on The Huntley-Brinkley Report on Wednesday. The Vietcong official told Mr. Vanocer that he was speaking as a top representative of the National Liberation Front and not as a private individual.

telecast five championship boxing bouts, the first to be held in October.

Also scheduled is the National Horse Show in the last week of October; the National Basketball Association All-Star Game on Jan. 10, 1967; the National Hockey League All-Star game on Jan. 18; the Westminster Kennel Club annual dog show Feb. 13-14; four championship track meets including Millrose on Jan. 26, Knights of Columbus Feb. 3, USPTM Feb. 10 and IC4A March 4; holiday horse races (May 30, July 4 and Labor Day); and all-star wrestling (dates to be announced).

In the most recent pickup, the Emile Griffith-Joey Archer middleweight bout a few months ago was seen on 91 TV stations in this country and on closed-circuit theater TV in Great Britain.

House action urged for Friday-football TV ban

Representative George W. Grider (D-Tenn.) last week denounced the televising of professional football games on Friday nights as injurious to high-school sports and urged the House Judiciary Committee to consider a Senate-passed bill that would prohibit the Friday night telecasts.

The Friday night games, he complained, threaten to discourage attendance at high-school football contests, which serve as the principal source of financial support for all high-school athletics. He said this could eventually lead to the destruction of high-school football and the important loss of the spirit, teamwork and inspiration it offers to American youth.

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BROADCASTING, September 5, 1966

67
TV committee coverage pleases a senator

A network television crew gained entry into a key Senate committee, whose chairman has traditionally taken a dim view of the intrusion of TV coverage, and reportedly covered itself with praise in the process.

Washington bureau chiefs of the networks are hopeful that the favorable impact they made on a long-time holdout against TV coverage of his committee's hearings might convince others who have been similarly reluctant. Senator John Stennis (D-Miss.), who spent several years as a judge before entering Congress, has always refused to allow coverage of his Armed Services Subcommittee on Preparedness Investigation because he felt it would destroy the dignity associated with such hearings.

Senator Stennis was reported to be well pleased with the conduct of the crew during its recent coverage of a hearing and was satisfied that the dignity was not compromised.

The coverage was a result of some advance negotiating between William Spell of Senator Stennis's staff and the three network bureau chiefs, John Lynch of ABC, William B. Monroe Jr. of NBC and William J. Small of CBS. Senator Stennis insisted that certain ground rules be met before he would agree to coverage.

Demands • Among these demands were that movement and sound by TV crews would be kept to a minimum, that lights would have to be arranged so they would not glare in the eyes of the senators or witnesses, that hand-held and still cameras would be allowed to shoot for a limited period before the start of the hearing and that couriers entering the room for film would not disrupt the hearing. The three network chiefs agreed to these conditions and even suggested that the crews would wear coats and ties.

The networks were going to such ends to get the opportunity to broadcast a key hearing in which the subcommittee would have Secretary of State Dean Rusk testify on this country's future foreign commitments.

Crews from CBS drew the assignment of covering the hearings for all the networks under rotating pool arrangement employed when they all want to cover an event.

Screens Added • The crew installed all its equipment in the hearing room the day before the hearing for a final check by Mr. Spell. It was also later decided that screens be installed to shield the cameras and equipment from view.

These preparations all met the approval of Mr. Spell and the coverage then proceeded routinely during the several days of hearings.

Although Mr. Small, under whose direction the CBS crew was operating, considered the operation routine in that the crew exercised the same care they do when covering any hearing, all the bureau chiefs considered the event significant. One said other committees are interested in allowing TV coverage but have been doubtful this could be done without disruption. It was now hoped this feeling, which in the past was shared by Senator Stennis, might be dispelled. Hope was also expressed that the crews might gain access to House committee hearings soon.

league baseball wrecked the minor leagues, so professional football is devouring its young," he observed.

He said the House has been remiss in not acting on a bill passed by the Senate last year that would, among other things, prevent the televising of professional games on Friday nights, when most high-school games are played.

He urged Representative Emanuel Cellar (D-N.Y.), Judiciary Committee chairman, to hold a hearing on the bill at an early date. "The House must act to insure the perpetuation of high-school football," he added.

A CBS spokesman later pointed out, however, that the network is planning Friday night broadcasts of preseason games only, before the high-school season starts.

Radio series sales...


The World of Money (Signal Productions Inc.): JRMT-FM Traverse City, Mich.

Point of Law (Signal Productions Inc.): KOKX Springfield, Mo.; WCCM Lawrence, Mass.; and KVRN Lexington, Neb.

More for your Money (Signal Productions Inc.): KWAR Pomona, Calif.

Doctors' House Call (Signal Productions Inc.): KZDY North Platte, Neb.; WTOP Washington; WDBJ Roanoke, Va.; and WBBJ Batesville, Miss.

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Earl Nightingale Program (Nightingale-Conant): KMAG-FM Paris, Ark.; KDZA Pueblo, Colo.; and KWWK Pocatello,

Broadcasting, September 5, 1966


**TV series sales...**

- **Firing Line (RKO General):** WHS-TV Miami; KSLA-TV Shreveport, La.; WCNY-TV Syracuse, N. Y., and WBTV (TV) Charlotte, N. C.
- **Ambassador One-Top Time Features (Embassy Pictures):** WKBW-TV Buffalo, N. Y.; KRTV-TV Denver; WDAF-TV Kansas City, Mo.; WKEF-TV Dayton, Ohio; KUTV-TV Salt Lake City; WBRZ-TV New Orleans; WKBW-TV Las Vegas, and WBRC-TG Greenville, S. C.
- **Auto Racing Specials (Triangle):** WBAI-TV Richmond, Va., and KPLR-TV St. Louis.
- **Northwest Traveler (George Carlson & Associates):** KION-TV Portland, Ore.

**WDHO-TV to show movies**

WDHO-TV Toledo, Ohio, independent will expand its programming from its present 4 p.m.-11 p.m. schedule to 11 a.m.-11:30 p.m., basis on Sept. 11. It will telescast feature films Monday-through-Friday from 9 p.m. to approximately 11 p.m. On Tuesday the station will carry NBC-TV's Tuesday Night at the Movies and on Thursday and Friday it will program the CBS-TV prime-time movies. It was explained that network stations in Toledo could not clear for the features. On Monday and Wednesday, WDHO-TV, owned by Overmyer Communications Corp., will slot features obtained from Embassy Pictures Corp.

**Off-networks in demand**

MCA-TV reported last week that its syndicated sales of off-network series are proceeding at a record pace, led by activity in Mr. Ed, McHale's Navy, The Munsters and Alfred Hitchcock Presents. Keith Godfrey, vice president and director of sales for MCA-TV, reported that Hitchcock has been sold in 54 markets; Mr. Ed in 47, McHale's Navy in 41, and The Munsters in 38.

**Herb Alpert taking over CBS-La Brea studio**

Charlie Chaplin did his poignant routines there. Red Skelton took his pratfalls there. Perry Mason tried most of his cases there. Now Herb Alpert and his Tijuana Brass are going to blow jazzed-up bullfight music there.

The place is a Hollywood landmark, the sound stages on La Brea Boulevard, called the CBS-La Brea studio. It changed hands last week and in a surprising direction. CBS sold it to Herb Alpert and Jerry Moss, owners of A&M Record Co. and Tijuana Brass Enterprises Inc. for more than $1 million. The property, once owned by Charlie Chaplin's film companies and subsequently by Red Skelton's Van Bernard Productions, was primarily used in recent years as the production facility for Paisano Productions-CBS-TV's The Perry Mason Show.

With the TV series now off the net-
work, the property became expendable in the network’s plans. Mr. Alpert, the phenomenally successful piper of a new jazz sound in the nation’s popular culture, will use the newly purchased facility to expand his rapidly growing entertainment and recording organization.

‘Monkees’ stop order

Television executives David Gordon and David Yarnell filed a suit in New York State Supreme Court last week seeking $6,850,000 in damages against Screen Gems, NBC and other defendants and asked for a preliminary injunction to halt the presentation of the new series, The Monkees, on NBC-TV.

Mr. Gordon, public relations director of United Artists Television, and Mr. Yarnell, head of production for RKO General Productions, claimed that The Monkees is “a substantial copy or colorable imitation” of a series that they had created called Liverpool U.S.A. that they had submitted for consideration to Screen Gems in late 1964.

Original programing via microwave to CATV’s hit

Dal-Worth Microwave Inc., of Dallas, ran into the first formal opposition last week to its plans for delivering original programing to other microwave systems that would feed them to CATV systems (BROADCASTING, July 4).

The opposition came from KLTV(TV) Tyler, Tex., which asked the FCC to deny Dal-Worth’s application for microwave service from Cedar Hill to East Texas Transmission Co., near College Mound. However, the opposition was directed to the entire concept of the transmission of original programing. Dal-Worth proposes serving three other carriers and one CATV directly, in Brownwood.

KLTV said the programs supplied by Dal-Worth would be fed to CATV’s in Tyler, Jacksonville and Palestine—all towns that it serves. And the competition would hurt it badly, the station said.

Dal-Worth proposes to deliver three channels of programs that it would originate in the Dallas-Fort Worth area. One channel would carry movies, another sports and news, the third educational programs.

KLTV said the system constitutes a marriage of nonbroadcast closed-circuit television with CATV. And the commission, it said, didn’t intend to gran micro waves to closed-circuit program entrepreneurs for the purpose of building a network of competitive program service.

If CATV’s are to continue to operate as master antennas, KLTV said, the commission should not permit them to be hooked up for the transmission of closed-circuit programing.

N.Y. political leaders will head ETV team

Robert Price, deputy mayor of New York, and Edward Costikyan, Democratic political leader, will head a team of six commentators and report ers that will cover the New York state Democratic and Republican conventions for a state-wide network of five educational TV stations Wednesday and Thursday (Sept. 7-8) (BROADCASTING, Aug. 29).

Other on-air personnel covering the two concurrent conventions for the first live interconnection of New York’s five ETV stations are Ed Edwin, political consultant and co-author of “Adam Clayton Powell and the Politics of Race”; Robert Potts, newscaster for WNIT(TV) New York’s News at Ten; Warren Berry, New York correspondent for the Boston Globe, and Mit-

WTVJ(TV) Miami crime probe features ‘bag man’

Ralph Renick, WTVJ(TV) Miami; vice president of news, kept Miamians close to their television sets as he interviewed political confidant Roy O’Nan in a daily exposure of Greater Miami’s crime-protection racket.

On the first of reports, aired Monday (Aug. 22), O’Nan described himself as “the most famous bag man in South Florida” and said that he was the go-between for a number of the state’s law-enforcement offices, gamblers, bookmakers and girlie joints from 1952 to 1963. He said that a total of $10,000 per week was paid to officials.

The next evening Mr. Renick brought to O’Nan’s attention a public statement issued by State Attorney Richard Gerstein, saying that O’Nan had sworn before a grand jury that no payoffs had been made to the state attorney’s office. O’Nan replied that he had lied to the jury.

Subsequent interviews revealed O’Nan’s list of 200 names, ostensibly involved in widespread bribery, and on Thursday (Aug. 25), O’Nan was joined by a veteran gambler who stated that he made weekly protection payments for more than 10 years.

Within an hour after the final Renick report, State Attorney Gerstein was at the WTVJ studios issuing a statement that the gambler had made a sworn statement that he never paid off Mr. Gerstein or any of Mr. Gerstein’s assistants. Mr. Renick later pointed out that the gambler did not say on WTVJ that he had paid off the state attorney’s office, but that he had paid O’Nan.

On each day of the week, Mr. Renick presented an editorial discussing the situation and calling for an independent investigation.

WTVJ’s follow-up to the reports will be presented in a half-hour special Sept. 6, titled The Price of Corruption.
chell Krauss, host of WNDT’s Focus ’66.
Coverage (10 a.m.-11 p.m. on both days) will switch among the Republican convention proceedings in Rochester, the Democratic proceedings in Buffalo and ETV “convention central,” also in Buffalo.

The broadcasts have been financed by a $30,000 “limited sponsorship” grant from Eastman Kodak, Rochester. The five stations are WNDT Newark, N.J.-New York (producer of the cooperative project), WMHT Schenectady, WCNY-TV Syracuse, WXXI Rochester and WNET-TV Buffalo, all New York.

Official Films makes juke-box pictures

The Color-Sonics juke box picture system, ballyhooed by its promoters as “America’s newest audio-visual theater,” was unveiled for a news preview in Los Angeles last week. The machine, which presents three-minute entertainment films in color and high-fidelity sound on a 20-inch screen, was demonstrated by Official Films Inc., a major interest holder in the project and the Associated Coin Amusement Co., which holds exclusive California distribution rights to the Color-Sonics process.

Newsmen were told that distribution of the device is scheduled to start this month. Official Films, which produces the films used in the machine, already has completed 20 of them. The TV-production and distribution company has rented a stage at Paramount Pictures and is filming one entertainment routine a week. Reportedly the company has contracts with such personalities as Julie London, the Tijuana Brass and Nancy Sinatra to perform for Color-Sonics.

Triangle to film parachute competition

Triangle Stations has sent a camera crew to Bulgaria for exclusive color-film coverage of the Golden Sands Cup, international parachute jump competition in which a U.S. team will participate. The nine-day meet, to be held near the Black Sea resort city of Varna, starts Sept. 29. It also will attract teams from such nations as Austria, East Germany, Poland, Soviet Union, Czechoslovakia, Rumania, Australia and Bulgaria. In four events, over land and water, awards will be given for individual accuracy as well as team exhibition and accuracy.

The U.S. team is entering for the first time. Discouraged by the U.S. government from joining the 1966 World Championships this summer because they were held in East Germany, a government the U.S. has not recognized, the U.S. team lost by default to the Soviet Union. Triangle points out that the Bulgarian competition in effect has become a substitute clash between the two nations.

Sports heroes for radio

John Mackey, of the Baltimore Colts National Football League team, host of a new daily five-minute radio program produced and syndicated by A.R.B. Productions Inc., 40 West Chase Street, Baltimore. The program, Against All Odds, will dramatize the rise of sports heroes who battled and won “against the odds.”

N.Y. goes to Hollywood to woo film production

The New York city government sent a salesman west last week to urge Hollywood producers to shoot films in New York. At a Beverly Hills hotel luncheon meeting, attended by such film-production powers as William Dozier, Otto Preminger and Mervyn LeRoy, the advantages of television and motion picture shooting in the nation’s largest city were spelled out and tied up with fancy ribbons.

Richard Rosen, assistant to New York’s Mayor John Lindsay, host for the meeting, explained in detail the new procedures and rules for making simple easy the production of films in the big city. He announced that His Honor himself, Mayor Lindsay, would make the pilgrimage to the film capital sometime in the fall to talk to film producers about the advantages now offered by New York City.

Seven Arts offers Dylan Thomas special

Dylan Thomas, a half-hour TV special starring Richard Burton, will be placed in U.S. television distribution by Seven Arts Television, New York.

Mr. Burton narrates and appears in the television tribute according to Robert Rich, Seven Arts executive vice president and general manager. “In Dylan Thomas’s own words,” he added “Richard Burton dramatizes the places of Thomas’s Welsh origin and the forces that moved within him.”

Jack Howell was the producer-director of the Academy-Award-winning documentary.

AFM members okay new network contract

Members of the American Federation of Musicians have ratified a recently negotiated contract between the AFM and ABC, CBS and NBC, it was announced last week by Herman Kenin, federation president. The contract calls for a 3% increase in wages for staff musicians and an approximate 5% increase for casual musicians, plus fringe benefits.

The two-year contract is retroactive to Aug. 1.

Peppercorn-Wormser film firm

The formation of Peppercorn-Wormser Inc. Films Enterprises, New York, as a coproducer and distributor of feature films for theaters and TV has been announced by Irving Wormser, board chairman, and Carl Peppercorn, president. The firm is located at 250 West 57th St., New York, N. Y. The company has acquired the following foreign-produced features for initial release: “Seventeen,” “Les Pianos Mecaniques,” “I Pugui in Tasca” (“Fists In His Pocket”), and “The Runaway.”
Britain's local-radio test tube

Radio Manx, in operation for two years, may provide guidelines for local commercial radio, if it's approved

Of large English-speaking countries, Great Britain has what is probably the smallest choice of radio programs. The British Broadcasting Corp. provides three national networks and some regional programming. And the pirates, beyond the three-mile limit, provide a Mersey-beat diet. But there is no such thing as a local radio station as in the U.S. and Canada.

The limited choice offered by the BBC has resulted in over one-third of the public listening to the unlicensed offshore stations.

Since 1964, when the first pirate station went on the air, the question of local radio stations has been raised by many interested parties. Some 100 private companies that hope to obtain licenses for local stations have been formed. And the BBC has offered to start a number of experimental local stations.

If local radio stations are ever authorized in Britain, a legal commercial station in the Isle of Man may provide the guidelines to success.

The Beginning • Manx Radio, located in the Isle of Man, a semiautonomous area of the United Kingdom 80 miles off the northwest coast of England, has been operating for almost two years.

First steps for its beginning were taken in 1959 when the island's government decided to authorize a 100 kw medium wave commercial station. The purpose of the station as envisioned by Tynwald, the Manx legislature, was to promote the tourist trade that the island's economy is dependent upon and to gain additional revenue from British manufacturers whose ads would reach most areas of Britain.

The Manx government, however, had adopted Britain's 1949 telecommunications act, which requires a license from the British post office. And the British government refused to grant a permit for a high-power station. The British, however, did allow a commercial license with a provision that the station could not regularly be heard on the mainland.

The limitation resulted in a five-year moratorium on further action on the Manx project. Because of the island's small population (about 50,000), potential operators thought a radio station would be an extremely speculative proposition.

A Gamble • But in 1964, Richard L. Meyer and Pye Ltd. decided to form a company to operate a strictly local radio station on the Isle of Man. Both parties believed strongly in the principle of local broadcasting and they were prepared to take the substantial financial risk involved to put the idea to a test.

In November 1964 the Manx legislature unanimously approved making the Isle of Man Broadcasting Co. Ltd. the government's sole concessionaire for operation of Manx Radio.

The British post office had issued a license for the VHF band six months earlier and Manx Radio began experimental broadcasts on this band from a location near the capital of Douglas. About 50% of the population was covered but only 10% had VHF receivers.

A few months later, the post office issued a license for a medium-band frequency and the station began expanding its schedule from its original four hours a day. By April 1965 the station was broadcasting 10 hours daily.

Early in 1965 the VHF transmitter was moved to a permanent site at Snaefell, and a medium-wave transmitter site was acquired in the center of the island. The new sites gave the station virtually complete coverage of the island.

In May 1965 the station moved from its original studios in a house trailer to studios in Douglas and increased its programming to 90 hours a week.

The Money • Radio Manx has a full-time staff of 12 and two parttime. Its sales staff handles time sales on the Isle of Man and a London firm handles sales to British advertisers.

The station operates on a budget of about $70,000 a year. Program expenses are about 20% of this. Another

Pirates' Magna Carta?

The British Parliament has plans to put the country's modern-day Bluebeards out of business. But a citizen of the village of Reach, on the mainland, may provide the English channel and Thames estuary pirate commercial radio stations with the mantle of legality.

Leonard Warren, a member of the village's rural council, claims that King John made the village an independent state in 1201 (14 years before he signed the Magna Carta).

Councilman Warren thinks the village's status would make it a perfect technical haven for the radio pirates. And the manager of one of the offshore stations calls his idea "our wildest dream come true."

But the post office, which licenses British broadcasting stations, doesn't think much of the scheme. Said a spokesman: "If anyone operated a pirate station inland they would be contravening the law and the general post office would take necessary action."

Ratings for the Isle of Man

MANNX RADIO 79%

all other stations 71%

BBC LIGHT 44%

BBC HOME 29%

CAROLINE NORTH 23%

BBC THIRD 2%

OTHERS 7%

(figures from RMA Research Division Survey April 1966)
Major program change at VOA

Chancellor's operation aims for 'new sound' for its vast audience

The Voice of America is approaching its 25th anniversary as this country's spokesman overseas with plans to introduce some major programming changes this fall aimed at "a new sound" for its foreign audiences.

The changes, as spelled out by VOA director John Chancellor, would result in blocks of programs in the major languages that would include news, commentary, entertainment, music, weather, special events and discussions. Mr. Chancellor said the changes are patterned to some degree after such programs as radio's Monitor and TV's Today while incorporating some programming features of the British Broadcasting Corp.

"But what we'll get is a totally new sound," adds Mr. Chancellor. "We're trying to create an almost new medium, a means of communications that depends on short-wave, but having little relationship with traditional short-wave, as different from radio as TV is different from radio."

This would be a departure from the Voice's past practice of scheduling specific programs at certain times. It would also place more emphasis on what has been termed a more modern format with more entertainment and appeal to mass audiences overseas.

Many of the changes reportedly are a result of the volunteer work performed for the Voice by Richard Krolik, a Time-Life Broadcasting executive, who has been serving as a special consultant to Mr. Chancellor.

The Voice, according to Mr. Chancellor, a former NBC newsmen, will still place great importance on its news operations which have earned it a fine reputation with its foreign listeners. He said the new type of programming would give it greater flexibility to break in with important news announcements to supplement its popular regular news programs.

An American diplomat who recently returned from Africa tells a story about a dinner party he attended at the home of a provincial governor, where the host interrupted the table talk to tune in a VOA news broadcast on his radio. After the program ended and normal conversation resumed, the African official explained that it was mandatory for government officials who wanted to stay informed to listen to the broadcasts because even the president of his country was a regular VOA listener.

The Voice of America, an arm of the U. S. Information Agency and the official radio of the U. S. government, also gets numerous other testimonials on its popularity in foreign lands. Reportedly Soviet party congresses recently expressed concern about the effect foreign broadcasts, such as the VOA, were having on Russian youth. Another comment received at Voice headquarters in Washington came from a less lofty but still significant source. A class of Alaskan school children wrote to tell how they were "publishing" their own crayon newspaper from the news they heard on VOA English broadcasts to Russia, since their town had no newspaper.

Officials avoid speculating about the number of listeners the Voice has since it is virtually impossible to gauge the audience in many captive nations, but they do say that its audience numbers "tens of millions." But if the Voice is certain of popularity overseas, it experiences a communications gap about its activities in this country. The Voice beams its signal only to foreign countries and is forbidden by Congress from publicizing its operations in this country. These limitations were imposed when the Voice was formed almost 25 years ago because of the lawmakers' concern about an official government news agency that could be used to spread the policy of the party in power.

Confusion at Home The Voice was formed as a result of the obvious ways but also leads to difficulties in such fields as recruiting. Right now the Voice is feeling a personnel pinch and is desperately in need of announcers.

The Voice represents an operation with close to 100 transmitters all over the world with a combined power of close to 15 million watts, equal to that of all commercial standard wave stations in the U. S. It has also used satellites on occasion and may use these space facilities more in the future.

It broadcasts direct in 38 languages and uses as many as 28 more for special programs during events of high international interest, such as a diplomatic crisis or a space shot. These broadcasts total 845 hours weekly, compared with the USSR's 1,374 hours, Red China's 1,027 hours and the United Arab Republic's 827 hours.
VOA also packages more than 15,000 transmitter hours of material placed on local stations overseas, which is about 16 times more than its direct broadcasts.

English is Popular • Most of its programs are produced in the Voice's facilities in Washington, but some are from regular U. S. radio and television stations and some are taped in posts in foreign countries for special local interest. Although it has a staff of 2,000, many of whom are specialists in foreign languages, most of its programming is in English because of its great popularity. It also uses "special English" in some broadcasts. It is intended for foreign listeners who are just learning English and is spoken more slowly than normal conversation. "Special English" has a vocabulary of only 1,200 words which is sufficient to put across most ideas, even complex ones.

These multilingual broadcasts cover most of the world although none are aimed into Western Europe and other areas where the population has free access to adequate news sources. For many years Voice broadcasts met with jamming from Communist countries, but the Soviet Union ended its interference in 1963 and now only China, Cuba, Bulgaria and East Germany attempt to jam the broadcasts.

Much of the Voice's programming is concerned with news, which it strives to report accurately realizing that if it gains a reputation in foreign countries for slanting it probably would lose its audience. In many countries the residents get their news first from the Voice rather than state-controlled news media. It also provides a great deal of background news, U. S. policy stands, interviews, discussions and features. It also realizes, however, that it must be entertaining as well and strives to present such programs. Indeed one of the Voice's biggest "stars" overseas is Willis Conover, a former Washington radio personality, who has a regular jazz program and is so popular he received a real star's welcome on a recent visit through Eastern Europe.

All this began on a smaller scale in 1942, and VOA is preparing to celebrate its 25th anniversary early next year. Its control has shifted from war agencies to USIA and its activities have fluctuated through the years, with peaks being reached in World War II and the Korean War. It is continuing to expand its facilities with new and more-powerful transmitters.

U.S.-Mexico to negotiate

New treaty will replace present five-year pact on AM allocations

U. S. and Mexican officials will meet at the U. S. State Department in Washington tomorrow (Sept. 6) for the official start of talks on a new treaty to govern the countries' use of the AM band. The present five-year treaty was to have expired June 9 but was extended for 18 months to permit negotiation of a new pact.

Preliminary talks between representatives of the countries have provided some grounds for optimism for smooth going in the negotiations, even on such a controversial item as that dealing with each country's nighttime use of the other's clear channels (Broadcasting, July 18). Such use now is all but prohibited.

Other issues to be discussed include proposals to lift the present power limitations on class IV stations along the border and technical matters including methods of measuring signal strengths. Definitions in the treaty will also be considered.

The U. S. delegation will consult informally with an industry advisory group during the course of the negotiations as a means of keeping the broad-casting industry informed. The group, whose members represent the networks and other interested organizations, is the outgrowth of a larger one that met with delegation members in several preparatory sessions.

Wadsworth in Charge • FCC Commissioner James J. Wadsworth, a former U. S. representative to the United Nations, will be chairman of the delegation, and Hoyt Price of the State Department's Office of Telecommunications will be vice chairman. Other delegation members are Richard T. Black, State Department, and Robert Greenburg, Daniel Jacobson, Wallace E. Johnson, Donald Kanode and Bruce Longfellow, all of the FCC staff.

The industry advisers and alternates and their organizations are ABC, Joseph M. Kittner, adviser, and Clure H. Owen; NBC, Howard Mondoner, adviser, and William S. Dutte and George C. Lenfest; CBS, Ogden Presthold, adviser, and Joseph DiFranco; Association of Broadcasting Standards, Andrew G. Haley, adviser, and William J. Potts Jr., Ogden Reed Jr. and Jay W. Wright; Community Broadcasters Association, Thomas H. Wall, adviser, and Howard T. Head and Robert T. Mason; Clear Channel Broadcasting Service, Roy Battles, adviser, and R. Russell Eagan and George F. Leydorf; Daytime Broadcasters Association, Benedict P. Cotton, adviser, and Ray Livesay and George Volger; Mexican Clear Channel Association, Steve Bellinger, adviser, and Jay Baraff.

Other advisers listed by the commission are Jules Cohen, Stanley B. Cohen, Harry J. Daly, Frank U. Fletcher, John H. Midlen, Glen A. Wilkinson and Leon T. Knauer. Jules Cohen is a communications engineer, the others are attorneys, all with broadcasting clients.
Congress may end 25-year dispute

A marathon 25-year fight between WABC New York and KOB Albuquerque, N. M., took a new twist last week as Senator Clinton P. Anderson (D-N. M.) introduced legislation that would require the FCC to consider only the public interest in the allocation of channels.

The move is an attempt to bring to the attention of Congress the lengthy dispute over the 770 kc frequency on which both stations operate. A 1965 appellate court decision had held the FCC had not been fair to WABC, which was required to act as a class I-B station since it had to share the 770 frequency with KOB while CBS and NBC operate clear-channel I-A outlets in New York.

The court said comparatively equal channel facilities should be provided for the network outlets. The commission asked the Supreme Court to review the decision, but that request was rejected.

Because of the decision, the commission said it might have to require all New York network stations to become class I-B stations in order to treat them all equally. It also asked for suggestions on the situation. KOB earlier this year had suggested if the FCC can't resolve the conflict equitably, remedy might be sought from Congress.

An aide in Senator Anderson's office said the legislation introduced was designed to air the situation. The bill would require that the public interest rather than the court's equal-treatment decision be the guide in frequency allocations.

Resolution would keep AM's at 50 kw

A resolution has been introduced in the House of Representatives to urge the FCC not to permit AM power above 50 kw.

The resolution, introduced by Representative Arnold Olsen (D-Mont.), is similar to one proposed by Representative Edward J. Gurney (R-Fla.) a few months ago. Both resolutions have been forwarded to the House Interstate and Foreign Commerce Committee.

Representative Olsen said the FCC has pending several applications by class I-A clear-channel stations to increase their power from the present 50 kw to 750 kw.

The granting of these applications, Representative Olsen said, "would result in an undesirable concentration of economic control in the hands of a few stations. National advertisers would be attracted away from the smaller stations around the country."

He added that this would be detrimental to the listening public as well as the small stations. "Basic information, which comes from reporting and discussion of local problems, would be frozen out of our communications system in favor of the canned material which would be put on the airwaves by the large stations, which would be cheaper for those stations but not very informative for listeners," he claimed.

Local advertisers would also be cut off from an advertising medium and many local and regional products would suffer, he added.

He said the situation had been brought to his attention by Dale G. Moore, president of the Western Broadcasting Co. of Missoula, Mont., and Shag Miller, president of the Montana Broadcasters Association.

He said they also pointed out that such an increase in power by some stations would impair treaty obligations with Mexico and Canada since it would be impossible to protect foreign stations from interference from these stations.

Processing set for new Kodak film

Eastman Kodak's recently introduced Ektachrome EF indoor and outdoor film makes it practical for local TV stations to install their own color processing facilities. Some 160 of the nation's 690 existing commercial TV stations now either have or soon will order processing machines to develop color film for their TV-news coverage. These and other details of the two new color films were revealed at a news conference held last week in Hollywood by Bill Farley, sales manager for Eastman Kodak's southern Pacific region; Vaughn Shaner, sales and engineering service supervisor, and John Waner, chief engineer.

The new film is said to allow brighter colors, sharper image and less granularity. Reportedly the color processing on the new type of film is simplified, which is why local stations can now handle the complexities of processing in their own laboratories. The film, because of speedier service possible, is supposed to have special application for shooting and telecasting color newcast.

It was reported that use of the new film and a station's own processing of the exposed footage makes feasible the telecasting in color of any event within 60 minutes from time of arrival at the station. Commercial stations can install new processing equipment to handle the film at cost of between $15,000 and $20,000.

A three-minute presentation film was shown at the news conference to demonstrate the stock and processing qualities of the film.

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BROADCASTING, September 5, 1966
Another merger nipped by stockholders’ vote

Rust Craft Greeting Cards Inc., Dedham, Mass., will not merge with Boise Cascade Corp., Boise, Idaho. Rust Craft stockholders voted down approval at a meeting last week in an expected action (Broadcasting, Aug. 29).

Only about 23% of the 788,624 shares of stock outstanding was voted in approval of the merger. A two-thirds vote was required. Officials of the company had indicated two weeks ago that substantial stockholder opposition had mounted to the proposed merger because of general business conditions. This was reaffirmed last week by Louis Berkman, chairman of Rust Craft.

Rust Craft, a greeting card manufacturer, owns five TV, six AM and five FM stations and has interests in eight CATV systems. Boise Cascade is a diversified forest-products company. The proposed merger, which Boise Cascade stockholders overwhelmingly approved last week, would have been consummated through an exchange of stock.

It was reported that management stockholders at Rust Craft were among those voting against approval. These insiders hold close to 47% of the stock.

Financial notes . . .

* Ampex Corp., Redwood City, Calif., has announced that its board of directors approved a previously proposed convertible debenture issue. Although the exact amount and terms of the issue are yet to be determined, the total amount of the debentures will not exceed $30 million. Proceeds from the sales will be used to reduce short-term debt and to provide additional working capital.

TV cable caps - Boston Insulated Wire & Cable Co., Dorchester, Mass., has available protective snap-on rubber caps that fit over connector ends on TV-82 camera-cables used with standard 3-I.O. color cameras. The caps, sold in sets of two, come with a promise to minimize damage from handling and weather.

* Trans-Lux Corp. reports it has declared a regularly quarterly dividend of 15 cents a share on the common stock, payable Sept. 30, to stockholders of record at the close of business on Sept. 16.

* The board of directors of Walt Disney Productions has declared its regular quarterly dividend of 10 cents a share, payable Oct. 1 to stockholders of record as of Sept. 14.

Collins reports record sales, profits for year

Collins Radio Co. reported record sales and profits last week for the fiscal year that ended July 29. Collins also announced a record $356 million order backlog compared to a backlog of $288 million last year.

For the fiscal year ended July 29:

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<tr>
<th></th>
<th>1965</th>
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<tr>
<td>Earned per share</td>
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<tr>
<td>Net sales</td>
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<tr>
<td>Net Income</td>
<td>7,677,000</td>
<td>4,550,000</td>
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<td>Average capital shares</td>
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<td>2,230,080</td>
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6-month Trans-Lux net up

Trans-Lux Corp. has reported that net income for the six months ended June 30, 1966 was 12.5% higher than a year ago while gross revenue remained virtually unchanged from the corresponding period of 1965.

For six months ended June 30:

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<tr>
<th></th>
<th>1965</th>
<th>1966</th>
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<tr>
<td>Net Income per share</td>
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<td>Net Income</td>
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BROADCASTING, September 5, 1966
Legion recognizes radio, television

Golden Mike awards were presented to two NBC-TV programs and one CBS-TV series last week by the American Legion Auxiliary, meeting in Washington in conjunction with the Legion’s annual convention.

Golden Mikes also went to KTRK-TV Houston, WNAS(FM) New Albany, Ind., noncommercial, and WCCO Minneapolis for “outstanding programs presented in the interests of youth.” Recognition awards for distinguished youth programs went to WKYC-TV Cleveland and KFOR Lincoln, Neb.

In other presentations, MBS was given a Fourth Estate Award for “outstanding public service” by the Legion. Mutual was cited for three programs: The Big Lie, The World Today and The American Consent.

David Brinkley, NBC News, received the designation, “our favorite news-caster;” from the newly formed American Legion Past Department Commanders Club.

NBC’s Man from U.N.C.L.E. won two Golden Mike medallions, one as “best family entertainment” and another from a poll of the auxiliary’s “junior jury,” which listed it as their “favorite program.”

The CBS Twentieth Century television series took top place in the “best Americanism program series.” The “best special production” winner was the Bob Hope Christmas Show on NBC-TV.

KTRK-TV’s show, Salute to Youth, earned the Golden Mike for television stations.

WNAS and WCCO tied for Golden Mike awards in radio, WNAS for its Junior Navigators and WCCO for its Open Mike for Teens.

WKYC-TV received its distinguished program award for “I’ll Never Get Her Back,” a show in its Montage series. KFOR won its award for Voice of the Young Citizen, a show that won top honors in the local station Golden Mike contest two years ago.

Drumbeats...

Early birds • WIP Philadelphia had one of the wildest theater parties of the year. Chartering a movie house, the station offered listeners passes to a twin bill James Bond showing, scheduled for 6 a.m. Almost 2,000 people turned out for the promotion. WIP personalities Joe McCauley, Chuck Dougherty, Ken Garland and Jim Tate were on hand to welcome the early-morning fans. Between features, a drawing was held for two free men’s suits. Two ladies won.

Budget one-shot • ABC-owned KGO-TV San Francisco has won first place in the eighth annual national competition of the Specialty Advertising Association for the category of “one-shot promotion with budget under $1,000.” Entry was a sequence of gift-style invitations to the trade for a fall program preview party.

Safety council gives radio-TV awards

Radio and TV winners of the National Safety Council’s Public Service Awards were announced Sept. 1, by Howard Pyle, council president.

WSB Atlanta was cited for distinguished service by a radio station or network. The council mentioned creation of a “Worthy Safety Booster” award, given weekly to listeners throughout 1965, and earmarking seven special “Wsn Days” for emphasis on safety as examples of the station’s efforts to reduce accidents during the year.

Jack E. Krueger, manager, news and public affairs, WTMJ Milwaukee, received an individual radio award for a series of 44 editorials concentrating on traffic safety, but also covering hunting accidents, fires and playtime activities of youngsters.

WFBM-TV Indianapolis was cited for service by a television station or network. Editorials; a Labor Day show, Tombstone Contest; and a prime-time color special, A Cross by the Road, were factors in the council’s selection.

Donald Willing, WGN-TV Chicago, won an award for service by an individual on a television station or network. Mr. Willing is producer of a series, The Other Guy, using highschool contestants in an auto-traffic simulator, competing for safety points.

A special public-service award was made to CBS News, Warren Bush (writer-producer) and to the Shell Oil Co., for presentation of the National Drivers Test, cited by the council as the “most ambitious safety communications effort ever attempted by television to educate a mass public.”

Allstate Insurance Co.’s also won an award for its sponsorship of The Fatal Fuel, a television film on the effects of alcohol on driving.

Color-set promotion uses fall previews

J. M. Fields, a national department store chain, and TV set manufacturers teamed up to use previews of network color TV series to sell color sets in a promotion ending today (Sept. 5).

In a test program, Fields took over the Orlando (Fla.) convention hall for 12 days to display over a hundred 1967 model color sets as well as other home entertainment items.

Such set manufacturers as Motorola and Sunbeam requisitioned advertising agency prints of new shows they are to sponsor this fall. Among the programs used were Rat Patrol, Time Tunnel, The Hawk (all ABC) and Jericho (CBS).

Capsulized versions of the programs were woven into one-hour shows that were projected on a large movie screen twice daily. An estimated 8,000 persons were expected to visit the promotion each day.
BROADCAST ADVERTISING

Barry Shadorf, art supervisor, Ted Bates & Co., New York, elected VP.

Bernard Sloan, creative supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP. Lawrence Katz, with McCann-Erickson, New York, joins SSC&B there as television producer.

Thomas L. Foley, account supervisor at Needham, Harper & Steers, New York, elected VP. John Kay, for three years with Leo Burnett Co., joins NH&S, Chicago, as account executive.

Albert G. Hodor, director of product planning for Pet Milk Co., St. Louis, joins The Marschalk Co., Atlanta, as senior VP and management service director. William H. FitzSimmons, senior VP and regional manager for Southeast at Marschalk in Atlanta, joins firm's office of president in New York. G. Lester Williams Jr., senior VP and assistant to president of Marschalk, also named regional manager for Southeast.

Brydon S. Greene, VP at N. W. Ayer & Son, Philadelphia, named Pacific Coast manager at Ayer's San Francisco office, succeeding Herbert G. Drake, who resigns to open his own publishing business in San Francisco.


Eugene J. McCarthy, director of media relations and planning, Young & Rubicam, San Francisco, elected VP and will continue as head of media department and chairman of local plans board.

William Sterling, head of commercial department at Pacific Title & Art Studios, joins Robert Carlisle Productions, Hollywood, as VP and general manager.


Clifford H. Irwin, assistant secretary-treasurer of Leo Burnett Co., Chicago, named VP.

David F. Austin, account executive for N. W. Ayer & Son, Philadelphia, named sales and service VP of Dailey Service, that city.

Sidney T. Hertzel, director of radio-TV business affairs, Grey Advertising, New York, elected VP. Samuel I. Abelow, VP-associate creative director, named creative director. Manning Rubin, VP-director of commercial production; Howard Stabin and Joel Wayne, VPs and creative supervisors, named associate creative directors. Newly elected VPs are following creative supervisors: Margaret Currens, Robert Fischer, Alan Kent and Nancy Sutton. Alvin N. Sarasohn, VP-director of creative services, Kenyon & Eckhardt, New York, joins Grey as VP and associate creative director; and George V. Allen Jr., Donald K. Krakauer and Donald R. Wilde rejoin Grey as creative supervisors.

Robert D. Singer, VP of Foote, Cone & Belding, San Francisco, named head of Doyle Dane Bernbach's office there and also senior account executive.


Zachary Schwartz named to head creative services department at Gerald Schnitzer Productions, Hollywood, TV commercial production house.

Esther Rauch, director of media research for Radio Advertising Bureau, appointed research director for Major Market Radio Inc., newly formed radio sales representative firm. Miss Rauch will be based in New York.

Thomas R. Morehead named head of Albany, N. Y., office of Barlow/Johnson Inc.

Jerry Thompson, assistant manager of Chicago office of Stern, Walters & Simmons, named manager of agency's Los Angeles office.

Arthur E. Hemstead, senior media planner, Street & Finney Inc., New York, appointed media department manager.

Joseph Murphy, with WNBC-AM-FM New York, appointed merchandise manager.

Paul L. Gabriel, senior product manager for Borden Foods Co., New York, appointed to newly created post of group marketing manager, new food products. Lloyd W. Durant, marketing manager for new products at Borden Foods Co., New York, named development and marketing manager of non-food products.

John B. Lauria, creative supervisor for BBDO, New York, joins Ketchum, MacLeod & Grove there as associate creative director.

Michael L. Perrine, program director and sales manager of WBAW Pittsfield, Ill., joins WCSS Morris, Ill., as account manager.

Bill Hughes, national sales representative for KMTV (TV) Omaha, named assistant national sales manager. Dick Roncka, account executive for KMTV (TV), appointed assistant local sales manager.

Jack Schroeder, media director of former Wade Advertising, Chicago, named media business and data processing supervisor at Clinton E. Frank Inc. there.

Murray Bruce, producer with Benton & Bowles, New York, appointed director at Savage Friedman Inc. there.

Stanley Moger, with Storer Television Sales, New York, appointed television account executive.


Nic Fias G., director of sales for Electronic Design Lab and public information officer for City of Philadelphia, joins Serendipity Associates, Philadelphia, as account executive.


Ronald E. Steiner, on sales staff of Shulton Inc., Clifton, N. J., appointed to local sales department, WICC-TV Pittsburgh.

Nancy Lynne Gillespie, with Famous-Barr Co., St. Louis, joins creative
Baruch heads new service

Andrew Baruch, former director, industrial division of Henry Jaffe Enterprises, New York, named senior VP, creative merchandising, for L&N & Newell, that city. Mr. Baruch was a founder and principal of the Helitzer, Waring and Wayne agency and VP, radio-TV, Cole Fischer, Rogow, both New York.

staff of Gardner Advertising there.

Robert Nash, musical director, William Esty Co., New York, joins Foote, Cone & Belding, same city, as musical director.

MEDIA

Howard W. Meagle elected VP of Wheeling Radio Inc., owner of WHLL Wheeling, W. Va., and business manager of that station.

William P. Dix Jr., general manager of WCHS-TV Charleston, W. Va., appointed general manager of KHTR-TV Fargo-Grand Forks, N. D.

Carl Battisti, former general manager of KAFY Bakersfield, Calif., named station manager of KLFD-TV, that city.

Guy Harris, director of radio program development for Avco Broadcasting Corp., named general manager of AVCO’s WOAI San Antonio, Tex, replacing Rex Preis, who becomes VP-community relations for WOAI-AM-TV.


John J. Sinclair, manager of station clearance for NBC-TV, New York, appointed assistant manager of affiliate communications for station relations of ABC-TV, that city.

Ron Bayton, with KNOP Port Angeles, Wash., named station manager.

Ralph R. Rust, program and operations manager of WSPD-TV, Toledo, Ohio, appointed assistant general manager of WJHS-TV, Boston.

PROGRAMING

Stephen G. Mitchell, with Olympus Television, Sherman Oaks, Calif., named general manager.

Willard B. Gorsuch, VP, corporate development, with Dole Co., San Jose, Calif., appointed treasurer of Technicolor Corp., Hollywood. He succeeds Reeves L. Kennedy, who will remain with company as assistant treasurer.

Brad Melton, with KPCN Grand Prairie, Tex., appointed program director of WCLU Covingdon, Ky.

Robert Nelson named program manager at KFBB Great Falls, Mont.

Kenneth L. Buscher, with U.S. Army, appointed manager of Association Films Inc., Ridgefield, N. J.

Robert H. Farson, NBC newsman, appointed assistant professor in school of journalism at Pennsylvania State University, and producer and director for noncommercial WPST-TV, Clearfield, Pa. Thomas M. Smucker joins WPSTM-TV as art specialist.

James Street, head of his own agency, Literary Associates Inc., joins William Morris Agency, New York, to supervise operations of New York literary department.

Mel Allen, broadcaster for New York Yankees for many years, named play-by-play announcer for Miami Dolphins.

Charles F. Whipple, with Trans-Lux Television Corp. and Screen Gems Inc., joins Independent Television Corp., Chicago, as account executive.

Allan Hotlen, music director of WIP Philadelphia, named assistant program director of WIP and WMMR-FM there.


Matt J. Poulls, local sales manager, WKBV-TV Detroit, joins Screen Gems Inc., New York, as eastern sales representative.

Claude Freeman, VP of Poole Productions, Greenville, S. C., and Andy Still, with WJRC Athens, Ga., join staff of WSB Atlanta.

Jim Gallagher, with WETW-AM-TV West Palm Beach, Fla., named sports director.

Jerry Kaufman, cameraman and director of several short films and TV commercials, joins staff of Video Pictures Inc., New York.

NEWS


Ed Turner, with KWTY(TV) Oklahoma City, appointed news director of WTTG (TV) Washington.

Lee Mesey, news administrator of WLWT(TV) Indianapolis, named news director, replacing Tom Atkins, who moves to news staff of WLWT(TV) Cincinnati. Bob Wallace, with WBZ Boston, joins news staff of WLWT.

Kermit Richardson, WDOK Malvern, elected president, Arkansas AP Broadcasters Association.

Kenneth P. Bredenberg, newsman and sportscaster with noncommercial WDFM(FM) State College, Pa., joins news staff of WJET Erie, Pa.

Timothy P. Slessor, instructor in communications and English at Chadron State College, Chadron, Neb., and

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**TELEPHONE**

RI 1-1114  
(AC 214)

**FOR FOOTBALL GUESSING GAME**

Starting September 24

**BROADCASTERS EXCHANGE ENTERPRISES, INC.**

1015 Hartford Bldg., Dallas, Texas 75201
formerly producer and director for BBC London, joins noncommercial WCNY-TV Syracuse, N.Y., as special projects producer.

Jack Doyle, with WCOP Boston, named news director.

FANFARE

Norman Marks, director of advertising and publicity for KJH-TV Los Angeles, named director of promotion in addition to his other duties. At same time, Doni Scott, publicity manager, named sales promotion manager.

Russell Barber, manager, public service broadcasts, WCBS-TV New York, appointed manager of community relations.


Eugene Murphy named director of commercial and industrial division of Jim Mahoney & Associates, Beverly Hills, Calif.


"I’LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage protects against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

EMPLOYERS REINSURANCE CORP.
21 West 10th, Kansas City, Mo. 64105
New York, 711 John • San Francisco, 200 Montgomery
Chicago, 111 W. Jackson • Atlanta, 54 Peachtree, N.W.

for Oct. 16-18 in Toronto.

Dean C. Amador, with WORC Hartford, Conn., appointed director of public relations.

Thomas W. Sarnoff, staff executive VP, West Coast, NBC, named recipient of Humanitarian Award for 1966 of Broadcast-Motion Picture-Recording division of National Conference of Christians and Jews.

EQUIPMENT & ENGINEERING

John L. Grasse, assistant chief engineer for KCOP (TV) Los Angeles, named director of engineering and industrial relations. He succeeds late Alexander Browdy, who was killed in plane crash on Aug. 5 (BROADCASTING, Aug. 15).

Melvin Cornfield, director, tax administration, NBC, New York, appointed director, tax administration, RCA, same city.

Harold Musler named director of field engineering for Systems Construction Corp., subsidiary of Entron Inc., Silver Spring, Md.


Merlin Beatty appointed supervisor of marketing services in marketing services department of Electronic Industries Association, Washington. Lyman M. Rundlett, regional director of marketing of satellite communications systems department of Hughes International, Hughes Aircraft Co., for Europe, Middle East and Africa, named staff engineer in EIA's engineering department.

Ken W. Scott, retired U.S. Navy commander, named West Coast office director of development for Metro/Kalvar Inc., company that researches and develops special dry laboratory work on film processing.

Harvey Tullo elected VP-operations of Emerson Television and Radio Co., succeeding Ralph J. Guda.

Gwynn Crowther Jr., assistant manager at The Machlett Laboratories, Springdale, Conn., subsidiary of Raytheon Co., elected president. Mr. Crowther succeeds Joseph W. Skehan, who retires. Mr. Skehan will continue as consultant.


ALLIED FIELDS


Anthony J. Pia, former special assistant to commandant and assistant commandant of U.S. Army Special Warfare School, Fort Bragg, N.C., appointed assistant director of Center for Advancement of Human Communications at Fairfield University, Fairfield, Conn.

Robert A. Marmet and Edwin R. Schneider Jr., partners in Washington law firm of Marmet and Schneider, have dissolved law firm and will continue to practice individually. Mr. Marmet remains at 1822 Jefferson Place, N.W., with Peter L. Koff as associate. Mr. Schneider will headquartered at 1744 R St., N.W.

INTERNATIONAL

Andre Bouhebent, general manager and director of board of Sodico/McCann-Erickson S. A., Paris, joins ProVente, French partner agency of Norman, Craig & Kummel there as director, and is elected VP of NCK.

John D. Clare, deputy general manager of Raytheon Europe, Rome, elected VP.

Willel D. Cohben named general manager of Oak Electro/Netics Holland N. V., Emmen, the Netherland, subsidiary of Oak Electro/Netics Corp., succeeding Harry E. Seston, who has retired.


Jack Kershaw, deputy manager for Kodak Ltd., motion picture division, appointed special assistant to president for international sales at Technicolor Corp., London.
DEATHS

George C. (Red) Jenkins, national sales manager of WRBL-TV Columbus, Ga., died at St. Francis hospital in Columbus, Ga., on Aug. 26 following long illness. He joined WRBL-TV in 1953 and became national sales manager in September, 1955. Surviving are his wife, Betty, and son.

Art Baker, 68, long-time radio and television personality, died of heart attack in Los Angeles on Aug. 26. Mr. Baker was best-known as host of You Asked For It TV series and radio show, Art Baker's Notebook, which ran more than 20 years. He is survived by his fourth wife, Geraldine, and two daughters and two sons from previous marriages.

J. Burns Hamish McGeechy, 67, Canadian journalist known for his news broadcasts from London during World War II, died in Toronto Aug. 27 following complications from attack of pneumonia. He was radio and television performer and became known as host of Now I Ask You quiz program for Canadian Broadcasting Corp. He is survived by his wife, Cynthia.

Joe W. Little, 44, news director of KBPM Carlsbad, N. M., drowned Aug. 23 while covering rescue mission by sheriffs, state police and National Guard at Lakewood, N. M., small community marooned by flood. Surviving are his wife and three sons.


FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 25 through Aug. 31, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, BROADCASTING—commercial broadcasting, cable—cable television, Ch.—critical hours, CP—construction permit, D.—day, DA—directional antenna, ER2—effective radiated power, kw—kilowatts, LS—local sale, me—megacycles, mo—modification, N.—night, SCA—secondary communications authorization, SH—specifies hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, ULA—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, **—educational.

New TV stations

ACTION BY FCC
Jackson, Miss.—John M. McLendon 12/1 as Tele/Mac of Jackson. Granted CP for new UHF on channel 35 (635-488 mc); ERP 13 kw. Ant. height above average terrain 332 ft., above ground 378 ft. P.O. address: Box 197, 330 Milner Bldg., Jackson. Estimated construction cost $328,300; first-year operating cost $176,000; revenue $186,400. Studio and trans. locations both Jackson. Geographic coordinates 33° 17' 50" north lat., 90° 15' 55" west long. Type trans. RCA TTV-1B; type ant. Jampol 3XZ-4-B. Legal counsel Prince & Paul, consulting engineer Willia C. Beecher, both Washington. Owned by John M. McLendon, who is 100% owner of WOJAC Jackson. 99.5% owner of WESN Birmingham, Ala. Action Aug. 26.

Albany, N. Y.—Mercury Media Inc. UHF channel 45 (606-002 mc); ERP 200 kw. Ant. height above average terrain 200 ft., above ground 321 ft. P.O. address: c/o Gerald T. Arthur, Box 1200, Albany 12201. Estimated construction cost $412,786; first-year operating cost $300,000; revenue $300,000. Studio and trans. both to be located in Glenmont, N. Y. Geographic coordinates 43° 7' 16" north lat., 72° 46' 20" west long. Type trans. RCA TTU-10A; type ant. RCA TPU-30D. Legal counsel Welch & Morgan, consulting engineer J. E. & Associates. Owners in Washington: Principals: Robert M. Robbins, Harold Thurman and David Landau (each 33 1/3%). Messrs. Robbins, Thurman and Landau are, together, applicants for new TV's in Connecticut. Mr. Robbins is in commercial finance. Mr. Thurman is financial consultant. Mr. Landau is electronics manufacturer. Action Aug. 26.

New AM stations

ACTION BY FCC
■ By letter, commission waived sec. 73.305(a) of overlap rules and accepted for filing application of Newberry Broadcasting Co. to increase daytime power of WNDY Newberry, Mich., from 200 w to 1 kw, continued operation on 1450 kc with 250 w, and joint applications for processing in normal course. Action Aug. 31.
■ By letter, commission denied request by Breckridge County Broadcasting Co. for waiver of sec. 1.568 of rules and returned its application for new station to operate on 1176 kc, 250 w, in Hardinsburg, Ky. Action Aug. 31.

APPLICATION
Williams, Ariz.—Grand Canyon Aircasters, 1240 kc, 250 w, 1 kw-L.S. U. P.O. address: 101 5th Ave., Scottsdale; Ariz. 85252. Estimated construction cost $7,210; first-year operating cost $24,000; revenue $25,000; Principle: John Howard Conner (66.67%); and Richard B. Gilbert (33.33%). Mr. Conner is president of bank. Mr. Gilbert is president of Aircasters Inc., broadcasting consultants. Action Aug. 29.

Existing AM stations

ACTION BY FCC
KFIZ Fond du Lac, Wis.—Granted CP to increase daytime power from 250 w to 1 kw, continued operation on 1460 kc, 350 w. Action August 31.

NEW CALL LETTERS ASSIGNED
F Chaton, Minn.—Foston Broadcasting Co. Assigned KERG.
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcasting, Aug. 31

ON AIR NOT ON AIR TOTAL APPLICATIONS FOR new stations
Lic. CP's CP's for new stations
AM 4,067 17 76 384 460
FM 1,433 29 78 211 222
TV-VHF 473 21 23 186 519
TV-UHF 92 31 99 99 192

AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, Aug. 31

VHF UHF Total
Commercial 518* 223 741
Noncommercial 70 81 151

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

APPLICATIONS

WKAL Greensboro, N. C.—CP to change frequency from 1510 kc to 716 kc, increase power from 1 kw, 250 w CH to 50 kw, install 150 kw antenna. Location to Brick Church Road, 0.25 mile East of Road #3845. Greensboro, N. C., and install new transmitter.

KNUI Makawao, Hawaii.—CP to increase power from 1 kw to 5 kw, and install new transmitter.

WLD Pompano Beach, Fla.—CP to change hours of operation from D to U using power of 1 kw day and night, change from DA-D to DA-G. Aug. 26.

New FM stations

APPLICATIONS

Fergus Falls, Minn.—Northland Broadcasting Corp. 98.5 mc, channel 243, 23.7 kw. Ant. height above average terrain 275 ft. P.O. address: c/o: Kingsley Murphy, 1821 Logan Ave. S., Minneapolis 55403. Estimated construction cost $33,000; first-year operating cost $21,316; revenue $21,316. Principal: Kingsley H. Murphy (100%). Northland Broadcasting is licensee of KOTE Fergus Falls. Aug. 25.

Magee, Miss.—Marvin L. Mathis, Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis, John B. Shelton Jr. db as South Mississippi Broadcasting Co. 107.5 mc, channel 268, 100 kw. Ant. height above average terrain 480 ft. P.O. address: c/o Marvin L. Mathis, Magee 426, Magee 39111. Estimated construction cost $45,789; first-year operating cost $11,000; revenue $16,000. Southeast Mississippi Broadcasting is licensee of WSC Magee. Aug. 29.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Bedford, Pa.—Fort Bedford Enterprises Inc. Assigned WAKM(FM). Ownership changes


KREL Corona, Calif.—Granted transfer of control of licensee corporation, Marietta Broadcasting Stations Inc., from The Bible Fellowship Hour, Warren Literature Crusade, William J. Roberts, F. Demcy Mylar and Donald Horton (each 20%) to William J. Roberts (100%). Action Aug. 24.

KIBC Ribault, Fla.—Granted renewal of license for WCTT-FM, licensee of Famous Star Stations Inc., from The Bible Fellowship Hour, Warren Literature Crusade, William J. Roberts, F. Demcy Mylar and Donald Horton (each 20%) to William J. Roberts (100%). Action Aug. 24.


KBBR Leadville, Colo.—Granted acquisition of control of licensee corporation, Continental Divide Broadcasting Co. by W. H. East (45% before, none after) through purchase of stock from Thomas T. Farley (45% before, none after) and John, Consideration $75,000. Action Aug. 24.

WKY Ventine Capital Corp. has option to purchase remaining 50%. Action Aug. 30.

WKRF(WF) Woodstock, Ill.—Granted assignment of CP for new FM from Robert A. James and Lloyd Bordenbaugh to McHenry County Broadcasting Co. to Angelo Joseph Salvi. Mr. Salvi is 100% owner of WULM-AM-FM Loves Park, Ill. Consideration $2,000. Action Aug. 25.

WBRT Badsworth, Ky.—Granted assignment of license from Lawrence Adams to Nelson County Broadcasting Co. founded by Ronald E. Feitly (40%), Donald J. Wickenburg, Charles Scott Cederholm and Thomas Lee Isaac (25 each). Mr. Feity is minister. Mr. Cederholm is president of WSVL Shelbyville, Ind. Mr. Isaac is news director for WATA-TV Marion, Ind. Mr. Wickenburg is owner of WCVT-Lincoln, Ind. Consideration $58,000 plus $13,000 noncompete agreement. Action Aug. 31.

WTTL Amherst, Mass.—Granted assignment of license from Augustine L. Savall to Dynamic Broadcasting Corp. owned by John E. Walk (50%) and Bernard M. Friedman (50%). Mr. Rich is majority stockholder in equipment-leasing firm, Friedman Advertising agency. Mr. Walk is president of Dynamic Broadcasting. Action Aug. 26.


WBTB Lansing, Mich.—Granted assignment of license to Frank Babcock, Mr. Babcock also owns 100% of Ann Arbor. Action is to eliminate one corporation. No consideration. Action Aug. 24.

WAAM Ann Arbor, Mich.—Granted assignment of license from Radio Ann Arbor Corp. to Dynamic Broadcasting Corp. owned by John E. Walk (50%) and Bernard M. Friedman (50%). Mr. Rich is majority stockholder in equipment-leasing firm, Friedman Advertising agency. Mr. Walk is president of Dynamic Broadcasting. Action Aug. 26.


WDIO(TV) Duluth, Minn. Consideration $1,755. Action Aug. 31.

KHP Aztec, N. M.—Granted transfer of control of licensee corporation San Juan Broadcasting Co., owned by Mrs. Horace Winter and Thomas A. Winter (100% before, none after) to Louis E. Eck (100% after). Transfer executed on same date as annexation of assets from XAEE Chama, N. Mex. to XEWC Aztec, N. Mex., owned by Krause Chame, N. Mex. Consideration $31,000. Action Aug. 25.

WDIV-


WPEG Winston-Salem, N. C.—Granted assignment of license from Forsyth County Broadcasting Co., owned by Charles G. Couch Jr. (30%), Central Broadcasting Co. and Burke County Broadcasting Co. (each 31%) and others, none more, to Jerry L. Noery and Mark B. Noery Co. is licensee of WCCG Belmont, and also 51% owner of Burke County Broadcasting Co. (each 31%) and others, none more. Transferee has no broadcast interests. Consideration $90,000. Action Aug. 24.


WKNY Beaumont, Tex.—Granted assignment of license and CP from Television Broadcasters Inc. to Essex Corporation. Essex is 95% owner of 24 independent television stations and five independent radio stations; 12 of the TV stations and one of the radio stations are owned individually, N. D. Williams, N. Carol., and Thomas S. Reed II, will become stockholders in Essex, thereby increasing concentration. Action Aug. 31.


WMMR Muncie, Ind.—Granted transfer of control of N. C. C. Central Broadcasting Co. from Muncie Journal Co., owned by Frank Russell (5% before, 60% after). Mr. Russell owns 100% of Muncie Journal. See WLSR Escanaba, Mich. above.

APPLICATIONS

WKUL Clarksdale, Miss.—Seeks relinquishment of positive control of Airmide Inc., parent corporation of licensee corporation Calhoun Valley Co., by Hudson C. Millar through sale of stock to general public. Ann. Aug. 29.

WIZA Ark.—Seeks transfer of control of Little Rock Broadcasting Corp., parent corporation of licensee KELR Little Rock, Ark., to its controlling stockholders. Its sole purpose is to facilitate sale and stockholders through issuance of additional stock to Medallion Pictures Corp. to be owned by Mr. Hunter, 100%. Transfer of control is not subject to the Act. Action Aug. 31.

WGAU-WMFM Augusta, Ga.—Seeks assignment of license from Garden City Broadcasting Corp. to WGAU-WMFM Augusta, Ga., owned by Robert W. Hunter Jr. (75%), Nancy W. Hunter (24%) and Constance C. Hunter (1%). Transferee is owner and operator of outdoor advertising company. Mrs. Hunter is employed in a general public capacity of Mr. Hunter’s company. Consideration $85,000. Ann. Aug. 31.

WAND(TV) III.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent corporation of WAND(TV) III, to Frederic Greg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. of Wyo. and general public. See KAYA Little Rock, Ark. above.

WAKY Louisville, Ky.—Seeks relinquishment of assignment of license to Charles County Broadcasting Co., owned by Charles County Broadcasting Co. of WSM Broadcasting Corp., to be owned by Mr. Hunter. Consideration $85,000. Ann. Aug. 31.

WFMShreveport, La.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent corporation of station FMShreveport, La., to Frederic Greg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. of Wyo. and general public. See KAYA Little Rock, Ark. above.

WSMD-WFMD Waldorf, Md.—Seeks assignment of license from Charles County Broadcasting Co., owner of Charles County Broadcasting Co. to John H. Glavey, Mr. Glavey will own 100% of the station. Mr. Glavey is a stockholder in WSM Broadcasting Corp. No consideration. Ann. A. 31.

XKVR Brainerd, Minn.—Seeks transfer of control of licensee corporation, KBXE Brainerd, Minn., to Frederic Greg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. of Wyo. and general public. See KAYA Little Rock, Ark. above.

XKWM Miss.—Seeks transfer of control of licensee corporation, KBMM Miss., to Frederic Greg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. of Wyo. and general public. See KAYA Little Rock, Ark. above.


KWEM Muskogee, Okla.—Seeks transfer of control of licensee corporation, Tri-Cities Broadcasting Co., to Mrs. J. William Wyo., Okla., High, guardian (100% before, none after) to Mrs. Stella Katherine Hoover (none before, 100% after). See KADA Ada, Okla. above.

KTHJ Latrobe, Pa.—Seeks assignment of license from Western Pennsylvania Broadcasting Co. to Fred A. Grewe Jr. Mr. Grewe owns 100% of Western Pennsylvania Broadcasting Co. As of this date he has no broadcast interests. Consideration $15,000. Action Aug. 29.

WMK Nashville.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent of licensee WMK Inc., by Frederic Greg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAYA Little Rock, Ark. above.

KSDK Breckenridge, Tex.—Seeks assignment of license from William P. Cooper db/a KADA Ada, Okla., to Gene A. Hutto (75%), Bennie A. Fossen (25%) and John W. Fox III (5%), to be owned by Mr. Hutto, Mr. Fossen and Mr. Fox. Mr. Fox is assistant manager. Mr. Fossen is president and general partner. Consideration $75,000. Ann. Aug. 31.
opinion, and ordered, denied (1) motion by Radio KHAI to enlarge, change, or delete issue, content, and scope of aforementioned pleading, Action Aug. 23.

**By order, commission is designated for hearing application of New FM Topeka Broadcasting Co. for new FM's to operate on channel 30 in Topeka, Kansas, to change facilities of KGYN, Topeka, to 390 kw, D, to 350 kw, D, to 125 kw, D, to 85 kw, D, to 1 kw, D, to 3 kw, D, to 2 kw, D, proceeding with applications of KWSK and KWSK-TV, both in Kansas City, Kansas, and KALL and KRDK, in Kansas City, Kansas, involving operation by KLoe; specified issues superseding those contained in proceeding; new order; and denied WCAU's informal objection to KGYN application. Action Aug. 23.**

**Commission, by Commissioners Hyde, Bartley, Lee, Cox, Lowinger and Johnson, on August 25 adopted order in Costa Mesa-Newport Beach, Cali., AM proceeding, granting requests of Pasadena Community Stations Inc. for waiver of sec. 1.301 of rules to accept its appeal from examiner's ruling, but with prejudice. Petition denied and examiner's order, denial of further extension of time to exchange exhibits, affirmed. Action Aug. 25.**

**Commission gives notice that June 27, initial decision which looked toward granting petition of Los Angeles Broadcasting Associates Inc. for operating privileges for new FM's in Meridian, Miss., to operate on channel 366, 97.1 mc, ERP 40.3 kw, ant. height 188 ft, became effective August 18 pursuant to sec. 1.276 of rules. Action Aug. 25.**

**By memorandum opinion and order in proceeding on application of Keith L. Reising to Broadcast Bureau for reconsideration of order of May 2000 reimbursement by Belco to Kentucky stations, dismissed with prejudice latter's application and granted Reising's application conditioned on, but with prejudice, proceeding, program tests will not be authorized until such time as good faith efforts to conform to rules. Action Aug. 25.**

**By memorandum opinion and order in proceeding an application of Emery O'Connor and Kops Communications Inc. for new FM's in Albany, NY., review board granted petition by O'Connor for reconsideration of, but with prejudice, accepted late filed petition, but denied his request to intervene in proceeding on behalf of O'Connor. Action Aug. 25.**

**By order in proceeding on applications of New FM Topeka Broadcasting Co. and Sikeston Community Broadcasting Co. for new FM's to operate on 97.7 mc in Sikeston, Mo., review board granted joint motion for reconsideration of approval of agreement whereby Sikeston would pay Belco $4,500 for partial expenses incurred in prosecution of its application for return of its withdrawal; dismissed with prejudice, Sikeston application; granted Semo's application; and terminated proceeding, Member Nelson not participating. Action Aug. 25.**

**DESIGNATED FOR HEARING**

**By order, commission is designated for hearing application of The Plains Broadcasting Co., to change facilities of KGYN, Guyana, Okla., from 1220 kw, 1 kw, D, to 1570 kw, 1 kw, D, to 1 kw, D, proceeding with application of WKBK Broadcasting Co., of Columbus, Ohio, involving operation by BLoe; specified issues superseding those contained in proceeding; new order; and denied WCAU's informal objection to KGYN application. Action Aug. 23.**

**By order, commission is designated for hearing application of Reporter Broadcasting Co. for new TV's to operate on channel 38 in San Francisco in consolidated proceeding with application of Bay Broadcasting Co. seeking same facilities, and specified issues superseding those contained in proceeding; new order, and denied WCAU's informal objection to KGYN application. Action Aug. 23.**

**By order, commission is designated for hearing application of Reporter Broadcasting Co. for new TV's to operate on channel 28 in San Francisco in consolidated proceeding with application of Bay Broadcasting Co. seeking same facilities, and specified issues superseding those contained in proceeding; new order; and denied WCAU's informal objection to KGYN application. Action Aug. 23.**

**Memorandum opinion grants Examiner's application for reconsideration of order which disallowed KALW's application for license; disallowed petition by KALW, and disallowed its appeal and affirmed review board granted applicants' petition for reconsideration of order. Action Aug. 25.**

**Memorandum opinion grants Examiner's application for reconsideration of order which disallowed KALW's application for license; disallowed petition by KALW, and disallowed its appeal and affirmed review board granted applicants' petition for reconsideration of order. Action Aug. 25.**

**In proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc., Grants Pass, Oregon, review board granted petition by Broadcast Bureau to extend time to Sept. 25 to file reply to petition by Bureau to dismiss issues. Action Aug. 25.**

**By memorandum opinion and order in proceeding an application of Emery O'Connor and Kops Communications Inc. for new FM's in Albany, NY., review board granted petition by O'Connor for reconsideration of, but with prejudice, accepted late filed petition, but denied his request to intervene in proceeding on behalf of O'Connor. Action Aug. 25.**

**By order in proceeding on applications of New FM Topeka Broadcasting Co. and Sikeston Community Broadcasting Co. for new FM's to operate on 97.7 mc in Sikeston, Mo., review board granted joint motion for reconsideration of approval of agreement whereby Sikeston would pay Belco $4,500 for partial expenses incurred in prosecution of its application for return of its withdrawal; dismissed with prejudice, Sikeston application; granted Semo's application; and terminated proceeding, Member Nelson not participating. Action Aug. 25.**

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BROADCASTING, September 5, 1966
Sales

Sales-(cont'd)

Top FM sales management job Madison, Wis. Our AM station first in pop, our FM first in good music. Need creative FM sales director. Opportunity for top pay, excellent living conditions, advancement with our WIBI/ Mich. 7 station group. WISM Madison, Wis.

Lansing, Michigan is a great place to raise a family while working with a key outlet of a 7 station group. Guaranteed salary with commissions. Start with many producing accounts. Complete fringe benefits. Send photo and resume to Box 352, BROADCASTING.


Immediate opening for salesman with established production account. Must be young, yet honest and sincere. Guaranteed salary, plus commission. Greatest opportunity of your career. Send photo and resume to Box 356, BROADCASTING.

Young creative salesman needed that is qualified to grow in a medium size city market. Small market station. Excellent opportunity for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Stateville, North Carolina.

Daytime radio station located on the beautiful eastern shore of Maryland about 50 miles south of Washington, D.C. Needs sales man or woman. Contact David Bradsher. The Key Stations, Radio Bldg., Radio Road, Stateville, North Carolina.

1st phone dj, medium market. Box H-141, BROADCASTING.

Experienced first phone, beautiful Utah. 2 station. Tape, resume. Box H-143, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Within 150 miles NYC. Some station experience. MOR. Salary open. Box H-221, BROADCASTING.

Announcers for new FM operators in New England. Must have rich, mellow voice, and broad range of musical background. Send resume, photo, and audition tape. Box H-301, BROADCASTING.

Personality for middle-of-road medium market Ohio station. Good pay with extra benefits. Send resume, photo, resume. Box H-398, BROADCASTING.

Announcer—first phone required for metro market contemporary music format on all nights. Shifts. Good salary and working conditions. Send tape and details to Box H-310, BROADCASTING.


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- SITUATIONS WANTED 25¢ per word—$2.00 minimum
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- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Mail replies c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer, top salary. Box H-247, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Have station, need management! Can you turn $60,000 a year small-market daytimer into an important part of the community at a profit? If you can, we should get together. No hurry about change. Write all first in care of Box 62, BROADCASTING.

General manager position open in a major market 50,000 watt station—group operation. Salary and incentive basis. Replies confidential. Box H-271, BROADCASTING.

Opportunity for an experienced station manager with proven personal sales-producing background. Must be willing to handle majority of sales personally, as well as manage. Include resume and salary requirements in first letter. All applicants contacted in confidence. Write Box J-13, BROADCASTING.

Sales manager for leading quality ABC radio station in a medium size University city in south. Competitive market. Opportunity for proven salesman. Excellent living conditions. Definite possibility to move up to general manager. Only top sales producers feel they are ready. Complete fringe benefits should apply. Box J-45, BROADCASTING.

Sales

Detroit—Sold salesman—proven track record—management capability—multiple group—good market—salary, plus—Box F-18, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Experienced salesman for top station in growing N.Y.S. market. Excellent earnings plus benefits. Mail resume immediately. Box H-279, BROADCASTING.

Five figure income for sales pro. Massachusetts. You must have our number one sales man. Good base of active accounts to get you started. Send resume to Box H-229, BROADCASTING.

Experienced, young and ambitious salesman for a rapidly growing station. Drawing account plus commissions. Box H-347, BROADCASTING.

Take-charge, self-starting sales manager needed to build sales staff in NBC Network for NBC 350.00. If you are the man we choose you will receive base, commission, override, stock option plus other fringe benefits. Box J-67, BROADCASTING.

If you like small town living but large market salary we offer this unusual combination. Offered, start up stock options to salesman that can produce. 704-632-4314.

Anuncios—(cond’t)

Immediate opening for announcer who would also like sales. A good small midwest station located 15 miles southwest of city. Call Manager, KLEX, 816-226-3232.

Anouncer for middle of road station with bright sound. Immediate opportunity for ambitious and capable in successful FM operation. Salary based on experience and ability. Established group operation. A permanent position for a talented individual. Write KMNS, P. O. Box 1150, Moline, Illinois $1100 or Call Ted Laurs, at 712-258-3628.

Combination announcer-salesman opening immediately. Send tape and resume to Dallas Broadcasting, 1515 Platte Television, Inc., KNOP Radio, P. O. Box 246, North Platte, Nebraska.

Want announcer with 1st phone. No maintenance—office. Top of the line clean, new building in large town of 25,000. Good salary, good hours. Call or write KOAM Radio, Pittsburg, Kansas.

West Texas kilowatt daytimer in single market wants first phone announcer. Light traffic, good location, modern, familiar with experienced applicants. Immediate opening. Contact Chuck Martin, Manager, KTFO, 1114 Texas, Plainview, 806-292-1102 or Plainview 8-3221.

Immediate need for experienced top 40 rock format announcer. Select one to work as near middle-road. Versatile—one or two public appearances—yes. Public appearance—yes. Initially 6-12 midnight. One week in New York for the World Music Pepper, KXKL RADIO, Butte, Montana, Box 3560 or call 406-877-9111.

Immediate opening for experienced announcer with 3rd endorsed. Send tape and resume to WASA, Havre de Grace, Maryland.

Anouncer-copywriter who can service accounts. Good opportunity to break into sales. Established station in a good small market. Write Evens, WMBR, Illinois.

Florida—Lively formatted, adult station needs bright morning man immediately. Shiny-radios, good exposure. Good salary increases. Rush tape, resume, first letter to WDAE, 101 North Tampa Street, Tampa, Florida.

If you have a first class license and if you have a voice, you may have the opportunity of becoming the advertising man. A 5000-watt daytimer with FM facilities in Kingston, N. Y., has an immediate opening. Salary is a range from $100 to $125 depending upon experience and qualifications. Benefits include vacation pay and insurance. Three-week vacation, paid medical and hospital plan, paid life insurance. Excellent opportunity in the radio or TV owned by parent organization. Will be under the supervision of Harry M. Thayer, President, WQCG Kingston, N. Y. Send tape.

Immediate opening chief engineer-announcer combo operation. $600 month. WQYM, Greenville, Mississippi.

Down-state Illinois kilowatt, in modern, prosperous city has desirable opening for showmanship announcer. Must be familiar with both modern and adult music. Be able to keep things moving with tight production. Sell on the air for advertisers, help create a record for the station for prospective, established fulltime line. Excellent pay. Send tape and photos to WRMN, Kankakee, Illinois with details of experience, references, tape.

Need beginning announcer or with endorsed license, no experience one returning to college. Ability to read and knowledge of good copy required. Write Al Bowman, WLNT, Littleton, New Hampshire.

Experienced staff announcer with broadcast experience. Large station in major market. Send tape to WRUL, WMBS Radio, Box 688, Uniontown, Penna.

Good voice. Some selling. Contact D. Sturgeon, WFPF, Park Falls, Wisconsin.

Sports-caster-announcer needed for expanding station moving into FM facility. Need solid sports knowledge. Send resume to WMAK, 125 Union Ave., Defiance, Ohio to work day-time shift. Call collect WSLJ Ogdenburg, New York, (315) 391-7675.

Annuncios—(cont’d)

Immediate opening for experienced announcer at AM-FM station going to work next month. Send resume and details of experience to WVWS, Box 231, Somerset, Penna.

Modern country western, 24 hour operation needs announcer with broadcast experience. Solid production voices apply. WXCD, Peoria, Illinois 309-671-5113.

Midwest openings for announcers, engineer and salesman with expansion and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Experienced announced staff wanted for new tall tower licensed thousand watts FM station opening in early October. Extra good salary increases. Variety of people who can help out-program AM stations with an AM format on FM frequency. Especially need a country music announcer with format approach rather than "howdy friends and neighbors." No bluegrass. Also especially need mature MOR announcer with desire to do part new gathering looking toward more development in news. Salaries are open and dependent on experience, ability but will range upward from $110 per week. This separately programed station is a part of group ownership with financial ability to operate with best programming regardless of income for next few years. Mostly interested in people from Oklahoma, Kansas, Missouri, or Arkansas. Employment begins right away and contract will personally interview before final employment. Contact J. A. Shepherd, Box 309, Moberly, Mo. Phone 816-315-3150.


Experienced announcer needed immediately. Good pay, Good hours. Good location. Call 414-835, Kernst C. St, Milwaukee, Wisconsin.

Country music personality. Not a character, but a person. Salary needed. Opportunities also. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, N. C.

Bright morning man needed, middle of the road format—three hours air time and the work week. Opportunity. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

Technical

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunities. Contact Engineering, East. Box F-245, BROADCASTING.

Need assistant chief engineer for 50,000 watt stereo FM and directional AM. Also two first phone holders. (Beginners trained). University city—excellent chance to work while attending school. Call 292-3484. No collect calls. Box H-215, BROADCASTING.

AM-FM operation—update New York—needs experienced first class ticket. Strictly engineering position to replace retiring chief if you qualify. Box H-254, BROADCASTING.

First class licensed engineer with experience for AM-FM combination radio station. Box J-20, BROADCASTING.

Engineering—strong on maintenance, some board work, announcer experience not necessary. Box H-235, BROADCASTING.

Chief engineer—Imaginative, reliable. Assume responsibility getting Honolulu’s new FM on the air. Get set. We have WKBG Prolog automated. Locally owned. References required. $5500. Contact President, KNMC, 150-8, Punahou Road, Honolulu, 96819.

Stuart Station KMNS 1 kw-directional—needs a first class announcer. Send resume to Harley Engle, KMNS Radio, P. O. Box 287, Sioux City, Iowa 51102 or call 712-277-2221.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.


Broadcast technician-engineer for top AM-FM-TV station. FCC first required. Send resume to Technical Director, WHEN, Inc., 200 West 1st St., New York, N. Y. 10013.

Wanted immediately—Chief engineer—Excellent salary. Write WELV, Ellenville, N. Y. or phone: J. Elkis, 914-647-5717.

Radio broadcast engineer, full time employment. FCC first-class license. FM hours. WKBV, West Wayne, Indiana. Call Dick Miller 743-3366.

Broadcast chief engineer, with first class ticket, experienced in one or more country stations, no board, no announcing, 1 kw day and 0.25 kw night in stable, ideal Wilmington, Delaware. Full charge with apprentice for remotes. Experience and references essential. Top salary and ability required, first letter or call: Radio Station WILM, Kisting B. Hawkins, President, 230 King Street or (302) OL 4-7771.

WYKA Radio is seeking experienced first class operator. No announcing. Top salary plus fringe benefits. Excellent opportunity for right man. Send resume and letter to: Robert L. Wilson, Box 426, Lewistown, Pa.

First phone; night board shift; maintenance; excellent opportunity for right man. Write or call: Joseph Baade, President. Radio Station, WOKR, Andover, Illinois.

Engineers: Immediate opening for two engineers—one combo and one maintenance man. 40 hr. week. Call collect 812-353-3292.

Combo engineer-announcer needed for a country music show. Excellent opportunity with many benefits for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

NEWS

Northern New Jersey station with active and established news department seeks a newsman—gather, write and deliver. Send tape, resume, and salary expected. Box H-226, BROADCASTING.

Immediate opening for experienced news director in N.Y.S. Start $150 weekly. Box H-281, BROADCASTING.

News director, $540.00 plus per month. Prefer college graduate. Excellent opportunity. Tape and letter to KBIS Freeport, Texas.

Immediate opening for local newsman for WELV, Ellenville, N. Y. Call or write Al Dreeser, 140-731-1200.

Engineers: Immediate opening for two engineers—one combo and one maintenance man. 40 hr. week. Call collect 812-353-3292.

Combo engineer-announcer needed for a combo show. Excellent opportunity with many benefits for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

UHF-TV needs newsman. Our last news director moved to another market. If you can deliver, send photo, tape, resume to Don Tillman, President, WTAFF-TV, P. O. Box 681, Marion, Indiana.

Capable newsmen with good voice, to write local news, In-depth reports and editorials. No experience—five and one half day week. Good pay, fringe benefits. Write Community Incorporated, Box 231, Sterling, Illinois.

Additional new editor for 5 kw fulltimer. Write Al Dreeser, WYKA, Ellenville, N. Y., in larger department or recent grad. with journalism background. Outstanding opportunity at 1965 "Community Service" winner in New Jersey. Excellent opportunity to grow with station. Must work with pros ... not afraid to experi- tament. Write or call: 914-647-5717. Send tape, resume and salary requirements to David A. Moss, General Manager, Box 1556, Princeton.
Production—Programming, Others

Operations manager—To take complete charge of all station operations. Midwest, long established AM/FM. Must have 1st class licence and be effective in supervising all operating personnel. State detailed experience and salary requirements first letter. Box H-302, BROADCASTING.

Permanent staff announcer for Cape Kennedy modern town and country station. Deep voice, good production who can do top job of programming the lively Nashville sound. Top 40 background preferred. Reply to Box J-34, BROADCASTING.

Expansion creates need for announcer/copy-writer. Excellent education. Excellent salary and opportunity for professional growth. Send copy samples and resume to Box J-84, BROADCASTING.

Program director with managerial potential, and announcer needed immediately for 500 watt up-tempo MOR daytimer in half-mil. market. Must have two years experience in MOR and opportunity for advancement with growing operation. TV and radio group. Send resume and air check to Lee Leisinger, WMXK, 358 Joe Call Road, N.W., Grand Rapids, Michigan.

RADIO

Situation Wanted—Management

40-to-50 years—now 6 years FM years. Radio—formerly TV-radio sales manager—complete background in college phóng TV or radio management or sales management. Box H-306, BROADCASTING.

I have experience in management, integrity, success, all phases of the business. Excellent references and proven track record. Will relocate. Box J-49, BROADCASTING.

General manager—Strong on sales, former metro-market news director. Now station manager in one of nation’s largest market of 7,000. Young, aggressive family man, with success in small market that prefers small western market. Let me explain my qualifications further. Box J-38, BROADCASTING.

General manager available for TV/radio operation interested in area with potential for future expansion. Excellent references and proven track record. Will relocate. Box J-49, BROADCASTING.

Sales

Attention Rio Grande Valley, southern Arizona, California. Must winter south. Can fill through fall, holidays, your spring run. Check out our account service—name it. 25 years experience. Excellent references and proven track record. Will relocate. Box J-31, BROADCASTING.

Situations Wanted—Announcers

If you’re looking for a nice, mellow style talk, production audibles type, you’ll be interested. If you’re looking for a talk man with enthusiasm, life, zest, skill, dynamic style and controversial personality are needed. Send resume immediately for audition tape. Box H-287.


First phone rockster personality. Equally strong, engineering background. Ambitious. Mantle. Box H-327, BROADCASTING.

Major market Negro DJ. College degree. Good production, ratings builder, any slot. Young, highly qualified. R&B, pop, Jazz. Box J-38, BROADCASTING.

World’s loudest DJ! Loucy with listeners! First phone: Over 500 audience in five station market. Selected president of nut. Must be able to fill spot immediately for board shift. Box J-5, BROADCASTING.

Announcers—(Cont’d)

New Jersey area: Radio or Television, native son seeks permenancy. Deep voice, family-owned radio. Third ticket $150.00. Box J-6, BROADCASTING.

Young dj/news caster. Authoritative, seeks position middle of road. Box J-14, BROADCASTING.

100,000 AM watts background! Entire continent of Europe is audience! For two years serving my military obligation in Germany, proud, and voiced weekly documentary for American Forces Network. Winter vacation and sportscast. Total four years well rounded experience. Feel ready to move into very good position preferably New York, New Jersey. Am 25, married, college educated. Being discharged September 30th. Have prepared very interesting tape worth hearing. All I need is your address. Box J-23, BROADCASTING.

Disc jockey—announcer—authoritative newscaster—experienced. 20 years old. Will relocate. Box J-24, BROADCASTING.

Broadcaster would like general radio position. Broadcast school graduate—college. Those liberal enough to hire a Negro write Box J-25, BROADCASTING.

DJ/announcer MOR. Recent grad N.Y.S.A.S. 2nd endorsed, will work hard. Tape resume, photo on request. Box J-38, BROADCASTING.

Top 40 dj, third endorsed, tight board, experience. Box J-23, BROADCASTING.

Country program director—15 years top 40 and country music background. PD and personality in top 20 markets. Network and production experience. Humorous know country music. First phone. Box J-33, BROADCASTING.

staff announcer: 19 years experience all phases. Must be good music station. No experience past Box J-33, BROADCASTING.

If swing is operation, are you within 50 miles of N.Y.C.? Then get what happening—young, 3rd endorsed, trained, experience, news and music. Must pass 46 only. Box J-35, BROADCASTING.

Two responsible radio men looking future! Experienced all phases! 1st phone—ability and initiative! Family men—Best references. Box J-32, BROADCASTING.

DJ/announcer—Authoritative newscaster. 27, married, college graduate, completed. Third phone. Box J-54, BROADCASTING.

Attractive personality pro. Broadcaster Female. Third phone broadcast endorsed. Can write, produce, dj and your right hand if need be. Available immediately. Box J-56, BROADCASTING.


Hard working sober middle age man. Experienced in all phases of the business. Excellent references and proven track record. Will relocate. Box J-39, BROADCASTING.

Experienced top 40 dj with third ticket does fine. 1st phone, $150.00 weekly. Terry J. Knight M0Hawk 3-4543, Hutchinson, Kansas. Presently employed.

First phone dj—experienced—top 40 or M.O.R.—draft exempt. Call 313-472-3587.

Cress a Box Confrister with a Volkswagon? I don’t know what you get but it’s hard to get parts for it! Hard to get rare combination, morning personality with five years commercial experience. Western MS/BS BS degree. First phone. 301-MU 6-1883. Box J-52, BROADCASTING.


Technical

Top-notch entry with full management potential. Directinal; construction, maintenance engineer. Can sell. Box H-338, BROADCASTING.

Technical—(Cont’d)


NEWS

Gentlemen: I write, gather and deliver good news, exciting news, and salable news. Experienced in radio and TV. Box J-60, BROADCASTING.

Experienced newsmen wants to join news-conscious operation. College graduate. Box J-58, BROADCASTING.

Production—Programming, Others

Aggressive administrative assistant—Traffic—Midwestern personality—currently employed $150.00 Box J-1, BROADCASTING.

Programming—Administration—Plus personality. Presently employed. Birthday director. $150.00 Box J-27, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to commercials, news, better music. Box J-31, BROADCASTING.

15 years major market, deally and program direction-Sold on both radio and TV programs. Sales—oriented. Box J-39, BROADCASTING.

Over 16 years experience in television. Presently an executive producer with major station in large market. Wish to relocate. Box J-53, BROADCASTING.

Attention Hawaii—Two experienced radio men, an excellent program/music director and a great producer for a station with a wide portion that pays well anywhere in the world. Reply to Box J-26, BROADCASTING. Send resumes and tape requests mail to NP Productions, 1716 Strong Avenue, Stevens Point, Wisconsin 54482.

Girl with 3rd—news gathering—Woman’s Traffic—family. Box 285, New York City, 10008.

TELEVISION

HELP WANTED

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. Replies to Box J-138, BROADCASTING will be given strictest confidence.

Announcers

KWTX-TV seeks mature, experienced, experienced camera announcer for staff duties. Prefer man with southwest background and adequate knowledge of area sports. Mail letter of application and recent photo along with audition tape and/or sound on film to Ralph Webb, P. O. Box 1126, Waco, Texas.

Need good stable young man to take over our sports department and work TV booth shift. Excellent opportunity for radio man wanting television experience. Must have good appearance and ability to deliver commercial copy. Send tape, photo & resume to: Al Rowe, Production Director, WMBL-TV Columbus, Georgia.

Announcer—Due to planned live programming expansion, we are seeking a young person with commercial television experience who is capable of handling live commercial announcements and hosting live commercials for our market television stations. Send video tape and current resume to: Production Manager, WJAE-FM Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202, An equal opportunity employer (M/F).

Technical Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-148, BROADCASTING.
TELEVISION—Help Wanted

Technical—(Cont'd)

Chief engineer. Excellent opportunity available for an experienced chief engineer to assume technical and administrative responsibilities for engineering dept. of a major market network affiliate. Must have remote control experience and substantial local live color program experience. For an excellent starting salary and fringe benefits program to the person selected. We prefer a graduate engineer. Salary and benefits, who is under 45. Send detailed confidential resume to Box J-14, BROADCASTING. An equal opportunity employer.

Wanted: Experienced television technician with 1st license. Send detailed resume to: Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Transmitter supervisor needed immediately for mountain-top location, good pay and working conditions. Must be qualified to maintain FM transmitter, mobile equipment. Call collector, Charles Upten, 302-652-1515, KRDQ, Colorado Springs, Colorado.

Operator with 1st class license. No maintenance. Good pay. WATE, Waterbury, Conn. 203-755-1121.

Tired of snow and bad weather? Central Florida VHF has opening for engineer with first experience. First year salary $4000 plus. Immediate opening. Send resume and recent photo to: Daniel, WPTV, Box 3790, Orlando, Florida 32805.

Wanted immediately—Studio technicians with 1st class license. Top wages. Large market. Contact Arthur Smid at WGRT-TV, Flint, Michigan. 313-239-6611 collect.

Assistant director of broadcast engineering needed to: Supervise and staff the operation and maintenance of all equipment for the radio and television stations to design special television projects; to coordinate the activities of an expanding department. Requires first phone license and combination of education and experience totaling 2 years with a degree preferred. Send resume with salary Information to: Box 374, Morrill Hall, Minneapolis, Minnesota 55455. University of Minnesota.

Opening now with midwest major market group station. Experienced maintenance, operations, first class ticket. Extensive remote help, top working conditions, benefit. P.O. Box 6927, Parklawn Station, Milwaukee, Wisconsin 53216.


NEWS

A new, progressive news department seeks young, hustling newsman with some on-camera experience, a knowledge of equipment, and a nose for news and features. Morning newscast, film assignments, and some supervision duties. Well-equipped, local color, good pay. Immediate opening. Send resume and video tape to: Dick Ray, News Director, WFRV-TV, Green Bay, Wisconsin.

Production—Programming, Others

Television director needed to fill position of creative, imaginative, production minded, professional, with significant opportunity for advancement. Please send resume, references, and salary requirements to Box H-340, BROADCASTING.

Program director—operations manager to supervise entire program and production area, including public affairs, film, continu¬uity, traffic, studio and their activities, and have operating experience as well as supervision. Salary available. Refer to Box M-13, BROADCASTING.

Television engineer seeking position in ETV, installation, and maintenance experience in UHF, FM, TV. Box J-35, BROADCASTING.

Television transmitter maintenance man or chief engineer radio, 25 years experience. Wish to locate in Southeast. Francis L. Harr, Box 118, Columbia, South Carolina 29214.

WANTED TO BUY Equipment—(Cont'd)

Used equipment: Radio. Television. Any age or condition. Top prices. Box J-2, BROADCASTING.

Wanted: A "retired" Gates SA-38 limiter. Give complete model number and serial number. KJBC Radio, Midland, Texas.

FOR SALE Equipment

Television radio transmitters, monitors, tubes, microphones, cameras, audio. Electofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliax, Strophen, Spiroline, etc. Also rigid and semirigid in stock. New material. Write for list. Sierra-Western Electric, 950 Wilcox, Willow and 24th Streets, Oakland, Calif. Phone 415-333-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pick up. Will be sold (lot: 1967, Call Chief Engineer, WNYS-TV, Channel 9, Shoppings Lyn, Syracuse, N. Y. 13214. 446-7860.

Gates remote control model M-4598 for any non-directional AM or FM transmitter. All essential functions. Good operating condition. First $3000. P. O. Box 251, Peterborough, Va. 23803.


Portable battery tape recorder (4 lbs.) with broadcast quality, solid state, for salesmen selling air time or covering news events at the scene. Ten days test and used at our station. Ten days money back trial, 90 day warranty. Willing to trade this machine for a Hallicrafters MT-10. Half price. $30.95 pre-paid. Will be sold as is. Buy you ever made in radio equipment. Send check to: W.L.Y.P. Electronics, Franklin, New Jersey.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless of age or condition. Audovox, 4310 S.W. 75th Ave., Miami, Florida.

1—TG 12 RCA sync generator. Very good condition. $1,400. 1—TS 20 A RCA video switcher. Very good condition. $1,600. Call Chief Engineer, WYAH-TV Portsmouth, Virginia, telephone 363-6001.


Gates modulation monitor, good condition. MO-3630, with remote meter. $250.00. KOCH, Cherokee, Iowa.

For sale: Collins 10 kw, FM transmitter, 31-bay antenna tuned to 105.9. WFXM, Elmwood Park, Illinois. Phone 312-943-7474.


Check our listings for your equipment requirement. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

TELEVISION—Help Wanted

Production—Programming, Others

Continuity writer—opening for a young college graduate capable of creating original continuity. Excellent opportunity for major market live television and radio programs. Send resume, 5 recent samples of writing to Box J-26, BROADCASTING. An equal opportunity employer (M/F).

Good solid promotion man or woman able to run all sales and promotion activity in our station. Send complete resume to Box J-47, BROADCASTING.

News & commercial photographer wanted for small market live television or radio operation. Please located mid-Atlantic area. Experienced XF650AF and silent, stills, processing. Send resume, references, photo to Box J-31, BROADCASTING.

Television technical writer—opening for WOKR, Channel 13, Rochester, N. Y. Although not necessary, experience desired in lettering, hot-print and graphic design. Send resume or resume and cover letter to Mr. Friedman, 17 Clinton Ave., S., Roches N. Y. 175-646-6282 weekdays between 9 & 5.

TELEVISION

Situations Wanted

Technical

EB engineer looking for chief or assistant, 14 years experience, xmr., studio operation, maintenance, Camera. Also experienced with tape recorder, AM, FM. Subondrinker. Not a floater. Box H-358, BROADCASTING.

Seeking a transmitter superv. 10 years experience, BBC (directional). FM (stereo) microwave, maintenance and proofs. Box J-8, BROADCASTING.

Seeking position as chief engineer or supervisor of an ETV station. Please list experience in maintenance, operation, installation, Technical-Engineer graduate. Box J-49, BROADCASTING.

Engineer seeking position in ETV. Installation and maintenance experience in UHF, FM, TV. Box J-35, BROADCASTING.

Television transmitter maintenance man or chief engineer radio, 25 years experience. Wish to locate in Southeast. Francis L. Harr, Box 118, Columbia, South Carolina 29214.

NEWS

13 years experience can be at your disposal. Now directing Amateur TV department. To arrange interview at R.T.N.D.A. Convention write Box H-390, BROADCASTING.

Production—Programming, Others

Presently employed, married, college graduate, 7 years TV experience, film director, program operation & production—administration. Film buying, Seeks challenge in programming with opportunity for advancement. Box H-362, BROADCASTING.

Creative position for imaginative art assistant/photographer. Production background. Box H-392, BROADCASTING.

Operations—program manager. Sixteen years experience. College graduate looking for challenging position with future. Hard working person. Box J-3, BROADCASTING.

Programming—production director wishes better opportunity and relocation. 10 years experience and commercial, ETV, top stations. Excellent background all phases. B.A. & M.S. Box J-13, BROADCASTING.

Film director—Experienced. Supervisory, administrative. Booking, scheduling, programming, editing. Available now. References. Box J-56, BROADCASTING.

WANTED TO BUY Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

We buy worn-out oscillating tubes, 10 kw output. We buy freight. Sharon Machinery Company, 49 Gilbert, Quincy, Mass. 02169.
INSTRUCTIONS

Continued

Be sure to write, BROADCASTING INSTITUTE, Box 491, New Orleans, for radio announcing careers.


See our display ad under Instructions. Don Martin School of Radio & TV.

CATV Executive

Listed company expanding CATV operations. Desires experienced executive with CATV and/or broadcast experience. Will be responsible for public relations, marketing, system promotion, and franchise and system acquisition. Send resume and current salary in confidence to: Box J-62, Broadcasting.

UNUSUAL OPPORTUNITY FOR CREATIVE WORK IN PUBLIC RELATIONS FOR MAJOR AIRLINE IN NEW YORK

Successful applicant will develop publicity programs based on real accomplishments geared to TV and Radio coverage and will assist others in aggressive all-media effort to building reputation, identity of dynamic company. Solid radio-TV and/or newspaper background required. Send resume to: Box J-68, Broadcasting. Equal Opportunity Employer.

INSTRUCTIONS

Continued

SALES—(cont'd)

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience preferred. Excellent opportunity and advancement. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-269, Broadcasting.

SALES ENGINEER

BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Excellent salary, commission. Excellent company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

NEWSMAN

For major SE market. Good voice essential. Excellent salary, facilities and company benefits. Will consider training. Excellent voice. Our employees know of this ad. All replies confidential and will be answered. Send resume to:

Box H-307, Broadcasting.

PRODUCTION MANAGER WITH FIRST TICKET

Must be skilled cross-media producer. Must be trained in equipment. Must be versatile. Must be skilled in studio and field. Must have proven record in preparation and delivery. Must be familiar with broadcast and cable TV. Must be able to create and produce top quality spots. Must have proven ability to sell. Must immediately be able to handle new accounts. Must immediately be able to handle new arrangements. Must be immediately available. Send resume to:

Box H-303, Broadcasting.

PERSONNEL CONSULTANT

Strong programming background and understanding of management required! Must be skilled cross-media producer, with ability to create and produce top quality spots. Must immediately be able to handle new accounts and new arrangements. Must be immediately available. Send resume to:

Box H-307, Broadcasting.

ANNOUNCING PROGR.

PRODUCTION—Programming, Others

ANNOUNCING, PROGRAMMING, FIRST PHONE, ALL PHASES ELECTRONICS. THOROUGH, INTENSIVE PRACTICAL TRAINING. METHODS AND RESULTS PROVEN. FREE PLACEMENT SERVICE. ALLIED TECHNICAL SCHOOLS, 207 MADISON, MEMPHIS, TENNESSEE.


JINGLE-PACKAGE SALESMAN!

IN YOUR present territory you can add $500 to $1,000 a month to your income! No contract involved. Radio must. Write, giving territory covered. All replies confidential.

Box J-11, Broadcasting.

Help Wanted—Sales

ANNOUNCING PRE-REQUISITES.

"Hi Re! And Here's Why"—First phone license in (6) weeks—and we guarantee it. Tuition only $255. Rooms 80-91 per week. Classes begin Nov. 11. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

ANNOUNCING, PROGRAMMING, FIRST PHONE, ALL PHASES ELECTRONICS. THOROUGH, INTENSIVE PRACTICAL TRAINING. METHODS AND RESULTS PROVEN. FREE PLACEMENT SERVICE. ALLIED TECHNICAL SCHOOLS, 207 MADISON, MEMPHIS, TENNESSEE.

PERSONNEL DIRECTOR

Expanding operations and upgrading of staff cause an established group broadcaster (radio, TV, CATV) to seek a man qualified to conduct a training and improvement program, including personnel recruitment and evaluation. Knowledge of broadcast job functions is desirable, but consideration would be given teaching experience in business administration at college level; teaching and administrative experience in educational television; public relations; or personnel experience in a well developed program in other corporate fields.

Address Mr. James Yager, Cosmos Broadcasting Corporation, Post Office Box 367, Columbia, South Carolina 29202.

RADIO

Situations Wanted
NEWS

AWARD-WINNING NEWSMAN

Now with Network O&O seeks affiliation as news director (with progressive broadcasting operation). West Coast/South/SW/East Coast $12,000 yearly minimum. Box J-13, Broadcasting.

TOP JOB FOR TOP MAN

UHF Group Seeking
TECHNICAL DIRECTOR

Our man is now probably a Chief at a TV Station in a small to medium market where he supervised the installation of equipment he helped select. He planned and supervised building construction and layout. He knows TV production in all its phase by direct participation. He is qualified to select, build, and operate the most efficient plants attainable. He is a practical engineer. Reply to:

Box H-148, Broadcasting.

TELEVISION—Help Wanted

SPORTS PERSONALITY, REPORTER

Top ten VHF station needs a young air personality with a sports background to dig out the stories and side bars, develop and present them on the air. Must be able to work with a film crew. 100 percent of the time devoted to sports with emphasis on reporting.

Send photo, detailed resume of reporting experience, salary requirements and if available a sample film or videotape:

Box H-353, Broadcasting

STAFF EXPANSION

Excellent opportunity for technicians to join large New England TV station during major color program expansion. Opportunities to those qualified in all phases of engineering, including studio, Master Control, remotes and video tape.

Send resume to:

Box J-16, Broadcasting

Management

Top Three Market
TV station (UHF) looking for dynamic, experienced manager, and also a sales manager, well versed in all phases of TV selling.

Write Box H-336, Broadcasting

Full resume.

TV PERSONNEL CONSULTANT

Solid opportunity for experienced TV General Manager or Operations Mgr. to consult station clients on personnel. Top earning plus profit sharing! Ron Curtis-312-337-7939 Nationwide Broadcast Personnel Consultants

Announcers

Station Announcer/Weather Man

Top ten VHF market station needs a staff announcer capable of doing weekend weather programs on camera. Must be knowledgeable and experienced in weathercasting as person selected will back up staff meteorologist as necessary. Send detailed resume, photo, salary requirements and if available a sample film or videotape to:

Box H-354, Broadcasting.

Large-market TV Station

Looking for intelligent personalities to handle controversial interview shows.

Write Box H-327, Broadcasting.

All Details.

Help Wanted—Technical

WANTED:

CHIEF ENGINEER

for TV station. Fine future. Must know all facets of TV equipment including mobile unit.

Call 469-7491 area code (301) (evenings)

Help Wanted

Technical—(Cont'd)

DIRECTOR OF TV ENGINEERING

Immediate opening for man with strong administrative background. E. E. degree helpful. Up to $30,000.00 per year.

Ron Curtis-312-337-7939
Nationwide Broadcast Personnel Consultants

No Placement Fee

Production—Programming, Others

TV Station in

large mid-west market is looking for creative talent—writers, and producers with exciting new ideas and award-winning ambitions.

Write: Box H-328, Broadcasting

DOCUMENTARY WRITER/PRODUCER

Pacific Coast Major Market TV Station needs experienced documentary writer/producer at once.

This writer should have considerable experience in metropolitan news media and some experience as a documentary writer. We want to talk to top notch creative people with ability to research—write and produce—even though your writing experience may not include television.

Box J-66, Broadcasting.

EMPLOYMENT SERVICE

CBI PLACEMENTS

A courteous confidential service for Broadcasters

1615 California St., (303) 292-3730
Denver, Colorado 80202

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

BROADCAST PERSONNEL AGENCY

Shelley Barish, Director

THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with major stations, packages. Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

THE AMPS AGENCY

All Media Placement Service
3974 Wilshire Blvd., Los Angeles, Calif.
Telephone DU 9-3116

BROADCASTING, September 5, 1966
NEW LIVE—

FM-Stereo Music Network

Full-time, air-relay onestop service . . . for the busy owner who wants a continuously rated music news show which employs professional announcers, music directors, studio personnel, and national syndication. We have developed an ideal program to fill the needs of this relatively new medium—FM stereo.

The program features high-quality entertainment, announcements, and news reports, all of which are specifically designed to appeal to the American audience. The program is produced and distributed on a nationwide basis, and is available for broadcast in any market.

Newsmen, Sports Announcers, and Music Directors needed for immediate positions.

Business opportunities also available.

Opportunity for a Co-Investor

Individuals interested in investing in a FM-stereo network are invited to contact us for more information.

Please contact:

Nationwide Broadcast Personnel Consultants
645 North Michigan Avenue
Chicago, Illinois
Area Code 312-337-7939

“the professional employment service for broadcasters”
INSTRUCTIONS

YOUR

1st CLASS FCC LICENSE

in

6 WEEKS OR LESS

at the

DON MARTIN SCHOOL

(established 1937)

Next Class will begin

OCTOBER 3rd.

Train for your ticket at America's foremost School of Broadcasting training

REGISTER NOW!!

Call or write:

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ARTS & SCIENCES

1633 N. Cherokee

HO 2-3281

Hollywood, Calif. 90028

FOR SALE—Equipment

DRAMATIZE TV WEATHER

GEMINI 11 STYLE

INCREASE TV RATINGS in your market by being the station to show viewers latest weather—before it happens. You can receive nature's weather maps directly from orbiting satellites, as they pass over your market area, by using the same techniques seen on network TV weather coverage of Gemini flights. Maps are printed out instantly, line-by-line, in color—washed with a touch or brown, on a clean white background—clearly showing cloud cover, land masses, hurricanes, etc. Small, compact Alden recorders can be rolled right into studio for on-the-spot use.


WANTED TO BUY—Stations

Experienced announcer/writer

management & sales background, wishes to purchase interest

in AM or FM outlet U.S. or Canada. Brokers' inquiries invited.

Box H-288, Broadcasting.

WISH TO PURCHASE:

Unprofitable Radio Station in medium or large market. Prefer S.E. All information in strict confidence.

Box J-4, Broadcasting.

WANTED TO BUY—Stations (Cont'd)

RADIO STATIONS

Experienced broadcasters with ample funds are desirous of obtaining additional radio stations. Midwest and North Central area preferred.

Box J-18, Broadcasting.

STATIONS

Young aggressive broadcasting group looking for AM-FM operation priced around $400,000. Cash flow must be at least $70,000. Preferable east of Mississippi. All replies strictly confidential.

Box J-17, Broadcasting.

FOR SALE—Broadcast School

BROADCAST SCHOOL FOR SALE

1965 Gross over $76,000

Cash flow over $30,000

Profitable on a modest overhead basis.

Box H-315, Broadcasting

FOR SALE—Stations

1KW daytime—Major southwestern city, 25% down, good terms. Principals only.

Box E-360, Broadcasting.

LaRue Media Brokers Inc.

116 CENTRAL PARK, SOUTH

NEW YORK, N. Y.

263-3400

S.E. small daytime 67M terms

M.W. medium UHF-TV 350M cash

S.E. medium daytime 135M 20%

M.W. metro AM-FM 1.3MM nogo

N.E. suburban daytime 500M terms

CHAPMAN ASSOCIATES

8048 PEACHTREE, ATLANTA, GA. 30306

SOMETHING TO BUY OR SELL?

For Best Results

You Can't Top A CLASSIFIED AD

in

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

(Continued from page 84)


• Denied motion by Maxwell Electronics Corp. to schedule pre-hearing conference in proceeding on its application and that of D. B. Overmyer Communications, to substitute new TV's to operate on channel 29 at Dallas. Action Aug. 25.

By Hearing Examiner Forest L. McClearing

• Granted petition by Borinquen Broadcasting Co. for leave to amend its application for new FM in Caguas, P. R., to substitute Jorge Luis Arzuaga as 25% partner in lieu of Pedro Luis Jimenez. Action Aug. 30.

• Granted motion by Island Broadcasting System Inc. to extend of continuing procedural dates and continued hearing from Sept. 20 to Oct. 26 in proceeding on its application for new TV to operate on channel 55 in Riverhead, N. Y. Action Aug. 25.

• Granted petition by WCIV Inc. for continuance of hearing from Sept. 7 to Oct. 4 in proceeding on application of Selma Television Inc. Selma, Ala. Action Aug. 25.

• Admitted into evidence exhibits 3, 4, 5, 6 and 7 of Second Thursday Corp. and closed record in proceeding on its application for new FM in Nashville. Action Aug. 25.

By Hearing Examiner Chester F. Nasmowtes Jr.

• Continued pre-hearing conference from Sept. 8 to Sept. 9 in proceeding on petition by Midwest Television Inc. San Diego, for relief against extension of service of CATV systems carrying signals of Los Angeles stations into San Diego. Action Aug. 30.

• Granted motion by Broadcast Bureau for continuance of hearing to Nov. 1 in proceeding on revocation of license of Tinker Inc. for WEKY Richmond, Ky. Action Aug. 26.

• In Chicago, TV channel 33 proceeding in Doc. 15666-17908, denied motion by Chicago Federation of Labor and Industrial Union, Council to dismiss applications of Chicagoland TV Co. Action Aug. 23.

By Hearing Examiner Herbert Sharpman

• Granted petition by ABC for Radio Broadcasters Inc. and extended indefinitely in time to file opposition to petition by Emmett Radio Corp. for lease back pending on their applications for new AM's in Des Moines, Center and Estherville, both Iowa, respectively. By separate action, granted joint petition to postpone indefinitely procedural dates to extent that matters are indefinitely postponed and hearing continued from Oct. 17 to Nov. 17. Action Aug. 25.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of August 29

KRLL-TV Helena, Mont.—Granted mod. of license to reduce aur. ERP to 175 kw and redesignate trans. and studio location.

KBCW-FM (H) Houston, Tex.—Granted to change ant.-trans. and studio location, install new trans. and ant.; ERP 100 kw, ant. height 390 ft.; remote control permitted.

WGBH-FM Boston — Granted CP to change ant.-trans. location, install ant.; ERP 70 kw, ant. height 350 ft.; remote control permitted.

WERS-FM Jamestown, Ky.—Granted mod. of CP to change type of trans.

Actions of August 29

KGLA-FM Los Angeles—Granted CP to install new trans., ant., and make changes in transmission line; remote control permitted; condition.

KICN(FM) Omaha—Granted CP to install two trans., dual ant., make changes in ant. system; ERP 100 kw, ant. height 275 ft.; remote control permitted without prejudice to such action as commission deems warranted in light of proceeding in Doc. 16612 and related inquiries.

KGMF Jacksonville, Ark.—Granted CP to make changes in ant. system; condition.

WKCO Wausau, Wis.—Granted CP to make changes in ant. system.

Actions of August 29

KHOC Fayetteville, Ark.—Granted license causing change in ant.-trans. location; remote control permitted.

KOEL Oelwein, Iowa — Granted license causing use of trans. as main trans.; day and auxiliary nighttime.

KREW-FM Blue Earth, Minn.—Granted

(For the Record) 93
mod. of CP to make changes in transmission line, ant. height 220 ft.

National Broadcasting Co., New York—Granted extension of authority to deliver programs under contract with Canadian Broadcasting Corp. or to any licensed station in Canada whether or not such programs are to be relayed and whether or not they pass through NBC’s regular chain facilities.

KGBL-TV St. Louis—Granted extension of completion date to Feb. 28, 1967.

Grantae of following stations: KAFK Santa Fe, N. M.; KIGO St. Anthony, Idaho; WBAF Barnsville, Ga., and specify type of transmitter.

Granted renewal of licenses for the following main stations and pending auxiliary transmitters: WTKT-FM (FM), St. Louis; WJEN-FM (FM), Detroit; WBOG-FM (FM), Swanton, Ohio; WJHU (AM), Cooperstown, N. Y.; WTKC-FM (FM), Oklahoma City, Okla.

Actions of August 25

WJRE Detroit—Granted license covering use of 30 kw as alternate main trans. at main trans. location.

KWGB Boone, Iowa—Granted license covering use of old main trans. as auxiliary trans. at main trans. location.

KRM Fresno, Calif.—Granted license covering use of 6 Kw at main trans. location as auxiliary trans.

KPRM Park Rapids, Minn.—Granted CP to change ant.-trans. and studio location and make changes in ant. systems; conditions.

WBYO-FM Boyertown, Pa.—Granted CP to install new trans. and ant.

Following stations were granted extended dates as shown: WTA San Juan, P. R., to Oct. 15; WBER Charlottesville, Va., to Dec. 30; WFRN-FM Brunswick, Ga., to Nov. 20; WCMM-FM New Carlisle, Ind., to Dec. 20; KINQ-FM Galveston, Texas, to Oct. 1; KZM-FM Sanibel Island, Fla., to Oct. 15; KFMC-FM Midland, Texas, to Oct. 1; WDOM-AM-FTM Sturgeon Bay, Wis., to Jan. 24, 1967; and KHEJ-FM Las Vegas, Oct. 15.

Actions of August 24

WJNU-TV Linden, N. J.—Granted license for TV station.

WMLT Dublin, Ga.—Granted change of operating characteristics of 12 kw w-N, 5 kw-L5, install DA-N and operate by remote control, conditions.

KMBZ Kansas City, Mo.—Granted CP to change ant.-trans. and studio location and make changes in directional ant. pattern.

WDAR-FM Tampa, Fla.—Granted CP to install new auxiliary trans. at main trans. location; remote control permitted.

KMKE Grove, Calif.—Granted CP to make changes in ant. system, increase ERP to 2.9 kw and ant. height to 220 ft.

Big K Inc. Minot, N. D.—Granted mod. of CP to change type trans., type ant., and increase ERP to 8 kw.

The Maumee Valley Broadcasting Association, Toledo, Ohio—Granted mod. of CP to make changes in transmission line.

WBOS-FM Brockline, Mass.—Granted mod. of CP to install ant. make changes in transmission line.

WCTT-FM Corbin, Ky.—Granted mod. of CP to change type trans., install ant.

Following stations were granted extensions of completion dates as shown: KVIE Salem, Oregon, and WCVI Charleston, S. C., to Feb. 24, 1967.

Following stations were granted SCA: WKJY-AM-FM, Fort Worth; WJDO-AM-FM, Amarillo, Texas; and KPLZ-AM-FM, Paris, Tex., on 67 kc.

KELL Tulsa, Okla.—Granted mod. of license to change studio location with remote control operation; conditions.

WITX New Orleans—Granted mod. of license to change studio location with remote control operation; conditions.

Actions of August 22

Following stations were granted change of remote control authority: WQMG Greensboro, N. C.; WQMV-TV and WPFP(FM) both West Palm Beach, Fla.

Forfeitures

FORFEITURE ORDER

By memorandum opinion and order, commission ordered Powell County Broadcasting Co., licensee of KDRG Deer Lodge, Mont., to forfeit $150 for failure to file annual financial reports for 1963 and 1964. This amount is specified in April 6 notice of apparent liability. Commissioner Johnson concurred in result. Action Aug. 31.

NOTICES OF FORFEITURE

Commission notified following broadcast stations they have suffered apparent forfeiture liabilities as follows:

The Willie Broadcasting Co., $2,000, for violations by william Williman, Conn., including failure to file required reports and failure to make equipment performance measurements, and operating pre-sunrise with excessive power.

Rand Corporation, Hillard Ohio, $2,000, for operating KOLT Scottsbluff, Neb., with daytime power prior to local sunset and after local sunset, and failure to keep maintenance log.

Highlands Radio Inc. $1,000, for operating WJMJ Sebring, Fla., with defective remote control equipment, failing to cease remote control operation when equipment was not functioning properly, and operating beyond sunset time as specified in license.

Licenses have 30 days to contest or pay forfeiture. Ann. Aug. 31.

Rulemakings

DENIED

By memorandum opinion and order, commission denied petition by San Angelo Independent School District for rulemaking to reserve for noncommercial educational use in San Angelo, Tex., School District Channel 6 for that channel which is mutually exclusive with commercial application by S R C Inc. In similar circumstances, commission has declined to consider applications by educational and commercial commercial commercial commercial commercial commercial commercial commercial commercial.

KPRM Park Rapids, Minn.—Granted CP to change ant-trans. and studio location and make changes in ant. systems; conditions.

WBOG-FM Swanton, Ohio—Granted CP to install new trans. and to change type trans., type ant., and increase ERP to 8 kw.

The Maumee Valley Broadcasting Association, Toledo, Ohio—Granted mod. of CP to make changes in transmission line.

The other firm competing for the franchise.

Station LA—Lauras Cable TV Co., which received a franchise for Somerset in Aug. 1965, prevailed in hearings Oct. 15. (A report in the Aug. 29 issue of BROADCASTING that Laurel Cablevision Corp., had applied for a franchise in Somerset was in error.)

Syston, Mass.—Syston Cable TV Co. has been granted a franchise. The firm proposes a 16-channel system, no installation charge and $4.55 monthly. John Sinus represented the company.

Sweatwater, Tenn.—Sweatwater Cable Co., which has been granted a franchise, had application approved in April. Representatives were Gordon Presley, T. B. Carol, and Sonny Pansy.

Middletown, Va.—Green Mountain Television Corp., Burlington, Va., has applied for a franchise. The firm operates a seven-channel system with three FM’s.

Yakima, Wash.—Evergreen Cable Co., owned by the Superior (Wis.) Evening Telegram, has applied for a franchise.
APART from the fact he is a director of the National Association of Broadcasters, Ray Plank would have been an obvious choice for the chairmanship of the NAB’s newly formed Small-Market Radio Committee.

He modestly considers his radio station interests along Lake Michigan in the western part of Michigan’s lower peninsula to be about as representative of “small-market” operations as any could be. He is the sole owner of WKLA Ludington (staff of seven) and part owner of WMTE Manistee (nine persons) and WLRC Whitehall (five persons, 50% automated). Besides that there is the personal equation. He was born in a log cabin on a small farm near Ithaca, Mich., and got his schooling in the traditional one-room little school house.

“You can’t get much more small market than that these days,” he suggests. He seems to feel the explanation is needed to offset any big city connotation his well cut gray suit and dotted bow tie might imply.

As you drive along with Mr. Plank in one of the remote wagons past the lush green farms, the forests and many vacation-area businesses, the frequent wave of hands, the verbal greetings and the occasional stops to chat show a local broadcaster who knows his market well and is well known. “Our station goal is to be very much involved in people’s lives,” he says, “and this solves sales and everything else.”

Involvement • Mr. Plank is dedicated to the proposition that the radio stations of the nation’s smaller towns and less-populated areas “are closer to the people than any newspaper ever was. You can’t say the radio station replaced the county weekly. Radio is so much more than that.”

The small-market station enjoys “an intimate association with its listeners” that can’t be matched by any other mass medium, Mr. Plank believes, and this includes television as well as the press. His operating philosophy has always been to make the station a service and information center to the listener off the air as well as on. “When the listener wants to know something we want him to think of calling us first,” he says.

More than a decade ago, for example, Mr. Plank equipped WKLA with all of the necessary meteorological gear to qualify as Ludington’s only official U. S. Weather Bureau reporting station.

Naturally Mr. Plank endorses the principle that on-air programming should be properly balanced with considerable informational and service-type material, too. For more than a decade on WKLA in the dinner hour he has conducted a daily open-mike program along the lines of contemporary telephone-talk formats.

Taking Pulse • “Listeners call in to talk about all kinds of subjects and issues,” he says, indicating that this on-air work helps him to keep attuned to local thinking. He expects every station staff member to do some on-air work even though otherwise assigned.

The telephone shows are done completely live without tape delay, Mr. Plank says, since it was early learned the delay technique tended to confuse people in their conversations. The shows are taped for reference however.

Mr. Plank has high hopes for the NAB’s Small-Market Radio Committee. Although he believes the association has performed many useful things on the Washington scene for small stations as well as the large, he feels the committee will perform a valuable function as a closer liaison between the small-market operator and the NAB board. Further, he says, the committee seeks to encourage the small broadcaster to share his problems.

Talent Pool • The training of people and especially licensed operators is the number-one problem of the small-market station today, Mr. Plank contends. Thus the first work of the committee has been to endorse and support the unique five-semester classroom and on-the-job training program which will be inaugurated by Wabash Valley Junior College, Mt. Carmel, Ill., to prepare students for careers in radio.

Mr. Plank’s greatest is his venture as pilot for possible use by broadcasters and broadcasters elsewhere. The committee has recommended that contacts be made with the American Association of Junior Colleges to encourage the establishment of broadcasting courses.

Mr. Plank cites the contributions of the commercial broadcasting schools as well as the campus radio stations in this respect, “but there simply aren’t enough of them to meet the rapidly growing needs.” The committee also is working with the NAB staff in the preparation of a broadcasting career guidance manual to be distributed to high-school advisers.

Mr. Plank knows from experience how vital the educator’s role is in broadcast training. He did it the hard way, studying radio engineering by mail down home on the farm—by the light of the kerosene lamp, beside the battery-powered Atwater Kent. “ Somehow I stuck it out for a year and a half because of the sheer challenge—it didn’t seem possible,” he recalls.

Bus to ‘World’ • Then in 1936, just out of his teens, he got on the Greyhound bus to Kansas City for six weeks of classes at the correspondence school itself, the First National Television School. His teacher and the school president was Everett Dillard, Washington consulting engineer. The in-school work included helping to operate an experimental TV station. It enabled Mr. Plank to obtain his first-class FCC license.

Mr. Plank learned to fly in 1947 and since has been an enthusiastic pilot, finding his Piper Twin Commande very helpful in business. “The FCC is only three hours away when you have something to file,” he notes. Politics is his next hobby and he still tells about being Republican candidate for secretary of state in Michigan in 1958, “when I got a million votes and lost,” he laughs.

**WEEK'S PROFILE**


From log cabin to small-market chairmanship

BROADCASTING, September 5, 1966
EDITORIALS

Lest they forget

THERE'S considerable trumpeting these days about increases in newspaper linage, implying, we suppose, that television and other media perhaps are losing their appeal, which, of course, is contrary to the facts.

The interesting point is that the newspaper associations get newspaper headlines whenever they sound off on their own business improvements, however slight. Seldom, if ever, is there even a paragraph on new records consistently achieved in television or radio advertising. Nor do stations promote themselves in their own medium by citing their business successes.

The classic case is that of six years ago when Shell Oil, through its then new agency, Ogilvy, Benson & Mather, announced it was swinging its entire budget into newspapers. There were headlines in the newspapers as well as the trade press. We commented editorially that Shell would be back. Two years later it was back—bigger than ever.

And what's happened since? In 1965, according to the Television Bureau of Advertising (BROADCASTING, Aug. 29, 1966) 16 oil companies spent 79% of their combined budgets of $62 million in TV. Shell, with a TV expenditure of $10,554,500 out of its total budget of $11 million, led all the rest in both total advertising and in TV use (96%).

It isn't ETV

EVENTS of recent weeks have demonstrated the compelling need for a complete reappraisal of the national policy on educational television. It is no longer merely a question of finding money to support ETV. It is also the larger question of defining what ETV is supposed to be and how it is to be fitted into the total U.S. TV system.

ETV right now is a considerably different service from the one envisioned in the FCC's 1952 order reserving 242 channels for noncommercial, educational use. The ETV of the future, as projected in recent proposals of the Ford Foundation and others, would be even more radically different from the original concept. Indeed neither "noncommercial" nor "educational" is descriptive of the stations now occupying channels that were explicitly set aside for "noncommercial, educational" use.

A review of the FCC's 1952 order makes it clear that the commissioners had in mind a service that would be primarily educational and multiserially removed from the commercial world. Here and there were references to cultural programming, but the main interest of the FCC was in an extension of teaching to the school and home. In fact, the most vocal advocate of educational reservations, Commissioner Frieda B. Hennock, who later died, described her cherished service as an "electronic blackboard." As to ETV's association with advertising, the FCC's order was unmistakably direct. In rejecting proposals that educational stations be permitted to accept limited amounts of advertising revenues, the commission said: "... In our view achievement of the objective for which special educational reservations have been established—i.e., the establishment of a genuinely educational type of service—would not be furthered by permitting educational institutions to operate in substantially the same manner as commercial applicants although they may choose to call it limited commercial nonprofit operation."

That concept of ETV is dramatically at odds with what is going on now. Last week it became known that RKO General, which syndicates William F. Buckley Jr.'s "Firing Line," a weekly political debate, is selling the show to ETV stations in markets where commercial outlets turn it down. One of the ETV's has already arranged for "underwriting," as sponsorship is called in ETV circles, by a local supermarket chain that will be given air credit. Other ETV's are working on similar arrangements. This principle is by no means new to ETV.

All over the country commercial enterprises are financing ETV shows in exchange for air credits. Few of the shows would qualify as educational, in the sense of the "electronic blackboard" that the late Miss Hennock decreed. All of the "underwriting" arrangements are in direct defiance of the FCC's original prohibition against "limited commercial nonprofit operation."

If between commercial and noncommercial television there is less distinction now than the FCC prescribed back in 1952, there would be even less distinction if ETV—or whatever it might more appropriately be called—followed such a course as that set down by the Ford Foundation. In proposing a satellite system that would create noncommercial networks, at the commercial networks' expense, the foundation spoke of noncommercial broadcasts of news and cultural events that would be little different from those carried now by the commercial service.

What the Ford Foundation and its supporters have in mind appears to be an American version of the British Broadcasting Corp.—a second service providing a wide range of programming, including much that the expanding commercial system of this country can logically be expected to provide. That kind of service was not at all what the FCC conceived when it reserved the educational channels. It is not a kind of service that can evolve without a very fundamental change in this country's broadcasting policy.

In current discussions before the FCC and the Congress, ETV financing is attracting the main attention. Yet ETV financing is not what the problem really is. Before a sensible decision can be made on financing, a very basic decision must be made on the nature of the service to be financed.

Due by the end of the year is a report of the Carnegie Corp.'s special commission that has been studying ETV. That report ought to precipitate a major debate on ETV policy which must finally be decided by the Congress.

Meanwhile, the FCC ought to have a look at the ETV regulations now on its books and compare them with ETV practices. It will be some time before a new ETV policy is formed. ETV has no license to flout the rules in the meantime.

Drawn for BROADCASTING by Sid Hix

"A correction on an earlier bulletin... That Middle East embassy was not stoned; it was our ambassador."

BROADCASTING, September 5, 1966
**this is what it takes to gather the NEWS**

KSTP-TV's custom-built high-speed color film processor is the only one of its kind in the country. It processes both 16mm and 35mm film at the same time at 75 feet per minute, delivering high quality film faster than any competitor—26 minutes from "dry to dry".

The award-winning staff of 42 photographers, writers, editors and technicians (shown above minus those on duty) is supported by 90 trained "stringer" correspondents plus the world-wide facilities of NBC. They have produced all shows in color for six years.

... and these are the men who deliver the NEWS

KSTP-TV's Grand Commander is one of two planes used for news purposes. It is all-weather, radar-equipped and in constant communication with the News Department and other news vehicles.

In addition to its fleet of 2-way-radio news cars, KSTP-TV utilizes helicopters and amphibious vehicles. Fire and police departments often use the emergency power and light truck. All are in 24-hour contact with a dispatch center monitoring 18 police, fire and other emergency radio facilities.

John MacDougall, Bob Ryan and Gene Berry are the top rated newsmen in the Twin Cities. In short, KSTP-TV and NBC present all the news to more Upper Midwest viewers than all other Twin Cities stations combined.

Represented Nationally by Edward Petry & Co., Inc.
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