Getting the new models rolling: Detroit ups budgets. p31
Senate to resume probe of advertisers' TV marketpower. p38
FCC expected to give its approval to ABC-ITT merger. p48
Longer licenses: Hyde reaffirms desirability. p58

CAN YOU NAME THE ONLY FILM SERIES AVAILABLE TODAY THAT OFFERS STATIONS AS MANY AS 166 HALF-HOURS OF COLOR PROGRAMMING?

SCREEN GEMS
When you produce a commercial in color... You want it shown in color!

BIRMINGHAM'S WAPI-TV WHERE THE COLOR IS!

The Finest Facilities for
★ Color Film
★ Color Slides
★ Color Video Tape
★ Color Film Processing
★ Local Live Color Coming Soon

BEST COLOR ADJACENCIES TOO!

CREAM OF NBC and CBS Color Programs

channel 13
wapi-tv

Birmingham, Alabama
Represented nationally by Harrington, Righter & Parsons, Inc.
Stay up front with the NBC Owned Stations

How did the NBC OWNED STATIONS get up front? Chiefly, by knowing the right people.

And in the case of NBC-OWNED WMAQ-TV, that means Chicagoans.

WMAQ-TV enjoys a great rapport with its viewers all week long. But especially on Sundays. We’re referring to one of television’s most provocative locally produced series—the WMAQ-TV “Sunday Night Specials.”

What the “Sunday Night Specials” provoke is community attention—whether the subject is baseball, politics, railroading, or the special magic of Chicago Jazz. (A recent event on this most versatile color series was the return of Gene Krupa—recalling the halcyon days of his association with Benny Goodman when swing was king in Chicago.)

Naturally, all five NBC OWNED Television Stations can boast quality programming, virtually all in color. But no city is quite like Chicago—and no station knows how to win Chicago’s attention like WMAQ-TV.

Wouldn’t you like some of this attention, too?

Represented by NBC Spot Sales

WNBC-TV, New York | WRC-TV, Washington, D.C. | WKYC-TV, Cleveland | WMAQ-TV, Chicago | KNBC, Los Angeles
In the Dallas-Ft.Worth market
KRLD-TV delivers more in PRIME TIME*

17.9% more Homes than the second station.
14.4% more Men than the second station.
18.2% more Women than the second station.
12.5% more total Viewers than the second station.

Contact your Advertising Time Sales representative for a most efficient prime time schedule on KRLD-TV — the station that delivers more.

* July 1966 ARB Audience Estimates Station Audience Summary 6:30-10:00 PM Monday through Sunday Average quarter hour.
This week—probably today (Sept. 26)—George C. Smith will take over as chief of FCC's Broadcast Bureau, replacing James B. Sheridan who becomes FCC's planner on satellite communications. Civil Service Commission late last week approved new status of both men in new jobs. Now it's matter of formality of announcement. Mr. Smith has been Commissioner Robert E. Lee's legal assistant.

Casualty report

ABC-TV's new Tannen Grimes Show (Thursday, 8:30-9 p.m.) has been scheduled for cancellation on Oct. 6, and substitute show will be nighttime version of The Dating Game, now on ABC's morning schedule. That's word from sources close to Grimes show which went into ABC schedule with enthusiastic backing of Bristol-Myers (Young & Rubicam), which has half of its sponsorship.

Advertising agency reading of overnight ratings of first few weeks of new-season programming comes up with these observations: There are 13 shows, other than Grimes, which on basis of audience share have low sampling. These programs may not necessarily be in trouble, but advertisers will watch them closely for new rating indicators—up or down. Eleven of shows are new this season: Garry Moore, Mission Impossible, and Jean Arthur on CBS; Shane, Milton Berle, The Monkees, The Man Who Never Was and The Rundown on ABC; The Hero, Roger Miller and The Monkees on NBC. Caro-vore reports in low-sampling range include 12 O'Clock High on ABC and I've Got a Secret on CBS. As yet, charts show no big hits among new programs, though Rat Patrol (ABC) has shown promise in initial sampling.

Buying mood

With only AM vacancy left in its multiple-ownership portfolio, ABC Radio is exploring number of top markets (Houston, Boston, St. Louis, and others) for acquisition of seventh station, but it probably won't make decision until after ABC-ITT merger is buttoned up. Reason: Acquisition would introduce new factor in transfer of 17 licenses that constitute basic consideration in merger transaction which occupied two days of "oral hearing" last week (see page 48).

Closed Circuit

Oral-hearing technique used by FCC last week in closing record on ABC-ITT merger set precedent to be utilized in other top-drawer cases where case-in-chief has been presented in written form. In ITT-ABC hearing, full commission was indoctrinated on complex issues with freedom to cross-examine. Normally if hearing had been conducted before examiner with subsequent oral argument, year or more might have elapsed before final judgment.

Fewer commercials?

Is television in danger of becoming electronic version of classified advertising medium? Corinthian Broadcasting thinks this possibility is not as farfetched as it may sound—unless something is done. So C. Wrede Peterseney, Corinthian president, has written to Howard Bell, director of National Association of Broadcasters Code Authority, proposing substantial tightening of code both to reduce so-called "clutter" and put further limits on commercial time, day and night. Corinthian's idea is that TV had better start looking ahead to see what it may look like few years from now if present pressures and trends continue without further restraint.

Out of the blue

Broadcast-minded Eastern Airlines has retained W. G. H. Finch, veteran consulting engineer, to develop equipment to pick up and transmit radio news on airlines' flights. Mr. Finch, former head of Hare radio-engineering and with FCC in its early era, is expert in field of multiplexing, entailed in intricate pickups while in flight.

Budget bind

FCC plans for expanded operations in CATV and citizens-band-radio regulation may be affected by President Johnson's order to most government agencies last week to hold employment to July 31 level. Commission budget planners, facing Sept. 30 deadline for submitting appropriation request for fiscal 1968 (which begins next July 1), were plunged into gloom and confusion by President's order. They had been readying request that would have topped $17,520,000 figure which administration proposed for agency in current fiscal year and which Congress cut July 1 to $17,338,000. But until implications of President's order are fully assessed, commission officials say, final decision can't be made.

Commission, its understood, had proposed budgeting $250,000 for CATV next year, and additional $1.25 million for citizens band radio. (Latter service, officials say, is in "chaos" with licensees using proficiency on air, jumping frequencies, and using power higher than authorized. Whole new program to deal with problem is being mapped.) Commission had also been considering request for supplemental appropriation for current year to permit start on these and other programs. But that decision, too, is in balance, probably won't be made until commission learns what administration will approve for next year.

Looking ahead

Nicholas Seesley, who retired without fanfare in early summer as senior vice president and director of TV-radio for Lennen & Newell, New York, has not deserted industry completely. After long vacation, he takes up duties as consultant to L&N on Nov. 1, presumably to lend his show-business savvy to agency for upcoming 1967-68 season.

No upstaging

President Johnson's first-time use of White House cabinet room for last Wednesday's "news briefing" (which generated some of biggest news of month) may provide format for future "impromtu" news conferences. Because of limited area, single camera was focused on President for duration of 23-minute session, with none of news questioners on camera. President has been looking for informal format, and cabinet room locale seemed well adapted for his purpose.

New form

This is week for FCC consideration of new program-reporting form for TV stations (Closed Circuit, Sept. 19). It was on agenda for last week's meeting, cut short because of ITT-ABC oral hearing. Time simply ran out.
Last year, a significant number of Cleveland-area viewers began moving to WJW-TV. Cautiously, we labeled this a trend. Now, the latest Nielsen Reports and also ARB* overwhelmingly validate this trend. WJW-TV is clearly the Cleveland leader. It’s no longer a trend. It’s a fact. Check into it—then us.

Thank you, Mr. Nielsen for telling us that trend is now a fact. WJW-TV/CLEVELAND

*NSI, June 1966; ARB, March, May, July 1966; 9 AM-Midnight 7 days, subject to qualification described in said reports.
WEEK IN BRIEF

Radio-television looking to Detroit for $186 million in billings in 1966-67. Figure, $15 million more than was spent in current model year, would go mostly to network and spot TV. See ...

AUTO BILLINGS ... 31

TV networks and some advertisers will be back before Senate Antitrust and Monopoly subcommittee before year is out. Subcommittee looks to post-election session on TV advertising practices. See ...

PLAN TO RESUME PROBE ... 38

Gain of 13.9% recorded by network and spot TV in national advertising revenues during first half of year. TVB says billing reached $1.26 billion with automotives up 33.1% to $74 million. See ...

TV'S GOOD FIRST HALF ... 34

Atlantic Richfield Co. signs 10-year contract as exclusive sponsor of Jack Kent Cooke's Los Angeles Lakers basketball team and L.A. Kings hockey team. Also has option on Cooke's soccer team broadcasts. See ...

SPONSOR HOOKS WITH COOKE ... 35

Comsat's Matthews says Congress must decide if it wants private and public satellite users to get lower rates or if savings from satellite use should go to ETV as form of subsidy. See ...

COMSAT PLANS REVIEWED ... 54

Goldenson and Geneen go through two days of oral grilling by FCC on proposed merger of ABC-ITT. Expectation is that commission will approve deal; question is how will Johnson vote. See ...

ABC-ITT AWAITS ... 48

Hyde uses IRTS forum to speak out in support of five-year license terms for broadcasters. Says radio at 50 and television at 21 have reached maturity and with it goes responsibility. See ...

HYDE ON LICENSES ... 58

Appearances by FCC commissioners, including first public one for Nicholas Johnson, plus workshop sessions on every conceivable topic are all on agenda for NAB's eight fall conferences. See ...

NAB EXPECTS RECORD ... 59

It took decade but CBS Radio affiliates hear from Hayes that payments to stations for six-month period are highest since 1956 and that sales in first half of year are best since 1958. See ...

HEAR GOOD NEWS ... 64

Push for members to get into local program origination continues by NCTA. Association's executive committee studying draft of self-regulation code, wants board to consider seminar on origination. See ...

PUSH FOR LOCAL CATV ... 72

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BROADCASTING, September 26, 1966
When WRVA-RADIO'S Eye is in the sky.... motorists can see their way through rush hour traffic

Richmond commuters who want to get where they're going depend on WRVA's Trafficopter Reports. At congested times—7:30 to 8:30 a.m. and 4:45 to 5:45 p.m.—they keep their car radios tuned to 1140. That's where they get the metropolitan traffic picture: which bridge is the busiest, what east-west artery the clearest, where to turn to avoid tie-ups.

The city's Traffic Bureau relies on the WRVA whirlybird's eye view, too ... sends engineers aloft to study Richmond at rush hour ... looks into re-routing suggestions as the Eye sees them.

That's trafficopting the city.

WRVA-RADIO

Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC

Represented by
Peters, Griffin, Woodward, Inc.
KBSA(TV) to become ON's L. A. affiliate

Overmyer Network will announce its first outside station affiliation today (Sept. 26) with signing of KBSA(TV) Guasti, Calif. Channel 46 outlet has transmitter on Mount Wilson and will cover Los Angeles market. Only other affiliates of network, which is due to go on air next year, are stations of network owner Daniel Overmyer.

Ollie Treyz, ON president, will make announcement of KBSA signing in Los Angeles today. He is also due to outline more specific programing plans for network.

KBSA is owned by William A. Myers and expects to go on air before end of year. It is now in process of building substantial studio facilities so some of ON programs can be originated on West Coast.

If broadcasters help they should benefit

Engineers at broadcast symposium sponsored by Institute of Electrical and Electronic Engineers in Washington heard plea Friday (Sept. 23) that broadcasters cooperate with rather than flatly oppose efforts to aid land-mobile spectrum needs through channel sharing or outright reallocation of TV frequencies to other services.

On panel discussing problem, Jeremiah Courtney, Washington attorney, responding to request from floor for prediction of National Association of Broadcasters' response to controversy, said he expected pressures from business leaders—characterized as radio-TV's best customers—who need land-mobile relief for their own operations would "encourage adjustment" by NAB.

Mr. Courtney said he thought broadcasters generally realize that land-mobile provides universal service and if radio-TV industry "participates in solutions" it can be in position to control degree of inroads made on TV. Result, he said, would be more satisfactory than solution imposed without broadcasters' participation.

Technical panelists agreed reallocation would present fewer engineering problems than channel sharing, but more political problems. One suggested land-mobile operations have wider range "than suspected" and tests would indicate extensive interference.

Questioner asked: "If broadcasters are sure sharing won't work, why are they reluctant to test it?" Howard Head, A. D. Ring & Associates, replied tests need to have "orderly plan, with reasonable chance of success"; that testing shouldn't proceed on faint hope. What's been proposed, he said, are not "well thought out tests." James E. Barr of FCC agreed. "Parameters of the problem need to be definitely outlined," he said.

On Thursday IEEE Group on Broadcasting heard Robert H. Morris, ABC, New York, describe automatic loudness control unit developed by network. He explained it as modified automatic modulation limiter with additional sensing unit. It senses relative loudness in program and if this sensing indicates amount in excess of what would be considered normal, it limits it. It does not, he added, in any way affect characteristic of frequency.

Mr. Morris said work on unit began last October in New York and that for past three months models have been in use at ABC-TV's five owned stations: WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, WBKB-TV Chicago and KGO-TV San Francisco, as well as WMAL-TV Washington, ABC affiliate.

Three-day session also included papers on TV equipment, cable TV, satellite broadcasting, session on color TV and report of Study Groups X and XI at spring's CCIR conference in Oslo.

John Chancellor, director of Voice of America, was speaker at Friday banquet.

Review Board overturns FCC, favors Farragut

FCC's Review Board Friday (Sept. 23) reversed earlier commission decision in recommending grant of new UHF on channel 47 in Columbus, Ohio, to Farragut Television Corp. and denial of competing application filed by Peoples Broadcasting Corp. Board's order overruled hearing examiner's decision last March that favored Peoples on comparative public service issue.

New order says Peoples' proposal warrants no significant preference in any comparative category whereas Farragut emerges winner on diffusion of control issue. Farragut's principals own controlling interests in construction permits of three UHF's, KGSI-TV St. Louis, KGSC-TV San Jose, Calif., and channel 29 St. Paul. Peoples is licensee of WRFD-AM-FM Columbus-Worthington, WGAR-AM-FM Cleveland, both Ohio, and WATE-AM-TV Knoxville, Tenn.

3 Alabama U's seek leapfrog protection

Three Huntsville-Decatur, Ala., UHF stations are asking FCC to deny applications for microwave facilities that would be used to relay signals of two Chicago stations some 600 miles to CATV's in their market.

WHNT-TV (ch. 19), WAAV-TV (ch. 31) and WMSL-TV (ch. 23) say plans of American Television Relay Inc. would, if implemented, constitute "leapfrogging" and would "subvert" FCC policy of fostering UHF growth.

American Relay proposes to carry signals of WGN-TV and WFLD(TV) to four CATV systems in Glasgow, Ky., and in Decatur and Huntsville. Applicant is 85% owned by Bruce Merrill, who owns microwave systems throughout west and southwest, as well as CATV's and KIVA-TV Yuma, Ariz.

Three Huntsville-Decatur stations say grant would work serious economic hardship on them. They say their profit margin is slim, if existent at all, and that they already face serious competition from CATV's in their communities.

Since Huntsville-Decatur is not one of top 100 markets, rule requiring hearing before CATV is permitted to import distant signal does not apply. However, stations say commission policy provides for hearings in smaller market when required by circumstances. They say hearing should be held, then applications denied.

'Think drink' campaign set by coffee group

International Coffee Organization, New York, is announcing today (Sept. 26) $5.5 million promotion drive from Oct. 17 through mid-April 1967, with $3.6 million budget to TV in U.S. and $2.9 million to Canadian TV.

Coffee growers forum will promote "think drink" campaign, beginning with $2.58 million in 14 top spot TV markets for 23 weeks in January, and entering ABC-TV ($1 million) sponsorship of seven programs, carried by affiliates east of the Mississippi. Accent of six
scheduled commercials is on youth market. ICO will also schedule test radio in Pennsylvania, and possibly expand markets with added $200,000 budget. Agency is McCann-Erickson Inc., New York.

Football bill out of Senate huddle

Bill giving green light to proposed National-American Football League merger and prohibiting teletcasts of Friday night professional grid contests has received unanimous approval of Senate Judiciary Committee.

Measures backed by several influential senators would grant leagues immunity from certain antitrust laws in order to consummate merger. Clause included in measure would also give high school football same protection from eroding effect of pro TV games on attendance now enjoyed by college games. Friday night broadcasts would be barred until staffed by Senate minority leader Everett M. Dirksen (R-Ill.), majority whip Russell Long (D-La.) and Senator Roman Hruska (R-Neb.).

Counterpart legislation in House, however, still faced refusal of Judiciary Committee chairman Emanuel Celler (D-N.Y.) to even consider such move. Broader antitrust exemption for football was already passed by Senate and bills similar to one supported by Senate Judiciary Committee this week have been proposed by House members. But Representative Celler has steadfastly denied consideration. He, however, has told NFL Commissioner Pete Rozelle there was no governmental interest in blocking merger. NFL pressed for congressional action, however, because of threat of rash of suits by potential franchise-holders who might be excluded because of merger.

House source forecast Representative Celler probably would not budge from previous stand on issue. But Senate action was expected soon.

Also on football front, Bill Reed, head of Big Ten Athletic Commission, warned of possible overexposure of football on television. Overexposure on television is "real danger" to college football, Mr. Reed said. He noted even now TV is primary factor in professional sports.

"There are terrific pressures on all of us in athletic administration because of financing," he added. TV should be a "welcome guest at our games," he continued, and "another welcome voice for spreading the word. But television cannot be permitted to take over our sport because at that point we will be swallowed up."

Next: No Santa Claus

NBC-TV does not plan to show Amahl and the Night Visitors, perennial Christmas program that has been telecast on NBC for past 15 years. Composer Gian Carlo Menotti says he is unsatisfied with latest tape used (taped in color in 1963) and wants NBC to cut new production. NBC noted that 1963 production ran about $500,000 and network thought it still presentable. Mr. Menotti's contract with NBC expired in May and rights have now reverted to composer and his publishers, G. Schrimer Inc.

Radio-TV circuits cut by bulldozer

Transcontinental telephone cable line was accidentally cut by bulldozer near Elko, Nev., Friday (Sept. 23), disrupting radio-TV and news service to several western states for more than half hour. Blackout also affected more than 200 private lines of AT&T and Pacific Telephone & Telegraph. Reports of trouble came from California, Nevada, Oregon, Washington, Colorado and Utah. News services to those areas, Hawaii and Alaska were also affected.

Earlier in week AT&T filed with FCC to build new blast-resistant telephone cable between Chicago and Denver. Communications centers, power stations and cable would all be underground and $61 million system would be designed to withstand violent weather conditions and nuclear blasts with exception of direct hit. When operational, cable would provide 32,400 voice grade circuits in 20 coaxial tubes.

ABC-TV sets election shows

Series of six shows focusing on this fall's elections and called Elections '66 will be produced by ABC News, with first show to appear on ABC-TV Sunday, Oct. 2, 1-1:30 p.m. NYT and others on successive Sunday afternoons. First five will have ABC newsmen William E. Lawrence as anchor man, last (Nov. 6) will feature commentator Howard K. Smith at host.

DJMC gets Plymouth

Plymouth Dealers Association of Los Angeles region Friday (Sept. 23) appointed Davis Johnson Mogul & Colombatto Inc., Los Angeles, to handle $1 million account. Association serves 109 dealers in Southern California, Arizona and Southern Nevada. Appointment followed presentation by five agencies among whom Young & Rubicam Inc. generally was considered front-runner.

Industry has chance to show its stuff

Broadcasting has entered "an interesting period . . . a period of testing" with industry "not now being assailed and threatened by government to the degree that has occurred in the past." Symbolic of this period is elevation of Rosel Hyde to be chairman of FCC, Vincent Wasilewski, president of National Association of Broadcasters, said Friday (Sept. 23).

Mr. Wasilewski told meeting of southern area of American Women in Radio and Television in Winston-Salem, N. C., that this period with "a man in office who understands our problems and from whom we can expect a fair deal at all times" is one in which industry can move from defense to offense.

"We have a rare and, perhaps, momentary opportunity" to do this, he said. "Now we have a chance to prove our maturity and responsibility. We have long told the government that it should not do what we can best do for ourselves. Now is our chance."

NAB president said broadcasting will be tested in programming, public service, as broadcasters, businessmen and citizens and industry "can meet this test of showing what it can do without the continuous flick of the government whip."

Commenting on Mr. Hyde's appointment as chairman and general FCC composition, Mr. Wasilewski recalled "most broadcasters felt a sense of relief" when appointment came. "We had been through a period of difficulties," he added, "during which some commissioners had, in the view of most of our industry, consistently attempted to reach beyond the boundaries established by law; had consistently misunderstood broadcasters, and who had given the impression that they felt broadcasters were some sort of amoral group who needed to be whipped into line."

NAB president was also incensed by "imputations of some critics" that broadcasters find in Chairman Hyde "malleable servant to the industry." Such phrases, he said, are "malicious and unwarranted." Single word describing chairman would be "integrity," Mr. Wasilewski added.
Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television
The ability of a radio or television station to entertain and relax you is challenged by its ability to disturb you. A broadcaster is literally the most powerful voice in any community. This voice can lull or prod millions of people at a time.

If it does nothing but lull, that is not enough. The broadcaster must frequently say things that make people a little uncomfortable. Because there are things in any community which people should be uncomfortable about. And there are things in the world that need fresh thinking and new ideas. And a thoroughly satisfied person feels no need to progress.

Your broadcaster recognizes his responsibility to disturb you. And to give you something to think about.
It is the property of true genius to disturb all settled ideas.
INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE 5 "CONTINENTS TROPHY" FOR CINEMA FILMS

MIFED is the international Film, TV film and Documentary Market whose successful operations extend over a number of years. Its Autumn Cine-Meeting will be held from 15 to 24 October 1966.

MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefims. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe.

MIFED clients who are unable to attend the whole Autumn Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

DATEBOOK

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

SEPTEMBER


Sept. 28—Meeting of the Michigan State CATV Association, Croner Restaurant, Flint.


Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Holiday Inn, Duluth.

Sept. 30 — A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 60th anniversary of his start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronic Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Sept. 30-Oct. 1—Meeting of the Kentucky Community TV Assn. Continental Inn, Lexington.


OCTOBER


Oct. 2-3—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-30 television markets.


Oct. 3-7—Briefing session and workshop

SUBSCRIPTION APPLICATION

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1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00  ☐ 104 weekly issues $12.00  ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00  ☐ Please bill
☐ Current Yearbook $5.00

name

title/position*

company name

address

city
zone state

Send to home address—

*Occupation Required

NAB FALL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas
Oct. 17-18—Mark Hopkins hotel, San Francisco,
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.
The longest running, most successful program in broadcasting history has surprise, suspense, humor, heart... and The Associated Press.

Your news show has it all, including 3,500 AP staffers working for you day and night everywhere in the world. It started back on November 2, 1920, when radio station KDKA Pittsburgh carried the AP Harding/Cox election results. That was the first news broadcast. Now 46 years later, while everything else on the air comes and goes with the fashion, news programming is still indispensable... still as fresh and exciting as today's big stories coming over the AP wire.

The Associated Press
YOUR INDISPENSABLE SERVICE
Joe Dowell sings

"Big River"

...for the
National Wildlife Federation

One of America's most versatile balladeers and folk singers, Joe Dowell voices the plaintive "Big River" on a public service transcription now on its way to your radio station. When you receive the disc please indicate arrival on the postal card enclosed. Additional copies are available on request from National Wildlife offices.

Side "B" of this transcription contains a series of 90-second public affairs programs concerning various conservation activities.

Here is a series of spots and programs you can run with pride — good for your audience and good for your own conservation image!

Joe Dowell's plaintive, public-spirited ballad, "Big River," will add colorful interest to your public service image. A quality transcription with a great message concerning the plight of our American Rivers.

For further information concerning talent and distinctive ballad promotion contact Joe Dowell at:

JOE DOWELL ENTERPRISES, INC. 413 Woodland Avenue  •  Bloomington, Illinois 61701
Phone: 829-4016  •  Area code 309

Project Produced from the National Wildlife Federation by Ads Audio
SIGN-ON TO SIGN-OFF AGAIN WSYR-TV is No. 1 IN HOMES
Delivered in the Syracuse Market:
*32.3% More Than Station #2
*83.6% More Than Station #3

7-7:30 P.M. MONDAY THRU FRIDAY
WSYR-TV is No. 1 IN HOMES
Delivered in the Syracuse Market:
*26.4% More Than Station #2
*56% More Than Station #3

11-11:30 P.M. NEWS MONDAY THRU FRIDAY
WSYR-TV is No. 1 IN HOMES
Delivered in the Syracuse Market:
*79% More Than Station #2
*190% More Than Station #3

*ARB for March, 1966.
Data quoted or derived from audience surveys are exclusive of sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

OPEN MIKE®
Assistance needed
Error: Last autumn one of my students, Ruben Romero, was injured in a fall from the building that houses our studio and suffered a broken neck which left him paralyzed from the shoulders down. This young man had completed one year of college and was actively pursuing courses preparing him for a career in broadcasting. He has not lost his interest in broadcasting although his ability to function in a normal capacity has been severely limited. His mind is keen as ever and he has an unusual ability to think in audio symbols. I think he would have made a rather good production man.

At present he gets around in an electric wheel chair. He has only very limited use of his left arm, being able to flex it only slightly at the elbow and to rotate the left wrist very weakly and then only when his arm is supported in a sling. There appears to be very little hope that he will recover further use of his arm.

I would like to be put in touch with someone who has found a successful career under similar handicaps or someone who has hired such a handicapped person or worked with such a person at a rehabilitation center and helped to prepare him for a career in broadcasting.—Don Dick, general manager,

New Jersey; and Paul Zur, president, Turnpike Broadcasting Co.

Oct. 10—Plaza hotel, New York (Region 1).
Oct. 14—Marriott hotel, Dallas (Region 4).
Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).
Oct. 24—Tropicana hotel, Las Vegas (Region 8).
Oct. 26—Raddison hotel, Minneapolis, (Region 6).
Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).
Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).
Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Signifies first or revised listing.

COMMITTEE MEETINGS

Oct. 10-19-Management/programming seminar of TV Stations Inc. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co.; A. Louis Read, president, WDSU-TV New Orleans; Richard A. Borger, president, WBNX-TV Columbus, Ohio; Eldon Campbell, vice president, WFHM-TV Indianapolis and George Comte, vice president, WTMJ-TV Milwaukee. New York Hilton hotel, New York.

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

DEATHLESS DIALOG from MANY MOVIES...≈1 of a series

“This is it!”

UAA's 1500 features from WARNER BROTHERS and RKO are “it”...your best bet for sure-to-win programming.
WHAT'S SO SPECIAL ABOUT OUR NEWS SERVICE IN DULUTH, DENVER AND CHICAGO?

For one thing, our own Washington News Bureau

Washington reporters, Hank Wilson and Bob Foster
...providing an important link between lawmakers in the nation's capital and their constituents in Duluth-Superior, in Denver and in Chicago.

Regular news broadcasts presented by WGN Continental group stations bring the man in office in Washington and the people he represents together day-by-day as important decisions are made and pertinent developments take place.

Each area has its special problems...and its special interests...

served by our Washington News Bureau.

For Duluth it may be a story on a petition to increase St. Lawrence Seaway tolls...

for Denver a report on the status of bids for a $375 million atom smasher...

while Chicago is interested in plans to eliminate Lake Michigan pollution.

Another example of service provided by

WGN CONTINENTAL BROADCASTING COMPANY
Twelve Great Radio Stations Have Compelled Us To Run This Ad

We don't particularly relish the idea of paying for this ad . . . but we simply have no choice. Twelve great radio stations have rung the cash register for 7-Eleven stores . . . and they've done it with such spirit and showmanship that we truly believe they have written what well might be . . .

RADIO'S GREAT SUCCESS STORY.

Gentlemen . . . you have taken our campaign and presented it with great feeling and marvelous spirit. What came out the speaker was exactly what you put in. Magic.

we salute . . .

WQAM
MIAMI, FLORIDA

KROY
SACRAMENTO, CALIFORNIA

SACRAMENTO, CALIFORNIA

WEST
WIRK
KANSAS CITY, MISSOURI

KXOL
FORT WORTH, TEXAS

KNOL
SALT LAKE CITY, UTAH

WHB
KANSAS CITY, MISSOURI

KIRA
SALT LAKE CITY, UTAH

KXOA
SACRAMENTO, CALIFORNIA

A DIVISION OF THE SOUTHLAND CORPORATION

KSODA (FM) noncommercial, 11735 Campus Drive, La Sierra, Calif.

In the swim

EDITOR: I know there are some people who only swim or relax while in a pool.

Avco's John Murphy

Then there are others who make better use of their leisure time.—John C. Burpee, director, public relations and advertising, Avco Broadcasting Corp., Cincinnati.

ETV's past, present, future

EDITOR: As an educational television broadcaster, I feel compelled to respond to your Sept. 5 editorial.

ETV is not attempting "to flout the rules," rather it is attempting to follow the current rules and regulations of the FCC and interpretations of those rules by the commission.

The late Commissioner Frieda B. Hennock's "electronic blackboard" concept of educational television is not the direction the FCC currently says ETV should take. Broadcasting of Nov. 8, 1965, illustrates the new emphasis in paraphrases and quotations from a speech delivered by former FCC Chairman E. William Henry at an NAEB meeting:

. . . Chairman Henry said the "honeymoon between the FCC and noncommercial television" may be nearing an end. The commission, he indicated, may no longer be satisfied merely with seeing educational channels activated. . . . He said that educational broadcasters —like commercial broadcasters—are expected to present public affairs programing.

As further evidence of the commission's de-emphasis of the "electronic blackboard" concept, the FCC in Public Notice—B, dated July 13, 1966, stated clearly its feelings about fulltime use of ETV channels:

. . . if the broadcast channels are used to serve a limited number of pre-planned receiving points they are, in effect, withdrawn from the broadcasting service, thereby compounding an already serious shortage."

The commission further stated in this public notice that they recognized "that educational television broadcast station licensees also have an obligation to provide a broadcast service to the general public."

I submit . . . that ETV broadcasters should not be chastised for following
They bought our complete antenna line.

KPRC-TV has a G-E Batwing antenna. KHOU-TV broadcasts with a G-E Helical. And KHTV owns a G-E Zig-Zag antenna.

These three Houston television stations didn't buy different General Electric antennas just to be different.

KPRC-TV, Channel 2, needed an antenna designed to very tight system specifications over the high percentage band-widths essential to a VHF Low Channel station. That's why they bought a G-E Batwing.

KHOU-TV, Channel 11, needed another kind of antenna for their VHF High Channel station. This antenna had to meet physical as well as electrical specifications. That's why they bought a G-E Helical.

KHTV, Channel 39, needed a UHF antenna with a radiation pattern tailored to the Houston-Galveston area. And a unique upper-and-lower dual input facility for more power in the future (ERP is now 2.58 megawatts). That's why they bought a G-E Zig-Zag.

So take another look at this Candelabra®. You'll see three good reasons to contact your G-E Broadcast Equipment representative. General Electric, Visual Communications Products, Electronics Park, Syracuse, New York 13201.

©Dresser Industries, Inc.
We proudly announce it in
BLACK and WHITE
ALL COLOR
WTRF-TV
Wheeling, West Virginia
Wheeling - Steubenville
Market

the rules of their licensing body. ETV is only as "different" today from the 1952 vision of the FCC as the commis-
sion desires and directs.—B. W. Spiller, vice-
president and general manager, Central Virginia Educational Television Corp., WCVE-TV Richmond.

Editor: Re: "It isn't ETV." What is?
In confusing sponsorship and underwriting, you are simply muddying the water. Underwriting does not "buy" time, it pays the extra costs of production which the station cannot afford. What is the difference between "This program is made possible through a grant from Smith's Shoe Stores" and "This program is made possible through a grant from the United Council of Churches"? One sells shoes, the other sells salvation, but [the ETV does] no commercials for either. Draw me a line that makes some sense.—Michael H. Pengra, Spokane, Wash.

Editor: The intent and purpose of Broadcasting's editorial ("It isn't ETV," Sept. 5) against the existing ETV service in this country is, we believe, not representative of the opinion of the broadcasting industry . . .

We would welcome and do welcome the FCC's regular scrutiny of our right to hold our franchise. WTTW Chicago, ch. 11, provides in-school service for elementary and secondary schools 32 broadcast hours a week. This service is used by over one million pupils in 168 independent school districts. Our coopera-
tive junior-college program (now in its 11th year) has a credit enrollment each semester of more than 2,000 stu-
dents and at least twice that many registered not for credit. About 50,000 viewers see each college class at a minimum. We are doing other special educational work for governmental and medical agencies and have a program in nursing education in progress for 20 schools of nursing and 1,000 students.

This is a sizable educational load. If then, we are able to prevail on lead-
ing corporations to support television programs that will enrich the lives of our citizens and (as required by the FCC) give credit [for such support] without commercials, we have not shirked our responsibility. We have ex-
panded it to fulfill another part of our obligation to the "public interest, con-
venience, and necessity." It is not Broadcasting's role (self appointed) to become our conscience, for our conscience is clear.—Edward L. Morris, director of programming, WTTW-TV and WXXW-TV Chicago noncommercial.

(Broadcasting) Magazine was founded in 1931 by Broadcasting Publications Inc. using the title, Broadcasting."—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1933 and Telecast* in 1953. Broadcasting-
Telephone* was introduced in 1948.

*Reg. U.S. Patent Office
Copyright 1988, Broadcasting Publications Inc.
Continuing story...

** Source: National Arbitron. Gemini 5, 6, 7, 8, 9, 10, 11.
Gemini 11 has written another brilliant chapter in America's space program.

It is a chapter in an ever-continuing adventure, and NBC News' color coverage of this chapter was the latest example of NBC's continuing leadership in broadcasting the news. NBC News' start-to-finish coverage was the most complete in the medium. And—as usual—even during periods of simultaneous coverage, NBC News attracted larger audiences than either of the other two networks.

"As usual" is really understating the case. The fact is that during the common-coverage periods of every one of the last seven Gemini missions, NBC reached more viewers than any other network.

Besides Chet Huntley, David Brinkley and Frank McGee, who reported with their customary clarity and expertness, scores of dedicated NBC News personnel combined their skills to make our Gemini 11 coverage the success that it was.

Not incidentally, another continuing story in the NBC News picture is the manner in which the nightly "Huntley-Brinkley Report" persists in asserting its superiority.

The public's preference for "The Huntley-Brinkley Report," demonstrated most recently in the latest Nielsen estimate,*** goes back over the years. Indeed, it has led the Nielsen measurements every year since 1960.****

NBC News' continuing dominance—whether the event being covered is an election or a space mission—is no accident. It is a result of the experience, energy and effort of the talented personnel who make up the foremost organization in electronic journalism.

All estimates subject to qualifications available on request.
Help needed

The following help wanted ad, which appeared in several trade publications, caught my eye:

Media Research Analyst
For New York TV Station
Minimum two years media experience. Salary open. Looking for sharp, aggressive, competitive researcher who knows how to turn numbers into sales. Send resume to...

This solicitation for a researcher seems to me, indeed, a sad commentary on the state of the research art at the local media level.

At one point some years ago I had the feeling that the quality of all media-produced research might be lifted to new heights. The Harris committee hearings shook us all with revelations not only of inadequacies but also of some downright hanky-panky in ratings research. The industry got together, as a result, and did an admirable although incomplete job of setting up procedures that would promote the complete acceptance of ratings data by the industry. The rating services then cleaned house, improved techniques, provided additional diagnostic tools and, in general, did all they could to make their product as good as the technology and the subscriber's money permitted.

Goal to Go • But the one goal all this soul-searching has thus far failed to accomplish is the upgrading of the quality of the analysis that the raw data are subjected to by the individual medium. And here is where the leaders of the industry have their work cut out for them.

This misinterpretation and misuse of ratings data is far more dangerous than any possible inadequacy of the numbers themselves.

The advertisement looks for a "sharp" analyst, not an intelligent, introspective one. What a shame, because there is no room for the "sharpie" in media research. He is not only a throwback to better-forgotten antiquity, but he also doesn't stand a chance against the ever-increasing number of highly sophisticated and knowledgeable media specialists at the agency level.

The ad looks for an aggressive analyst. Unfortunately, there is no room for aggressiveness in any kind of serious research. Serious analysis entails long, hard hours of labor, of soul-searching, of weighing the pros and cons of considering and bringing to light the two sides of the coin that inevitably exist. The aggressive media analyst is never a good researcher and as such defeats the ultimate goal of his employer. Neither he nor his product is generally well received at the agency because aggressiveness is not compatible with the objectivity so necessary in a good media researcher.

The ad seeks a "competitive" researcher. The only competitiveness that has a right to exist in media research is the one that leads individuals to do a better analysis, the competitiveness that develops a new technique, that opens new vistas. The "competitiveness" so often found at the local media level, however, is a competitiveness that dictates coming out faster with more numbers, that indicates an analysis of "half-hour wins," that calls for emphasis on half-truths and isolated numbers rather than a study of trends. That type of competition has no place in serious media research.

Basic Problem • The ad wants a man "who knows how to turn numbers into sales." Here we are at the crux of what ails a sizeable proportion of the media fraternity. This TV station really wants a sales promoter, not a fact finder. It seeks a man who knows how to sweep the bad numbers under the carpet.

How short-sighted this is. One might argue that this employer represents an isolated case, but, unfortunately, this is not so. The figure twisters abound in this business despite the Harris committee, despite the example set by Nielsen, ARB, NAB and other research leaders. One need only analyze one week's promotional media mail that comes across a media director's desk to discover the research puffery practiced by some of the media.

How much better it would have been for the TV station to headline its ad:

"Sales Promoter Wanted"

Then the body copy would have fit. Of else, if it were serious about employing a good media analyst, how reassuring copy that ran something like this would have sounded:

Looking for an experienced, knowledgeable, serious, objective researcher who knows how to analyze existing research data and who—through quality of his work—can help our sales department create a favorable image in the industry.

In the last 20 years the industry has made tremendous strides in the art of media research. We have progressed from a simple, sales-oriented philosophy to one of a degree of sophistication that has thrust the "Madison Avenue" media researcher into considerable prominence even in academic circles.

New Era • We are now drawing on complicated statistical techniques, such as multiple and partial correlations, for example, to analyze the multitude of available data as thoroughly and completely as possible. We build mathematical models to simulate media inter-relationships. We are leaving linear computer programing and are exploring nonlinear programing as a better way for selecting media.

This is an area of the media researcher's rapid climb to the highest levels of professional competence. It is my opinion that the goal of the sellers of broadcast time should be the acquisition of real research talent among their personnel and not the perpetuation of the old line of thinking. The research hack will not only be out of his depths in company with the new breed of media analysts, but he will also be a detriment to the interests of his employer.

It is about time that employers of analysts realize this fact of life.
what has 22 feet, one flat-foot and always stands up for you?

The Fighting Irish of Notre Dame, a beautiful lady detective and America’s favorite defense attorney—that’s the kind of top-notch programming diversity that keeps audiences tuning in a channel, not to mention shows like The Defenders, Patty Duke, Rawhide, The Munsters, Wackiest Ship, Gidget, 20th Century and Dr. Kildare.

They’re all on our schedule this year, making WPIX TV/11 a one-station network – proven programming that’s been added to award-winning news, first run movies, TV specials and special events, plus leadership in programming for children, young adults and sports fans. Just the place for your 60-second commercials.

NEW YORK’S ONE-STATION NETWORK WPIX TV 11
WBTV ranks 20th among 185 CBS affiliates — ahead of Kansas City, Milwaukee, Houston, Providence and Cincinnati (tie).*

WBTV’s “Early Report” tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.**

WBTV delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse*** — reaching 505,400 homes each week.****  
* ARB/65 TMA (avg. qtr. hr. 9 am-mid. M-S)  ** Mar./66 ARB  *** ARB/65 TMA (ADC prime-time)  **** ARB/65 Coverage Study

Only 19 more to go!
Auto billings near $186 million

Spot television leads the advance with $5 million over a year ago; network TV up significantly; spot radio shows upturn and network radio is steady

Broadcasting billing by auto makers, once a quantity that moved up from year to year in fairly predictable increments, spurted ahead of expectations in the last model year and now has radio-TV looking for $186 million in Detroit money for 1966-67.

That's a $15-million advance over the last auto year, with major increases expected in spot and network television and a moderate increase in spot radio.

Network radio appears to be holding its own.

The biggest news in auto broadcast advertising is spot television exposure, which picked up dramatically last year and has sales representatives looking for more of the same this year. A consensus of television industry sources indicates spot TV should climb to $48 million, up from $43 million in the previous car year.

Local dealers, always major spot television customers, spent 51% more in that medium for the first quarter of the year and 69% more in the first half, compared to last year's outlays.

Network television is expected to get about $84 million in auto billings, as against $76 million last year.

Critics Vocal • It was a year in which auto manufacturers came under a barrage of congressional and public criticism on the issue of safety and at least part of the industry's added broadcast advertising effort is attributed to the car makers' desire to counter some of the bad publicity they have received and speak up for themselves on safety features.

Last year it was anticipated that the auto companies and dealers would invest about $155 million in broadcast media. However, this projection was topped by an estimated $16-million margin.

Predicted spot television billings of $31 million fell 12 short of an actual $43 million outlay as estimated by the Television Bureau of Advertising for the 1965-66 model year. In addition, network television auto investment, which had been pegged at approximately $70 million, hit close to $76 million.

Prior to introduction of new models, is should be noted, auto makers cannot be precise about their dollar allocations by media due to such variables as sales performance of their cars, success of network TV shows with which they are associated and the local marketing requirements of dealers which have a strong bearing on spot TV and radio activity.

Spot radio revealed in its strongest auto year ever in 1965-66, as its car money moved up some 20% to $42 million. Although spot radio schedules will generally start later this model year, mostly after Jan. 1, they are expected to account for $44 million before the new car year is over.

One possible depressant on auto sales —and on auto advertising—is the tight money situation, which the auto companies fear may discourage new-car buying in the coming year. But agency representatives still think radio-TV spending by Detroit, especially in the winter and spring months will hold strong.

ABC Happy • Auto business is up at ABC-TV and expectation is that ABC Radio also will have a substantial gain in billing from auto companies. Particularly in the fourth quarter—the auto maker's new-model introductory period —ABC-TV reports commitments on a climb, it's estimated that the TV network will see a 23% increase in auto billing in this year's fourth quarter compared to the same period in 1965.

Ford, through J. Walter Thompson Co., in particular, is buying heavier. In addition to continuing its full sponsorship of FBI, Ford was the sole advertiser of the three-hour telecast of "The Bridge on the River Kwai" last night (Sept. 25). Chevrolet, via Campbell-Ewald, is in five shows, Bewitched, Hawk, Time Tunnel, 12 O'Clock High and Combat. Another General Motors' car, Pontiac, through MacManus, John & Adams, is in Hawk and 12 O'Clock High.

Volkswagen has a participation schedule placed by Doyle Dane Bernbach on ABC's Saturday Night Movie and on Voyage to the Bottom of the Sea, The Fugitive and Wide World of Sports.

Buick (McCann-Erickson) is in Wide World of Sports and Oldsmobile (D. P. Brother) is in NCAA Football.

American Motors, via Benton & Bowles, has a participation schedule in several new nighttime ABC-TV programs, Iron Horse, Hawk, Time Tunnel, Milton Berle Show and Shane, in addition to the carryover 12 O'Clock High series and Wide World of Sports. Another major auto buyer, Plymouth (Young & Rubicam), is represented on ABC in the Fugitive, Voyage, Combat, Sunday Night Movie and the new Rawhide series.

ABC Radio's auto advertiser list this model season resembles the lineup of a year ago but with reports of some increased schedules, such as Oldsmobile's which will have a 52-week campaign on the Tom Harmon Sports program. ABC Radio has had a 53% auto billings increase over two years, with this year's business expected to be up.

Other Advertisers • Other major auto advertisers on the ABC Radio network include Ford, Lincoln-Mercury (Kenyon & Eckhardt), Plymouth, Buick and American Motors.

CBS-TV is understood to have $11.5
AUTO BILLINGS NEAR $186 MILLION continued

of about $46 million in broadcast advertising during the coming year, an increase of approximately $4 million.

An estimated $40 million of the overall spending will support the Ford line of cars by factory and dealers and about $6 million will be in behalf of the Lincoln-Mercury models.

The Ford division is slated to pour about $21 million into network TV, $8.5 million into spot TV, $10 million into spot radio and $500,000 into network radio. L-M expenditures will reach about $3.5 million in spot radio (including dealer money), $1.5 to $2 million in network TV and about $1 million divided between network radio and spot TV.

Ford's introductory campaign was to

be spearheaded by its sponsorship of the three-hour motion picture special, "The Bridge on the River Kwai," on ABC-TV last night. The Ford division teamed up with other divisions of the company in picking up a reported $2 million tab for "River Kwai."

In addition, on network TV, Ford will sponsor during 1966-67 The F.B.I. series on ABC-TV and is cosponsoring National Football League games on CBS-TV and Walt Disney's Wonderful World of Color on NBC-TV. Lincoln-

Mercury will be represented on many of the Ford buys through corporate purchases.

During the introductory campaign, the Ford division is using spot radio in the top 27 markets in five-week flights, starting on Sept. 30, and network radio messages on ABC, CBS, and NBC. Ford dealer spots will be scheduled during and after the introductory period. Spot TV will be reused sparingly on behalf of Thunderbird cars but Ford is expected to go the traditional route and concentrate on spot TV during the winter and spring months. Ford has bought news and sports schedules on MBS and NBC. The agency is J. Walter Thompson Co., New York.

Growing Market • Detroit buyers and sellers of automotive spot television indicated that the spot-TV volume will run about the same as last year for the new announcement period. There is considerable optimism that the spot TV buying will step up after the first of the year as the auto factories turn to spot to help keep sales rolling and also to capitalize on high sales potential situations about the country—or problem areas too—where spot works efficiently.

"Confused" is the word most often used for describing the radio spot picture, however, unlike last year's bright radio spot billings that came "with a bang," as one major representative noted. The pattern for this model year appears to be rather limited use of radio spot for new car introductions, with the heavy buying to come after Jan. 1. Whether TV or radio, many Detroit observers note, the extra spot money often comes more readily through the various dealer groups regionally or locally rather than direct from the factory. This spending falls later in the model year than initially, it was explained.

Chevrolet, through Campbell-Ewald, initially had planned radio spot for four weeks in about 67 markets for new model introduction Sept. 29. Last week the account came up with additional factory funds so the station list now is being expanded selectively.

Renew Again • Chevrolet's quarter-hour radio newscast franchises in some 40 markets also have been renewed for another year. The company eventually hopes to build a base of about 50 stations in news and has been waiting out the most favorable availabilities rather than buying all at once.

Buick plans to use concentrated radio spot in about 90 markets. Buick's agency is McCann-Erickson. Like Chevrolet, Buick's TV exposure will be heavy in network rather than spot, at the factory level.

Cadiillac, which debuts Oct. 6, will use spot radio in about 150 markets for three weeks, including a few buys for FM. MacManus, John & Adams is the
Who gives you the nation's 23rd largest radio market?*

* NCS '61

50,000 WATTS • 1-A CLEAR CHANNEL • NBC • DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.
agency.

MIKA almost came up with some new announcement time spot radio money for Pontiac but this spending has been postponed until the next new car introduction this fall are Oldsmobile, Dodge, Plymouth, Chrysler and Rambler. Hopes are high for some of these billings later this year or early next however.

Lincoln-Mercury, through Kenyon & Eckhardt, is buying a small amount of spot radio for the Sept. 29 introduction period. The division is doing much better in spot TV, planning prime minutes and chain breaks in the top 30 markets for four weeks.

Dodge, through BBDO, is planning fringe minutes in spot TV buys for six weeks in approximately 18 markets. Dodge also is expected to buy spot TV again more heavily next spring, a pattern it has used before.

Traditional buyers of radio spot out of Detroit also include the Guardian Maintenance, Delco and Harrison Radiator division of General Motors and they are continuing active though modest. Guardian Maintenance and Harrison Radiator, both handled by D. P. Brother, are making fall buys now as is Delco, handled by Campbell-Ewald. Campbell-Ewald also is understood to be buying some radio spot for General Motors' corporate institutional purposes.

TV rings up good first half
Network-spot gain of 13.9% marked by 33% rise in automotive billings

National advertisers spent a record $1.26 billion in network and spot television in the first half of 1966, representing a gain of 13.9% over last year's comparable figure.

The estimate was reported today (Sept. 26) by the Television Bureau of Advertising's Harvey Spiegel, vice president and director of research.

TVB's compilation of network and spot by product classifications showed gains in 24 of 31 categories. These, the bureau said, indicated an apparent trend of a greater use of TV by advertisers of products and services generally considered high-priced or limited in their consumer appeal.

The top percentage increases were in such categories as clothing and furnish-

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<thead>
<tr>
<th>Estimated expenditures by product classifications—network and spot television January-June 1966</th>
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<tr>
<td>Agriculture</td>
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<td>Spot TV</td>
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<td>Feeds, meals</td>
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<td>Ale, Beer &amp; Wine</td>
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<td>Beer &amp; ale</td>
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<td>Misc. accessories &amp; supplies</td>
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<td>Building Materials</td>
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<td>Fixtures, plumbing supplies</td>
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<td>Materials</td>
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<td>Power tools</td>
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<td>Clothing, Furnishings, Accessories</td>
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<td>Confections &amp; Soft Drinks</td>
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<td>Confections</td>
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<td>Soft drinks</td>
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<td>Consumer Services</td>
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<td>Dry cleaner &amp; laundry</td>
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<td>Financial</td>
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<td>Insurance</td>
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<td>Medical &amp; dental</td>
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<td>Moving, hauling &amp; storage</td>
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<td>Public utilities</td>
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<td>Religious, political, unions</td>
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<td>Schools &amp; colleges</td>
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<td>Miscellaneous services</td>
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<tr>
<td>Cosmetics &amp; toiletries</td>
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<td>Deodorants</td>
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<td>Depliatories</td>
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<td>Hair tonics &amp; shampoos</td>
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<td>Home &amp; face creams, lotions</td>
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<tr>
<td>Home permanents &amp; coloring</td>
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<tr>
<td>Perfumes, toilet waters, etc.</td>
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<tr>
<td>Razors, blades</td>
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<tr>
<td>Shaving creams, lotions, etc.</td>
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<td>Toilet soaps</td>
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<td>Miscellaneous</td>
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<tr>
<td>Dental Products</td>
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<td>Dentifrices</td>
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<td>Mouthwashes</td>
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<td>Miscellaneous</td>
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<td>Drug Products</td>
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<td>Cold remedies</td>
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<td>Headache remedies</td>
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<td>Indigestion remedies</td>
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<td>Laxatives</td>
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<td>Vitamins</td>
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<td>Weight aids</td>
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<tr>
<td>Miscellaneous drug products</td>
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<tr>
<td>Drug stores</td>
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<tr>
<td>Food &amp; Grocery Products</td>
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<tr>
<td>Baked goods</td>
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<td>Cereals</td>
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<td>Coffee, tea &amp; coffee drinks</td>
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<td>Condiments, sauces, appetizers</td>
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<td>Dairy products</td>
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<tr>
<td>Desserts</td>
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<td>Dry goods (flour, mixes, rice, etc.)</td>
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<tr>
<td>Fruits, vegetables, juices</td>
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<td>Macaroni, noodles, chili, etc.</td>
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<td>Margarine, shortenings</td>
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<tr>
<td>Meat, poultry &amp; fish</td>
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</tbody>
</table>
Garden Stationery, Household Equipment, Pet Broadcasting,

Sources:

Gasoline & Lubricants 23,689,000 8,690,200 32,379,200 + 14.3
Gasoline & oil 23,532,000 8,687,800 32,219,800
Oil additives 102,000 2,400 104,400
Miscellaneous 55,000 — 55,000

Hotels, Resorts, Restaurants 2,061,000 382,000 2,443,000 + 76.5

Household Cleaners, Cleaners, 15,534,000 10,373,600 13,047,800 + 0.3
Polishes, Waxes 3,962,000 13,081,600 17,043,600
Glass cleaners 162,000 1,775,800 1,937,800
Home dry cleaners 444,000 201,900 645,900
Shoe polish 150,000 699,300 789,300
Miscellaneous cleaners 1,304,000 1,170,000 2,474,100

Household Equipment—Appliances 7,188,000 10,477,800 17,665,800 + 25.6

Household Furnishings 1,093,000 3,082,100 4,175,100 - 13.8

Beds, mattresses, springs 646,000 4,119,100 1,915,100

Furniture & other furnishings 447,000 2,671,000 3,118,000

Household Laundry Products 37,612,000 35,490,600 73,102,600 + 17.3

Bleaches, starches, 6,215,000 2,334,500 8,549,500

Packaged soaps, detergents 27,408,000 28,872,000 57,280,000

Miscellaneous 3,085,000 3,284,100 7,231,100

Household Paper Products 13,838,000 7,735,500 21,561,500 + 7.8

Cleaning tissues 1,256,000 797,900 2,253,900

Food wraps 2,561,000 5,364,300 7,925,300

Napkins 81,000 — 81,000

Toilet tissues 2,563,000 35,100 2,601,100

Miscellaneous 7,387,000 1,351,200 8,738,200

Household General 4,169,000 9,455,400 13,624,400 + 18.7

Brooms, brushes, mops 84,000 — 84,000

China, glassware, crockery, containers 196,000 1,781,300 1,977,300

Disinfectants, deodorizers 743,000 3,880,700 4,623,700

Fuels (heating, etc.) 543,000 49,300 592,300

Insecticides, rodenticides 1,354,000 1,250,800 2,584,800

Kitchen utensils 985,000 613,700 1,598,700

Miscellaneous 284,000 1,609,600 1,893,600

Nations 336,000 129,800 465,800 - 17.9

Pet Products 7,947,000 9,668,200 17,615,200 - 16.3

Publications 1,377,000 1,040,700 2,417,700 + 50.5

Sporting Goods, Bicycles, Toys 5,930,000 7,548,800 13,478,800 + 10.5

Bicycles & supplies 127,000 427,200 554,200

Toys & games 5,584,000 6,553,500 12,137,500

Miscellaneous 219,000 568,100 787,100

Stationery, Office Equipment 130,000 5,617,500 5,747,500 + 92.1

Television, Radio, Phonograph, 1,792,000 7,330,400 9,122,400 + 65.7

Musical instruments Radio & television sets 459,000 4,810,000 5,269,000

Records 1,069,000 24,600 1,093,600

Miscellaneous 264,000 2,495,800 2,759,800

Tobacco Products & Supplies 24,885,000 73,565,600 98,450,600 + 2.5

Cigarettes 22,898,000 65,689,100 88,555,100

Cigars, pipe tobacco 1,201,000 7,626,500 8,426,500

Miscellaneous 218,000 271,200 489,200

Transportation & Travel 17,691,000 2,838,300 20,519,300 + 53.5

Air 13,015,000 2,189,000 15,204,000

Bus 1,528,000 — 1,528,000

Railroad 459,000 — 495,000

Miscellaneous 2,655,000 639,300 3,294,300

Watches, Jewelry, Cameras 1,495,000 13,739,900 15,234,900 + 38.3

Cameras, accessories, supplies 202,000 8,555,800 8,757,800

Clocks & watches 43,000 2,661,100 2,704,100

Jewelry 23,000 — 23,000

Pens & pencils 1,178,000 1,304,000 2,482,000

Miscellaneous 49,000 1,219,000 1,268,000

Miscellaneous 6,483,000 3,362,600 9,845,600 +113.8

Total $603,887,000 $663,478,100 $1,267,365,100 + 13.9

Sources: Network TV-LNA/BAR net time & program costs by TVB categories. National & regional spot TV—N. C. Rorbaugh Co. Gross time charges only by TVB categories.

The Volume Giants • Though percentages were not that high, the gains in dollar volume were considerably more in such leader categories as auto-motives, up 33.1% from $55.7 million to more than $74 million, and consumer services, up 22.4% from $28.8 million to $33.3 million.

Also noted were increases by transportation and travel, from $13.4 million to $20.5 million (53.5%); household equipment-appliances from $14.1 million to $17.1 million (25.6%); publications from $1.6 million to $2.4 million (50.5%); TV, radio, phonograph, musical instruments from $5.5 million to $9.1 million (65.7%); and watches, jewelry, cameras from $11 million to $15.2 million (38.3%).

Cooke finds angel in oil

Atlantic Richfield signs big radio-TV deal for Los Angeles sports

In what's estimated to be one of the biggest sports-broadcasting packages ever negotiated for a single market, Atlantic Richfield Co. last week signed a 10-year radio-TV agreement with California Sports Inc., one of the many enterprisers of multimillionaire Jack Kent Cooke. The transaction gives Atlantic Richfield (the resultant company from a January merger between Atlantic Re-finining Co., Philadelphia, and Richfield Oil Corp., Los Angeles) exclusive rights to the broadcasts of the Los Angeles Lakers of the National Basketball Association and the Los Angeles Kings, a new National Hockey League franchise. The agreement becomes effective September of next year.

Also included in the offer company's sponsorship contract is an exclusive option to broadcast the games played by the Los Angeles Zorros in the newly formed North American Soccer League. The professional soccer league is scheduled to begin operation in 1968.

Neither California Sports nor Atlantic Richfield would disclose financial terms of the contract other than to describe it as a "multimillion dollar" deal. Indications are, however, that the advertiser is paying as much as $5 mil-

BROADCASTING, September 26, 1966 35
lion to broadcast the games of the Lakers, Kings and Zorros for the next 10 years. All three teams are part of the far-flung sports and broadcast operations of the 53-year-old Canadian-born Jack Kent Cooke. Mr. Cooke, president of California Sports, paid $5,175,000 for the Lakers last year and $2 million for the Kings' franchise last February. Among other interests, he owns 25% of the Washington Redskins professional football team and is head of American Cablevision Co., a Beverly Hills, Calif., based CATV firm that services some 78,000 subscribers in eight states.

**Forum Aid**
- There's a possibility (although it could not be confirmed) that Atlantic Richfield, as part of the deal, will help finance the $14 million private sports facility Mr. Cooke is building in Inglewood, Calif. Announcement of the lucrative new radio-TV contract was made at a news conference at the construction site of The Forum, the indoor arena that will eventually house the Lakers and the Kings. Current plans call for the building's completion by Jan. 1, 1968.

As an auxiliary benefit, Atlantic Richfield's contract with the Cooke operation gives the advertiser exclusive commercial name rights to the Forum's scoreboards, time clock and other locations within the seating area. The oil company's exclusive sponsorship rights for the play-by-play broadcasts are based on estimated season schedules that would include 11 preseason and 81 regular season Lakers games on radio and 10 preseason and 74 regular season Kings games on radio. Provisions for television call for preseason and regular schedule games totaling a minimum of 12 and a maximum of 25 for each team.

KXN Los Angeles has been chosen as the originating radio station for games of both teams. It's expected that a Southern California regional network of stations will be lined up to carry feeds of the broadcasts from Los Angeles. An originating television station, however, has not been selected. Post-season playoff games of both teams to be carried on radio are included in the provisions of the sponsorship contract.

Although Atlantic Richfield's exclusive rights for the Lakers and Kings contests do not become effective until the 1967-68 seasons, the Los Angeles-based company will immediately begin cosponsorship of the radio broadcasts of the Lakers for the 1966-67 season with Sears, Roebuck & Co.

Atlantic Richfield sponsors play-by-play broadcasts of four major baseball teams (Philadelphia Phillies, Pittsburgh Pirates, Boston Red Sox and New York Yankees) in its eastern marketing territory, but never before has sponsored major sports programing in the West. Agency for the petroleum products advertiser on the West Coast is Hixson & Jorgensen Inc., Los Angeles.

### A feeling for selling shoes

**Ads that 'sound right' help Thom McAn capture teens, young adults**

Although Thom McAn (Melville Shoe Corp., New York) has used TV since 1950 to reach young adults, and radio since 1954 to get to teen-agers, it's only lately that the company has begun to realize and catch the youth's "feeling" with more skillful techniques of advertising.

Edward Gorman, now marketing assistant to the vice president and general manager of J.C. Penney Co., but former vice president and director of marketing at Thom McAn, last week told a Sales Executives Club of New York meeting how Thom McAn was able to "reach this giant 'supermarket.'"

Mr. Gorman said there's a different magic word in selling nowadays: "New evidence now points to the fact that 'new' is now the second best word, and already outranks 'sale.' It may even be a threat to the long-standing number-one word, 'free.'"

Mr. Gorman indicated that most of Thom McAn's budget is in radio-TV (about 90%), because the company feels that both media cover with equal effectiveness the metropolitan areas and the expanding suburbs. He said radio collects the 'teen-age market, and TV, the young adults.

"TV" he said, "is a dynamic medium, capable of producing quick customer reatcion. You can deliver a feeling, in addition to a specific product message, and it takes only 60 seconds of a customer's time—and no effort." In fact, he said, TV provides the opportunity for easy humor and unlimited nuances, allowing the advertiser a chance "to elicit a small chuckle, use a 'throw-away' line, an unexpected sound and musical underscore." He summarized: "TV can make you feel involved. It can be empathetic, warm and very human."

**How It's Done**
- Putting "abstracts" aside, Mr. Gorman presented examples of how radio and TV work for Thom McAn.

Radio commercials put Thom McAn in the number-one spot in the teen-age shoe market, he said. How?

"It is the subtlety and momentary quality of change that makes a teen-ager know it is his sound." The jingle must sound right, he continued, but it should not be simply an imitation of the music surrounding it on the radio.

"It should have its own quality, its own 'gimmick,' perhaps, to sound right." The words, also, must be right, he said, because sophisticated kids know "when they're being advertised at."

With radio Thom McAn has influenced the adult world. For example, Mr. Gorman cited a Pontiac GTO tie-in with Thom McAn last year that for five weeks, preceding Christmas was carried on 20 major radio stations. Pontiac, he said, wanted to presell its GTO to what General Motors called the 'predriver' market. Results were that although Thom McAn's "GTO shoe" didn't become a "sensation," Pontiac's GTO sales during a general below-industry sales period soared 50% ahead. "The youngsters made the GTO the 'in' car for their parents—those indefinable young adults."

He noted that this year's back-to-school radio campaign for Thom McAn's Duke and Duchess shoes features a new approach that avoids using typical words and cliches. Each shoe is sold only with a rod toward Carnaby Street, "Mod," or the London Look, all recent trends.

### Brand X backlash

Studies undertaken by Scherwin Research Corp., New York, indicate that television advertising that attempts to discredit a competitor may backfire and alienate the prospective customer.

Harold M. Spielman, executive vice president of Scherwin, told the Houston chapter of the American Marketing Association last Thursday (Sept. 22), that tests show that viewers don't resent the naming of the competition but tend to dislike "innuendo, incomplete proof and snide criticism of unnamed rivals."

### Rep appointments . . .

- **KDKO** Littleton, Colo.: Dora-Clayton Agency, Atlanta, and Mid-West Time Sales, Kansas City and St. Louis, both Missouri.
- **KTV** Seattle: The Devney Organization, Chicago, and J. A. Lucas Co., Los Angeles.
- **WLW** Champaign-Urbana, Ill.: C. Otis Rawalt Inc., New York.
THE BIG NEWS

on WHIO-TV, Dayton, Ohio — 6 p.m. to 7:30 p.m., Mon. thru Fri.
First 90-minute news in Dayton — First full-color news, weather and sports

News hungry viewers are now enjoying full-color fare in a variety and volume never before provided in the large Dayton area. Anchor program is Huntley and Brinkley, and in half-hour segments on either side WHIO-TV's favorite news specialists will present complete coverage on sports; state, local and regional news; women's features; a Wright Patterson Air Force Base report; business news; daily filmed reports from Ohio and the Miami Valley; weather and miscellany. With steadily soaring interest in news, news, and more news, THE BIG NEWS offers audiences that are big, alert, affluent, and influential. Availabilities will fill fast.

Represented by Petry

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

BROADCASTING, September 26, 1966
Senate antitrustors plan to resume probe

Postelection investigation to renew scrutiny of big budgets' TV power in the marketplace

With fresh suggestions that a big advertising budget is often accompanied by economic power, the Senate Antitrust and Monopoly Subcommittee last week worked toward a resumption sometime after the November elections of its inquiry into television advertising practices.

The subcommittee, which earlier this year delved into the TV networks' advertising rate discounts, is currently formulating plans to pursue the investigation when senators return to work after the election. It is anticipated the hearing will resume late in November or early in December. At that time the subcommittee will recall the networks and hear from witnesses who feel they have been stung by TV ad policies. In preparation for the hearing the subcommittee staff has been furnished additional information by the networks.

The group will resume the hearing supported by the weight of recent disclosures backing the thesis that large advertisers wield substantial power in the marketplace. The support was given by the subcommittee's chief economist and by a national commission studying the food industry.

The subcommittee, in a recent hearing on large firms' growing share of their markets, heard its economist, John Blair, cite a study analyzing trends toward concentration in 36 consumer categories each spending at least $250,000 for TV advertising. Dr. Blair noted that the one thing these various industries had in common was their ability to exploit their product in a manner not available to their smaller competitors.

No Quick Solution • Adding that he had no quick remedy for this situation he said: "Certainly one possible avenue of approach would be to find some way, some mechanism, some institutional means by which this new technology of communications could be made available to the medium-size and smaller producers, so that they would get to the consuming public the qualities of their products." He categorized a suggestion that he might be advocating equal time in advertising similar to the equal time given competing politicians as perhaps going too far.

But he said: "Something in that direction, a step in that direction, is certainly worth contemplating. I think this is an approach which must be followed if we are not going to have monopolizing of consumer goods industries."

In 25 of the 36 product classifications studied he noted that even the industries with relatively high concentration ratios in 1947 and 1954 show further increases in concentration after the advent of large-scale TV advertising outlays. "Among industries which are the largest users of TV advertising, malt liquors showed an increase in concentration of 13 percentage points," he said, "as more than 200 local and regional brewers, unable to match the national advertising campaigns of the largest ones, went out of business."

He also concluded that in the 11 industries where TV expenditures were heavy but the leading firms did not gain a larger share of the market, this situation was due to other factors. In the cigarette field, for instance, he observed that heavy promotion by filter brands had helped cut the leading brands' share of the market. In four other instances he cited the brands faced heavy competition from private label brands of the grocery chains.

Food Industry Study • The other study, by the National Food Marketing Commission, also tended to support charges of such concentration in a single industry. It noted that in the 16 years between 1947 and 1963 the 50 largest food manufacturing firms' share of total industry assets increased from 41% to 50% and the total profits from 53% to 61%. It added that the 50 leading firms accounted for nearly two-thirds of all advertising, including 90% on the radio and television networks. "Advertising advantages of large firms create a barrier to entry of new food manufacturers and the continued competitive development of smaller established firms," the study said. While advertising expenditures per dollar sales were fairly constant for smaller corporations between 1947 and 1961, the large firms increased their advertising-to-sales ratios more than two-and-one-half times the study added.

The observation made by Dr. Blair and the commission also underlined testimony given earlier at the hearing and comments made by the subcommittee chairman, Senator Philip A. Hart (D-Mich.). Earlier this year Senator Hart said "unless the smaller company has equal access to this TV time on terms equivalent to the largest advertisers, the smaller company does not have a fair chance to survive in the consumer goods market." At that time he also forecast Dr. Blair's suggestion and gave an indication of the path the hearing might take upon its resumption. He said that it should be government's role to develop the kind of ground rules that will outlaw economic discrimination so that "economic opportunity" is something more than a hollow hope. He also noted the influence such giant advertisers must wield over program content as their advertising increases.

Truth-in-packaging bill survives tabling motion

After a week of legislative infighting that saw the controversial truth-in-packaging bill rescued from the brink of defeat, the House Commerce Committee last Thursday unanimously approved a modified version of the measure.

Supporters of the measure warded off a maneuver to shelve the bill with a countermove of their own and Chair-
Why KGO-TV, San Francisco bought Volumes 1, 2, 8, 9 and 10 of Seven Arts’ “Films of the 50’s and 60’s”

Says David M. Sacks:
ABC Vice President and General Manager, KGO-TV,
San Francisco, California

"More and more San Franciscans are tuning in for a colorful look at Channel 7 because of our 372 Seven Arts’ ‘Films of the 50’s and 60’s,’ 197 of which are in color.

KGO-TV, colorcasting during our around-the-clock broadcasting schedule, leans heavily on color features to program our 7 different feature time slots in addition to our ‘All-Night Movies’:

- Saturday evening “The Best of Hollywood” (11:15 P.M. to conclusion)
- “Morning Movie” (Mon.-Fri., 9:00-10:30 A.M.)
- “The 6 O’Clock Movie” (Mon.-Fri., 6:00-7:30 P.M.)
- “The Late Movie” (Mon.-Fri., 11:30 P.M. to conclusion)
- “The Saturday Movie” (11:30-5:30 P.M.)
- “The World’s Greatest Movies” (Sun. 5:00-7:00 P.M.)
- Sunday evening “The Best of Hollywood” (11:15 P.M. to conclusion)

Accordingly, our feature film programming requirements demand a library well-stocked with excellent Seven Arts’ features."

SevenArts ASSOCIATED CORP.
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, Emlorton 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193
man Harley O. Staggers (D-W.Va.) succeeded in gaining approval of a compromise plan in a week that climaxed months of heated hearings and private sessions.

Opponents of the bill earlier had caught its backers off guard and, when many supporters were home campaigning, rammed through a resolution to set it aside. However the supporters took advantage of a House rule allowing backers of such a tabling motion to later move for reconsideration. One of the supporters temporarily sided with the foes and later resurrected the bill with all its backers present.

Representative Staggers also sought to pacify critics of the bill by amending a provision that would have permitted the government to set mandatory size standards when it felt proliferation of package sizes in one product tended to confuse the buyer. The approved provision now would have the secretary of commerce seek voluntary industry standardization in such instances before asking Congress for mandatory guides if the industry failed to act. The original provision had aroused much criticism within the committee and from industry and advertising groups.

Representative Staggers also reportedly assured opponents of the bill, which has already been passed by the Senate in a stronger form, that he would fight for the House version if the House passed it and it was thrown into a Senate-House conference to work out the differences.

Although the revised measure gained unanimous committee approval some members reserved the right to oppose portions of it on the House floor. The bill has been on President Johnson's high priority list for passage and has been debated strenuously since its Senate sponsor, Senator Philip A. Hart (D-Mich.), introduced it several years ago.

Radio show airs views of ad industry leaders

A one-hour program spotlighting modern techniques of advertising and marketing was presented last Wednesday night (Sept. 21) on WNYW, New York.

Titled Trumpet of the Marketplace, the radio program was produced by the advertising and marketing section of the American Association of Advertising Agencies. It presented the views of 20 industry and government officials.

Edward L. Bond Jr., president of Young & Rubicam, said on the program that many people think of advertising in a negative way because the general public reads, sees, and hears the "excesses" of the field in books, motion pictures and on TV and radio shows. But he felt that such a view of advertising business would be recognized by the general public "as a more professional business, which I believe it is becoming."

Jock Elliot, board chairman of Ogilvy and Mather, commented that advertising is a challenging business and "pressures are formidable." The field requires a person to be imaginative, disciplined, vigorous, tactful, outgoing, patient, realistic and courageous, though he acknowledged that he didn't know anyone "who is all these things."

William Bernbach, president of Doyle Dane Bernbach, discussed overseas advertising and made the point that this is one area in which America has pioneered and the rest of the world is copying. He said America is in Europe because "Europe wants us there with our advertising skills."

Others on the program were Mrs. Esther Peterson, special consultant to President Johnson for consumer affairs and assistant labor secretary; George Ludlum, vice president, Advertising Council; Hope Martinez, media buyer, BBDO, and Robert Colwell, vice president and editorial group head, J. Walter Thompson Co.

Coca-Cola: Happiness is Charlie Brown on TV

"Things go better with Coke," claims the company's slogan. And evidently two of the things are Charlie Brown and TV, according to what the San Francisco Advertising Club was told last week by A. E. Pickhardt, product manager, the Coca-Cola Co., Atlanta, who discussed why the soft-drink advertiser sponsors Charlie Brown TV specials and the results achieved.

Mr. Pickhardt said that Coca-Cola's choice of bringing in an "intriguing group of little characters" from the comic strip to television in animated form was not based on clairvoyance, secret information, or wild luck. Instead, he emphasized, the choice was predicated on the belief that big rewards are worth a professionally calculated risk.

He went on to note that in the advertising business "where there is no risk, there is little profit."

But this concept, Mr. Pickhardt pointed out, greatly "depends on an agency-advertiser relationship of great confidence and shared responsibility both for success and for disappoint-
NEWS...

*First* on WLBW-TV.
Color TV isn’t five years away. Or four. Or three. Or two. Or one.

The color countdown is over. Virtually all prime-time programming is now in color. Color TV counts its audience in the millions, and these are customers who count for more. Shouldn’t your product enjoy the immediacy of the programs that surround it? Shouldn’t you be shooting commercials in color now?

For excellence in color, your producer and film laboratory rely on Eastman Kodak experience, always and immediately available through the Eastman representative.

EASTMAN KODAK COMPANY

New York: 200 Park Avenue
212-MU 7-7080

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131
Nothing's beyond your reach on Mutual Radio

(Especially the Mutual Tween-agers!
They're between 18 and 49—the heaviest spenders!)

Teen-agers are a great audience—if you sell lollipops. Middle-agers are great, too... for rocking-chair manufacturers.

But Mutual concentrates on the Tween-agers. They're between 18 and 49, with young, large and growing-larger families. With growing-larger needs. And growing-larger incomes to spend.

The Tween-agers are your bread-and-butter audience. And Mutual gives you a larger percentage of Tween-agers in its vast audience than any other network.*

If you want to reach listeners at the prime age for spending, reach the Mutual Tween-agers!

* Sindlinger
ments." He said that this "risk reward concept" worked to Coca-Cola's decided advantage in the decision to go ahead with the Charlie Brown specials. For while the risks were big—about $250,000 for producing A Charlie Brown Christmas—the rewards also were big. Among the extra advantages the specials have brought to Coca-Cola, Mr. Pickhardt cited more beneficial time periods, greater station clearances and "programming with a tailored pertinence to our specific media objectives."

Equitable wants more merchandising

One of spot radio's steadiest customers praised the medium last week but called upon it to give an "extra effort," particularly in merchandising.

"We want $1.50 of results for every $1 we spend," Charles R. Corcoran, advertising vice president of the Equitable Life Assurance Society of the U. S., told an annual station clinic held by CBS Radio Spot Sales.

Among the merchandising supports that stations can supply, he said, are use of Equitable authorities as sources for news and interviews in fields in which they are expert; providing station personalities for local Equitable sales meetings; cooperation with Equitable agents in setting up sales contests; use of the local agent's tagline on Equitable commercials and making sure that Equitable is mentioned in program guides.

"We're not greedy [but] there is a quid pro quo in business," Mr. Corcoran said. He noted that print media offer strong merchandising support and that this sort of extra effort, in radio as well as print, can attract new business while serving existing clients.

Mr. Corcoran said the extra effort is needed from stations to help clients prove to their managers that their media allocations are "right." He said that "today, for us, spot radio is best," but that a time always comes when "someone says, 'lets do something different."

Equitable, he said, spends around $2 million a year in radio, with about 21% of this budget going to stations represented by CBS Radio Spot Sales.

He recalled that Equitable and its agency, Foote, Cone & Belding, launched a pilot campaign in spot radio in 1962 and found that it brought immediate response from Equitable agents.

From 50 to 350 "Since the fall of 1962," he said, "we have had a spring and fall radio campaign, each one of 12 to 13 weeks duration, split into two flights. The campaigns have coincided with our Equitable spring and fall sales drives. From the 50 markets used in 1962, we are now in 350 markets. About half of our total national advertising budget goes to radio, the other half to print. We also find an increasing use of radio by our representatives under our 50% reimbursed cooperative advertising program."

At another point he said: "I think spot radio is coming out better for us than national print."

Mr. Corcoran was introduced at the clinic luncheon by Maurie Webster, vice president and general manager of CBS Radio Spot Sales, who reported that his organization's sales gain for the first seven months of this year as compared to the same period last year was "31% better than the increase for the next best year in the last decade."

The clinic, held in New York last Monday (Sept. 19) in advance of the annual CBS Radio affiliates convention (see page 64), brought together executives of the 13 stations represented by CBS Radio Spot Sales.

American Dairy alters its broadcast strategy

American Dairy Association, Chicago, which heretofore has relied considerably upon network television to carry its milk product promotions to the consumer, is moving more into use of spot in selected markets, both TV and radio. Some network radio also will be used.

Directors of ADA met in Boston last week and approved the 1967 advertising budget of $5,480,000 up $36,000 from 1966. This represents over 70% of the association's total promotion budget. ADA will continue to sponsor the daily Betty Furness Show on CBS Radio as well as the Don McNeill Breakfast Club on ABC.

TV and radio commercials featuring George Gobel will continue to be placed on a spot basis in various markets. ADA agencies are Compton Advertising and Campbell-Mithun, both Chicago.

DDB 9-month billings show radio-TV up 70%

The Doyle Dane Bernbach agency billed $138.6 million in the nine months ended July 31, up from $94.4 million for the same period of the previous year.

An updated prospectus filed with the Securities & Exchange Commission last week for registration of 146,251 shares of the agency's common stock contained figures through the third quarter.

By far the biggest gain during the period for the fast-growing agency came in billings for radio and television time and talent. For the first three quarters of the fiscal year radio-TV billing was up 70% to $63.6 million.

Network radio volume tops in percent gain

Network radio continues to show a gain in this year's first half over last year's comparable period that is appreciably above the estimated increase in total national advertising volume.

The increase was 16% for network radio while total national advertising volume showed a gain of 8%, according to material prepared by the media research department of McCann-Erickson, New York.

Though network radio had the best relative gain among national media the size of it was reduced (from a gain of 29% at the end of the first quarter). Network TV was up 8% for the six months, same point reached in the first quarter.

The McCann-Erickson material is prepared as a "national advertising index" that is published in Printer's Ink.

Other gains noted: magazines up 9% with weekly magazines gaining 11%; women's 5%, general monthly 10% but farm down 4%; newspapers up 8%; business papers increased 8% and outdoor down 1%. Spot television (not reflected in the general index) climbed 6% in the first six months.

According to the index, spot TV receded in volume slightly from 8% at the first quarter; magazines down a bit from 10% in the first three months; newspaper and business papers both up from 7% at the first quarter and outdoor considerably from a plus 8% at the quarter period. Total advertising volume for the first quarter also was 8% up, same as for the half.

The index is formed on estimated total advertising investments in each medium, including talent, production and media costs with a base of 100 used as an average of total investments in the years 1957-59. On that basis, network TV would appear to be on the upswing in the second quarter (index of 182 in April, 183 in May and 197 in June). But network radio's trend appeared down: 129 in April, 122 in May and 116 in June.

Norge sets TV campaign

Heretofore only an occasional user of television, the Norge division of the Borg-Warner Corp., Chicago, will use a minimum of 20 color spots a week during October in 75 major markets. The concentrated saturation drive to
introduce the new Norge VHQ ("very high quality") line of washing machines is the biggest in the firm's history and will exceed $1 million for TV and print. Clinton E. Frank Inc., Chicago, is the agency.

Speakers named for Western 4A's meeting

An advance outline of the program for the 29th Western Region Convention of the American Association of Advertising Agencies has been announced in Los Angeles. The meeting is scheduled for Sunday through Wednesday, Oct. 16 through 19, at the Hotel del Coronado, Calif.

AAA President John Crichton and chairman of the board Thomas B. Adams, (also president, Campbell-Ewald Co., Detroit), will open the business sessions of the convention on Oct. 17. They will report to members only.


Registration and a welcoming cocktail reception are scheduled for the opening day of the convention, Oct. 16, and a golf tournament, reception and formal dinner-dance are among the other social activities planned. A featured luncheon speaker for the opening business day of the convention has not yet been chosen.

Also in advertising . . .

Splitting up • Jackson Brewing Co., New Orleans, and Needham, Harper & Steers, New York, terminate their six-year advertising relationship Dec. 15, agency announced last week. Differences in marketing policy were the principal cause, it was explained. The Jax beer account bills around $2 million annually.

Name change • Monroe F. Dreher Inc., has changed its name to Dreher Advertising Inc., 30 Rockefeller Plaza, New York.

Spot-makers formed • Arranger-composer-conductor George Romanis last week formed Futura Music Inc. to produce television and radio commercials, making motion picture titles, writing special material for supper club performers and for cutting independent record masters. Offices are in the First Federal building, Hollywood.

A new home • Regional Reps Corp., Cleveland, has moved to larger quarters at 1220 Huron Road. New phone number is (216) 781-0035.

Seiden buys • Henry Seiden, former senior vice president and creative director of the Marschall Co., has bought a "major" stock interest in Hicks & Greist and will become that agency's senior vice president in charge of creative services.

Business briefly . . .

Liggett & Myers Tobacco Co., New York, is supporting national introduction of its Chesterfield Filters cigarettes with heavy advertising that includes network spot TV and spot radio, starting in early October. Company declined to provide information on expenditures, but said all three TV networks would be used plus substantial spot TV and radio effort. Agency is the J. Walter Thompson Co., New York.

Curtiss Candy Co., Chicago, through Clinton E. Frank Inc. there, buys participations on several CBS-TV and NBC-TV programs and spots on local children's shows in 64 major markets for heaviest Halloween promotion in firm's history. All commercials are in color.

Alberto-Culver Co., Melrose Park, Ill., is introducing nationally its new Alberto VO-5 Clear Gel hairdressing through J. Walter Thompson Co., Chicago. Heavy television and spot TV, both spot and network, will be used.


Campbell Soup Co., Camden, N. J., is planning full-to-early spring campaign for its Bounty line of corned beef hash (set for national distribution), stews and chilli, that will include 19 daytime network TV shows, and spots in over 20 major markets. Company has prepared one-minute color commercials, featuring comedian George Gobel.

Agency is Needham, Harper & Steers, Chicago.


Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television stations. Appearing in sequence are names of advertisers, product, number, length, and type of commercials, production manager, agency with its account executive and producer.

Fraser Productions, 38 Hotaling, San Francisco.


H & L Productions, 112 East Euclid Avenue, Tampa, Fla. 33602.

Jim Walter Homes, Tampa (homes); seven 60's for TV, live on film, color. Agency: Coast to Coast, Tampa.


Tele-Tape Productions, 234 West 44th Street, New York 10036.


FIRST RUN!
FOR TELEVISION

TOP QUALITY FEATURE FILMS
POST 1960

SOLID GOLD GROUP ONE
10 IN MAGNIFICENT COLOR - 10 B/W

INTERNATIONALLY ACCLAIMED STARS

NOW SOLD IN SUCH TOP MARKETS AS
- DETROIT
- BOSTON
- CLEVELAND
- ATLANTA
- MILWAUKEE
- TOLEDO

FASCINATING DRAMA
MUSICALS - MYSTERY
ADVENTURE - COMEDY

Coming Soon!
GROUPS: TWO - THREE and FOUR

AVAILABLE IMMEDIATELY!
Exclusively from:
ADAMS BROADCAST SERVICES INC.
60 EAST 56th STREET • NEW YORK CITY 10022
PLAZA 2-7780

FOR EMERY PICTURES INC.

BROADCASTING, September 26, 1966
ABC-ITT awaits FCC decision

After hectic two-day oral hearing, $2-billion marriage is expected to be approved but whether by 4-to-3 or 5-to-2 vote is a question

With all of the testimony and evidence now in, the FCC has begun active consideration of the most important batch of station-assignment applications ever to come before it; those involving the proposed merger of ABC into International Telephone & Telegraph Corp.

Principals and attorneys for the two companies presented prepared statements and subjected themselves to lengthy and detailed cross examination in an oral hearing that had been scheduled for one day only, Monday (Sept. 19) but that stretched over into a second full day on Tuesday.

If previous indications and the tenor of the questioning in the hearing last week are a valid guide, the applications will be approved, but with some dissent Chairman Rosel H. Hyde, Commissioners Lee Loevinger, Robert E. Lee and James J. Wadsworth are believed to be in favor of the merger, with Commissioners Robert T. Bartley and Kenneth A. Cox opposed. Commissioner Nicholas Johnson indicated by his questioning and comments that he would oppose the merger also. Some observers felt he might vote "yes."

A tentative decision on the merger which ABC says is essential if it is to become fully competitive with CBS and NBC, might be reached within a week. But, the commission's formal written opinion, along with the dissenting statements certain to be filed, probably will not be issued for several weeks.

Justice Silent * The Justice Department, which has been studying the anti-trust aspects of the proposed merger, has not submitted any comments to the commission and did not ask to appear at the hearing. Consequently, it's believed the commission will not hold up its decision waiting for Justice's views.

Technically, all that is before the commission are ABC's five TV, six AM and six FM licenses. But at stake also are the network of 137 primary affiliates, motion-picture theaters, records and the networks' other interests—in all, a $400-million company. It would be the single most important subsidiary of the $2 billion ITT, which owns some 80 companies around the world.

The hearing did not bring out much that was new but it did allow commissioners to draw from Leonard Goldenson, president of ABC, and Harold Geneen, president and chairman of ITT, specific commitments and explicit assurances. (In the process, they turned in iron-man performances, standing and answering questions for about four hours each).

Chief among these was Mr. Geneen's statement that ITT would make available to ABC a minimum of $50 million over the next three years. The figure was cited by Mr. Goldenson as the amount ABC would need, after persistent questioning on the point by Commissioner Johnson. Mr. Goldenson literally calculated the figure on the spot. Previously, both principals had said only that ITT intended to provide the support ABC needed to become fully competitive with NBC and CBS.

And earlier in the hearing, John A. McCon, ITT director, said he was unaware of any specific commitment. Mr. McCon, the former head of the Atomic Energy Commission and the Central Intelligence Agency, was the only director of either firm, other than Mr. Goldenson and Mr. Geneen, to testify.

Newsroom Integrity * The principals gave assurances that every possible safeguard would be taken to protect the integrity of the ABC news department against influence, intended or not, by ITT. Mr. Geneen said not only would the newsroom's independence be respected but that the company would attempt to create an "environment" in

Not all 'mergers' need pass public-interest test

When pressure builds up, a man is apt to say some funny things, sometimes, but not always, intentionally. Harold S. Geneen, president and chairman of International Telephone and Telegraph Corp., demonstrated that last week while undergoing intense grilling during the FCC's oral hearing on the proposed ABC-ITT merger.

At one point, Commissioner Nicholas Johnson, who at 32 looks boyish but whose voice in questioning takes on a sharpness and seems to hit with the impact of a machine-gun burst, outlined the problems he saw ABC facing in maintaining the independence of its news operation if the merger is approved.

"Yes, professor . . ." Mr. Geneen began, as the room erupted in laughter. He said later he was listening so intently he forgot himself. It so happens Commissioner Johnson is a former University of California law professor.

Later, while attempting to help Mr. Geneen satisfy Commissioner Johnson's curiosity as to the specific amount of money ITT would make available to ABC (the two companies had said only that ITT knew of ABC's plans and would support them), Commissioner Lee Loevinger asked whether Mr. Geneen had promised to support his wife when he married her and whether he had made a specific commitment.

Mr. Geneen answered "yes" to the first question, "no" to the second. He also said, in answer to another question, that he had probably provided more support for his wife over the years than any amount he might have specified at the wedding ceremony.

But, asked Commissioner Kenneth A. Cox, "was the minister required to make a public-interest finding?"

It was Mr. Geneen, however, who had the last word. If that had been the case, he said, "I am sure I would never have got the merger through."
which news department staffers would not be motivated, on their own, to slant their news judgments in favor of ITT.

They also attempted to explain to some dubious commissioners how ABC could, as the applications said, remain "substantially autonomous" while ITT assumed full licensee responsibility for the stations' operations. Mr. Geneen said ABC would run the day-to-day operations and make all decisions, but would keep the ITT board informed. The parent company would have the right to overrule ABC decisions.

Among other points brought out in questioning of Mr. Geneen were that ITT had a "conversations" with "another network," presumably CBS, before turning to ABC. Mr. Geneen said he had made the first overture in the merger talks with ABC, in early 1965, but that the network didn't show any interest until late in the year.

Throughout their testimony, Messrs. Goldenson and Geneen said the merger would result in benefits to the public by making ABC competitive with CBS and NBC. Mr. Goldenson also said the network would be able to strengthen its programing, particularly in news and public affairs. He noted the network is now preparing an early-morning news show that would compete with NBC's Today.

A Question of Influence • But the questions troubling Commissioners Bartley, Cox and Johnson revolved around the fact that one of the largest corporations in the country (it ranks 30th and will rank in the top 20 if the merger is approved), will acquire a major broadcasting network that it could use to influence opinion. They noted that 60% of ITT's revenues are from foreign business and that half its domestic revenues are from defense and spacework.

They questioned also whether ABC did in fact need the help to be provided through the merger and whether the public interest would be served if it were provided. They noted that ABC, while in third place, is profitable. Commissioners Johnson and Cox also felt there might be a benefit to the public in the programing gambles Mr. Goldenson said ABC was forced to take to compete with CBS and NBC.

Commissioner Johnson, the newest commissioner who was making his debut in that type of proceeding, was the most aggressive in questioning ITT and ABC witnesses. Besides virtually forcing Mr. Goldenson to come up with a specific figure as to the minimum amount of money ABC would need from ITT, he along with Commissioners Bartley and Cox pressed the witnesses on what technological advances ABC could expect from ITT's research and development programs.

Mr. Geneen said ITT engineers were working on a number of projects in the television field, including three-dimensional television, but added that all developments would be available to the entire broadcasting industry, regardless of a merger with ABC.

Commissioner Johnson's questioning also drew from Mr. Goldenson the fact that his holdings in ABC stock were valued at $7 million at the time the ABC-ITT merger agreement was reached. On the basis of current stock prices, his holdings would climb in value to $7.8 million if the merger were approved. The merger provides for a swap of 0.57 of ITT preferred and 0.57 of ITT common for each share of ABC stock.

In addition, Commissioner Johnson left no doubt in the two-day hearing that he was not being won over by the arguments of ABC and ITT. Several times he said the principals had not demonstrated that the benefits to flow to the public from the merger would outweigh the possible detriments.

How Independent? • He said it was "extraordinarily difficult" for him to comprehend how ABC could be fully independent of ITT in its programing. He suggested that the reason NBC gave greater coverage to Philippine President Ferdinand E. Marcos during his Washington visit than did either ABC or CBS was RCA's "important interests" in the Philippine Islands. An NBC News spokesman said later that news judgment was the only factor in the decision as to the amount of coverage NBC gave President Marcos.

Marcus Cohn, counsel for ITT, cited a host of what he said were parallel cases in which the commission permitted large conglomerate companies to own broadcasting stations—chief among them NBC's parent, RCA. He also noted that some multiple-owner licensees have interests in competing mass media.

And in response to the comment that the public might be better served by an ABC forced to scramble on its own out of third place, he said: "That's like saying an injured football player will play better because he tries harder."

He also said it's unfair to require the applicants to prove a negative—that no harm to the public will result from the merger. "The record requires something more than speculation," he said. "It requires probative facts showing that harm will result." As long as the commission licenses diversified companies like General Electric and Westinghouse,
FIRST FULLY INTEGRATED TV TAPE RECORDING SYSTEM

for high
Superb Multiple Generation Color Tapes
The TR-70 makes superb copies of color tapes that look for all the world like the original. Improvements in signal-to-noise, bandwidth, and "K" factor account for the superiority in picture performance. The TR-70 maintains this uniformly high quality on a day-to-day basis.

Color Tested ... Color Ready
The TR-70 is built and tested at the factory as a complete color system. Its system features include: ATC, Air-bearing Headwheel, Color ATC and Switchable Standards. This means that the user may produce color tapes and go on-air immediately.

High Band at Touch of a Button
There is instant selection of three recording standards—low band monochrome, low band color, or high band monochrome/color.

The TR-70 is RCA's newest and the first fully integrated high band color tape system. This "state of the art" system means best possible design and performance. Discover for yourself why the TR-70 color system is superior to any TV Tape Recorder built to date.

Call your RCA Representative. Or write RCA Broadcast and Television Equipment, Building 19-5, Camden, New Jersey.

TR-70 makes multiple-generation color tapes look like originals.

TR-70 has "instant selection" of high band or low band, color or monochrome.

TR-70 comes with color modules installed, wired and "system tested" at the factory.

The Most Trusted Name in Electronics
he said, it must approve the merger.

But Commissioner Johnson insisted the burden is on the applicants. He was not impressed by the fact that what is now proposed "has been conditioned in the past." That argument is not persuasive, he said.

Help Needed • Throughout his testimony, Mr. Goldenson stressed ABC’s need for the financial assistance that he said would be available from ITT. He said a financial cushion is essential if the network is to engage in long-range planning. "If our ratings fall off at night, and the price of our stock dips," he said, "stockholders and directors say, ‘pull in your horns.’"

He noted that while the CBS and NBC TV-network operations are showing a profit, ABC’s is showing a loss—$5.6 million in 1965 (BROADCASTING, Aug. 1). The radio network also operates at a loss, he said. ABC’s owned TV stations produce more than enough profits to offset the loss—$25.5 million last year.

But he pictured the network as fated to fall further behind in its race with CBS and NBC without the infusion of new capital to meet rapidly expanding costs. He said the network plans to spend $34 million for converting its facilities to color (a move dictated by the color programing of the other networks) and $90 million for studio complexes in Los Angeles and New York. While earnings and additional loans (the company will soon have obligations totalling $92.5 million) could offset some of this, he said, a merger or sale of stock is needed to supply the rest. And a stock issue, he said, would be "highly undesirable."

More UHF • One question Commissioner Cox kept pressing was how ABC could overcome the disadvantage of a shorter affiliate lineup without getting more affiliates. ABC’s 134 affiliates cover 93.4% of all homes, while CBS’s 192 reach 99.2% and NBC’s 206, 99%. Mr. Goldenson said the network would have to rely increasingly on the growth of UHF television. He said also the network hopes to "force" conversions of antennas as well as sets to UHF by providing the kind of programing, including news and public affairs, that will be attractive to viewers. He noted this would help open the door to additional UHF stations.

He said the network plans to increase expenditures on news from $26 million in 1966 to $40 million in 1968, when the national political conventions and elections will be covered in color. In sports, costs are increasing from $20 million to $38 million in 1968, when the network will cover the winter and summer Olympic Games.

The interim policy barring the expansion of multiple owners into major markets was touched on only briefly during the hearing. The policy requires the commission to hold a hearing on an application that would result in anyone owning more than two VHF’s in the top 50 markets. All five of ABC’s VHF stations are in that category.

The commission staff has taken the position that the merger, which includes an entire network, doesn’t fall within the policy. Commissioner Cox, however, indicated he felt the policy did apply. And James McKenna, counsel for ABC, said that, "basically, we are seeking a waiver of the policy."

The KOB issue was also raised briefly. Hubbard Broadcasting Co., licensee of the Albuquerque, N. M., station, has filed an application in competition with the renewal application ABC has filed for 770 kc New York, the frequency on which WABC operates. The action was in connection with a 25-year-old dispute between KOB and WABC over use of the frequency. Frank Fletcher, counsel for KOB, argued that the commission could not assign the license before the issue is resolved. Mr. McKenna said ABC and ITT would accept an assignment of the license conditioned on the outcome of the KOB proceeding.

Colorado stations sale approved

The sale of KREX-AM-FM-TV Grand Junction, Colo., and two television satellites by Rex Howell, western broadcast pioneer, and associates was approved last week by the FCC.

Western Slope Broadcasting Corp., in which Mr. Howell was the principal stockholder, sold the Grand Junction properties and KREX-TV (ch. 10) Montrose and KREZ-TV (ch. 6) Durango, both Colorado, to a new corporation, XYZ Television Inc., which is controlled by Cincinnati investors. Mr. Howell and several of the minor stockholders in Western Slope have minority interests in the purchasing corporation.

The majority ownership, 81%, of XYZ Television is held by Forestville Reality Corp., Cincinnati, which is owned by James R. and William J. Williams, real estate developers, and Lawrence H. Kyte, attorney, each with 26%%. and Dr. J. Harry Dornheggen, physician, with 20%. The minority interests in XYZ are split among Mr. Howell (8.5%); Roy H. Adamson, treasurer of Western Slope (2.5%); Robert J. McMahan, general manager of Western Slope (2.5%); Ruth Kendrick and Marlene J. Hoskin, daughters of Mr. Howell (0.8% each); and Carl Q. Anderson, who formerly held a 49% interest in KREZ-TV (3.9%)

Mr. Anderson sold his KREZ-TV interest to Western Slope for $75,000 as a preliminary to the sale to XYZ Television. XYZ Television also has an agreement with John W. English, who owns an interest in WSEE(TV) Erie, Pa., permitting him to buy $350,000 in debentures convertible after four years to XYZ common stock.

Mr. Howell will receive $500,000 over 10 years as a consultant to XYZ and under an agreement not to compete in broadcasting within a 150-mile radius of the stations. XYZ also assumes $755,000 in Western Slope liabilities.

KREX, founded in 1926, operates full-time on 920 kc with 5 kw day and 500 kw night. KREX-FM, founded in 1960, is on 92.3 mc with 3 kw.

The Montrose and Durango television stations are satellites of KREZ-TV (ch. 5), although they originate some programs.
SUCCESS STORY-BALTIMORE STYLE!

FULL-COLOR NEWS

ANOTHER
WMAR-TV FIRST!

Now, in keeping with its great tradition, WMAR-TV is first in Maryland with full-color news; live, tape and film.

A new Filmline FE-50 colorfilm processor, turning out 16 millimeter color film at 50 feet per minute, enables WMAR-TV to shoot and show news and sports events in color within one hour of elapsed time, for our 37 newscasts weekly.

OTHER WMAR-TV “FIRSTS” INCLUDE:

1st WMAR-TV installed the first continuous black and white newsreel processor back in October, 1947.
1st At that time the first newsfilm producing unit was established — one of the oldest, continued, uninterrupted television newsreels in the United States.
1st WMAR-TV was the first Television Station in the United States to deliver a larger audience than any radio station in its home city.
1st First to use a Zoomar lens.
1st First to utilize two remote units.
1st First to produce its own documentary films exclusively for television.
1st First commercial Television Station in Maryland to experiment in color television.

No wonder... In Maryland Most People Watch COLOR-FULL WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
Comsat plans told to finance managers

Matthews says under Ford plan, radio-TV would subsidize ETV, but Congress can allocate savings

"Broadcasters would in effect be subsidizing educational television" if the Ford Foundation's satellite television plan were put into effect, Bruce Matthews, vice president-treasurer of the Communications Satellite Corp., acknowledged last week. But he indicated Congress must decide whether it wants to put the satellite savings into ETV or give lower rates to users.

A featured speaker before the annual convention of the Institute of Broadcast Financial Management in Denver last week, Mr. Matthews noted that "satellite technology represents the fruit of an enormous wartime and postwar expenditure of public funds. Thus it would seem—in both social and economic terms—the savings the new system would make possible for commercial broadcasters and for users of other commercial communications could be shared with the total community on a basis determined by Congress."

The range for congressional evaluation is broad, he said, "including what order of priority should be assigned to noncommercial television as a beneficiary of national largesse."

Where should the line be drawn "between what is educational in the schoolhouse and what is cultural entertainment or general enlightenment?", he asked. "An appraisal also must be made of the relative advantages to the public of concentrating satellite savings on lower message rates for public and private users as contrasted with siphoning off part of the savings to subsidize ETV alone."

Two More - Before the end of this year Comsat will send up two more powerful satellites to join Early Bird in extending communication over the Atlantic and Pacific oceans, Mr. Matthews said. Both will be able to transmit all forms simultaneously, he explained, but with some limitations.

"The Atlantic satellite will further expand circuit capacity to Europe and also link in Latin America," Mr. Matthews reported. "The Pacific satellite will join Asia and Australia with Hawaii and North America, thereby extending satellite communications to some two thirds of the world," he said.

"In addition to other commercial services these two satellites will serve as the space segment in NASA's Apollo moonlanding communications network," he explained. "The Pacific satellite is also expected to provide the Department of Defense with 30 voice channels—10 each between Hawaii and Japan, Thailand and the Philippines, thereby providing much needed communications in support of the Vietnam war effort."

Comsat in 1968 will launch still more powerful and versatile 1,200 channel satellites that already are under construction at a cost of $30 million, he continued. These will comprise the global communication satellite system Comsat is developing in cooperation with 52 other nations.

By 1968 it will be possible for Japan and Hawaii to view the New Year's Day Rose Bowl game from Pasadena, Calif., and ultimately such feats will be routine, Mr. Matthews told IBFM.

Major Howard B. Hitchens Jr., director of audio-visual services at the Colorado Springs headquarters of the Air Force Academy, explained how a complex closed circuit television system there helps train the 3,000-member cadet corps.

Accounting - New accounting techniques to help broadcasters calculate their profits as well as their losses were outlined before the IBFM by a panel of specialists. Anton S. Petran, senior consultant with Touche, Ross, Bailey & Smart, for example, explained that "by using correct work measurement techniques to figure costs, accounting can go a long way in showing management areas where improvements are needed."

He explained a three-step checklist by which accounts can provide data needed at various operating levels. These are 1) Who is responsible for this expense? 2) What is the type of expense? and 3) Who gets the benefit of the expense?

Selective Markets - C. A. Kellner, vice president for station services of the American Research Bureau, also told the meeting that to more fully utilize the potential of audience research broadcasters must emulate the selective marketing techniques used by their stations' sponsors. Increasingly, he said, advertisers are using television as a selective rather than mass medium, because they buy specific markets according to the value they place on these markets.

By following the lead of such advertisers, Mr. Kellner said the station can take advantage of a selective market approach to promote themselves and sell time. Too often, he continued, stations tend to concentrate on their ratings while overlooking the characteristics of their audience.

Other IBFM topics included community antenna television, paperwork simplification, coordinating traffic, sales and accounting, music licensing and insurance.

Officers - Also at the convention Leonard Bridge, business manager of Wood-AM-FM-TV Grand Rapids, Mich., was elected president of IBFM to succeed John C. Herklotz, controller of WGN Continental Broadcasting Co., who becomes chairman of the IBFM board. Other new IBFM officers: Richard C. Guerin of Susquehanna Broadcasting, York, Pa., vice president, and Blaine Whipple of Bonneville International, Salt Lake City, secretary-treasurer. New IBFM directors include John H. Blaine, King Broadcasting Co., Seattle; Justin Liss, WGN Continental Broadcasting Co.; Joseph Mikita, Westinghouse Broadcasting Co., Cincinnati; and Donald Schomburg, KSDK-AM-TV St. Louis.

LA moves on CATV franchises

The Industry and Transportation Committee of the Los Angeles City Council last week unanimously approved the awarding of four community antenna television franchises to two high bidders offering a total of $855,100 for the right to serve four municipal areas. Afterward the committee recommendation was submitted to the entire city council, which then granted its tentative approval to a 10-year franchise for Theta Communications of California and another for King Videocable Corp., Seattle.

Theta, a joint venture of Hughes Aircraft Co. and Teleprompter Corp., bid a total of $845,100 to serve the Santa Monica Mountains, Pacific Palisades and Eagle Rock-Highland Park areas. King Videocable, a division of King Broadcasting, bid $10,000 to serve the Sun Valley area (Broadcasting, Aug 22).
CINEMA 20
20 distinguished motion pictures combining the most exciting award-winning talents in the entertainment industry today.

DOMINANT 10
Fast paced action—the ingredients for MUST television viewing and "top" ratings.

AMAZING ADVENTURES 1967
From secret agent adventures to the jungles of lost worlds; all this in twenty-six rip roaring action films in color.

REAL LIFE ADVENTURES
5 all color documentaries.

TOP SECRET ADVENTURES
The lethal world of the secret agent—their fearless exploits—their torrid love affairs.

AMAZING '66
Weird, way out, science fiction at its explosive best.

ADVENTURE 1966
High adventure—fierce action: 20 excitement filled features.

EPICOLOR '65
20 powerful adventure features in color.

AMAZING '65
20 features with all the exciting elements of the best in science fiction.

EPICOLOR '64
40 top-notch action-filled spectacles.

TEN DIVERSIFIED HIGH-VOLTAGE FEATURE PACKAGES FROM AI-TV

AMERICAN INTERNATIONAL TELEVISION, INC
165 West 46th Street
New York, N.Y. 10036
Circle 5-3035
What do these top 50 agencies have in common?

J. WALTER THOMPSON $178
YOUNG & RUBICAM $146
TED BATES $143
BBDO $132.2
LEO BURNETT $131.6
MCCANN-ERICKSON $107
FOOTE, CONE & BELDING $103.8
BENTON & BOWLES $100
DANCER-FITZGERALD-SAMPLE $100
WILLIAM ESTY CO. $92
GREY ADVERTISING $81
COMPTON ADVERTISING $73.1
SULLIVAN, STAUFFER, COLWELL & BAYLES $67.8
LENNEN & NEWELL $67.2
DOYLE DANE BERNBACH $59.12
NEEDHAM, HARPER & STEER $58
N. W. AYER & SON $54
D'ARCY ADVERTISING $48
OGILVY, BENSON & MATHER $44.2
KENYON & ECKHARDT $41.7
CLYNE MAXON $39
CAMPBELL-EWALD $37
NORMAN, CRAIG & KUMMEL $36.7
CUNNINGHAM & WALSH $34.4
CAMPBELL-MITHUN $34.2
GARDNER ADV. $30.9
TATHAM-LAIRD & KUDNER $29
MARSHALK $24.8
POST-KEYES-GARDNER $23.6
PAPERT, KOENIG, LOIS $21.4
MACMANUS, JOHN & ADAMS $21
GEYER-MOREY-BALLARD $18.8
GUMBINNER-NORTH $18.1
ERWIN WALEY $17
WADE ADVERTISING $16.75
W. B. DONER & CO. $16
ARTHUR MEYERHOFF & ASSOCIATES $15.5
JACK TINKER & PARTNERS $13.5
PARKSON ADVERTISING $13.1
HONG-COOPER & HARRINGTON $12.8
KETCHUM, MACLEOD & GROVE $12.6
RICHARD K. MANOFF $12.6
WARWICK & LEGLER $12.6
FULLER & SMITH & ROSS $12.5
GRANT ADVERTISING $12.2
KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON $12
CARLSON/ROBERTS $11.6
CLINTON E. FRANK $10
STREET & FINNEY $9.8
D. P. BROTHER $9.5
$2,416,670,000
Combined, these agencies place more than $2.4 billion in air billings. That's why we call them "Billions-ears."

Almost three-quarters of them spend over $1,000,000 annually in television. Over 80% of these decision-makers have a direct or indirect say on where their television dollars go.

What publication do these key buyers regard as the best advertising medium for stations? The graphs below give you the answer.

How do we know all this? A recent in-depth ARB told us so. A copy is yours for the asking.

<table>
<thead>
<tr>
<th>Question</th>
<th>Publication A</th>
<th>Publication B</th>
<th>Publication C</th>
<th>Publication D</th>
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<tr>
<td>&quot;Which publication would you recommend to a station in order to reach you best with its national advertising?&quot;</td>
<td>Broadcasting 34%</td>
<td>Publication B 18%</td>
<td>Publication C 10%</td>
<td>Publication D 6%</td>
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<tr>
<td>&quot;In which publication would a station's advertisement be likely to have the most impact on you?&quot;</td>
<td>Broadcasting 48%</td>
<td>Publication B 13%</td>
<td>Publication C 14%</td>
<td>Publication D 8%</td>
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Hyde stumps for longer licenses

Uses forum of IRTS Newmaker Luncheon to urge congressional approval for five-year terms; also affirms view that broadcasters need 'latitude'

Rosel H. Hyde used the forum provided him last week by a blue-ribbon group of broadcasting and advertising executives for his first major speech as FCC chairman to urge Congress to extend the license period for broadcasters from three to five years.

The time has come, he said, for Congress to amend the Communications Act to provide for the longer license period—and thus relieve not only the broadcaster but the commission of the burden imposed by the three-year license.

The chairman, who was named to that office in June, spoke in New York Friday at the opening Newmaker Luncheon of the International Radio and Television Society.

His position on the longer-license period is well known. But the speech indicated he is prepared to use the platforms available to him as chairman to gain attention and support for his views.

Previous chairmen have done the same. But in the recent past they have trumpeted causes less pleasing to broadcasters. In 1963, for instance, former Chairman E. William Henry, in his appearance at an IRTS Newmaker Luncheon, announced his plan to crack down on "overcommercialization" (Broadcasting, Sept. 30, 1963).

Freedom for Broadcasters ■ Chairman Hyde also made clear his view that broadcasters can do a better job if given sufficient latitude by the government. He said the specials planned by the networks for the new season are "encouraging" and indicated that broadcasters are "taking advantage of the broad discretion which our system affords [them] to be innovators, to provide fresh and vital leadership, and especially inspiration."

In the process, he gently rapped the commission's requirement that broadcasters seek out community needs. He said that although research as to community needs is helpful, the "seek-out" doctrine shouldn't be construed as leading to undue concern for established tastes. Broadcasters, he said, "should not be satisfied with the status quo."

Chairman Hyde is currently in the minority on the commission on the longer-license issue. The commission two weeks ago voted 4-to-3 to reject a proposal that it recommend the longer period to Congress. Several bills providing for five- or six-year licenses are pending in the House.

The chairman called for a five-year license period in discussing the commission's need to devise new procedures to meet the rapidly mounting workload if it faces as a result of the technological revolution sweeping communications.

New Procedures Needed ■ He noted that the commission, which has more than 1.5 million licensees, most in the nonbroadcast field, has made good use of a computer. But, he added, "we need to re-examine basic matters, such as the need for all this paperwork."

He said the longer period would be "most helpful" in the commission's effort to eliminate all backlogs. With renewal applications being filed every five years instead of every three, the commission would have some 800 fewer applications annually to process. This would permit the transfer of a minimum of five people to other work, he said, adding: "In our world, that is a lot of manpower."

He gave these additional reasons for supporting the longer-license period:

- Radio is almost 50 years old, and television has turned 21. "With maturity goes responsibility."
- Licenses in other fields, including common carrier and safety and special services, are for five years. "There is no reason for continuing this disparity."
- The new program-reporting form in radio, and the one soon to be adopted for television licensees, provide for substantially more in-depth information regarding the manner in which licensees have performed and intend to carry out their responsibilities. The additional information will require more time to evaluate, but will also make possible an informed judgment as to whether or not the license "will be in good hands for the next five years."

Time Is Now ■ The commission, he said, can always grant a license for a shorter period, if necessary in a particular case. "But I believe the time has come to amend the Communications Act to provide for five-year broadcast licenses, which will lessen the burdens on the service and on us without, in my judgment, any deterioration in standards of public service."

"I hope that this view will soon attract the support of a majority of the commission and of Congress."

The chairman called the challenges the commission faces "awesome" but said the agency is determined to evolve procedures to deal with them. One area he cited was the new one of CATV regulation, where commission processes have been virtually stalled.

"We are well aware of the need for priority processing in this area so that CATV service can be rendered where permissible, hearings held where called and, in general, the ground rules more fully expounded," he said.

He noted that the commission has established a task force "to move these petitions off the shelf and onto the commission's agenda. The wheels are already turning," he added.

He also cited the commission's "chal-
Jesuits make media plans

Want establishment of communications departments on their college campuses

The four-year-old Jesuit organization for radio-TV-films, the North American Commission for Mass Media, last month completed its first project: a summer Jesuit institute in social communication conducted for six weeks at the University of Detroit.

Among the purposes of the summer project was to bring together the Jesuits of North America who will eventually be responsible in their respective regions for implementing the recommendations of the North American Commission for Mass Media. Jesuits have been invited to investigate the possible methods of integrating into current high school and college curricula activities in film and broadcasting. The sessions were attended by 32 priests and seminarians, representatives sent by provincial superiors of the 14 North American Society of Jesus provinces, and by three Jesuits from the Philippines. Among other speakers they heard lectures by Rev. James A. Brown, member of the radio-TV department of the University of Detroit and William J. Murphy, another university faculty member, who formerly was script editor for NBC in Chicago.

Guest lecturers included FCC Commissioner Robert E. Lee and Lawrence Laurent, television-radio editor, of The Washington Post. Among other material supplied the institute was a video-tape lecture on educational television by Father Phillip Bourret, produced in Taipei, Taiwan.

Media Study • By such projects as its summer institute, the U. S. Jesuit mass media commission, which is headed by Rev. Celestin J. Steiner, president and chancellor, University of Detroit, hopes to stimulate serious study of radio-TV-films so that, in part at least, it can establish departments of communications on Jesuit college campuses and strengthen such departments where they already exist. It hopes, too, to coordinate Jesuit activities in mass media to research the field and to collaborate, where requested, with professional broadcasters and other church agencies. The commission, however, is only a consultative group. It does not have authority to legislate for Jesuit or other church-related agencies.

The commission's next step, one that it has been working on for some time, is to get several of its universities to collaborate on a video-tape interchange of credit courses. Currently four Jesuit schools—Marquette, Loyola of Chicago, University of Detroit and Loyola of Los Angeles—are equipped with videotape machines but do not collaborate on projects.

A new headquarters for the North American Commission for Mass Media is now being sought. The choice has narrowed down to Washington or New York, with a decision due soon.

NBC-owned TV's to meet

NBC has set the regular meeting of general managers of its owned television stations for Oct. 1-5 at Pocono Manor, Pa.

Raymond W. Welpott, president of the company's owned television stations division, will lead the meeting. Others expected to attend are George H. Fuchs, NBC's personnel vice president; Richard H. Close, vice president, spot television sales; George Lenfest, operations director; William Rubens, director of marketing services, and Robert Small, business affairs director.

Lee sees approval of pay TV

FCC action to establish pay television as a regular service has been predicted by Commissioner Robert E. Lee. The commissioner, who participated in a panel discussion at the Maine Association of Broadcasters annual convention, made the comment in response to a question. He made clear, however, that CATV would not be part of the pay-TV system. The commission is considering a proposed rule that would establish a nationwide system of over-the-air pay television.

NAB expects a new record

Participants revealed for several sessions of its fall conferences

With the opening date less than three weeks away, the National Association of Broadcasters is looking hopefully for another record attendance at this year's fall regional conferences. Last year's autumn roadshow drew 2,403 broadcasters in its eight appearances.


A recent addition to the agenda will be the appearance in Minneapolis of Nicholas Johnson, the newest FCC commissioner. He had not been on the original list (Broadcasting, Sept. 5), but last week agreed to take part. With his acceptance, some shifts have occurred in placing the commissioners. Six commissioners will take part in the sessions with Chairman Rosel L. Hyde not participating.

The updated list of commissioners and their appearances (all on the second day): Lee Loewinger in Dallas and Denver, Kenneth A. Cox in San Francisco and Charlotte, Robert E. Lee in St. Louis, James W. Wadsworth in New York and Robert T. Bartley in Jackson-

One major change at this year's sessions will be the lack of luncheon speakers. The conferences are being billed as informal workshop sessions and the luncheons are also tagged as informal.

The only exception will be at the New York meeting. There NAB will hold a joint luncheon with the International Radio and Television Society and NAB President Vincent Wasilewski will be the speaker.

Split Afternoons • The afternoon session will be again split into television and radio meetings. Highlights of the TV session will be a discussion of the forthcoming TV program form, and hearing why land-mobile users feel they need more spectrum space.

The radio sessions will feature a special section on small-market radio problems, the first time these markets have received a spot on the agenda, and an
explanation of how do-it-yourself research can be handled.

Each conference will have an informal opening the evening before with a 6-7 p.m. NAB hospitality suite.

The official morning opening will come when Mr. Wasilewski makes his report. This will be followed by the traditional bull session, covering among other topics: the fairness doctrine, political broadcasting, longer licenses, communications satellites and how they will affect the local broadcasters, access to public meetings, the best way to make use of ratings reports, the current status of CATV, political spots, questionable lyrics, TV remote control, operator relief for directional stations.

The afternoon radio sessions will be moderated by Sherrill Taylor, NAB vice president for radio. Following his report, Howard Mandel, NAB vice president for research will delve into a slide presentation of do-it-yourself research using findings made in a new study by Belden Associates, Dallas, and NAB.

A panel presentation on "A Better Image=Bigger Profits" will be moderated by John M. Couric, NAB vice president for public relations. Two broadcasters will appear at each of the conferences to tell of their own PR experiences. Already lined up are: David H. Morris, KXU Houston and Cliff Gill, Cliff Gill Enterprises, Bel Air, Calif.; in Dallas: Dan McGinnon, KSON San Diego and Don B. Curran, KGKG San Francisco, in San Francisco; Allan Thomas, KLMN Salt Lake City and Clayton H. Brice, KGKG San Diego, in Denver; Heber E. Darton, WARB Rock Island, Ill., and James G. Hanlon, WGN Continental Broadcasting Co., Chicago, in Minneapolis.

FM Rule • A panel discussion on the pro and con of the FCC's nonduplication order for commonly owned and located AM and FM stations will be covered in "What Are You Going to Do with Your New Radio Station?" Participants have been named for three cities: Abe Voron, WQAL (FM) Philadelphia, in San Francisco; Harvey Glasscock, WNEW New York, in St. Louis; Lynn Christian, WPX-FM New York and David Polinger, WTPM (FM) Lake Success, N. Y., both in New York.

"Full Speed Ahead for Small-Market Radio" will be a special discussion moderated by members of the NAB Small-Market committee: Julian Haas, KAGH Crockett, in Dallas; Ted A. Smith, KUMA Pendleton, Ore., in San Francisco; Robert E. Thomas, WJAG Norfolk, Neb., on Denver; John Hurlbut, WMCM Mount Carmel, Ill., in Minneapolis; Raymond A. Plank, WKLA Ludington, Mich., in St. Louis; Frank Balch, WJOY Burlington, Va.; John W. Jacobs, WDUN Gainesville, Ga. in Charlotte and/or Jacksonville.

The TV afternoon session will open with Douglas A. Anelli, NAB general counsel, discussing the FCC's new TV program-reporting form. (The form was expected to come out last week but was passed over by the FCC. It is now expected to be approved this week.) NAB director of broadcast management will discuss a management problem in depth and seek possible solutions from those at the session.

A panel discussion on "Land Mobile and the Spectrum" will feature broadcast representatives and spokesmen for the National Association of Manufacturers. The NAM, a leader in the struggle to get broadcast frequencies assigned to business, is sending representatives to the conferences to explain why they need the frequencies. NAM participants already set are: Robert P. Wurts, U. S. Steel Corp., Chairman of the NAM communications committee; and Frank M. Smith, chairman executive, in Dallas; H. W. Davis, Lockheed Aircraft Corp., in San Francisco; Herbert Fitzgerald, Thompson Ramo Woolridge, in Minneapolis.

The TV session will conclude with a general discussion of current problems including CATV, TV transmission tariffs and log controls.

Manpower needs and broadcasting education will be covered at the opening session of the second morning. Roy Morgan, vice president of the Association for Professional Broadcasting Education will discuss these subjects. Sharing the rostrum will be a commercial broadcaster and a professional broadcast educator.

The NAB Code Authority presentation "Something of Value" will be an audiovisual endeavor featuring taped comments from leaders in advertising, business, government, religion, education and broadcasting and how they feel the codes affect—good and bad—various segments of society.

The concluding item on the agenda will be the appearance of the FCC commissioners.

FWIW Fairfield burglarized

About $5,000 worth of equipment was stolen from WFWI, Fairfield, Ill., Tom Land, part owner and general manager, reported last week. He said the gear, taken through forced entry at night, included amplifiers, tape recorders, microphones and tape cartridge units. The station was able to continue on the air.

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FCC has clarity problem

Agency asks appeals court for rehearing on stay of CATV cease-and-desist order

The FCC appeared to be a very misunderstood agency last week. First a Michigan CATV company that said it had understood (incorrectly) that it could relay distant signals into a major market without a hearing won a U. S. Court of Appeals stay of a commission order directing it to stop importing those signals.

Then the commission asked the court to reconsider part of its decision. The commission said it had apparently not made its position clear to the court. In any case, it wants the court to delete language from the decision indicating an erroneous interpretation of the CATV rules.

The court stayed the effect of the cease-and-desist order pending a decision on an appeal from the order on the merits or until the commission acts on the system's request for a waiver of the rule involved, whichever is sooner.

The case concerns Booth American Co., which relays nine channels of service into the adjoining communities of North Muskegon and Muskegon. Five of the signals—four from Milwaukee and one from Chicago—are carried beyond their grade B contour. Since service began after Feb. 15, the effective date of the rule, which applies to the top-100 markets, the commission said Booth American could not continue unless it demonstrated in a hearing that local television service will not be adversely affected.

Misled • The company, however, said it began service into North Muskegon on March 4 under the impression a hearing would not be required unless the community fell within the grade A contour of "all" stations in the market (Grand Rapids-Kalamazoo, ranked 38th).

That was the language in the commission's Feb. 15 notice of its intention to assert jurisdiction over all CATV's. And North Muskegon and Muskegon are within the grade A contour of only one of the stations in the market, WZZM-TV Grand Rapids. When the formal order was issued on March 8, however, it specified "any" stations in the market.

A principal factor in the court's decision to grant the stay was the commission's refusal in the hearing it held on the cease-and-desist order to consider

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

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

KRLA/Los Angeles' most-listened-to radio station.
Sold Nationally by H-R Representatives, Inc.
possibly extenuating circumstances in the case. The commission in such hear-
ings normally considers evidence only to whether a violation of the rules was committed.

The commission, in requesting a re-
hearing, asks that the court vacate its
stay of the cease-and-desist order as it
applies to Muskegon. The CATV, the
commission said, "is operating illegally in
the City of Muskegon, whether or not it had good grounds . . . for starting
service in North Muskegon prior to the
date the final rules were made public." Service in Muskegon began April 15.

Commission Concerned: What par-
ticularly concerns the commission in
this connection is the court's discussion of commission rulings in cases in which
broadcasters extend their service into
"new geographic areas." The commis-
sion does not require hearings in such
cases unless a local broadcaster objects.
And the court said "the commission
considers an extension to be into a 'new
geographic area' when the extension
area is a different political entity, albeit
a suburb or adjoining locality." It also
noted that no one objected to the
CATV's entry into Muskegon.

But the commission made clear, it
doesn't interpret its rules the way the
court appears to believe. An extension
of service into a separate political sub-
division requires commission permission
in a hearing, regardless of whether any-
one objects. The "new geographical
area" test applies only to expansion
within the same community, the com-
smission said.

Accordingly, it added, it's important
for the court to delete language in its
decision indicating "a contrary inter-
pretation of the rules by the commis-
sion itself." Furthermore, the commission
said it believes the court based its order
at least in part on the misunderstanding
that Booth American was not prohib-
ited by the rules from extending its
service from the small community of
North Muskegon into the larger city
of Muskegon.

In addition, the commission asked the
court to delete language from the order
stating that "the commission does not
oppose the stay on the grounds of likely
prejudice in this area." The commission
said it "strongly opposes a stay on the
ground of public prejudice.

"The entire purpose of the hearing
requirement contained in the commis-
sion's rules is to provide an opportunity
to determine the impact of the importa-
tion of outside distant signals by CATV
before CATV service grows in any com-
munity to the point where it may no-
longer be possible to decide the issues
properly," the commission said.

NCTA hits Maryland's planned CATV rules

A representative of the National
Community Television Association last
week told the Maryland General As-
sembly's judiciary committee that CATV
operations do not deserve to be regu-
lated by the state.

Robert D. L'Heuroux, NCTA general
counsel, was directing his remarks at a
move toward state regulation of
Maryland's CATV's as proposed in a mea-
Sure presented to the judiciary committee
two months ago. In defense of the 14
cable television systems that hold fran-
chises in Maryland, Mr. L'Heuroux said
that "no abuses have been shown to
warrant state controls."

The proposal for state controls over
CATV was submitted by Solomon Liss,
chairman of the Maryland Public Ser-
vice Commission. Mr. Liss had previously
claimed that CATV regulatory policies
were needed to protect the public
interest, particularly in the area of rates
for cable television customers.

"Cable television companies are not
of a common-carrier nature like utili-
ties," Mr. L'Heuroux said. "In the last
16 years, the companies serving 1,700
cities throughout the country have not
increased rates by more than 4% while
telephone rates have gone up 35% to
40%" he stated.

Changing hands ...

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

• WCSM-AM-FM Celina, Ohio: Sold by
  WcsM Radio Inc., owned 25% by Rich-
  ard E. Hunt, to Central Broadcasting
  Corp. for $157,000. Central Broadcast-
  ing, whose president is Lester Spencer,
is licensee of WERV Richmond, WABX
  Marion, and WBLW Bedford, all Indi-
  ana. WCSM, founded in 1963, oper-
  ates daytime only on 1350 kc with 500
  w. WCSM-FM, founded in 1965, is on
  96.7 mc with 3 kw. Broker: Blackburn
  & Co.

APPROVED: The following transfers of
station interests were approved by the
FCC last week (For other commission
activities see FOR THE RECORD, page
86).

• KREX-AM-TV (ch. 5) Grand Junction,
  KREX-TV (ch. 10) Montrose and
  KREK-TV Durango, all Colorado: Sold by
  Rex Howell to XYZ Television Inc. for
  $2,092,000, assumption of $75,000
  liabilities and $500,000 to Rex Howell
  for noncompeting and consulting agree-
  ments. (See page 32).

• KBOA-AM-FM Kennett, Mo.: Sold by
Kennett Broadcasting Corp. to KBOA
Inc., local Kennett and Chicago
businessmen, for $260,000. KBOA Inc. is
composed of Maurice F. Dunne Jr.,
Chicago businessman; John Hough,
Chicago attorney, and Charles C. Earls,
vice president and general manager of
KTHS Berryville, Ark. Messrs. Dunne
and Hough both have interest in KTHS.
KBOA is on 830 kc with 1 kw daytime.
KBOA-FM operates on 98.9 mc with 6.9
kw.

* KFAY Fayetteville, Ark.: Sold by H.
Weldon Stamps to Big Chief Broad-
casting Co. of Fayetteville for $150-
000. Big Chief Broadcasting is com-
posed of Lovelle Morris Beasley, Omer
Carl Thompson, Bill Harper and Levoy
Denaree. Messrs. Beasley, Thompson
and Harper have interests in KTCS-A-
FM Fort Smith, Ark., and KTOW Sand
Springs, Okla. Messrs. Beasley and
Thompson also have interests in KLR-
AM-TV Oklahoma City. Mr. Stamps is
licensee of KFAY-FM and is applicant
for new TV in Fayetteville. KFAY,
founded in 1957, operates on 1250 kc
with 1 kw daytime.

New TV station
KHTV-TV (ch. 38) Houston, expects to
go on the air with complete color pro-
graming in late December. A color test
pattern will begin sometime in early
November and will be aired from 1
p.m. to 2 p.m. daily. The station will
operate with 2580 kw visual and 258
kw aural from an antenna located in
DeWalt, Tex., 1,441 ft. above average
terrain and 1,473 ft. above ground.
KHTV will share the tower with KPRC-
TV and KHOU-TV, both Houston. Craw-
ford P. Rice is the manager and The
Kat Agency is the rep.

Comments sought
on ETV rulemaking

The world of educational TV re-
ceived FCC consideration in various
areas last week.

The commission asked for comments
on a proposed rulemaking that would
assign channel 51 to Staunton, Va., for
noncommercial educational use. A joint
request for the TV assignment had been
made by the Advisory Council on Edu-
cational Television of the Common-
wealth of Virginia and the Shenandoah
Valley Educational Television Corp.
Two radio observatories, operating in
a “radio quiet zone” in the area of the
proposed assignment, have consented to
the channel 51 allocation to Staunton
“for use at a specified site and with
radiation restricted in their direction.”

In another ETV area the FCC grant-
ed the requests of The Greater Toledo
Educational Television Foundation

(wote-tv [ch. 30] Toledo, Ohio), Uni-
versity of New Hampshire (wenh-tv
[ch. 11] Durham, N. H.) and Delta
College (wucm-tv [ch. 19] University
Center, Mich.) to broadcast music as
accompaniment to slides and films dur-
ing the in-school programming schedules.
The ETV’s may carry the background
music during their broadcast days for
a period of one year, the FCC said.

A petition for reconsideration filed
by the National Association of Educa-
tional Broadcasters was denied by the
commission last week. NAEB had asked
the FCC to reconsider an action last
June that denied the Oregon State Board
of Education’s request to reserve chan-
nel 8 for noncommercial educational
use in Medford, Ore. Channel 8 had
been reassigned to Medford from
Brookings, Ore.

A similar petition for reconsideration
filed by Redwood Empire Educational
Television Inc. was also denied by the
commission. Redwood Empire had
asked the FCC to reconsider its denial
last May of a proposal to reserve chan-
nel 13 in Eureka, Calif., for noncom-
mercial educational use. The commis-
sion’s original order had stated that
other VHF and UHF channels in the
area could be assigned for educational
use.

Media reports...

ETV in Delaware — The newly opened
Educational Television Resources Cen-
ter in Dover, Del., adjacent to Delaware
State College, will be dedicated by Gov-
ernor Charles L. Terry Jr., Oct. 8.
The 20,000-square-foot television facil-
ity serves as headquarters for a three-
channel closed-circuit ETV network,
telecasting programs to 170 Delaware
schools.

CBS adds another — Effective Nov. 6,
KJNO Juneau, Alaska, joins the CBS
Radio network replacing KXY as the
CBS affiliate there. KJNO is owned by
South Eastern Alaska Broadcast-
casters Inc., and operates on 630 kc
with 1 kw day and 500 w night.

Higher and higher — The Hollywood
offices of Broadcasting and Televis-
on magazines and the Broadcasting
Yearbook moved up in the world
last weekend. Formerly in suite 510 at
1680 North Vine Street, Hollywood,
the publications now are operating out
of suite 1014 in the same building.

New address — William T. Stubble-
field Co., station broker, has moved its
Washington offices to Suite 610, Madi-
son Bldg. Telephone: 296-8294.

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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.

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.

Hamiton-Landis
& ASSOCIATES, INC.
John F. Hardesty, President

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BROADCASTING, September 26, 1966 63
CBS Radio affiliates hear the good news
Hayes tells group that 6-month sales are best since '58; $1-billion radio industry seen in offing

CBS Radio affiliates heard a double dose of good news last week from Arthur Hull Hayes, president of the network.

He told delegates to CBS Radio's 13th affiliates association convention in New York that sales for the first six months of 1966 are the best for the same period since 1958 and that station payments during the half-year are the highest since 1956.

To underline the accomplishment of the 1966 six-month period, Mr. Hayes pointed out that the 1958 sales achievement was made on twice the amount of time now available to the network for sale and the 1958 station payments were based on 60 hours in contrast to the current 24 hours.

"I think I can safely say that station payments for the entire year will be the highest of any year since we reinstated station payment four years ago," the CBS Radio president said.

Mr. Hayes also reported to the affiliates that CBS Laboratories, on behalf of the CBS/Broadcast Group, has developed a prototype device to measure the loudness of commercials.

Significant Meter • "We are very enthusiastic about what we have seen and believe that it is possible to have a meter that will measure loudness," he said. "This is very significant because it has always been feared until now that much of the objectionable loudness effect was subjective and could not be measured."

John A. Schneider, president of the CBS/Broadcast Group, told the meeting that improved radio research could result in a better demonstration of the "size and universality" of the medium and forecast that a billion-dollar radio industry is in the offing. He expressed the view that once the billion-dollar mark is attained, it would be surpassed often.

Harper Carraine, director of radio research, department of economics and research, CBS/Broadcast Group, asserted that the All Radio Methodology Study (ARMS) investigation is proving that radio is shortchanged in so-called multi-media audience research. According to Mr. Carraine, ARMS-tested multi-media techniques, requiring concurrent record-keeping of exposure to radio, TV, and the printed media, produced "lower average levels of total radio exposure... than did any of the other techniques tested."

George J. Arkedis, vice president, network sales and affiliate relations, CBS Radio, pointed to the "considerable new business" that his staff has developed. He cited Enna Jettick Shoes as one example in which the network's business had stimulated tie-in sales in local markets, and singled out Arthur Godfrey for his "unbroken leadership in radio network sales."

Speakers • Vice President Hubert Humphrey was the luncheon speaker on the first day of the two-day convention, held last Tuesday and Wednesday (Sept. 20-21) at the New York Hilton. He lauded radio news for providing up-to-the-minute coverage of national, international and local events.

Other speakers during the convention were W. Thomas Dawson, vice president, information services, CBS Radio, who provided a summary of current and forthcoming advertising and promotion campaigns; Dr. David M. Blank, vice president, department of economics and research, CBS/Broadcast Group, who gave a review and forecast on national economic trends; William D. Greene, director, CBS/FM Broadcasting, who made a report on the company's new FM syndication operations; Richard S. Salant, president of CBS News, who spoke on radio's ability to provide fast-breaking news coverage, and Leon Brooks, vice president and general counsel, CBS Inc., who reviewed recent FCC, court and legislative decisions affecting the broadcast community.

The convention was attended by 297 officers and key executives of the network and its affiliated stations. The CBS Radio Affiliates Association adopted a resolution commemorating the network for its "continuing industry leadership in 1966." A banquet and reception were held on Tuesday evening.

BBC head sees problems in Ford satellite plan

Sir Hugh Greene, director general of the BBC, finds the Ford Foundation plan to support educational television through financing provided by satellite broadcasting "an interesting proposal" but believes it would pose organizational problems.

He told host Richard K. Doan on a wire New York interview on Sept. 18 that Americans don't grasp clearly the concept of the BBC, which is a public corporation that operates independently of the government. He continued: "Could there be a system devised for
Leo Darga was cut out to work with wood.

Today he fashions tomorrow's cars.

The hands that hold the chisel are the hands that help shape the car. And exceptional hands they are. For they belong to Leo Darga, for 35 years with General Motors, and now a skilled wood craftsman and designer at the Fisher Body Central Engineering Plant in Warren, Michigan.

Leo is really a chip off the old block, as his father was a woodworker for GM for some 30 years. In fact, as a young boy Leo became interested in working with wood by watching his father carve out his own pipes with knife and chisel. It naturally followed that young Darga showed an amazing aptitude and skill for wood shaping in manual training all through school.

Today, with all of his experience, Leo concentrates on the fine work—minute detailing of the dips, bends and flairs on the exteriors and interiors of Fisher Bodies in the initial stage of their development.

It's great to have the skill and artistry of men like Leo Darga working on the General Motors team.

General Motors is people making better things for you.
running the Ford Foundation type of programing which would have genuine independence in the country that the BBC has with us?"

On another subject, Sir Hugh expressed doubt that a commercial radio station set-up would be established in Britain. He said business organizations there have asked for local radio licenses, but added there has been no government decision as to whether outlets should be licensed or not. Sir Hugh voiced the view that BBC should be allowed to conduct a number of experiments in a limited number of localities to determine whether there is a need for a local radio service.

Sir Hugh predicted that by early 1967 the pirate radio stations operating from waterways outside the UK would be legislated out of existence. He said a bill that is expected to be enacted by the beginning of 1967 would make it illegal for anyone to aid the pirate stations by providing them with supplies or advertising or working with them.

Megawatt transmitter readied in Carolina

The beginning of broadcasting operations by wccs-tv Charlotte, N. C., on a new one-megawatt, channel 18 facility, have been scheduled to begin Oct. 15, according to President Cy N. Bahakel. The station was acquired by Cy N. Bahakel Broadcasting Stations in November 1964 while the facility was operating on channel 36. The station broadcasts programs from the three TV networks. Two other Charlotte stations, wbtv and wsoc-tv also have network affiliation. The new facility represents the largest UHF investment to date by the Bahakel Stations, which operate six AM stations and four other TV outlets.

The erection of a new tower and antenna and the installation of a General Electric TT59-A transmitter have been completed. The station has also completed the installation of new equipment for local color.

Broadcast Pioneers aim at educational projects

Plans for stepped-up activities in education, radio-TV history, charitable projects and membership recruitment were outlined by the board of directors of Broadcast Pioneers at its annual meeting in New York last Tuesday (Sept. 20).

To facilitate financing of the accelerated program, the board took steps looking toward amendment of the Pioneers' constitution and by-laws to permit incorporation of a separate Broadcast Pioneers Educational Fund Inc.

John T. Murphy of Avco Broadcasting Co., new president of the Pioneers, presented the 1966-67 program and named an executive committee to work on it with the organization's officers. Members of the executive committee are Don Mercer and Ernest Lee Jahncke Jr. of NBC and Charles Tower of Corinthian Broadcasting Co.

Plans are designated for emphasis during the coming year are the membership drive, an expanded program of scholarships and other inducements to attract students into broadcasting; several continuing commitments including the Broadcast Pioneers history project, sponsorship of the annual Peabody Awards luncheon and the U.S. Conference of Mayors' awards contest.

Broadcast Pioneers officers for 1966-67 in addition to President Murphy are Arthur Hull Hayes of CBS Radio, John F. Dille Jr. of the Communicana Group, and Robert W. Ferguson of wtrf-tv Wheeling, W. Va., vice presidents; Robert J. Higgins of Broadcast Music Inc., treasurer; Bettey Luster, secretary, and M. H. Sharprio of BMI, executive secretary.

NBC asks time to study group-ownership report

NBC last week asked the FCC to extend from Oct. 3 to Nov. 1 the deadline for comments on the commission's proposed rulemaking concerning multiple ownership of TV stations.

The network stated that interested parties would need more time to study a "voluminous" report on the multiple ownership question prepared by United Research Inc. for the Council for Television Development (BROADCASTING, Sept. 19).

The FCC's proposed rulemaking 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.

**PROGRAMING**

The latest form sheet

Ratings show it's still anybody's race in ratings game

The television industry last week got its first rating averages for a full week of new-season network programing and there were no indications that any one network was headed for a runaway audience victory in 1966-67.

For the premiere week—Sept. 12-18—Trendex figures, released by ABC-TV, indicated CBS-TV held a slim average rating advantage with a 16.1 mark for the week. The same Trendex reports showed NBC-TV with an average of 15.9 and ABC-TV with 15.8. Average shares for that week according to Trendex were 32.0 for CBS, 31.7 for NBC and 31.4 for ABC.

Arbitron data for the Sept. 12-18 period, revealed by NBC, covered each network's new programs only. NBC-TV reported its 14 half hours of new programing averaged a 15.8 rating, that CBS-TV's 11 new-program half hours average 15.0 and ABC-TV's 23 half hours of new programing achieved a 14.1.

NBC seemed especially pleased with its Sunday night performance when, according to Arbitron, it pulled an average rating of 19.2 against 17.1 for CBS and 15.8 for ABC.

Trendex data showed ABC's new programing for the same premiere week averaged a 15.2 rating, and a share of 30 while CBS had a rating of 16.2 and a share of 32.3 and NBC stood with rating and share marks of 14.4 and 27.9.

Trendex gave ABC 18 half-hour wins during the week, CBS 16 half-hour wins and NBC 15 half-hour victories. Among the top-10 programs of the new season, according to Arbitron reports for the week of Sept. 11-17, CBS-TV had seven; NBC, two and ABC, one. The top-rated show was NBC-TV's Sunday-night Bonanza with a rating of 27.3.

Among the top-10 shows, three were movies (see top-20 Arbitron listing on page 68).

* New shows
† Continuing shows in new time periods.

<table>
<thead>
<tr>
<th>Friday, Sept. 16</th>
<th>Trendex Rating Share</th>
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<tbody>
<tr>
<td>7:30-8</td>
<td></td>
</tr>
<tr>
<td>ABC Green Hornet*</td>
<td>14.8</td>
</tr>
<tr>
<td>CBS Wild West</td>
<td>9.9</td>
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<tr>
<td>NBC Tarzan*</td>
<td>11.8</td>
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<td>8:30-9</td>
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<tr>
<td>ABC Time Tunnel*</td>
<td>17.1</td>
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<tr>
<td>CBS Wild West</td>
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<tr>
<td>NBC Tarzan*</td>
<td>12.1</td>
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<tr>
<td>ABC Time Tunnel*</td>
<td>17.2</td>
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<tr>
<td>CBS Hogan's Heroes</td>
<td>11.5</td>
</tr>
<tr>
<td>NBC Man from U.N.C.I.E.*</td>
<td>16.3</td>
</tr>
</tbody>
</table>

BROADCASTING, September 26, 1966
Yes, but this "editor's" concern for the who, what, when, where and how is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.
'Psycho' put on the shelf

CBS-TV postpones its showing in wake of Percy murder

The temporary postponement last week of a showing of the Alfred Hitchcock thriller, “Psycho,” as the Sept. 23 (Friday) movie on CBS-TV was described by network officials as a prime example of a carefully edited and heavily promoted film falling victim to an outside circumstance.

Postponement of the showing was decided on Sept. 19 after the first half of the motion picture had been sent to affiliates by closed circuit. CBS announced that “Kings Go Forth,” a United Artists release that starred Frank Sinatra, Tony Curtis and Natalie Wood, would be substituted in the Sept. 23, 9-11 p.m. period. The second half of “Psycho” was to be fed affiliates by closed-circuit line on Sept. 20.

CBS acknowledged that its decision was triggered by reservations of several network executives and of several affiliates (particularly stations in Chicago and elsewhere in Illinois) evoked by the fatal stabbing and clubbing in a Chicago suburban community of 21-year-old Valerie Jeanne Percy, daughter of Republican senatorial candidate Charles H. Percy of Illinois, on Sept. 18.

The motion picture, released theatrically six years ago, centered on a psychopath’s slaying of a young woman. It stars Anthony Perkins, Vera Miles and Janet Leigh.

Right to Edit — A CBS spokesman said the film was purchased with the right to edit and that at the time “in realization of its impact and nature as a motion picture film, we had reservations from the very beginning on whether it could be edited suitably for family viewing.”

He said the film was put through the most stringent review with both programming practices and programming department executives carefully applying the highest standards in terms of acceptability. “It became a major project,” he said, and the film was edited until “everybody was satisfied.” The spokesman said “we took out the horror but kept the suspense.”

Nearly 110 minutes in its original length, the film was cut to about 100 minutes.

The motion picture, considered by the network as a potential audience builder, had been heavily advertised by both CBS and stations. The decision to postpone the film’s showing was made as quickly as possible, it was explained, to permit the network and particularly affiliates maximum time to change their promotion.

Several affiliated stations expressed doubts over the advisability of telecasting “Psycho” at this particular time, buttressing the feeling of the network.

It was said. Mentioned were CBS-owned WBBM-TV Chicago and “other stations in the Midwest.”

Before CBS made its postponement decision, some officials had figured on possibly a double feed, sending “Psycho” to stations outside of the Midwest and another motion picture to the Midwest. WBBM-TV and other stations in Illinois had suggested a fill-in with either local programming or otherwise adjusting with another network program. But complications and “our own reservations,” the CBS spokesman said, caused the network to postpone the film’s showing.

CBS said it customarily fed programming by closed circuit in advance for station inspection in situations where there are questions about how a particular program was handled because of its content adjudged by some to be in a sensitive area or controversial.

CBS said Westinghouse Broadcast-
ing Co. officials in New York were shown the entire film in advance by their request.

**Westinghouse Policy** - WBC in a directive last July 1 from Donald H. McGannon, its president, asserted that its TV stations would present edited feature films, though scheduled for telecast by the networks in prime time, only if “considered appropriate for family viewing.” The directive noted that the basic standard to be used by Westinghouse was that of “the reasonable man,” avoiding especially situations that would evoke “unusual response, questions or embarrassment between parent and child.”

Two Westinghouse stations—KDKA-TV Pittsburgh and KTRK-TV San Francisco, both affiliated with CBS—had said they would not carry "Psycho" on Sept. 23 and presumably will not schedule it when the motion picture is reset for network showing. The Westinghouse people had based their decision on the actual screening.

Mr. McGannon’s directive pointed up time periods involved, suggesting that more adult audiences could be expected to be viewing at late night but that caution should be exercised. It was noted that the percentages of teen-age viewing were 9.8% in the 9-11 p.m. period and 6.5% in the late-night time period.

### Monday, Sept. 19

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<td>12.8</td>
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<td>10:30-11</td>
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<td>11:00-11:30</td>
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<td>12:00-12:30</td>
<td>21.2</td>
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### Tuesday, Sept. 20

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<td>8:30-9</td>
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### Wednesday, Sept. 21

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<td>8:30-9</td>
<td>13.7</td>
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### 3-year CBS-TV hockey deal set

**National Hockey League and network ready $3.6 million pact; playoffs included**

CBS-TV last week agreed to sign an estimated $3.6 million, three-year contract with the National Hockey League for exclusive U. S. TV rights to a number of regular season NHL games plus Stanley Cup playoffs, all in color, on weekends during the 1966-67, 1967-68 and 1968-69 hockey season.

The agreement was announced jointly by William C. MacPhail, CBS-TV sports vice president, and Bruce A. Norris, NHL board of governors chairman. Mr. MacPhail termed the CBS-TV package “by far the largest amount ever paid for any sports series other than football or baseball.”

The CBS-NHL deal precludes NBC-TV’s chance for picking up hockey. NBC had first choice under a 1965 contract for four Sunday playoff games at $250,000 (Broadcasting, July 25).

The CBS and NHL executives spelled out some details of the new agreement. For 1967—immediately after CBS ends its National Football League season in January—the network has arranged to sell off eight Sunday regular season games, featured as an NHL Game of the Week series (Feb. 10-April 2), to Madison Square Garden-RKO General sports presentations. MSG-RKO, as an independent network, is expected to produce and broadcast the games to various stations. Because of previous program commitments, CBS-TV will not be able to begin hockey coverage until the playoffs in April. The network will carry all remaining games in the package.

**Expanding** - For the next two seasons (1967-1969), the NHL will expand from its original six teams (New York, Chicago, Detroit, Boston, Montreal and Toronto) to a 12-team circuit. New cities joining the league are San Francisco, Los Angeles, Minneapolis, St. Paul, St. Louis, Pittsburgh and Philadelphia.

William M. Jennings, New York Rangers president and NHL TV committee chairman, said the new TV contract will encompass at least 10 or 12 regular season games (starting in January) in the 1967-68 and 1968-69 seasons. He indicated a new playoff schedule may be introduced with 12 teams participating in the league. The regular
though no season has spawned several of NBC's top news and executive staff members including President Julian Goodman, News President William McAndrew and commentator David Brinkley, dedicated an additional wing last Tuesday to house its still burgeoning staff.

The $300,000, two-story addition was added to the stations' headquarters which was built in 1958. Although many persons at that time felt that the original plant was larger than necessary, an increase in staff from 24 to 120 soon caused crowding.

Among those attending the official dedication of the new wing were (1 to r) Mr. Goodman; Representative Harley O. Staggers, chairman of the House Interstate and Foreign Commerce Committee, who dedicated the addition, and Walter D. Scott, chairman of the board of NBC. Representative Staggers in his dedication remarks pointed to the growth that had made the new wing necessary. "The increasing importance of Washington as the source of national and international news, together with the emergence of broadcasting as the primary news medium," and NBC's tradition of giving news all the resources required were responsible for the expansion, he said.

**Essential Function** - The full meaning of the addition, he continued, far transcends its importance to Washington. "It expands the resources of what always has been and I hope always will be—an essential function of broadcasting: its news and public affairs services."

In addition to the increase in space for the correspondents, color processing laboratories have been installed and each of the news units stationed in Washington will have its own cutting and screening room. NBC News currently processes more than 40,000 feet of film each week in Washington, the equivalent of more than 1,000 one-hour shows a year. Both local and network news areas have been enlarged and each now has its own teletype wire rooms. The new structure also has been designed to accommodate still another floor above it for future needs of the staff.

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CBS-TV will carry all its games live and in color, each one running an average of two hours and 10 minutes. Although no sponsors were announced, CBS was said to be lining up 16 commercial minutes for each game.

A black-out policy for the 1966-67 season has been worked out, but for the two other seasons no decisions have been made. For the coming season which starts in October some of the six original NHL members have already made local radio and TV arrangements. New NHL members in the next season are expected to make similar arrangements.

**TV series sales**...

**Marine Boy** (Seven Arts TV): WLWT (TV) Cincinnati, and WLWD(TV) Dayton, both Ohio; wftv(TV) Orlando, Fla.; WPSD-TV Paducah, Ky.; WGN-TV Chicago; KWGN-TV Denver; WTC-TV Hartford, Conn., and WROC-TV Rochester, N. Y.

**The Delux 20** (Independent Television Corp.): KHJ-TV Los Angeles; WFL-TV Philadelphia; CKLW-TV Windsor, Ont.-Detroit; WNIC-TV Boston; WIBC-TV Pittsburgh; KTVU(TV) Oakland-San Francisco; WGBQ-TV Memphis; KUTV (TV) Salt Lake City; KLAS-TV Las Vegas; KOMB-TV Honolulu; KXTV(TV) Sacramento-Stockton; and KIPR-TV Fresno, both California; WNHC-TV New Haven, Conn.; KTBY(TV) Tulsa, Okla.; KHJ-TV Spokane, Wash.; WKZK-TV Kalama-zoo, Mich.; WNBW-TV Birmingham, N. Y.; WFBG-TV Altoona, WLYH-TV Lancaster-Lebanon, WSBA-TV York and WHP-TV Harrisburg, all Pennsylvania.

**Superman** (Superman TV Corp.): WGL-TV Lancaster, Pa.; WLOS-TV Asheville, and WRL-TV Raleigh, both North Carolina; KPLR-TV St. Louis; WPRO-TV Providence, R. I.; KHJ-TV Los Angeles; KJMJ-TV Fresno, Calif.; WTAR-TV Norfolk and WJLS-TV Roanoke, both Vir-ginia; KHFL-TV Austin, and WBBM(TV) Beaumont, both Texas; KORK-TV Las Vegas; WBRZ(TV) Baton Rouge; WLEX-TV Lexington, Ky.; WTTV(TV) Bloomington-Indianapolis; KLZ-TV Denver; WTV(TV) Tampa, Fla.; WROC-TV Roch-ester, and WAT(TV) Albany, both New York, and WHNB-TV New Britain-Hartford, Conn.

5 p.m. news move judged successful

The ABC-owned television stations division is pleased with audience and sponsor acceptance of its one-hour newscast which has been scheduled earlier than usual (in the 5-6 p.m. period) on four of the division's five outlets.

Ted Shaker, president of the division, said in an interview in New York last week that information from three of the stations—KABC-TV Los Angeles, WXYZ-TV Detroit and WABC-TV New York—indicates that the change from the 6-7 p.m. traditional slot was beneficial. The fourth station, KGO-TV San Francisco, shifted to a 5-6 p.m. news period later than the others (Aug. 15), and "it's too early to tell the effects, though a research study undertaken there shows there's strong interest among viewers," reported Mr. Shaker.

The move to an earlier news spot was started by KABC-TV in August 1964. Judged successful, the concept was extended to WABC-TV in January 1966 and to WXYZ-TV Detroit in April. Mr. Shaker said the changes were made to counter-program the offerings (usually soap operas or shows for children or...
Color-slide file offered by AP

The Associated Press will enhance the graphic dimension of color television news with a new 35-mm color slide service beginning Oct. 2. AP said last week that networks and stations will be able to better illustrate current news, and also build a library for future use with the new AP Photocolor service.

Television subscribers to the regular AP Photofacts news service will be mailed a basic, "starter" slide file showing 50 persons and places in the news, to which 10-slide mailings will be added each week.

The slides will be gathered, edited and prepared with TV requirements in mind at a special television color desk in New York, headed by William (Sandy) Colton. Color editors will call for special pictures for the TV service, as well as using the increased color output of AP photographers around the world.

Robert Eunson, AP assistant general manager for broadcast services, said pictures would include head shots of world leaders, entertainment figures, sports personalities, politicians, military leaders, and others who make significant news. AP Photocolor, he said, also will supply easily recognizable photographs of places in the news, color drawings (especially of space events) and background pictures for continuing news stories.

The slides will be numbered, and described on accompanying file cards, to facilitate filing by broadcast station subscribers.
**Push for local wire programming**

NCTA makes preliminary moves to get members into program origins and to promote their product

The National Community Television Association is moving to get its members into local CATV origins of public-service programming.

At a meeting in Washington last Tuesday and Wednesday (Sept. 20-21), the NCTA executive committee discussed the possibility of holding a seminar on local origins and passed on to a committee a staff-proposed self-regulatory code for such origins.

Also on Wednesday the NCTA public relations committee got a look at the first effort under its $175,000 program: the first in a series of members kits containing newspaper mats and radio spots aimed at specific seasonal promotions rather than general CATV promotion.

The code on origins had been in the works since early August when the executive committee instructed NCTA President Fred Ford to begin work on it (Broadcasting, Aug. 4).

It was to have been discussed by the committee last week, but NCTA Chairman Alfred R. Stern, Television Communications Corp., New York, passed it on to a committee headed by Marcus Bartlett, Cox Cablevision, Atlanta, for study. One executive committee member said the proposed code is "looking into the future. We don't know if we'll adopt one yet. Hopefully we'll need one."

The code was developed with one eye on the television code of the National Association of Broadcasters and the other on NCTA's own code of ethics. NCTA felt that since it has been urging members to get into public service origins it should offer them some guidelines.

The NAB guidelines it chose are those followed by the three TV networks and a majority of the nation's stations.

It is expected that the proposed code, possibly modified, will be presented to the NCTA board at next month's meeting (Oct. 16-20) in Carmel, Calif. If the board accepts it, with or without modification, it would probably be sent to members for their views and would then go back to the board.

The executive committee also left it to the board to decide if a seminar on local program origination should be held in early 1967.

NAB Invited • Discussing the eight NCTA regional meetings, which open Oct. 10 in New York, the committee decided to ask the Bell System to participate in the meetings. Earlier in the week Mr. Stern invited NAB Chairman John F. Dille Jr. to send NAB representatives to the NCTA meetings.

**Alert KEZY remembers to run a fumble**

**KEZY** Anaheim, Calif., has found itself originating a collegiate football network because the program distributor that was originally supposed to supply the station with games couldn't fulfill the obligations of the agreement.

The Southern California station had contracted with Broadcast Features Syndicate, Los Angeles, to carry a collegiate Game of the Week starting on Sept. 17. On Sept. 13, the syndicate wired KEZY that "objections raised" by schools in the Athletic Association of Western Universities prevented Broadcast Features from feeding games to stations in California, Oregon and Washington (states where the AAWU schools are located.)

So Tom Thacker, KEZY sports director, set out to create his own collegiate package and developed a 12-game schedule built around the games of Nebraska, Oklahoma and the Air Force Academy opening with Air Force-Wyoming and Nebraska-Utah State. KEZY last week said it would make the remaining 10 games on this schedule available to other stations in the Far West.

The games are: Oct. 8, Oklahoma-Texas; Oct. 15, Oklahoma-Kansas; Oct. 22, Nebraska-Colorado; Oct. 29, Nebraska-Missouri; Nov. 5, Nebraska-Kansas; Nov. 12, Air Force-North Carolina; Nov. 19, Missouri-Kansas; Nov. 24, Oklahoma-Nebraska; Nov. 26, Iowa State-Colorado State.

**Minow mixes praise with criticism of TV**

Newton Minow, former chairman of the FCC, thinks broadcasting has made some "significant improvements" in the area of news and informative programming since he left the FCC but doesn't see much change in the quality of its entertainment programs.

His views are expressed in the Septem-
50 stations sign for ‘Accent’ on paid basis

General Media Associates, Chicago, producer and distributor of Accent, a free package of one-minute special features for radio stations, last week announced conversion of the program service to a conventional paid syndication basis. Nearly 50 stations have already bought the series of minute vignettes, GMA said.

Earlier this year the FCC advised General Media that since third parties paid the firms for participation in Accent, these companies would have to be identified on the air as “sponsors” even though the stations received no compensation other than the program itself or from the local sponsorship (Broadcasting, April 18). More than 200 stations carried the programs on a free basis, General Media said, and the underwriters were credited at the end of each program.

The change to the regular syndication format was made in view of numerous station requests, General Media explained. The minute features cover a wide range of subject in a dozen categories and include Quincy Howe, William Winter, Richard Applegate, Robert St. John, Sam Saran, Kathryn Darrell and Dorothy Jordan. General Media also is syndicating a new series by Mr. Applegate for five-minute format called The First Angry Man.

Radio series sales...


Tips on Tots (Woroner Productions): WDye Tampa, Fla.
How critics assess new shows—Part 3

The last four of 34 new TV programs had their premieres between Thursday (Sept. 15) and Sunday (Sept. 18). Here's a sample of critical reaction to the final four. (The critics' opinions of earlier reviews were sampled in Broadcasting Sept. 12 and 19.)

Jericho (CBS-TV, Thursday 7:30-8:30 p.m. EDT).

"... is neither worse nor better than others of its kind." Bob Hull, Los Angeles Herald-Examiner.

"... thin and shaky, but might turn out to be a massive spin-off from the general theme of Hogan's Heroes..." Jack Gould, New York Times.

"... has potential through the development of its characters." Walt Dutton, Los Angeles Times.

T. H. E. Cat (NBC-TV, Friday 9:30-10 p.m. EDT).


"... a stark, dark dandy." Bob Williams, New York Post.

"... showed promise as a visual tour de force..." Bernie Harrison, Washington Evening Star.

"... should prove popular with the action-suspense fans." Aleene MacMinn, Los Angeles Times.

Pistols 'n' Petticoats (CBS-TV, Saturday 8:30-9 p.m. EDT).

"... there's no end to the tried-and-tire banality TV's program creators can strew around video's vast wasteland when they put their minds to it." Bill Irvin, Chicago's American.

"... looks now as if the biggest handicap of James Aubrey, former president of CBS Television, was a taste that was too sophisticated." Harriet Van Horne, New York World Journal Tribune.

"... just a notch above the Beverly Hillbillies." Bob Hull, Los Angeles Herald-Examiner.

"There was lots of shooting and a couple laughs." Lawrence Laurent, Washington Post.

Mission: Impossible (CBS-TV, Saturday 9-10 p.m. EDT).

"... level of suspense throughout the hour rarely achieved in television." Don Page, Los Angeles Times.


"... strained credulity well beyond the breaking point." Lawrence Laurent, Washington Post.

"... it was virtually an impossible mission for the viewers to sort out the good guys from the bad guys and still keep track of the plot." Bill Irvin, Chicago's American.

"... a taut tale..." Bob Hull, Los Angeles Herald-Examiner.

"... may be the best-of-breed of the new network series batch." Bob Williams, New York Post.

House group finishes its work on copyright

A House Judiciary Subcommittee last week completed work on a thorough revision of the copyright law, including its application to CATV operations, but the prospects for congressional action before the end of the 89th Congress appear remote.

The subcommittee's action came after 51 private sessions and an extensive hearing on the measure, which would be the first complete revision of the copyright law since 1909. The bill received unanimous subcommittee approval and is expected to be taken up by the full committee sometime this week. However, the Senate subcommittee considering the same legislation is awaiting House action and does not plan to resume its hearing on the matter until next year.

Although the subcommittee would not reveal the content of the part dealing with CATV, it was reported that it considered a proposal made earlier by acting chairman Robert W. Kastenmeier (D-Wis.) on CATV (Broadcasting, May 9) and agreed to an altered form of the proposal. The proposal made by Representative Kastenmeier suggested total, partial or no payment by CATV to the copyright holder depending on the area covered by the CATV transmission.

The proposal suggested three copyright categories for CATV operations: white, black and gray. In the white area, within the radius of the area served by the primary broadcaster, the CATV system would be exempted from copyright fees and could retransmit broadcasts to fill in gaps or improve reception. In the black area, not covered by the primary broadcaster and where no other stations were licensed to carry a program, the CATV system would be fully liable to the copyright owner if the owner gave notice to the cable operation before retransmission. In the gray area, where retransmission was into distant territory, reasonable license fees could be fixed by a court in the absence of an agreement. The subcommittee reportedly modified this earlier approach in approving the copyright package.

Holden amends action against 'Kwai' telecast

An injunction action to prevent ABC-TV from showing "Bridge on the River Kwai," filed by actor William Holden last July, was amended in Los Angeles Superior Court last week. Mr. Holden, who starred in the movie, called off his attempt to enjoin the telecast, scheduled for Sunday (Sept. 25). Instead, the actor is now attempting to prevent any additional television showings of the Columbia Pictures release.

Reportedly, Mr. Holden called off his application to stop the Sunday telecast because he'd have been required to post a bond of $665,000 to indemnify ABC against possible loss. But Mr.
Holden still is seeking damages for the showing of the film.

In his original complaint, he contended that the Academy Award winning movie has grossed $28.5 million to date and is still profitable for theater showing. Televising it, he argued, would diminish, if not destroy, its earning ability. Accordingly, Mr. Holden filed for $1.1 million damages against Columbia Pictures Corp. and four other firms, including the Ford Motor Co. and J. Walter Thompson, the sponsor, and its agency for the Sunday telecast of the movie.

This original complaint subsequently has been expanded. The actor now is asking for aggregate damages of $2.3 million.

Curbs on media use asked for lawyers

The ever-simmering controversy in California over broadcast and press coverage of court trials boiled over again last week when a state bar organization endorsed a resolution aimed at preventing lawyers from arguing their cases on television, radio or to newspapers.

Delegates to the 38th annual meeting of the California State Bar, convening at the Disneyland hotel in Anaheim, Calif., debated for about an hour before adopting the resolution. It requests the board of governors of the state bar to adopt a rule that would prohibit an attorney from issuing to any media of communication “any statement, material or any matter which may tend to interfere with a fair trial in the courts, or otherwise tend to prejudice due administration of justice.”

The state bar board of governors already has such a rule under consideration. It provides that no member of the state bar make any disclosures to newspapers or broadcast media relating to any pending or anticipated judicial proceeding if their information might reasonably be expected to interfere with a fair trial.

Discussion - The entire subject of “free press and fair trial” was featured at a panel discussion held during the convention. Baxter Ward, news director of KCBS-TV Los Angeles and one of the four participants in the discussion, indicated that the lawyers were creating “an artificial problem” by their anti-media measures. He said that television can help make the public greatly aware of what’s going on in the courts and in local government but is denied this role by the legal profession’s negative attitude.

Nick B. Williams, editor of the Los Angeles Times, doubted that newspapers have prejudiced very many trials and said that he had “equally grave doubts about any attempt to circumvent the press under rigid rules applied at any point.”

Also taking part in the discussion were attorneys Joseph Ball of Long Beach and Herman F. Selvin of Los Angeles, both former state bar presidents.

Top names jam agenda of TV Stations seminar

Vincent T. Wasilewski, president of the NAB, will be the keynote speaker at the TV Stations Inc. management programing seminar in New York, Oct. 10-12.

Mr. Wasilewski will speak on Oct. 10 and set the stage for other participants who will discuss TV station programing and management. TV Stations Inc. serves as programing consultant and market analyst for more than 100 TV outlets.

Herbert Jacobs, president of TV Stations Inc., said he expects more than 175 executives to attend the three-day seminar at the New York Hilton hotel.

Among other speakers will be Donald H. McGannon, president of Westinghouse Broadcasting Co.; Bill Leonard, vice president, CBS News; Arch Knowlton, director of media services, General Foods Corp.; John O. Gilbert, vice president, affiliate relations, ABC-TV; Harold Grams, general manager, KSOT-TV St. Louis.

Also, A. Louis Read, president, WDSU-TV New Orleans; Richard A. Borel, president, WBNF-TV Columbus, Ohio; Eldon Campbell, vice president,
GOP urges broadcast coverage of Congress

The Republican Party jumped into the growing dialogue over whether congressional sessions and hearings should be televised when a GOP study group last week criticized "discrimination" against television and radio newsmen and urged that permission be granted for broadcast coverage.

The recommendation was made by the House Republican Task Force on Congressional Reform and Minority Staffing in a book "We Propose: A Modern Congress," released by McGraw-Hill. In a chapter entitled "The Case for Television and Radio Coverage," Representative Robert F. Ellsworth (R-Kan.) says "a policy of discrimination exists in the Congress today. Even though television and radio have created a revolution in communications techniques in recent years," he adds, "television and radio do not have the same full access to congressional activity enjoyed by the print media. Indeed, for TV and radio, the doors of Congress are closed."

Representative Ellsworth, who has introduced a bill to allow TV and radio coverage of House sessions and hearings, said that Congress "cannot continue to deny television and radio coverage of its activities by simply citing the hollow fear that it may trip over an electric cord or be 'distracted' by a bright light. Modern television techniques require no special lights or equipment or other disturbing factors which might result in interference with the normal debate."

Hurt Image - He blamed the refusal to allow such coverage as a major factor in what he called Congress's declining prestige and non-descriptive image in the public eye. He said that while the President and other executive agencies have made full use of the broadcast medium Congress has been standing still. He also observed that representatives of the electronic media have been exceedingly restrained and patient under a system that has granted their competitors — newspapers and periodicals — unfair advantages in reporting. He said that the press reporters have much larger facilities in the congressional galleries than the broadcast newsmen and that the latter are not permitted to use the tools of their trade in reporting congressional events.

Representative Ellsworth added that "the decision to shield the activities of Congress from the public eye is totally unjustified and a break in faith with the American people." He pointed out that the Senate allows committee chairmen to decide if they will permit broadcast coverage of hearings and that the House under Representative Joseph W. Martin Jr. (R-Mass.) as Speaker gave its committee heads such powers. But neither chamber has allowed broadcasting of sessions.

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**WFBM-TV** Indianapolis and George Comte, vice president, WTMJ-TV Milwaukee.

**ABC OK's production of QM's 'invaders'**

The green light was given last week to what's likely to be ABC-TV's initial offering for the replacement season beginning in January when QM Productions was told to activate its The Invaders series. Indications are that the hour science-fiction series will replace a year-end dropout program on ABC-TV.

QM Productions will start filming the new series on Oct. 10 at the Goldwyn Studios in Hollywood and expects to have 12 segments finished before its expected January debut (a pilot show already is in the can). The Invaders, which will star Roy Thinnes, will give producer Quinn Martin four prime time series on the network. Others are The Fugitive, The FBI and 12 O'Clock High.

**Category in movie code for 'mature audiences'**

The Motion Picture Association of America last week announced a revised code of self-regulation that was described as "updated and more liberal" and reflecting contemporary life more realistically. The code applies to production, to titles of motion pictures and to advertising, including TV and radio spots.

One important feature of the code is that some films will be designated as "Suggested for mature audiences." A spokesman of MPAA said the TV industry must decide for itself the manner in which it will handle the code "suggestion."

An NAB code spokesman praised the new MPAA code saying anything the motion picture industry does to strengthen itself will ultimately help broadcasters. The MPAA code and films, in general, will be discussed at the NAB TV code board meeting Oct. 6-7 in New York.

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**EQUIPMENT & ENGINEERING**

Booming business prompts new GE unit

General Electric's Consumer Electronics Division, Syracuse, N. Y., last week announced the opening of a new Visual Communications Products Department, headed by James M. McDonald, general manager.

Robert C. Wilson, vice president and general manager of the consumer division, said the new department, formerly called the Visual Communications Products Business Section, was created to handle a growth in GE's broadcast and closed-circuit TV business. The department will make antennas, transmitters, audio and video broadcast studio equipment, CCTV systems including cameras, monitors and video recorders for industrial, educational and commercial use. GE's newly introduced PE-250 color TV camera is handled by the new department.

At a showing of the new PE-250 in New York last week, Mr. McDonald said that local live color now originates from only about 15% of the more than 600 commercial TV stations in this country.

In contrast, Mr. McDonald said, network color shows are rebroadcast by approximately 97% of the television stations.

His remarks reflected an assessment of the market for GE's new $70,000, 155-pound camera, first exhibited last spring (Broadcasting, April 11). GE promises delivery on current orders during the first quarter of 1967.

Broadcasting, September 26, 1966
Entron to build W.Va. CATV

Entron Inc., Silver Spring and Cablevision of Frederick, both Maryland, have signed a contract involving more than $150,000 for construction of a CATV facility for Charles Town and Ranson, both West Virginia.

The system will encompass approximately 30 miles of cable and will receive 10 channels from Washington, Baltimore, Harrisonburg, Va. and Lancaster, Pa. stations. It is scheduled for completion within three to four months.

Technical topics...

New vidicon • Production of the 3200 series of solid-state vidicon TV cameras was announced last week by Cohu Electronics Inc., San Diego. The camera, selling for a base price of $2,295, is said to meet most requirements of closed-circuit and broadcast installations.

Color only • National Video Co., Chicago TV picture tube manufacturer, drops production of monochrome tubes Nov. 1 to concentrate on color output. The firm has been supplying about 10% of the industry's black-and-white tubes. National Video's expanded color output will be just under 2 million units a year.

New from Shure • Shure Brothers Inc., Evanston, Ill., introduced a new phonograph pickup cartridge last week that it claims has overcome one of the most stubborn problems in music reproduction, the proper tracking of difficult musical passages which were recorded under maximum velocity conditions. Called the Super-track V-15 type 11 cartridge, the new Shure pickup is designed for broadcast use and will also be available in a conical stylus version that some stations prefer. Price: $67.50.

NAB Purdue seminar set

The National Association of Broadcasters is accepting applications for the second NAB Engineering/Management Seminar to be held Nov. 28-Dec. 2 at Purdue University, Lafayette, Ind. Enrollment is limited to 45, with an Oct. 1 deadline.

Open to station and network engineering management, the seminar is under the supervision of Dr. Charles Lawshe, dean of the College of Technology. The enrollment fee of $275 includes tuition, teaching materials and housing.

Go East, MJB

Southern California's popular radio personality MYRON J. BENNETT is now being syndicated under an intriguing arrangement that spells smooth selling for stations, plus profitable brand loyalty for sponsors coast to coast.

One alert station in your market soon will join those already airing MJB's stimulating "Modern Talk Digest," long a favorite with western audiences on KABC and KFI of Los Angeles...now in national syndication!

MYRON J. BENNETT is heading your way...ready to turn on adult purchase power with his "Modern Talk Digest." Call, write, or wire for the good word on this unique arrangement. One key station will air MJB...it could be you!

FANFARE

Americans win IBS awards

Two Americans are among a group of seven persons honored by the International Broadcaster's Society for their prominence in furthering the goals of the global organization.

Executive Shield awards were presented at a ceremony in Amsterdam. Americans who received the awards are Eugene Bernald, president of the Pan American Broadcasting Co. of New York, and John Gregory, director of broadcasting at Pasadena City College in Pasadena, Calif. Other award winners are: The Rev. Edwin H. Robertson, assistant head of religious broadcasting at the British Broadcasting Corp.; Liang Han-Chao, chairman of the board of the Broadcasting Corp. of China; Auguste Moutongo-Black, director general of Radiodiffusion of the Federal Republic of Cameroon; the Verwey brothers and Radio Veronica of the Netherlands and Monsignor Jose Joaquin Salcedo of Columbia, who has pioneered the use of radio as an educational tool in Latin America.

The society was founded in 1964 to maintain a forum for the free flow of ideas and services conducive to improving radio and television everywhere. It currently has a membership of around 1,700.

Drumbeats...

Selection • Kdeo San Diego, has appointed Bratten & Evers/Advertising, also San Diego, to handle their plans for local, regional and national advertising and promotion. Agency principal Don Evers will supervise the account.

The stamp of success • A campaign by Howard Miller, DJ with WIND Chicago, a Westinghouse station, came to the aid of Little City, a training and treatment center for mentally retarded children in Palatine, Ill. The center had spent a year and a half trying to collect 3,000 books of trading stamps for a school bus, but in that time had only collected 300 books. Within five days of the start of the WIND effort, the 3,000-book goal was exceeded and the station continued the campaign for another five weeks, seeking additional equipment. Total books received so far: 11,000.
CBS now 100% boss of Yankees

Final 10% bought from resigning Dan Topping; Burke takes over reins

CBS, which purchased control of the New York Yankees two years ago amid howls of protest from sportswriters, public and a couple of American League baseball teams, bought full ownership of the club last week to the accompaniment of no brickbats at all.

The broadcasting company already held 90% of the Yankees. The final 10% was purchased from Daniel R. Topping, resigning chief executive officer of the team, for a price estimated at over $1 million.

CBS immediately announced the appointment of Michael Burke as chairman and president of the Yankees. Mr. Burke for four years has been vice president in charge of development at CBS, investigating acquisition possibilities for the company. However, it’s understood he has spent most of his time in liaison work with the baseball team since CBS bought control of the club in August 1964.

At that time CBS bought 80% of the Yankees for $11.2 million from co-owners Mr. Topping and Del E. Webb. Messrs. Webb and Topping were given options to sell their remaining interest in the team to CBS up to May 1969. Mr. Webb exercised that option last year.

A CBS spokesman said there are no plans to fill the office of development vice president being vacated by Mr. Burke but noted that another CBS vice president, Felix Kalinski, has recently assumed related duties.

The CBS spokesman said Mr. Burke’s original assignment had been in the nature of inspecting acquisition opportunities for the company whereas Mr. Kalinski’s duties involve long-range diversification planning.

Cox buys 80% interest in service for retired

Cox Broadcasting Corp., Atlanta, has acquired a controlling interest in Retirement Advisors Inc., a counseling and publishing service for senior and retired employees of major corporations.

Cox will have an 80% interest in the firm. The purchase price was not disclosed.

Retirement Advisors Inc. will be operated as a subsidiary of United Technical Publications, Garden City, N.Y., a publisher acquired by Cox Broadcasting in January. UTP has contributed substantially to Cox’s earnings for the first half of the year (Broadcasting, July 25).

Retirement Advisors, founded in 1958, will continue to have Merlyn Pitzele as its executive director.

Outlet profits up sharply in first half

The Outlet Co., Providence, R.I., has reported increased profits and sales for the six months ended July 31. Six months results have been consolidated with those of Cherry & Webb Co., a wholly owned subsidiary acquired Jan. 29.

The Outlet Co. owns WJAR-AM-TV Providence, WDBO-AM-FM-TV Orlando, Fla., 50% of Salt Lake City Broadcasting Corp., which owns stations in Salt Lake City, and is one of the owners of WNYS-TV Syracuse, N.Y. (an interim operation), and has department stores in the Providence area.

For the six months ended July 31:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>$0.54</th>
<th>$0.33</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and broadcasting revenues</td>
<td>$20,209,704</td>
<td>$12,708,066</td>
</tr>
<tr>
<td>Net Income</td>
<td>$598,074</td>
<td>$251,071</td>
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</tbody>
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Transamerica confirms UA merger talks

Transamerica Corp., a San Francisco-based financial holding company, confirmed last week that it has been discussing a merger with United Artists

SEC's August report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for August (all common stock unless otherwise indicated):

| Capital Cities Broadcasting Corp. | Daniel R. Burke exercised option on 2,000 shares, giving total of 14,450. J. Floyd Fletcher sold 3,000 shares, leaving 56,622. Carl A. Pogin sold 400 shares, leaving 4,400. Following exercised stock options: Kenneth M. Johnson, 3,000, giving total of 2,622; Charles G. Pogin, 2,000, giving total of 7,300; Joseph B. Somersdiel, 1,000, giving total of 3,250. CBS Inc.-Norman E. Walt Jr. sold 1,736, leaving 1,000. Cowles Communications—John P. Harding sold 200 shares, leaving 15,290. Filmways Inc.—Harold M. Austin bought 700 shares, giving total of 7,560, and bought 400 shares on beneficially held account with wife, giving total of 400. Gross Telecasting—Raymond W. Mottel, holding 100 shares personally, bought 400 shares and sold 872 shares, leaving 435 on beneficially held Fain Webber Jackson & Curtis account. Jerrold Corp.—Donald Feith, holding 144,740 shares personally, and 1,200 beneficially with wife, bought 50,000 shares in a private purchase on beneficially held Dalco Manufacturing Co. account, giving total of 295,447. Simon Pomerantz bought 15,000 shares, giving total of 33,871, plus 30 on beneficially held account with wife as custodian. Alex Santiinsky sold 100 shares, giving total of 4,000. Milton J. Shapp sold 286,528 shares, leaving none. Muriel Shapp sold 109,411 shares, leaving none. Monarch Buildings—James D. Zeck, holding 1,350 shares personally, and 2,900 beneficially held in trust, and 27,410 remaining trust with wife, sold 12,100 shares, leaving 15,310. National Telefilm Assn.—Burton J. Lipman bought 5,600 shares, giving total of 10,000. A. C. Nielsen Co.—Marshall F. Chapman sold 800 class B shares, leaving none. Official Films—Louis L. Curner bought 5,300 shares, giving total of 5,840,100. Mr. Lerner bought 5,700 shares on beneficially held Victoria Investment account, giving total of 863,506; sold 6,600 shares in private transactions on beneficially held SMTP Corp. account, leaving none; bought 300 shares and sold 1,000 shares on beneficially held Lerner & Co. trading account, leaving 14,470, plus 5,500 on beneficially held Lerner & Co. investment account, and 2,000 beneficially held with wife. R.C.A.—Emile W. Engstrom sold 25,004 shares, leaving 52,390, plus 2,000 held beneficially with wife. Reeves Broadcasting—Thomas J. Stevenson Jr. sold 2,000 shares in a registered offering on beneficially held corporation account, leaving 1,000. Screen Gems—Donald S. Strain, holding 1,448 shares personally, and 9,953 beneficially held in trust for daughter, selling 2,536, plus 314 beneficially held in trust for grandchild, and 2,105 beneficially held with wife. Scripps-Howard Broadcasting—M. E. Greiner Jr. bought 1,000 shares, giving total of 1,000. Seven Arts Productions—Jeremy A. Hyman sold 100 shares, leaving 4,900. Sherron—William E. Rine sold 2,000 shares, leaving 41,806. Walt Disney Productions—Donn B. Tatum exercised option on 553 shares, giving total of 535. |
Corp. High officials of both companies apparently have been conducting negotiations for the past few weeks. Transamerica, however, stresses that the talks have been "exploratory" and no agreements, in principle or otherwise, have been reached.

Indications are that the Transamerica-United Artists talks started after opposition from stockholders forced Consolidated Foods Corp. and the movie-TV production and distribution company to drop a merger plan last August. Transamerica, which had a consolidated net income of $42.4 million in 1965, is primarily involved in insurance and financing operations.

Stockholders okay Natco-Polaris merger

Acquisition of the Milwaukee-based Polaris Corp. by broadcaster J. B. Fuqua's Natco Corp. through merger and exchange of stock won the approval of the majority of stockholders in both companies last week. Applications for transfer of the radio-TV stations involved are before the FCC and commission officials last week indicated approval was imminent.

Polaris is to be absorbed by Natco, it was explained, and the Milwaukee office closed. Natco has headquarters in Augusta, Ga. In addition to its station holdings, Natco has clay-product and agricultural-product manufacturing facilities in Pittsburgh. Polaris also is a diversified holding company with real estate, warehousing and leasing and station interests. Polaris owns WTVW(TV) Evansville, Ind.; XTHI-TV Fargo-Grand Forks, N. D., and KXOA-AM-FM Sacramento, Calif. Jim Goese, financial vice president of Polaris, will join Natco as a vice president.

The Polaris stations will be licensed to Natco Communications Inc., a wholly owned subsidiary of Natco Corp. J. B. Fuqua owns 100% of Fuqua Industries, which in turn, controls Natco Corp. Fuqua Industries will continue to own WTVW(TV) Augusta and XRE(TV) El Dorado, Ark.-Monroe, La.

Jerrod Corp. issues a healthy report

Jerrod Corp. stockholders at the firm's annual meeting last week were told that the company had achieved record highs in sales and earnings for the six months ended Aug. 31. "This substantial increase in profits is particularly noteworthy," Robert H. Beisswenger, president and chief executive officer, told the meeting: "since the figures for last year are exclusive of federal income taxes due to the federal tax-loss carryover at that time, while this year's figures are fully taxed."

The financial health of Jerrold was also indicated by a report that the company now has a backlog of orders of $17 million, compared with $8.5 million a year ago, and by another report that over $7 million in new business had been written during three recent trade shows covering educational TV products, home-TV antennas, and CATV equipment and construction services.

Elected to the board of directors at the meeting were Mr. Beisswenger, Jerrold president; Howard Butcher III and W. W. Keen Butcher, partners in Butcher and Sherrerd, Philadelphia investment banking firm; Dalck Feith, president, Dalco Manufacturing Co.; Daniel McCarthy, vice president, Fidelity Philadelphia Trust Co.; Simon Pomerantz, Jerrold treasurer, and Philip Zinnman, board chairman, Associated Mortgage Companies Inc.

For the six months ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1966</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.94</td>
<td>$0.81</td>
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<tr>
<td>Sales</td>
<td>22,702,914</td>
<td>13,441,496</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,024,265</td>
<td>1,294,949</td>
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</table>

Sarkes Tarzian moves into newspaper field

Sarkes Tarzian, group broadcast owner and president of a major broadcast equipment manufacturing firm, has spread his interests into print. Mr. Tarzian and his wife, Mary, are majority stockholders of Lu-Mar Publications, which on Sept. 11 began publishing the Bloomington, (Ind.) Tribune, a new evening newspaper.

Mr. Tarzian is chairman of the board of Lu-Mar. Dr. Dillion Geiger, who with his wife, Louise, are the other major stockholders, is president of the new firm. It was estimated that the investors have put up $1.5 million in getting the paper started.

The Tribune, publishing Monday through Friday afternoons and Sunday morning, is the second newspaper in the city of 33,000. The other paper, the Bloomington Herald-Telephone was purchased by the South Bend (Ind.) Tribune (WSTB-TV) in January. The Tarzian-Geiger interests bid unsuccessfully for the existing paper.

Promotion for the new paper included radio and TV advertising on the Tarzian stations in the Bloomington-Indianapolis market. The campaign included 20 spots daily on WTVS and

WTTV-FM, both Bloomington, and 10 a day on WTV(TV) Bloomington-Indianapolis.

Mr. Tarzian also owns WATI Indianapolis, WPFT(TV) Roanoke, WFMAM-TV Lafayette and WPTF(PM) Fort Wayne, all Indiana, and Sarkes Tarzian Inc., electronics manufacturer in Bloomington.

Chicago radio predicted up $2 million over '65

Chicago's 30 radio stations will do about $30 million in business this year, up some $2 million over 1965, it was predicted last week by the Chicago Tribune's advertising columnist, James Smith. He said eight stations will account for 80% of the total, with WGN topping the list at $6.6 million to $7 million ($6.5 million in 1965).

Mr. Smith predicted WIND will hit $5.4 million, up $200,000, while WLS will total $4.4 million, up $400,000. He said WBBM will go up about $200,000 to $3.2 million while WCFL will edge up $100,000 to $2 million. Mr. Smith claimed WMAQ is off a bit and will total just under $2 million. He predicted increases for both WJJD and WAIT, each to a total of around $1.5 million.
Western Union wants TV channels on Intelsat

Western Union International last week became the first common carrier to ask for FCC authority to lease and operate TV channels on Intelsat, the communications satellite to be orbited over the Pacific Ocean late next month by the Communications Satellite Corp.

WUI specifically wants permission to use the satellite's TV channels for transmission between the earth stations at Brewster Flat, Wash., and Paumala, Hawaii, and also between these locations and other available points in the Pacific. The carrier said it would use the TV channels periodically "in accordance with requirements for the provision of broadcasting and closed-circuit television transmission services." WUI also stated that it was willing to participate with other authorized carriers in a joint offering of trans-Pacific television service. Trans-Atlantic TV service via Comsat's Early Bird satellite is currently being provided through the joint effort of authorized carriers.

WUI's application also requested authority to lease 65 of Intelsat's voice-grade circuits to provide additional communications services between the continental U. S., Hawaii, Australia, Japan, the Philippines and Thailand.

Others in Race • Intelsat's voice-grade circuits are being pursued by several other carriers. AT&T and Hawaiian Telephone Co. last month requested joint authority to lease and operate 50 such circuits between the Brewster Flat and Paumala earth stations. The State of Hawaii, however, has asked the FCC to postpone its decision on the AT&T-HTC application pending further research. Hawaiian officials have stated that approval of the application may be "incompatible" with the need to provide Hawaii with direct commercial and educational TV communication with the mainland. Believing that perhaps a larger portion of Intelsat's facilities should be allocated to TV transmission, Hawaiian officials also say they want more time to study the merits of the Ford Foundation and Comsat proposals to use satellites for ETV as well as other forms of communication.

RCA Communications, ITT World Communications, WUI and Comsat have each applied for 30 voice-grade circuits to provide leased channel service to the Defense Communications Agency between Hawaii, Japan, Thailand and the Philippines. A contract to provide such circuits now exists between DCA and Comsat, but the carriers are challenging it. They base their argument on the FCC's authorized-user decision (Broadcasting, June 27). That decision says that Comsat may not, except in unique circumstances, lease channels directly to noncommon carriers. The U. S. government is among those barred from direct access to the space system and the carriers do not feel that DCA's 30-circuit requirements are "unique and exceptional" within the meaning of the commission's order.

Authorized-User Support • Meanwhile strong support for the FCC's authorized-user decision appeared last week as eight parties opposed the reconsideration petitions filed earlier by Comsat and the General Services Administration (Broadcasting, Aug. 29).

Opposing the requests for reconsideration of the commission's order were ITT, AT&T, Western Union Telegraph, Western Union International, Hawaiian Telephone Co., RCA Communications, Aeronautical Radio Inc. and the Air Transport Association of America.

Both GSA, the housekeeping arm of the government, and Comsat had urged reconsideration of the authorized-user decision primarily on the grounds that the Communications Satellite Act vests in the executive branch, not the commission, the authority to determine whether the government should deal with Comsat.

Sound Decision • All of the parties try of Information and Francis Meloy, charge d'affaires of the U.S. Embassy in Rome.


Not present when the picture was taken were John Fetzer, Fetzer Broadcasting Co., and David Ainsworth, KSRA Salmon, Idaho.

INTERNATIONAL

Pope Paul receives broadcasters

Twelve broadcasters representing the AP Radio and Television Association were among a group received in private audience by Pope Paul VI in Rome last Monday (Sept. 19). The Pope urged them to "communicate this rich treasury [of knowledge]... Knowledge breaks down the barriers of suspicion and prejudice. Knowledge nurtures love and respect. True knowledge will make men free."

The broadcasters, in Europe for two weeks, met with U.S. ambassadors David K. E. Bruce in Great Britain, George C. McGhee in West Germany, Angier Biddle Duke in Spain and Charles E. Bohlen in France. They also received briefings from the Foreign Ministry, the Spanish Ministry-British Foreign Office, the Danish
opposing the Comsat and GSA petitions contended that the FCC's decision was essentially sound. Most stated that the commission, and not the executive branch, should regulate Comsat's dealings with the government. ITT, arguing that the FCC's position is fully supported by the Satellite Act, reflected the views of all the carriers filing comments when it said that approval of the reconsideration petitions "would, in effect, leave Comsat virtually unregulated in its dealing with government agencies." WUI stated "the RCAC proposals, currently suffering a setback, would, if adopted, pose a significant price to the government agencies. WUI stated "would, if adopted, pose a significant price to the government agencies.

Comsat and GSA also filed oppositions last week to procedures suggested by RCA Communications on the grounds that the RCAC proposals were not authorized by law. RCAC had filed a petition supporting the FCC's order but had also urged that procedures be adopted to prohibit Comsat from concluding agreements with noncarriers pending a commission decision to permit the service (BROADCASTING, Aug. 29).

Gates gets Vietnam TV transmitter order

Gates Radio Co., Quincy, Ill., announced last week that it had been awarded a $350,000 contract by the Department of the Army to supply seven TV transmitters to be used to broadcast programs to the armed services in Vietnam.

For use by the Armed Forces Radio and Television Services, the transmitters, standard Gates models with 40 kw visual and 4 kw aural, are engineered especially for van installation. With studio and control switching gear, the units will form a television studio on wheels able to be moved easily as concentrations of troops change.

Expectation is that the first two units will be in operation in Vietnam by October, with the remaining five to be operative within the next six months. Programming will be approximately 90% network material and 10% locally produced news and information.

U. S. troops in Vietnam now receive regular programming only from Saigon, where telecasts are transmitted from a roving U. S. Navy aircraft. According to AFRTS, plans are underway for a fixed transmitter in Saigon.

Gates Radio is a division of Harris-Intertype Corp., Cleveland.

Stations underwrite foreign-newsmen visits

NAB-USIA PROJECT TO SHOW U.S. NEWS TECHNIQUES

A dozen foreign newsmen from Europe, Africa, Asia, and Latin America today (Sept. 26) begin a one-month training program underwritten by U. S. radio and television stations. The project, originated by Leonard Marks director of the United States Information Agency, and coordinated by the National Association of Broadcasters, is designed to demonstrate how news is handled in the U. S.

The foreign visitors will spend their first week in Washington at orientation sessions and visits to the White House and Capitol Hill. From Oct. 3 to Oct. 22 they will be at stations assigned to them. Their remaining three days in this country will be spent in New York studying network news operations and the news facilities at the United Nations.

The foreign broadcast newsmen and the stations where they will train are: Jean Carlier, Radio Luxembourg, Paris, at WNEW New York, WIP Philadelphia and WCBN Baltimore (all Metromedia stations); Michael Adjare, Ghana Broadcasting Corp., Accra, at WTOP Washington; Sammy Mdee, Radio Tanzania, Dar es Salaam, at KYW Philadelphia; Luis Lopes Correa, Radio Nacional & TV Paulista, Sao Paulo, Brazil, at WPRO Providence, R. I.; Vo Hong Chi, Radio Saigon, Saigon, South Vietnam, at WFLI Philadelphia.

Luis Carrizo, Television Nacional, Panama, at WHEC Rochester, N. Y.; Vinith Boonvivathana, Thai-TV, Bangkok, Thailand, at wood Grand Rapids, Mich.; Panpee P. Escare, Alto Broadcasting Co., Cebu, Philippines, at WFMN Indianapolis; Kazem Hekmat Shoori, Ministry of Information, Tehran, Iran, and Victor Hugo O'Farrill Avila, Telesistema de Mexico, Mexico, City, both at WGN Chicago; Jawad Mohammad Asad Maraka, Ministry of Information, Amman, Jordan, at WKBW Buffalo, N. Y.; Samuel Mille, Radio Sarajevo, Belgrade, Yugoslavia, at KPRC and KTRK-TV, both Houston.

The 12 were selected by the NAB from a list of more than 30 recommendations supplied by USIA posts in other countries.

It is costing the stations $1,500 for each man to underwrite travel expenses to and from his homeland and his living expenses while in this country.

Marks's Challenge - Last November USIA Director Marks went before the Broadcasters Promotion Association annual meeting and challenged U. S. broadcasters to invite foreign broadcast newsmen to this country "to actually go out on a story, to help write the news, to see how we broadcast it . . . . These journalists would be able to see everything there is on the American scene. Ours is a goldfish-bowl society, they have nothing to hide." This personal contact, he said, is the best way to get foreign audiences to understand the United States (BROADCASTING, Nov. 15, 1965 et seq.).

He had originally suggested bringing the broadcasters here for two months, but the cost was found to be prohibitive to many stations. The NAB, when it took over the liaison role earlier this year, suggested the one-month period.

Mr. Marks, in a letter to NAB President Vincent Wasilewski, commended that organization and "its participating stations in making this valuable contribution to international understanding. Such projects . . . demonstrate again the vitality and responsibility of the nation's free and independent communications system."

Full Days - The opening week in Washington will be a full one for the foreign visitors. On Monday afternoon and Tuesday morning they will attend the orientation program at the Washington International Center for lecture discussions on American land and people, and American government. Tuesday afternoon they will be briefed on U. S. broadcasting by the NAB staff.

Wednesday morning the 12 newsmen will go to the White House and that afternoon they will visit the Senate and House radio and television galleries to see how news originates from those sources. Thursday will be spent at the USIA, touring the radio, television and motion-picture divisions and visiting with Voice of America personnel who prepare broadcasts for the visitors' native countries. On Friday they will meet with a panel of Washington newsmen who will describe their own training and how they cover stories. Saturday will be open for general sightseeing.

Next Sunday (Oct. 2) the foreign newsmen leave Washington for their training sites.

British charge pirate with illegal operation

The British government last week began a crack-down on the pirate radio stations operating off the coast by charging an officer of one station with illegally operating a transmitter.

Police served a summons on David Lye, a director of Radio 390 which operates from an abandoned gunnery tower in the Thames estuary. The move is seen as the first government step in an attempt to crush the stations that
generally operate from ships outside the three-mile territorial limit.

A spokesman for the station said it would stay on the air until a decision is made whether or not the station is within British jurisdiction.

**NBC, Time-Life in on New Zealand TV network**

NBC International and Time-Life Broadcasting are principal U.S. investors in a projected network of privately owned TV stations in New Zealand. The network would be operated by a newly formed group called New Zealand Television Corp. Ltd., Auckland.

NBC and Time-Life would each hold 10-20% of the shares in the new firm. According to the New Zealand corporation, overseas interests would invest an estimated $3.8 million of $7 million capital. CBS also was said last week to be interested in the company but its name was not mentioned in the initial application for a license.

This would be the first private TV venture in the country.

**T-L’s Brazilian interests questioned**

The disputed constitutionality of a financial agreement between Time-Life Inc. and Brazil’s TV Globo was a key topic at the Fourth Brazilian Broadcasting Congress, held at Salvador, Brazil. The opening speaker at the general assembly of the convention was Federal Deputy Joao Calmon, president of the Brazilian Radio and Television Broadcasters Association, and an outspoken critic of the Time-Life-TV Globo arrangement.

As reported last week by Saul Haas, chairman of the board of KIRO-AM-FM-TV Seattle and invited observer at the Brazilian meeting, a parliamentary commission and the CONTEL (the Brazilian equivalent to the FCC) have ruled against the Time-Life-TV Globo agreement and given the parties 90 days to take corrective action. A presidential fact-finding committee, however, ruled that the agreement is not necessarily at odds with the Brazilian constitution, so the 90-day order is currently under suspension, pending a final decision by Brazilian President Castello Branco.

It is Time-Life’s position, according to company authorities, that all legal steps of its proposed arrangements in Brazil have been carefully checked out by Time-Life legal counsel, particularly in regard to compatibility with the Brazilian constitution.

ABERT, as the Brazilian Radio and Television Association is called, was founded in 1962 with 172 of Brazil’s nearly 900 radio and TV outlets as charter members. The organization currently claims more than 560 members and a growth rate of 15% a year. The group already has a major victory to its credit. Appealing directly to the congress, and against presidential opposition, the broadcasters won new licensing regulations—extending the term of the radio license to 10 years and the TV license to 15 years.

Another issue facing Brazil’s broadcasters is a current government effort to limit the number of radio and TV stations owned by a single group or individual. There is now no limit, and three groups control most of the larger stations in the country. The largest is Diarios Associados, with 17 TV stations. O Globo has two TV outlets.

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**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Mr. Bruns  
Mr. Elbaum


Bernie Roer, executive art director for Campbell-Mithun, Chicago, and Frank Flis, director of art at C-M, Minneapolis, elected VP’s.

Kenneth A. Harris, VP, advertising and public relations for Kitchens of Sara Lee, Deerfield, Ill., named VP, marketing administration.

Richard E. Hellyer, account supervisor, Allen, Anderson, Niefeld & Paley, Chicago, elected VP.

Houston D. Jones, commercial manager of WAVE-TV Louisville, Ky., named national sales manager. Wheeler Rudd appointed local sales manager.


Jim Oetken, sales representative for WAVE Louisville, Ky., named general sales manager of WFRV(TV) Green Bay, Wis.

Dana F. Baird, with WILD Boston, appointed manager of Time & Space Advertising Agency, that city.

Michael Sisson, with Bozell & Jacobs, Chicago, appointed senior art director.

Randall Clay, local sales manager of WOAI San Antonio, Tex., appointed general sales manager.

Glenn M. Brilhart, with WOAI Washington, named regional sales manager.

Colgan Schlang, in TV-radio department at Young & Rubicam, New York, named VP.

Jules Fine, VP and associate media director of Ogilvy & Mathers, New York, named VP and media director. Mr. Fine succeeds Samuel L. Frey, who becomes VP for administration.

Max Enock and Gerry Hotchkiss appointed VP’s of new British agency, Kingsley, Manton & Palmer Inc., which opens in New York Oct. 10 at 529 Fifth Avenue and is expected to begin billing for $1.2 million on Jan. 1, 1967 (Broadcasting, Aug. 8). Mr. Hotchkiss leaves Eastern Airlines as advertising director. Mr. Enock has been in KMP’s London headquarters.

Hal P. Riney, head art director of BBDO, San Francisco, named VP. Stephen T. Toth, advertising specialist at Youngstown Sheet and Tube Co., Pittsburgh, joins BBDO there as account executive on U. S. Steel.

Konrad Philipp, with Quadrant International Inc., New York agency, elected senior VP.

L. F. Curly Broyles, with WBAP-TV Ft. Worth-Dallas, named sales manager.

Robert Emery appointed advertising and sales promotion manager of WIND Chicago.

J. William Beindorf, previously with KAAR(TV) and KOGO-TV, both San Diego, appointed regional sales manager of WTCN-TV Minneapolis-St. Paul.

Bill Moylan, with WMBD-TV Peoria, Ill., named sales manager. Tom Greer, with WMBC-AM-FM, appointed sales manager.

James Thompson, manager of KBBE Modesto, Calif., named local sales man-
Calif. city. manager, AM Radio ezuela, joins Ogilvy advertising for de ager appointed executive named with advertising. Lines, as, director of BROADCASTING, Charles Italia to Tex.; Providence, ver Peeples, ber Kovacs the Taylor, with Radio Pensacola, Fla., named G. Laytham, account manager.

Dean, last week (see page 64) Hogg, Salt Lake City; Frank Lee the association board.

of AM Radio Jack Lee elected as manager for Kovacs the KSL affiliates with Radio & Smith, Promotion, Colwell & Bayles, New York, joins Erwin Wasey Inc. there as account supervisor. Richard C. Ridgeway, account executive for KNBC(TV) Los Angeles, appointed executive for NBC-TV Spot Sales, that city.

Betty D. Gwyer, media director of Henry J. Kaufman & Associates, Washington, appointed executive assistant to agency's managing director, Henry J. Kaufman. She will continue as director of marketing research. Raymond Vitale, national sales coordinator, appointed account executive for WCBS New York. Robert Qudeen, currently merchandising director, will assume additional duties and title of national sales coordinator.


Kent Replogle, timebuyer at Benton & Bowles, New York, joins Venard, Torbet & McConnell there as television account executive.

Al Yallen, former owner and general manager of KPAL Palm Springs, Calif., joins KW2 Santa Ana, Calif., as account executive.

Steven J. Malta, account executive with Harvey Advertising, Newark, N. J., joins WMTR Morristown, N. J., in same capacity.

Thomas J. Shutter, with Foote, Cone & Belding, Chicago, rejoins Leo Burnett Co. there as copy supervisor.

Barbara Ossola, casting director of Geyer, Morey, Ballard, New York, joins production by ABC Advertising Agency, Teaneck, N. J.

Marion (Matt) Willis, with wqva Quantico, Va., appointed commercial manager.

Ronald Lauder named director of research and sales development for WXZ-TV Detroit, replacing Dennis Boyle.

Anthony Wilson, with Sullivan, Stauffer, Colwell & Bayles, New York, joins Erwin Wasey Inc. there as account supervisor.

CBS Radio affiliates board elected

Elected at the CBS Radio affiliates convention last week (see page 64) to the affiliates association board of directors for 1966-67 were Ben Falber Jr., WTHI Terre Haute, Ind.; Joe Kjar, KSL Salt Lake City; Frank Koehler, WDBJ Roanoke, Va.; Bob Peeples, WROW Albany, N. Y. (vice chairman); Lee Fendren, KLZ Denver (chairman); Bill Koster, WEAN Providence, R. I. (secretary treasurer); Bill Dean, WWL New Orleans; Gordon Thompson, KFYO Lubbock, Tex.; Tom Bashaw, KFH Wichita, Kan.; Wes Whillock, KBOI Boise, Idaho; Arthur Hull Hayes, president, CBS Radio; George Arkedis, VP-sales/affiliates relations, CBS Radio; Mike Hanna, WRHU Ithaca, N. Y.; and Carl Hallberg, WCMX Orlando.

Also at the convention announcement was made of the promotion of Eric Salline to director, affiliate relations; the appointment of Neil Knox to national manager, succeeding Mr. Salline, and of account executive Gene Jankowski to eastern sales manager, replacing Mr. Knox.

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ABC realerts

Due largely to the increase in production operations on the West Coast, ABC-TV's engineering department in Hollywood has realigned areas of responsibility, and two new positions were created. George Hillas, manager of quality control, was promoted to new post of manager of on-air operations. Jack Wood, formerly engineering supervisor at WXYZ Detroit, joined the engineering staff succeeding Mr. Hillas. Don Dunbar, a studio field engineer for the network, was appointed business manager, the other newly created staff position. In addition, George Otte becomes general manager, studio field operations; Bob Springer, manager of videotape and projection; Jack Neitzlich, manager of engineering maintenance; Norma Olsen, supervisor, television operations coordinating office, and Glen Akins, manager of television engineering facilities.

Programing

John W. Nelson, with NBC from 1954-1962 as general program executive and director of daytime programming, appointed director of program development, NBC-owned television station division.


Anthony DeLuca, music director, WFIL-AM-FM-TV Philadelphia, named to newly created post of program supervisor, Triangle Audio Program Service, same city, as executive in charge of all music programming.

Dan Kornfeld named to newly created post of executive assistant to Milton Herson, president of Mitch Leigh companies, New York. New position follows naming of Mr. Herson to presidency (Broadcasting, Sept. 19). Mr. Kornfeld will be concerned with operations of two major companies: Music Makers and Mark Century.

Bruce N. Stratton, music director for WEE/Winneton, Va., named program director of WDGT Greenville, Miss.

Jim Turner, news director of WIST-AM-FM Charlotte, N. C., appointed program director of WIST-FM.

Milton DeLugg named musical director and conductor of NBC-TV's The Tonight Show Starring Johnny Carson in New York.


William H. Bowers, with WTVJ(TV) Miami, joins WKYC-TV Cleveland as producer-director.

Philip E. Nolan, head of his own broadcast consulting-production company, Decade Productions, joins national radio program staff of Westinghouse Broadcasting Co., New York.

News


Keith McBee, Washington correspondent for ABC News, named anchorman for ABC Weekend News (Sat-
IEEE chapter elects


urdays and Sundays, 11 p.m. EDT, on ABC-TV).


Bernard J. Shusman, with WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., appointed manager of news. Albert G. Zink named to newly created position of supervisor of news.

Stan Redmond, formerly with WSTV-TV Steubenville, Ohio, and KENS-TV San Antonio, Tex., appointed news director of WNYW-TV Syracuse. N. Y. Robert Visser becomes news editor of WNYW-TV.

Dean Curfman, with KAKE Wichita, Kan., appointed news director. Jack W. Robinson named to newly created position of city editor of KAKE-TV.

Hank Schnaue, appointed assistant news director of WINS New York.

Fred Briggs, with WSB-TV Atlanta, joins WKYC-TV Cleveland, as business-financial editor.

Doug Mauldin, news editor for 11th Hour News on KNBC(TV) Los Angeles, named producer.

Lawrence Mills, news director of KYFY-TV Bismarck, N. D., joins KRON-TV San Francisco, as writer-producer.

William Magee, newsman for KPAT Berkeley, Calif., and Victor Burton, newsman for KXTV(TV) Sacramento, Calif., joins news staff of KRON-TV.

Louis F. Prato, on PR staff of Mickey Associates, Harrisburg, Pa., joins news department of WIC-TW Pittsburgh.

Phil Painter, with WCTC New Brunswick, N. J., named news director of WWH and WTOA(FM) Princeton-Trenton, N. J.

Clif Kirk, production manager for KOGO-AM-FM San Diego, named to news staff of KOGO-AM-FM-TV.

At Goetz, formerly with WAZZ(FM) and WJKJ(FM), both Pittsburgh, joins news staff of WFAX Dallas.

Joe Sullivan, news photographer of WCCO-TV Minneapolis-St. Paul, named photo chief for station's news photo staff.

FANFARE


Alan Grip, PR coordinator at WRC-TV Washington, appointed administrator, advertising and promotion. Aquilla T. Ruffner, writer for Governor J. Millard Tawes in Annapolis, Md., named PR coordinator.

Charles W. Dryden, manager, special projects, specials department, Pepsi-Cola Co., New York, named manager, special projects, PR department.

Marion Cameron and Jane Zager, with WTVJ(TV) Miami, appointed on-air promotion coordinator and press information coordinator, respectively.

James M. Watters, editorial associate of The Independent Film Journal, New York, joins Harold Rand & Co. there as writer-press contact.

EQUIPMENT & ENGINEERING

Herbert A. Hollander, director of sales for ColorTran Industries, Burbank, Calif., named VP of sales for Berkey Technical Corp., Woodside, N. Y.

Sidney V. Stadig, engineering manager of KYW-AM-TV Philadelphia, named director of color television engineering for five Westinghouse Broadcasting Co. TV stations.


W. Warren Barker, in market research with Cresap, McCormick & Paget, New York management consultant, appoint-
Washington, joins Visual Electronics Corp., as sales representative in Houston office.

Mary Lou Campbell, executive secretary of American Cable Television, Phoenix, named administrative assistant of operations.

Richard A. Morhauser, with Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn., named controller. Frank R. Sestanovich appointed western regional sales manager.

ALLIED FIELDS

Richard K. Doan, TV-radio editor of New York Herald-Tribune prior to its suspension, will discontinue his weekly TV column for Publishers Newspaper Syndicate that appeared in 30 papers. Mr. Doan has been named to New York bureau staff of TV Guide.


Frank McCarthy, 20th Century-Fox producer, appointed treasurer of Motion Picture Relief Fund.

Sam Kuczun, with news department of KSTP-AM-FM-TV St. Paul-Minneapolis, appointed assistant professor at school of journalism faculty of University of Colorado, Boulder, Colo.

Stan R. Alten named chairman of radio department, communications division at Cambridge School, Boston.

INTERNATIONAL

Keith Campbell, VP, media, for Mac- Laren Advertising Co. Ltd., Toronto, named VP, marketing, of CTY Television Network Ltd., that city, effective Oct. 3.


Ken McDonald, sports director of CFOR Orillia, Ont., also appointed program director, succeeding Howard Langdale, who moves to CFCN Calgary, Alberta.


DEATHS

Roland Martini, 63, VP, executive director of broadcast programing and member of board of directors, Gardner Advertising, New York, died Sept. 20 at Harkness Pavilion of Columbia Presbyterian Medical Center. Mr. Martini started his career as writer of short stories and later became freelance radio writer, writing scripts for such serials as Skippy and Little Orphan Annie. In 1933, he joined Gardner Advertising Co. to organize broadcast staff of writers, directors and producers. After advent of television, he worked as director of programing, helping to develop such TV shows as Four Star Revue, which later became All Star Revue. In 1960 he negotiated first TV rights sale of Rome Olympic games. Mr. Martini had been sales manager since station went on air in 1953. He is survived by his wife, Ann, and daughter.

Lawrence R. Knowles, 56, news director of CFEN Fredericksburg, N. B., for last 12 years, died Sept. 17. He had served as managing editor of St. Croix Courier in St. Stephen, N. B., for 25 years and had also been director of Radio Press, news service in New Brunswick which ceased operation in 1960.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Sept. 15 through Sept. 21 and based on filings, authorizations and other FCC actions.
BROADCASTING, September 26, 1966


APPLICATIONS


APPLICATIONS
New AM stations

NEW CALL LETTERS ASSIGNED
Los Angeles—KJJJ-XM, 1230. KJJJ-TV, Inc. Assigned KJJJ-TV.


Lorain, Ohio—United Artists Broadcasting Inc. Assigned WAUB (TV).


APPLICATIONS
APPLICATIONS
Existing AM stations

ACTION BY FCC

APPLICATIONS
New FM stations

APPLICATIONS

New AM stations

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS
Ronald C. Waranch, Ziffern & Ziffern No. 2 is law and investment firm, Danny Thomas is TV personality and owner of several TV production firms. Consideration $22,000. Action Sept.


KHER Santa Maria, Calif.—Granted assignment of license from Raymon C. Curry to Hospitality Broadcasters, Inc. owned by Nicholas Sauerseid (49%), Mrs. Harold Sauerseid (45%), Harold Sauerseid (5%) and Joseph Sauerseid (5%). Mr. Stanley Sauerseid is employed by NBC. Principals have no other broadcast interests. Consideration $72,000 plus $20,000 consulting fee and non-competent conveyance. Action Sept. 19.

WJHR-TV Clearwater, Fla.—Granted assignment of CP from Bay Broadcasting Co., to Acorn Television Co. owned by Robert M. Robbins, Harold Thurman and David Landau (all 33.3%). Mr. Robbins is vice-president of finance company. Mr. Thurman has investment company and consultant firm, Mr. Landau is lawyer. Consideration Non-interest. Consideration $24,453. Action Sept. 19.

KDLA-AM-FM DeRidder, La.—Granted assignment of license from John B. McCray and the late Mrs. John R. McCray from KDLA Broadcasting Co. to Cyril W. Reddoch, Ralph L. Hooks and William W. F. Reddoch from New Orleans Broadcasting Co. owned by Cyril W. Reddoch. Edwin L. Hooks (25%) and C. Winsett Reddoch (74%) are 50% owners of KREH Oakdale, La., 66% owner of WCWR Jennings, La., and 33.3% owner of WCWR Tarpon Springs, Fla. Mr. Hooks is 33.3% owner of KREH and KSTV. Winsett Reddoch is 16% owner of KREH and 25% owner of WCWR. Consideration $2,000. Action Sept. 19.


KBOA-AM-FM Kennett, Mo. — Granted assignment of license from the late Robert S. Bennett to Kennett Broadcasting Corp., from Karl G. Vandivier, Robert C. Jones, Paul W. C. Jones, et al. to KBOA Inc. owned by Maurice F. Dunne. Mrs. Ewing is 100% interested in and application for new TV station on channel 9 in Janesville, Wis., and also has interest in KTHS, Mr. Ewings has interest in and es ownership of KBOA. Consideration $250,000. Action Sept. 15.

KEYR TerreYvity, Neb.—Granted assignment of control of community television station to Nebraska Broadcast Co., from Robert T. Erickson (40%), John T. Levering (30%), Tony O. Jones (20%) and Mr. Dunne. (100%) owner of Nebraska Radio Association, (none before, 100% after), Nebraska Rural Radio Corp. is nonprofit, nonstock, law corporation, owned by over 4,000 people, and is licensee of KXSN-AM-FM Lexington, and KOLI, Omaha, both Nebraska. Consideration $25,800. Action Sept. 14.

KBOA-AM-FM Kalamazoo, Mich. — Granted assignment of control of licensee corporation, KADA Broadcasting Co. from Mrs. Virginia Clyde High, guardian (100% before, none after) to Mrs. Stella Katherine Hoover (none before, 100% after). Hoover after (100% before, none after). See KADA, Ada, Okla. Action Sept. 14.

WBLC Lenoir City, Tenn.—Granted assignment of license from Senior Citizens Community Foundation, Inc. to as Loudon County Broadcasting Co. to WBLC Radio Station Inc., owned by A. B. Korum and Archie B. Caruba (each 30%). Assignment is for legal convenience only; no ownership change, no consideration. Action Sept. 15.

KJVM Fort Worth—Granted assignment of license from the late Mrs. C. D. Salley db/a KJVM Broadcasting Co. to Fertitta Broadcasting Corp. (none before, 101% after) to Mr. Stella Katherine Hoover (none before, 100% after) db/a KJVM Broadcasting Co. Broadcaster Consultants is 100% owned by Tracy-Locke Co. advertising agency. Consideration $20,000 with option to buy 70%. Action Sept. 15.

WBUU Chipolano, W. Va.—Granted assignment of license from Mrs. Steve Newman and Lee P. Newman from Marion County & Station Broadcasting Co. to Radio Station WBUU Inc., to Steve Newman and Claggret (each 50%). No consideration. Assignment is for legal convenience. Action Sept. 15.

APPLICATIONS

WAFJ Decatur, Ala.—Seeks assignment of license from Southern Baptist Broadcasting Co., owned by J. B. Falt (80%), Joseph P. Falt (16%), and Lynne Chase Falt (4%) and Martha Falt Priddy (16% each). No consideration. Application Sept. 16.

KIFN Phoenix—Seeks transfer of control of licensee corporation, Western Broadcasting Co., from H. Walker Harrison to KIFN Radio Inc., owned by Mchnic Tichener (39.2%), McHenny Tichener (30.8%) and J. C. Looney (29.6%). McHenny Tichener and Looney have interests in KGBN-AM-TV and KGBN-FM Cablevision Corp., NO Corp. Christi, both Texas. Consideration $250,000. Action Sept. 21.

KLPM Pampa, Tex.—Seeks assignment of license from Harriette Broadcast Co., to Carl C. Lucas, Robert Switzer and W. Mike McCray db/a McCray Broadcasting Co., of which Mr. Lucas owns 11%, Mr. Switzer owns 51% and Mr. McCray owns 38%. Mr. McCracy is in radio control. Mr. Switzer is presently employed with KWIZ-AM-FM Santa Ana, Calif. Consideration $50,000. Action Sept. 21.

WKBW-AM-FM Sebring, Fla.—Seeks assignment of license from Leslie E. Neshity and Mary B. Neshity, Joint tenants to Erway Broadcasting Corp., owned by Guy S. Erway (84%), and M. McCray db/a McCray Broadcasting is licensee of WAVE Baltimore. Consideration $500. Action Sept. 21.

KNUI Makawao, Hawaii—Seeks assignment of license from Eugene G. Panissidi, O. Doris Panissidi, Roy V. Blanschet and Billie M. Blanschet db/a KNUI Broadcasting Co. to Qualitron Aero Inc., owned by four Japanese E. P. King (32.95%) and seven others none more than 10%. Qualitron is engaged in sales, service, engineering and modification of aircraft. Consideration $2,000. Action Sept. 16.

KVYU Bellingham, Wash.—Seeks transfer of control of licensee corporation, North West Broadcasters Inc., from Merton Giant (70%, before none after) and Halsey Giant (30%, none after). Mr. Nelskog is owner of Everett Cablevision Co., Edmonds. and is general manager of station, all owned by Mr. Washington. Consideration $100,000. Action Sept. 21.


Hearing cases

FINAl ACTIONS

Commission gives notice that July 21 interim renewal hearing on the grant¬ing application of Cascade Broadcasting Co., for new FM to operate on channel 261, (107.3 mc) with ERP of 29.3 kw in Yakima, Wash., became effective Sept. 9 pursuant to its order of July 21.

By memorandum opinion and order, commission denied petition for new FM to operate on channel 201, (107.3 mc) with ERP of 29.3 kw in Yakima, Wash., became effective Sept. 9 pursuant to its order of July 21.

By memorandum opinion and order, commission denied petition by office of communications of United Church, et al, intervenors, for reconsideration and modification on the record of the hearing applications of Lamr Life Insurance Co., and LMLF Radio Station WGLT, in Jackson, Miss., to (1) impose burden of proof upon all issues on applicant, (2) require Broadcast Bureau to participate in presenting evidence on all issues, (3) "clarify" rights to submit evidence of applicant's operation from time it began operating and forbid reception of evidence of its operation subsequent to date of filing last renewal, and (4) add "commercialization." Commissioner Johnson not participating.

By memorandum opinion and order, commission denied petition by office of communications of United Church, et al, intervenors, for reconsideration and modification on the record of the hearing applications of Lamr Life Insurance Co., and LMLF Radio Station WGLT, in Jackson, Miss., to (1) impose burden of proof upon all issues on applicant, (2) require Broadcast Bureau to participate in presenting evidence on all issues, (3) "clarify" rights to submit evidence of applicant's operation from time it began operating and forbid reception of evidence of its operation subsequent to date of filing last renewal, and (4) add "commercialization." Commissioner Johnson not participating.

By memorandum opinion and order, commission granted joint request of Heritage Broadcasting Co. of Bellingham, Wash., and Cascade Broadcasting Co., of Bellingham, Wash., to operate jointly on channel 9 pending petition by Citizens Communication Co., for new FM to operate on channel 263, (106.5 mc), in Alamogordo, N. M. Consideration $75,000. Action Sept. 16.

By memorandum opinion and order, commission granted joint request of Citizens Communication Co., for new FM to operate on channel 263, (106.5 mc), in Alamogordo, N. M. Consideration $75,000. Action Sept. 16.


By memorandum opinion and order in proceeding on applications of Abacasa Radio Corp., to operate radio station KGK in South Dakota, on frequencies of W6RJ, P. R., from 1900 kc. 250 w, U, to 1390 kc. 5,000 w, DA, and Mid-Oceanic Broadcasting Corp., for new AM to operate on 1190 kc. 10 kw, U, DA-2, in San Juan, revs. granted joint petition for approval of agreement for payment by Mid-Oceanic Broadcasting Corp. to WAR as partial remittance of expenses incurred in connection with grant application and an (3) granted Mid-Oceanic’s application, with condition; (2) granted WRAI’s petition to amend to specify operation with 10 kw, U, directionalized on present 1250 kc frequency, removed application from hearing status and returned to processing line; and (3) terminated proceeding. Action Sept. 13.

DETERMINED FOR HEARING

Nerceo Broadcasting Co. and The Mid-Western Radio Corp., both Gleeley, Colo.—Designated for consolidated hearing applications of applicants to operate on channel 22, 923 mc—Nerceo and with ERP of 27.1, kw, and ant. height of 223 ft. and Mid-Western with ERP of 259, in ant. height of 193 ft. made Federal Aviation Agency petition for rehearing; and designated by Mullins Broadcasting Co., Denver. Action Sept. 14.

OTHER ACTIONS

1. In proceeding on applications of North-west Broadcasters Inc. for renewal of license for KBVU Bellevue, Wash., and for assignment of license of that station to Sunshine Broadcasters Co., Bellvue, to change operation of KTKF Bellevue, review board dismissed as moot pending request by KTKF for enarge issues as assignment of license to Sunshine. Sunshine’s application was dismissed Aug. 15 thus rendering moot request by Bellevue. Action Sept. 19.

2. By memorandum opinion and order in proceeding on applications of Kentucky General Television Inc. and WVL-TV Inc. for new TV’s to operate on channels in Lexington, Ky., review board granted petition for rehearing on enlarged issues to determine whether grant of application of WVL TV was proper, with requesting consent with provisions of sec. 310(a)(5) of Communications Act. Member Nelson concurred. Action Sept. 19.

3. By review board granted petition by The Tuscarawas Broadcasting Co. for additional extension of time to Oct. 21 to file petition to reopen record and demand proceeding to examiner on its application for new FM in New Philadelphia, Ohio. Action Sept. 16.


Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review


(Continued on page 97)

By Chief Hearing Examiner Ralph T. Cooper.

By Hearing Examiner Basil P. Cooper.

Pursuant to rulings made on record at prehearing conference of Sept. 14 in proceeding on applications of Jones T. Sudbury and Northwestern Tennessee Broadcasting Co. for new FM’s in Martin, Tenn., accepted Northwest’s publication notice and granted its petition for leave to amend application to show availability of and correct coordinates of trans. site; and granted petition by Sudbury for leave to amend application to furnish up-to-date financial information. Action Sept. 14.

By Hearing Examiner James D. Cunningham.

(Continued on page 97)

By Hearing Examiner Chester F. granite.

Pursuant to agreements reached at prehearing conference of Sept. 16, scheduled certain procedural dates and further prehearing conference for Nov. 21, and continued hearing pending further order in proceeding on applications of Branch Associates Inc. and Ascherman Parsall Broadcasting Co. for new AM’s in Houma and Donaldsonville, both Louisiana, respectively. Action Sept. 16.

By Hearing Examiner John C. Graff.

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HELP WANTED—MANAGEMENT

Require immediate general manager with sales experience for local N. Y. daytime. Top salary. Box J-347, BROADCASTING.

Operations and program manager wanted by station programming good C&W and MOR music. Should be news, sports, agriculture, sales, promotion and production oriented. Good opportunity to go up. Good salary plus override. Personal interview necessary so should now be working in the five state area of northwest Missouri—Midwest. Contact: Kansas where station is located. Complete resume to Box J-539, BROADCASTING.

Assistant manager, possibly becoming general manager, experienced. Strong in sales, capable of announcing when needed. Northwestern Ohio, college town. Excellent hunting, fishing, skiing, boating, etc. Send complete resume. Box J-539, BROADCASTING.

Group large operator looking for management candidate. Dynamic sales manager to become manager in prime markets. Genuine opportunity with real future. Send complete resume, photo, in confidence, please send full particulars as to age, background to: Post Office Drawer 1151, Shreveport, Louisiana.

If you have been successful in Broadcasting and if you want more remuneration than that which you are getting please send full particulars as to age, background to: Post Office Drawer 1151, Shreveport, Louisiana.

HELP WANTED—SALES

Detroit—Solid salesman—proven track record—management capability—multiple group—automobile salary, plus Box J-286, BROADCASTING.

Salesman, must know business. Be able to sell. Good habits. Capable of moving up to management. Excellent Ohio medium-small market. Box J-286, BROADCASTING.

Sales: The Gulf Coast of Florida is calling to a solid salesman—announcer. Want to make you a salesman in this big station market with good salary plus sales commission. 3 weeks vacation, paid vacation. This clear channel station needs a good group—opportunity unlimited. Act now with resume and photo to Box J-102, BROADCASTING.

Growing station in top ten market, east coast, looking for experienced, creative sales accountant. Must be interested in running of-nil, drinkers or job shops. Apply in strict confidence, two hundred dollars weekly to start. After interview, reference will be checked. Box J-115, BROADCASTING.

We're looking for a bright young man with management potential. Some experience preferably in selling top 40, Top market network sales. Good draw, insurance paid vacation, retirement plan. College town. Send resume and photo in confidence, unlim. Box J-505, BROADCASTING.

SALES—(cont'd)

Ready to step up to 100,000 market? Ready for a bust at your group? Station in northeast has the opportunity. If you have the experience, ability and desire write Box J-179, BROADCASTING.

Upmost midwest group. Opportunity. At least 2 years experience. You'll be #2 man if you meet specifications. Send resume to WGOH Radio, Grayson, Ky.

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 WITL.

This job requires you to be a sensitive artist with the stamina of a rhinoceros. Send resume, tape, with news, commercials. Box J-179, BROADCASTING.

Salesman for WFTG, Tuscaloosa, Alabama. 100% Negro programed station. Minimum $100 per week. Most of sales in town, 25% out of town. Will start with $1000 billing in established accounts. Must be aggressive, contactable. Box J-286, BROADCASTING.

Send resume & references to: Jack Gibbs, P. O. Box 1866, Tuscaloosa, Alabama.

Salesman for WUG, Tuscaloosa, Alabama. 100% Negro programed station. Minimum $100 per week. Most of sales in town, 25% out of town. Will start with $1000 billing in established accounts. Must be aggressive, contactable. Box J-286, BROADCASTING.

Send resume & references to: Jack Gibbs, P. O. Box 1866, Tuscaloosa, Alabama.

A Stout sales, program manager with sales experience. Salary $10,000 plus commission, expense paid, excellent opportunity. Send resume and photo. Box J-286, BROADCASTING.

An experienced, sensitive newscaster with good voice and ability. Salary, plus. Send resume, tape, with news, commercials. Box J-286, BROADCASTING.

Send resume, tape, with news, commercials. Box J-286, BROADCASTING.

Immediate opening for an announcer who would like sales. A good small midwest market. Excellent salary. Call: Manager, Ralph Meador, KLEX, 816-259-3322 or evenings 816-259-2544.

Announcers—(cont'd)

Announcers—(cont'd)

Experienced only. Sales ability desirable. None available. Salary $10,000. Good opportunity. Send resume to Box J-286, BROADCASTING.

Immediate—desired to start at minimum $1000. More if ability warrants. Box J-286, BROADCASTING.

Wanted: A newscaster with 1st rate resume and photo and experience with third class telephone operators license with an endorsement. Send resume to Box J-287, BROADCASTING.

Three headed monster wanted: Need solid man who has (1) First phone. (2) Good production ability. (3) Sensitive announcer voice. Pay is $525 to start. Wild fringe benefits such as free coffee, rest rooms, etc. Send tape, all production efforts, voice and biographical notes. First winning entry gets the job. Box J-192, BROADCASTING.

Immediate opening for announcer with first phone. East coast, near Baltimore. Send tape and photo. State salary. Box J-583, BROADCASTING.

Small-market western New York station needs experienced MOR morning-man with newscasting ability. Good salary and benefits. Send full resume, Box J-282, BROADCASTING.

Good music station in Arizona requires announcers with first class license. Excellent benefits salary. Box J-282, BROADCASTING.

Wanted—1st phone announcer. No maintenance. Better than average pay on news and commercials. Run tight board. Must have car. All replies confidential. Send tape, resume, to Box J-281, BROADCASTING.

First phone. Engineer announcer, number-one top forty. Good pay, large Ohio market—immediate. Box J-582, BROADCASTING.

Ohio daytimer needs announcer/newswoman with 3rd ticket at once. Box J-286, BROADCASTING or call Nungesser, 614-335-0941 after 7 p.m.

Mature announcer—salesman for better than average small market opportunity. Contact Dick Voght, Manager KATE Radio, Albert Lea, Minnesota.

Announcer-copywriter who wants to learn traffic for both AM and FM. Must be experienced. References will be checked. Good music operation. 24 hours announcing—29 hours a week on copy and production. Send tape, samples of your written copy, snapshot, and salary expected, to Mason Dixon, KFPM Fort Morgan, Colorado.

Opening for 1st phone all-round announcer. Send complete details or phone Gene Lefler, KXEE, Kalispell, Montana. 406-756-4331. (no collect calls)

One of country's top rated better music stations need professional announcer with first phone. Pay well above APTA scale. Send resume and job info to KZKX, KXI-AM-FM, 3rd & University, Seattle, Washington.

Immediate opening for an announcer who would like sales. A good small midwest market. Excellent salary. Call: Manager, Ralph Meador, KLEX, 816-259-3322 or evenings 816-259-2544.

Announcer wanted for 5 kw in Missouri Bootheel. MOR, country and light rock. Fine market, best working conditions and sales. Contact Art Bell, WD, KMPL Radio, Sixkxen, Missouri, Phone (314) 352-1520.
**Announcers**

Broadcast station with Christian principles wants person capable of preparing morning local newscast, plus afternoon drive board shift which includes Gospel and C&W show. Salary open. No experience necessary. Good character, prefer man in thirties or older. Directional, professional well-equipped facilities, good pay for small market. Full-time permanent position. Write resume and experience to: B. D. Thornton, KMAM, Keokuk, Iowa or phone 524-9418.

**Announcers**

First opening in 3 years. One of the nation's highest rated stations needs versatile top 40 personality. Send resume and photo to Rick Hanna, WJET, Erie, Pennsylvania.

**Technical**

Stuart Station KMNS 1 kW directional needs a first phone engineer, no announcer. Send resume and photo to: Stuart Station, P. O. Box 177, Sioux City, Iowa 51102 or call 712-773-7073.

Immediate opening for chief engineer 1 kW AM, FM. Salary open, also opening engineer 1st phone for television. Contact Personnel Dept., Roadside, P.O. Box 532-22, North Platte, Nebraska.

Full-time engineer, light duties primarily transmitter watch. Experience not necessary but a general knowledge of radio. Write to WADS, Ansonia, Conn. 738-4606.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

Chief engineer for WAMS, Wilmington, Delaware. 1st phone & background in studio and transmitter maintenance necessary. Present chief being promoted within company. Contact: Mr. Mungo, 414 French St., 602-694-8861, ext. 298.

**Engineer**

First phone as assistant chief 5 kW AM, 1 kW FM. Send resume; Radio Station WCHV, Rosehill Drive, Charlottesville, Virginia at Art Broom, Ph. 793-2800.

**Announcers**

First class engineer for 5 kW AM-FM stereo. Must be sharp or clear road operator. WDRC, P. O. Box 1396, Hartford, Connecticut 06112.

Opening in NY. Ohio radio station engineer—First class license. Prefer Ham Operator. AM-FM stereo. 5,000 watt on AM. £500 per month. Excellent expansion plans. No announcing. Send resume to: WMBS, 2100 E. 5th St., Canton, Ohio or call 216-956-7166.

Immediate opening for 1st class licensed engineer. Announcing ability helpful. Emphasis on maintenance. Experience essential. Contact: Mr. Mungo, 414 French St., 602-694-8861, ext. 298.

**Engineer**

First ticket to announce night shift and maintain audio equipment. Chiefs pay to handle maintenance, proof and directional. WWPF, Palatka, Fla.

**Announcers**

Engineer—Experienced or inexperienced with 1st class ticket. Immediate opening for permanent position with northeastern Virginia public station. Opportunity with fast growing chain. Call collect or Mr. Morgan, 703-466-4646.

**Technical**


**NEWS**

Immediate opening—Virginia station for capable newsman able to gather, write, deliver local news also opportunity to do TV newscast for right man. Send resume & tape to: Box J-280. BROADCASTING.

**KILT**

Needs tap newshom for forty hour week. Must be fast, accurate, colorful and trainable. Send complete resume to Brad Messer, News Director, 500 West Bolling Blvd., Houston. No phone calls, please.

Newscaster to cover local news, write copy & work short airshift. Send tape, resume. WABA, Havre de Grace, Maryland.

**WDBL**

Radio in Roanoke, Virginia, has 2-8 hour and 3-man days and some experience preferred. Contact Personnel Dept., seeking previous employment and education details.

Miami's top-rated contemporary operation has immediate opening for aggressive newsman with exciting on-air style and colorful on-location ability. Send resume to WQTE, P.O. Box 500, Monroe, Michigan. No collect calls.

**Announcers**

Immediate opening for permanent chief engineer. Send resume to WQTE, P.O. Box 500, Monroe, Michigan. No collect calls.

**Announcers**

Immediate opening for permanent chief station for $20,000—salesman station with full company benefits. Send tape, resume and photo to: Director, Radio Station WBCS, 601 S. Main St., Fairfax, Virginia. Phone (703) 273-6000.

**Announcers**

Wanted: Experienced announcer to join award-winning station for featured position. Send resumes and a tape of your best work to: Box J-98, BROADCASTING.

Immediate opening for 1st phone engineer. Send resume to: Director, WQTE, 500 West Bolling Blvd., Houston. No phone calls, please.
**NEWS** (Con't)

Wanted: Night news editor for quality station update New York. Excellent working conditions, journalistic school experience and or experience. Need alert newshawk "with thorough understanding and write." Salary commensurate with experience. Write or call P.O. Box 995, Utica, N. Y. Ac 315-726-6312.

**Production—Programming, Others**

Man with program and sales experience in small market. Must have ear. State salary. Box J-258, BROADCASTING.

Program director for small market station with top reputation. Must be willing to work for network-programming responsibility. Box J-186, BROADCASTING.

Sports director, includes play-by-play and some announcing. New college requires expansion of sports department. Contact Dick Voight, Manager RATE Radio, Albert Lea, Minnesota.

Program director for good music station. Must excel in production, news, special events and have good ear for music. Forward tape, picture, resume and salary requirements to John Garrison, WFIX, Box 7, Huntsville, Alabama.

**RADIO**

**Situations Wanted—Management**

Experienced radio veteran seeks position—Manager or program director with MOR format. Resume and tape request. Write Box J-149, BROADCASTING.

15 years successful operation and management of multiple stations, experience in Management in Broadcasting and allied fields. Top credentials are. Accoutnary graduate strong on corporate and public relations. Married. Box J-228, BROADCASTING.

General manager—Creative sales and program ideas—college graduate—family man, seeks broadcast experience. Box J-230, BROADCASTING.

Broadcast salesman, agency and account management experience, seeking sales management position. Family man with solid record. Top biller in competitive major market station. Box J-240, BROADCASTING.

General Manager: 18 years radio—9 years successful management. 40 years of age, family. Successfully managing dominant station in large market. Top sales—man, program savy, staff leader. Desire change. Not interested in top 100 markets size. Pro with ability and integrity. Box J-261, BROADCASTING.

Announcer—salesman—program director seeks challenge at station that needs manager. Box J-291, BROADCASTING.

General manager—19 years in radio. Excellent college grades and top production record as manager in one of top top markets. Best references. Box J-302, BROADCASTING.

**Situations Wanted—Announcers**

Seven years experience television and radio including air work, programming, promotion. Presently program director 15,000 watt middle of road station plus television air assignment presently earning $9,000. Seek opportunity in major market. Box J-182, BROADCASTING.

Top forty entertainer, want medium market; excellent college and or American Academy Dramatic Arts. Box J-245, BROADCASTING.

Pro announcer . . . excellent news delivery . . . top references!! Looking for spot in major market to break into news or TV. First phone, married. Box J-246, BROADCASTING.

Somebody please give me a break into broadcasting. I am Negro dj-newscaster-beginner. Third class ticket. Willing to relocate. Send tape on request. Box J-352, BROADCASTING.

Mid-Atlantic: Young, versatile, assemblage announcing team, intelligent creativity, excellent production ability, program direction, radio and television market with top box. Best references. Pennsylvania based. Box J-254, BROADCASTING.

**Announcers** (Con't)

1st phone, 10 years. Permanent, adult, by Xmas. Ne or Fla. Box J-255, BROADCASTING.

Eight months experience, third, some college, draft deferred. Box J-270, BROADCASTING.

Top forty personality/chief engineer/former newspaper, magazine, commercial writer—2 years college—draft exempt—21—original—created in promotion. Position as chief not necessary. Would appreciate set-up with newspaper for weekly teen column. Interested? Dash a letter off to Box J-871, BROADCASTING.

Available soon. Top forty. Five years experience. 21st. Third endorsed. Medium market jock or PD. Talent. Retail College. "If you had it, we'd need you." Box J-257, BROADCASTING.

I have a first phone, metro experience, versatile announcing and production abilities and a full time job in another profession. I seek part time broadcast work in maneston location. Draft exempt. Travel. Box J-267, BROADCASTING.


Music personality—seven years experience. Interested major market. Box J-299, BROADCASTING.

2 years experience. Holds first phone, Will accept TV offer. Box J-394, BROADCASTING.

First phone, good news, top forty, experience. Here it is 813-382-5471.

Country dj engaged . . . looking for permanent job. Top college play-by-play and or promotion. Experience. 3rd phone endorsed. Eiler, SW. Box J-287, BROADCASTING.


Announcer/technical—rock/MOR/news, air shift plus promotion available. Send resume and picture. Box J-303, BROADCASTING.


Engineer—announcer, third class operator, license. Single willing to relocate. 803-822-0673 (No collect calls).

Announcer, position now, 3rd, married, some college. Draft due in 11 months experience in two major Michigan markets, personality, FM format, news, P. S. director, FM or MOR . . . Call (313) 742-4878 evenings after 6 p.m.

**Technical**

Chief or assistant. 15 years AM/FM. Construction, directions, automation. $9,100.00 salary. Box J-246, BROADCASTING.

Engineer at major network in Chicago desires first position. 28 years, married. Experienced all phases radio and TV. Suburban experience. Box J-290, BROADCASTING.

**NEWS**


Box J-297, BROADCASTING.

**Announcers** (Con't)

Radio newscaster currently working top 15 market; TV experience, accurate, authori-

tative, veteran, family man. Box J-295, BROADCASTING.

**Production—Programming, Others**

Creative writing position—commercial copy, continuity, scripts. MA graduate. Radio an-

nouncing/continuity experience. Married, with growing family, military completed. Desire market East or South. Box J-191, BROADCASTING.

6 years—midwestern—program di-

ector—$150.00. Ready now. Box J-263, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice better suited to commercials, news, better music. Box J-266, BROADCASTING.

FD, 150,000 market. 22. Service completed. Top 40 excitement on air, off air, live and breathe radio. Box J-297, BROADCASTING.

Big ratings—mean big dollars. Are you pre-

pared for the next Pulu/Hand survey period? Sound needs brightening up? Pro-

duction sounds ragged? Can't afford a high-

priced production man? Your productions’ young, capable, staff—with modern ideas. Send for free demonstration tape—indicate present type of programing, stations. Creative, Inc., 13355 Dexter Avenue, Detroit, Michi-

gan 48228, Phone (313) 393-4633. "The Sound of Things to Come."

**TELEVISION**

**HELP WANTED**

**Sales**

Management position soon to be available sales department of Washington, D. C. Tele-

vision station. Need someone who knows the Washington-Baltimore market and can turn his business, as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

TV local/regional account executive needed by major network to promote stations in top 50 market list. Excellent opportunity for a small market man to move up, or, for someone interested in making the big move into television. Protected account list and good compensation plan. Send complete references or call Bruce Georgi, Sales Manager, WEMY-TV, Greenboro, N. C.

Salesmanager for ABC station: New modern plant, local color, VTR. Great local busi-

ness. Must be on ground floor with top rifle organization. Contact Pete Cotichia, WJET-TV, Erie, Pennsylvania.

Midwest medium-size television and radio stations seeking sales manager. Top college play-by-play as well as key television shows. Send resume to Box J-171, BROADCASTING.

TV-Radio announcer. TV weather and up-

beat MOR radio shift. Other TV also available. Regional mid-Atlantic station. Send tape, picture, resume and salary requirement. Resume now open. Box J-188, BROADCASTING.


Top 50 midwest VHF with live—VTR and film. Major need voice on morning origi-

nal young announcer for commercials, spots, weather and interviews. Send tape and photo (and available for interview). Excellent opportu-

nity. Box J-300, BROADCASTING.

**Technical**

Immediate opening for engineer with first class license in upper midwest full power VHF station. Experience required. Write Box J-123, BROADCASTING.

Wanted first phone engineer with trans-

mitter and studio experience. Profit shar-

ing plan available. Salary commensu-

rate. Don't apply if you love snow. Contact Box J-243, BROADCASTING.

BROADCASTING, September 26, 1968
Two immediate openings in the central New York area for experienced video and audio technicians. Should have some experience. Box J-261, BROADCASTING.

Engineer with 1st class license for permanent position at TV station. Excellent opportunity for an experienced technician. E. M. Tink, KWKW-TV, Waterloo, Iowa. Send resume to Box J-268, BROADCASTING.

Maintenance engineer. Fine opportunity for first rate man familiar with installation and maintenance of TV and FM systems. Must have first class license and hold a current first class license telephone license. Submitt recent resume, KFTV, University of Hawaii, 1776 University Ave., Honolulu, Hawaii.

Southern California UHF, ABC affiliate needs immediate hire for position as studio supervisor. Experience on Ampex VTR in full color systems and charge of studio maintenance, scheduling and personnel. Experience in large markets and living areas. All replies confidential. Box J-263, BROADCASTING.

Who says you can't make money in south Florida? Want to try? Send in your resume and living areas. Box J-264, BROADCASTING.

Salary range $11,000. Must have first class license. Presently earning $9,000. Two years experience television and radio including air work, programing, promotion. Presently program director, KOOL-TV, 85003. Box J-265, BROADCASTING.

Situations Wanted


Sr. Engineer-Studio. Immediate opening for first class engineer with experience. Reply by letter to Chief Engineer, WPAD-TV, 3003 Park 16th St., Moline, Illinois.

Department is ready to add a TV operator-technician to the staff. Must have first phone, capable of assisting with routine maintenance and good hour work. Prefer single man due to housing shortage.alary and benefits. Send resume to Box 31-A King Cross Street, Christiansted, St. Croix, U.S. Virgin Islands.

WTOC-AM-FM-TV Savannah, Georgia, has opened positions for first class engineer with experience. Reply by letter to Chief Engineer, WTOC, P. O. Box 828, Savannah, Georgia 31402.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota, Contact Robert Ridgway, North Dakota Broadcasting Co. Inc., Box 1231, Fargo, North Dakota, or call 701-235-4464.

Principal TV technician—Operate control room and studio equipment for live TV productions. Operate, trouble shoots and installs all types of studio and CCTV systems, including camera chains, monitors, scopes, sync, and test generators, microwave installation and audio control boards. Two years college level training in physics and electronics and 4 years experience. Must have first class radio-telephone opera- tors license. Range $750 per month to $900 per month. Excellent employee benefits. Application to: University of California, A-328 Administration Building, 405 Hilgard, Los Angeles, California 90024.


News

Need experienced newsmen to direct radio-TV news department of growing Midwest station. Send resume, photo and radio tape or 16 mm film application. State salary requirements. Box J-238, BROADCASTING.

Production—Programing, Others

Film editor: Must have experience in film make-up, editing. Good opportunity for a man from a smaller market to grow with a new station in large eastern market. Box J-147, BROADCASTING.

Midwest NBC-TV outlet needs imaginative, production-minded, experienced commercial writer and production manager. Familiar with studio and sal- ary requirements to Box J-206, BROADCASTING.

Director wanted. Major market. Five years experience. Musical training and experience preferred. Heavy studio department plus special- ies. Must be well rounded. Box J-304, BROADCASTING.

Opening for Staff Artist with television experience. Send resume and samples to Marge Injasoulian, KOOL-TV, 511 W. Adams, Phoenix, Arizona 85003.

TELEVISION

Situations Wanted

Announcers

Seven years experience television and radio including air work, programing, promotion. Presently program director 10,000 watt middle of road television at least monthly time segments. Presently earning $6,000. Seek opportunity in major market. Box J-183, BROADCASTING.


Technical

Consulting engineer seeks permanent position as working chief. Box J-159, BROADCASTING.

Progressive tech school grad with first phone desires position with future as under- study to a thoroughly experienced engineer. Will consider all applicants. Three years experience in TV transmitter, translators, and CATV. Currently working in micro- wave. AM and FM. Married. Age 32. Prefer southeast. Box J-258, BROADCASTING.

Highly experienced TV, AM, FM stereo & microphones. Can modify, install & maintain. Seek supervisory position. Box J-268, BROADCASTING.

Experienced chief engineer, all phases AM-FM-TV including, RF measurements, transmitters, studios, VTR, cameras, design and installation. Presently employed. Box J-301, BROADCASTING.


NEWS

Radio newsmen—wants TV news job—Ex- perience, pro, married, dependable, will relocate anywhere. Box J-297, BROADCASTING.

Do you want the best TV reporter in your city on your station? Box J-277, BROADCASTING.

Production—Programing, Others

Seven years experience television and radio including air work, programing, promotion. Presently program director 10,000 watt middle of road station plus television air assignment. Married. Range $9,000. Seek opportunity in major market. Box J-184, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

VT 1100 with Amtec. Box J-77, BROADCASTING.

Wanted immediately—1 kw or 500 watt transmitter, 4 kw, not over 5-7 years old. Contact: MEDIAMERICA, 3414 Crosby Rd., Silver Spring, Maryland 10.

Wanted—FM antenna tuned 92.1 mc also harmonic filter, WDVL, Vineland, N. J. 609-661-7556.

Need 30 foot telescoping antenna mast, pneumatic or hydraulic, slides, 3302 or similar. Hammett & Edwards, P.O. Box 68, International Airport, San Francisco, California 94128.

FOR SALE

Equipment

Co-axial cable—Bellax, Styroflex, Sporline. Also rigid and RFI pipe. New material. Write for list. Sierra-Western Electric, Willows and 4th Street, Oakland, Calif. Phone 415-432-3577.


Check our listings for your equipment re- quirements — Broadcast Equipment & Supply Co., Box 341, Bristol, Tennessee.

Raytheon microwave complete, RCA cam-

eras and videotape in quantity. 212-RN 2-5680 or Box J-153, BROADCASTING.

New 600 foot towers in stock. Shorter ones too. Swee Toe Tech, P.O. Box 1430, Silver Spring, Maryland 20910.

Used broadcast and CCTV equipment, Moni-
tors, Cameras etc. Free listing. General Television Network, 1335 S. Vermont Ave., Los Angeles, California 90020.

Transmitter, Gates kilowatt, increased power makes immediately available. Well main-
tained. Box J-290, BROADCASTING.

RCA BN-69 notable mixer-ampifiers with 77-DX, BK-5A, or BK-1A microphones. Marlow, 7817 and Radio Reps, George Metcath, 8 East Trail, Denver, Conn.

For Sale: 1 kw 20V Collins AM transmitter. A-1 condition. Box J-297, BROADCASTING.

Stereo tapes, 25, cycle tone, $14. each, complete package $450. KTUX. Box 2004 Oakland, California 94618.

MISCELLANEOUS

20,000 Professional Comedy Lines! Topical laug-th service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant zaps for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. S.00—Write for free “Broadcast Com- edy” catalog. Show-Biz Comedy Service 1738 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all sizes custom-designed. Noyed, Moran & Co., Inc. 928 Warren Ave., Downers Grove, Illinois 60518.

Deejay! 6000 classified zap lines, $5,000. Complete catalog for sample. 9300S, Green Bay, Wisconsin 54302.

Available: Trademark “TELEBRIEFS”, Box J-66, BROADCASTING.

“Sponsorettes,” 50 successful sales ideas per week for hard to sell accounts—$1.00 weekly for sample catalog. Write free “Broadcast Com- edy” for more information—Nationwide Stations, Inc. Commodore Perry Hotel, Toledo, Ohio.

Something slipping? Try Vita Drive rubber drive cleaner for your deejays. Write COD’s, Friend’s Manufacturers, 135 N. 4th Street, Philadelphia, Pa. 19106.
INSTRUCTIONS—(Cont’d)

Be sure to write, BROADCASTING INSTITUTE, Box 5071, New Orleans, for radio announcing job information.

Your last Class License in six weeks or less at America’s foremost school of broadcast training, the Don Martin School of Radio and Television—training the men in the emerging Broadcasting Industry since 1927. Make your reservations now for our Accelerated Theory Class starting Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1933, N. Cherokee, Hollywood, Calif. (213) 260-3681.

RADIO
Help Wanted—Management

ATTENTION!

If you have been successful in Broadcasting and if you want more remuneration than the industry can offer please send full particulars as to age, background to:

Post Office Drawer 1151
Shreveport, Louisiana

FM AND TV PRODUCT MANAGER

Excellent opportunity for 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 operates on a planned growth program.

Age 28 to 40, 85 degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. At equal opportunity employer.

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. Must be sales-minded. Self-starter, BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-285, Broadcasting.

SALES, BROADCASTING

$25,000—YEARLY

AA-1 rated, 18 year old Nat’l Promotional Advertising Firm has openings for Regional Sales Managers. Must have car, travel Tri-State area. Duties consist of hiring, training and supervising sales groups selling special low priced Radio Contract to local merchants. Company Executive will assist during training period. $300.00 per week, draw to start. Furnish resume and 3 references.


INSTRUCTIONS—(Cont’d)


INSTRUCTIONS


Learn Radio-TV announcing, programming, production, newscasting, sportscasting, complete operation, disc-jockeying, and all phases of broadcasting on the nation’s only commercial station, fully operated for training purposes by a private school—KKPN-FM. Sign up quality professional teachers. Complete finest pre-study practice. Elkins Institute, 2003 Inwood Road, Dallas, Texas 75225.

The masters, Elkins Radio License School of Minnesota offers the unmatched success of the famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 41,419 East Lake Street, Minneapolis, Minnesota.

Be prepared, First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1138 Spring St., N.W., Atlanta, Georgia.


ELKINS has—The Nation’s largest—the nation’s most respected—the nation’s highest success rate of all week First Class License. Over ninety-five percent of all enrollees receive their licenses. Fully approved. Elkkins Institute—2003 Inwood Road—Dallas, Texas 75225.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory assembly leading to the FCC First Class License. 14 East Jackson St., Chicago, Ill. Illinois.


America’s pioneer, in announcing since 1928, National Academy of Broadcasting, Bond Blvd., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C. G.


SALES—(Cont’d)

REGIONAL SALES MANAGERS $25,000—YEARLY

AA-1 rated, 18 year old Nat’l Promotional Advertising Firm has openings for Regional Sales Managers. Must have car, travel Tri-State area. Duties consist of hiring, training and supervising sales groups selling special low priced Radio Contract to local merchants. Company Executive will assist during training period. $300.00 per week, draw to start. Furnish resume and 3 references.


ANNOUNCERS

TOP FORTY JOCKS

$27,000.00 UP

Immediate openings with many top 15 market stations willing to pay top dollar for good men! Only applicants with stability and record of performance need apply. Call Byron Hollow—312-287-7959 Nationwide Broadcast Personnel Consultants. No placement fee.

RADIO

Situations Wanted

Management

This is the man you’ve been looking for. 28 year veteran announcer seeks to move up to executive level. Offers hard work, experience, loyalty, other attributes. Royalty employed five figures. How can I help?

Box J-239, Broadcasting.

GENERAL, OPERATION OR

PROGRAM MANAGER

16 years with Storz Broadcasting Co. Last 10 at WNTX, Kansas City. Over 10 years experience, loyal employer. Contact immediately for permanent position or consultation. Excellent references.

Phone Don Loughnane (504) 863-7312

TOP NOTCH RADIO STATION MANAGER AVAILABLE SOON

We are selling our major market station and new owner will manage.

Box J-289, Broadcasting.
Situations Wanted
Management—(Cont’d)

100% Successful
RADIO EXECUTIVE
Available Soon
Top Management, 10 Years—Adult Formats—Knowledgeable AM-FM-Stereo, Pro-
graming, Sales, Equipment—Also valuable to Radio Allied Fields Equipment
Firms, Trade Associations. Age in 30’s, Personable, Intelligent. 5 Figures—
Southeast & Florida.
Box J-236, Broadcasting.

TELEVISION—Help Wanted
Technical

WANTED TO BUY—Stations

TO BUY
RADIO STATION
Anywhere east of the Mississippi. Price can go from 100-
000 to 300,000. Must be in a growing market and making
money. All information in
strict confidence.
Write to:
Box H-335, Broadcasting

FOR SALE—Stations

For Sale AM-FM
Single station market in Kansas
Gross 70,000 much more potential.
$150,000 with terms.
Box J-166, Broadcasting.

MAJOR MARKET
FM FULL TIMER
EXCELLENT GROWTH AREA
ATTRACTIVE TERMS
Box J-284, Broadcasting.

San Francisco Bay Area
FM Station for Sale
One of the Bay area’s most powerful
 stations. Excellent location. Equip-
ment like new. Sales figures impressive
and profitable. $370,000, 29% down, by
owner. No agents. Clean operation.
Box J-273, Broadcasting.

$2,000,000
West Coast AM/FM with substantial
growth potential. 29% down. Principals
only.
Box J-273, Broadcasting.

MAJOR MARKET
DAYTIMER
East coast facility available immediately.
Cash sale—or financing arranged for
qualified buyer.
Box J-241, Broadcasting.

A MESSAGE...
TO CORPORATION PRESIDENTS
AND THEIR TOP EXECUTIVES

Now you can use our Nationwide recruiting system to locate
the best qualified applicants for any position.
Confidential . . . Saves time and money . . . and expert third
party counseling from professional broadcasters.

DIAL: 312-337-7075
the direct line to qualified personnel

Nationwide Broadcast Personnel Consultants
645 North Michigan Avenue
Area code 312 337-7075
Ron Curtis—President
control: conditions.

WTMB-FM, New Wisc. - Granted mod. of CP to operate trans. by remote control.

RDEN Denver - Remote control permitted.

KJFK-FM, S. Dak. - Granted mod. of license to operate main trans. by remote control with nondirectional antenna.

WKIP-FM Poughkeepsie, N. Y. - Granted CP to operate new trans., dual polarized ant.; ERP 5 kw; increase ant. height to 1,250 ft.; remote control permitted.

WCUE-FM Akron, Ohio - Granted CP to install new trans., 50 kw; increase ant. height to 1,150 ft.; remote control permitted.

WNFO-FM Nashville - CP to change ant.-trans. and studio location: increase height to 230 ft.; remote control permitted.

WRYB-FM Madison, Wis. - Remote control permitted.

Actions of September 16

KIFW-TV Sitka, Alaska - Granted mod. of CP to operate trans. by remote control.

KHAW-FM New York, N. Y. - Granted CP to change ERP to 2.09 kw vis., .275 kw aur.; change trans. and ant. location, ant. structure and increase ant. height to 620 ft.

WCCV(TV) Richmond, Va. - Granted mod. of CP to change ERP to 513 kw vis., 105 kw aur.; decrease ant. height to 650 ft.

WKQW-TV Wyoming, Wyo. - Granted license covering authorized changes in existing CP.

WIS Columbia, S. C. - Granted mod. of CP to operate trans. by remote control while under construction.

WJJZ Hackensack, N. J. - Granted mod. of CP to change ant.-trans.; location to nighttime site, change from DA-N to DA-2, 1980; without prejudice to any future action commission may take with respect to applica. for remote control.

WBOC - Delaware, Del. - Granted CP to install new trans., change in trans. and ant. location and change from DA to DA-A.

KBWV-FM Cape Girardeau, Mo. - Granted license permitting remote control.

Actions of September 19

KWTO Springfield, Mo. - Granted mod. of license to operate main trans. by remote control.

FOR SALE

Stations (Cont'd)

CALIFORNIA AM AND FM

Daytime AM with 5kw potential and full-time FM in one of the fastest growing and most desirable living areas in the state. Has shown good growth with ambition, currently totaling 500 kw and predictable to do well over $1,000,000 with active owner-management. Full price is $160,000 but excellent terms with low down payment available.

Box J278, Broadcasting.

STATION MANAGERS:

If you invest $15M in a radio station @ 29% down, this would buy you a $500,000 property. Not much of a station, whereas the same $15M investment can return $52M a year to net you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail:

Mr. V. R. Good, Vice President, Columbia Broadcasting, 4444 Geery Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

Fla. small fulltime $108M SOLD
Maine small fulltime 120M 29%
Gulf medium profitable 250M terms
Calif. metro FM&MUZAK 375M terms
M.W. major daytime 630M cash

(Continued from page 90)

Honolulu, scheduled hearing for Nov. 15, with general arrangements unchanged. Action accepted.

By Hearing Examiner Herbert Sharmann


By Hearing Examiner Elizabeth C. Smith

- Pursuant to agreement reached at pre- hearing conference, ordered that in lieu of hearing scheduled for Oct. 19, further session of prehearing conference will be held, and accordingly continued evidentiary hear- ing to date to be fixed at further session of prehearing conference. Action regarding AM applications of James L. Hutchens, Cen- tral Sept., and Faith Tabernacle Inc., Ash- land, both Oregon. Action Sept. 15.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of September 20

KING-TV Seattle - Granted CP to change type trans.

KIOT Barstow, Calif. - Granted mod. of CP to change ant. trans. and location and change type trans., condition.

WNSou Port Chester, N. Y. - Granted re- quest and cancelled CP for new AM station; call signs rejected.

WEZY-AM Cocoa, Fla. - Granted mod. of CP to change ant.-trans. location; remote control permitted. Also granted renewal of license and extension of completion date to Feb. 28, 1967.

Actions of September 19

KWTO Springfield, Mo. - Granted mod. of license to operate main trans. by remote

Process Line

- Notice is hereby given, pursuant to sec. 1.571(c) of commission's rules, that on or before 4:30 p.m. Friday, Oct. 19, any applications will be considered as ready and available for consideration at the regularly scheduled hearing for the consideration of matters covered by sec. 1.227 (b) (1) and sec. 1.591 (b) of commission's rules, application, in order to be considered, shall be accompanied by any other application on file by close of business on Oct. 19, 1966, and necessary conflict necessitating hearing with applica. shall be submitted and tendered for filing at offices of commission at 1451 Independence Ave., S.W., Washington, D.C. (a) close of business on Oct. 27, 1966 or (b) if not resolved by that time, the effective date of the granted application or by any other conflicting applica. may have by virtue of conflicts necessitating particular hearing on appear. on previous lists.

- Renewal in interest desiring to file pleadings concerning any pend- ing station. broadcast application pursuant to sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to sec. 1.580 (b) of commission's rules for provi- sions governing time to file and other use of such pleadings. Ann. Sept. 20.

BP-15849 New, Clarkson, Wash., Heinen and Lawrence. Req: 1450 kw, 500 w D.

BP-15850 Baranowski, Benson, N. C. George G. Beasely. Has: 1500 kw, 500 w D. Req: 1500 kw, 500 w D.

BP-15851 New, Thornmont, Md. V. Leifer. Req: 1425 kw, 100 w D.


BP-15853 New, Mobile Broadcasting Co. Has: 1600 kw, 1 kw.


BP-15855 New, Ardmore, Tenn. State Line Broadcasting Co. Has: 1500 kw, 500 w D.

BP-15856 New, WKJR Granite Falls, N. C. Broadcasting Enterprises, Inc. Has: 1350 kw, 500 w D. Req: 500 kw, 500 w D.


BP-15858 New, PBC, KY. Well Bet- ter Broadcasting Corp. Has: 1500 kw, 250 w D.

BP-15859 New, Oregon, W. N. Warlick Broadcasting Corp. Has: 1110 kw, 250 w D.

BP-15861 New, KLRK Kailua, Hawaii, Eqal Ra- dio, joint venture. Has: 1100 kw, 1 kw U. Req: 1130 kw, 10 kw D.

BP-15864 New, Dover-Foxcroft, Me. The Voice Radio of Dover-Foxcroft. Has: 1340 kw, 250 w D.

BP-15865 New, Alamogordo, N. M. Fred Neshner. Req: 1300 kw, 250 w D.

BP-15870 New, Jupiter, Fla. Lighthouse Broadcasting Co. Has: 1000 kw, 1 kw DA-D.

BP-15871 New, Monroe, N. C. Old Hickory Broadcasting Co. Has: 1500 kw, 1 kw D.

BP-15872 New, Henderson, Tenn., C. C. Womack. Has: 1350 kw, 250 w D.

BP-15874 New, WAZS Sumterville, S. C. Ra- dio Summrville Inc. Has: 900 kw, 500 w D. Req: 950 kw, 500 w D.


BP-15881 New, Butte, Idaho, Treasure Valley Broadcasting Co. Has: 1010 kw, 1 kw D.

BP-15882 New, Gilmer, Tex. Upshur Broadcasting Co. Has: 500 kw, 5 kw D.

BP-15883 New, Bishop, Calif., Eastern California Broadcasting Corp. Has: 500 kw, 5 kw D.

BP-15884 New, Chapel Hill, N. C. Robert Lindsey. Hoover. Has: 1530 kw, 10 kw 250 w CH.

BP-15886 New, Freeland, Pa., Richard S. Gennett and Edward F. Genelle. Has: 1300 kw, 1 kw DA-D.


BP-15894 New, Redlands, Calif. Southern California Broadcasting Co. Has: 520 kw, 5 kw LA-D.

BP-15895 New, Hartsville, S.C., Community Broadcasting Co. Has: 1490 kw, 250 w U.

BP-15896 New, Madisonville,Tex., Madison County Broadcasting Co. Has: 1000 kw, 250 w D.

FOR THE RECORD
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Sept. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

**Mishawaka, Ind.—The Valley Cablevision Corp., a joint venture by WBBT-TV (Mishawaka), WITW-TV (South Bend) and WSAV-TV (South Bend-Elkhart), all Indi-ana, has been awarded a franchised area. The company will charge $20 for installation and $5 for monthly service. Lloyd Town, N. Y.—Lloyd Communica- tion has applied to resell Time-Life Books and the company will charge $20 for installation and $5 for monthly service. **

**Tonawanda, N. Y.—Tonawanda CATV Inc. has been awarded an exclusive franchise.

**Elyria, Ohio—Elyria Cable Inc., Elyria Television, (Harry R. Hortvitz, president) and Great Lakes Cablevision have each applied for a franchise. There will be no installation fee. The town will receive 1/2% of annual gross revenue from the franchise. **

**Sturgis, S. D.—Sturgis Radio Corp. has been granted a nonexclusive franchise.

**Newport News, Va.—Hampton Roads Cablevision Co., a subsidiary of the Daily Press Inc., Newport News, Va., also

The following page contains a table listing various broadcasting licenses and modifications. The table includes information about station locations, frequencies, and other details.
Wide range for quiet economist on CBS staff

One of the first people they call is David Blank. He's not given to rash prediction, but he has offered accurate growth forecasts for some time.

This man who makes it his business to know the temper of regulatory and judicial Washington and to mesh this knowledge with advertising and national economic data, is obviously in a good position to speculate on broadcasting's future.

Recently he discussed the subject with Broadcasting and he indicated that in his view the future structure of broadcasting has never been in greater question than it is today, at least not since he's been associated with the business. The unsettling factors he lists are community antenna television and the potential of a far-flung wire network, satellite-to-home broadcasting and the development of home video tape recorders.

In eight to ten years things could change substantially, he feels, though understandably he's not willing to make predictions where technological imponderables are involved.

Articles — Dr. Blank writes occasional monographs and articles for various economic journals. This month he'll deliver a lecture at Rutgers University with the somewhat zany title of "The Great Discount Illusion or Tonypandy Revisited." Striking miners from the Welsh town of Tonypandy, the economist explains, won martyrdom in history books through reports that troops and guns brutally put down their rebellion when, in fact, only a handful of unarmed men had quieted the disturbance. Dr. Blank says there's an analogy here with the government's interest in network television discount rates, an interest which he maintains stems from academic research that feeds on itself rather than on field study.

Learned-journal articles on network discount practices were based on network rate cards that didn't reflect the possibilities of participation buying open to all sponsors, says Dr. Blank. The result, he thinks, was a government attitude that did not recognize the reality of the market.

The economist claims to be among the first in the field to forecast that the government's interest in network discount structures would grow into full-blown congressional investigation.

The short, baldish Dr. Blank, who when asked about his hobbies and diversions, responds only with the comment, "I enjoy the company of my wife," admits to being something of an individualist around CBS. They recognize, he says, that "much of my value lies in being able to pursue subjects of my own choosing that appear to me to have relevance to the company's operation." His economic analysis department has often gathered data that had no current value to CBS. But invariably, says Dr. Blank, there comes a time when somebody needs it.

His academic background might suggest a seeming remoteness, and if you call Dr. Blank and ask him, for example, to project network TV revenues through the end of the year, for a while all you may hear are the frenetic clickings of the Friden calculator that sits beside his desk. But eventually a firm but friendly voice will reassure you there is indeed a human being at the other end of the line.

WEEK'S PROFILE

EDITORIALS

Back to bargaining

At first look, the latest development in the court fight over television music-license rates seems apt to open not just a can but a whole kettle of worms. On second look, however, the prospect is much less forbidding, although still difficult—as it has been for almost four years now—and, at least to us, perplexing.

This is the case in which some 375 TV stations, working through the All-Industry Television Stations Music License Committee, have asked a federal court in New York to set "reasonable" rates for their use of the music of the American Society of Composers, Authors and Publishers.

The new development, of course, is the court’s order granting ASCAP permission to examine the stations’ FCC financial reports (Broadcasting, Sept. 19).

There are few things a broadcaster would like better to see than his competitors’ intimate financial records—or hate worse than to have them see his own. It appears clear, however, that neither of these things will happen under the court order, for it specifically says that "confidential matters" will be protected.

We find it hard to see why the size of a station’s profits should affect the price it pays for music any more than what it pays for rent, say, or for electricity—or, conversely, why the stations should not have a right to see what profits ASCAP’s publisher members make. But the court has ruled. In the process it granted ASCAP access to other station papers but denied its request to see still others, some of the latter extremely competitive and not available even in the FCC files.

With the confidentiality of financial records protected, however, the net effect of our ruling in our judgment is that broadcasters are faced with a prospect that may be aggravating, time-consuming and a general nuisance but that also—as leaders of the all-industry committee have indicated—is livable. Actually, they may have little practical choice but to live with it. For if the courts hold, as this one has done, that this information is vital to the issue, the stations could hardly refuse to supply it without abdicating, perhaps for all of the foreseeable future, their fight for "reasonable" rates.

All signs indicate that if the issue is fought through to the finish the losing side, whichever it may be, will certainly appeal to the courts above. The case has been in progress since December 1962, and no one can yet foresee the end. Common sense suggests that while both sides prepare to fight they also try—once again, as they have intermittently in the past—to negotiate a settlement. "Reasonable" rates reached in negotiation would save vast amounts of time and temper on both sides. And if negotiation failed, they would still be free to fight.

Question man

One of Washington’s intriguing pastimes is the typing of public officials—liberal, conservative, headline hunter, scholar.

At the FCC the mystery man has been 32-year-old Nicholas Johnson, erstwhile federal maritime administrator, whose dubious boast was that he had merchant-marine operators, labor unions and even key people in his own organization arrayed against him after two years on the job.

Last week quite a few broadcasters and communications thought they understood why, after watching him in action for two days. Since he assumed FCC office three months ago Mr. Johnson had operated at low visibility. He was impatient to get on to bigger things than routine FCC agendas. His sights are on mass communications, 10, 20 or 50 years hence.

Mr. Johnson got full public exposure during last week’s "oral hearing" on the ABC-ITT merger. He bore in like Mr. District Attorney in questioning ABC’s Leonard Goldenson and ITT’s Harold S. Geneen. He joined up with Commissioners Robert T. Bartley and Kenneth A. Cox in what looked like a junior filibuster against a merger that the majority obviously regards as desirable in fostering competition among the networks. Messrs. Geneen and Goldenson, in their appearances, demonstrated why they are where they are—able executives.

Actually, Nick Johnson, who demonstrated that he has much to learn, is still untapped. The communicators, the lawyers and the pundits won’t know where he stands until the FCC votes on the ITT-ABC merger.

Autumn harvest

In spite of some regulatory setbacks, this could be a big autumn for broadcasters.

It is an off-election year with all 435 members of the House and one-third of the Senate’s 100 members running. Next month the National Association of Broadcasters kicks off its series of eight fall regional conferences.

There are many interests that broadcasters and politicians have in common. Politicians are most amenable to being wooed when they’re running. An ideal trysting place is the home grounds of the candidates and at those regional meetings that occur before the Nov. 8 elections.

What broadcasters should want most are longer licenses. The three-year license is ridiculous as well as archaic. There’s a head of steam in Congress for longer licenses—maybe five, six or seven years. At the FCC there’s sentiment for the increase, although a bare majority of four a fortnight ago rejected a proposal to petition Congress to amend the law. Chairman Rosel H. Hyde, in his effective address last Friday before the International Radio and Television Society in New York, again went all out in favor of the longer tenure.

No road map is needed. The job is to get legislation through and thwart the efforts of the tough temporary FCC majority to maintain its renewal stranglehold.

Drawn for Broadcasting by Sid Hix

"We’re watching Johnny Carson on the ‘We’ll Be Back in Just a Minute’ show!"
price (prīs) n.

- n. 1. sum or amount of money or its equivalent for which anything is bought, sold or offered for sale. 2. value: worth

No, Mr. Webster. Price is what you pay. Value is what you get. We sell value . . . to people who know the difference.

See Your Edward Petry & Co. Matt

KPRC-TV

HOUSTON TELEVISION
CHANNEL 2

Courtesy of The St. Paul Insurance Companies
WOODshedding means testing your product in one of the nation's ten most-used test areas before sending it out to sink or swim nationally.

The WOODshed is Greater Grand Rapids, that fruitful area which mirrors the national averages so perfectly that it's almost like roping off a piece of the USA for your own private laboratory.

WOODshedding your product gives you a chance to work out the kinks in your product, remove the sass and the doubt before mistakes get expensive.

In the WOODshed, you'll want the preferred stations.

WOOD TV is 2 to 1 over the combined No. 2 and No. 3 stations. WOOD Radio equals all other stations combined.*

A trip to the woodshed often made a lasting impression on a stubborn boy. A trip to the WOODshed can make a lasting impression on your product. You won't need a paddle. Just call your Katz man.

He's the WOODshed expert.

*Northwood Institute Preference Study (June, 1966)