

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Hard questions ahead for 'public television' debate. p23
Commercialization standards, procedures set by FCC. p36
Key NAB figures have little hope for cigarette ads. p42
Artists plan copyright push leading to air-play fees. p58

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Carl B. Yivisaker Library
Moorhead, Minn.
3/7/67

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C B YLIVISAKER LIB
MOORHEAD MN
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56560



25 Years of
Advertising
For The Public Good

12,092,724,000 REMINDERS

To Help Prevent Forest Fires

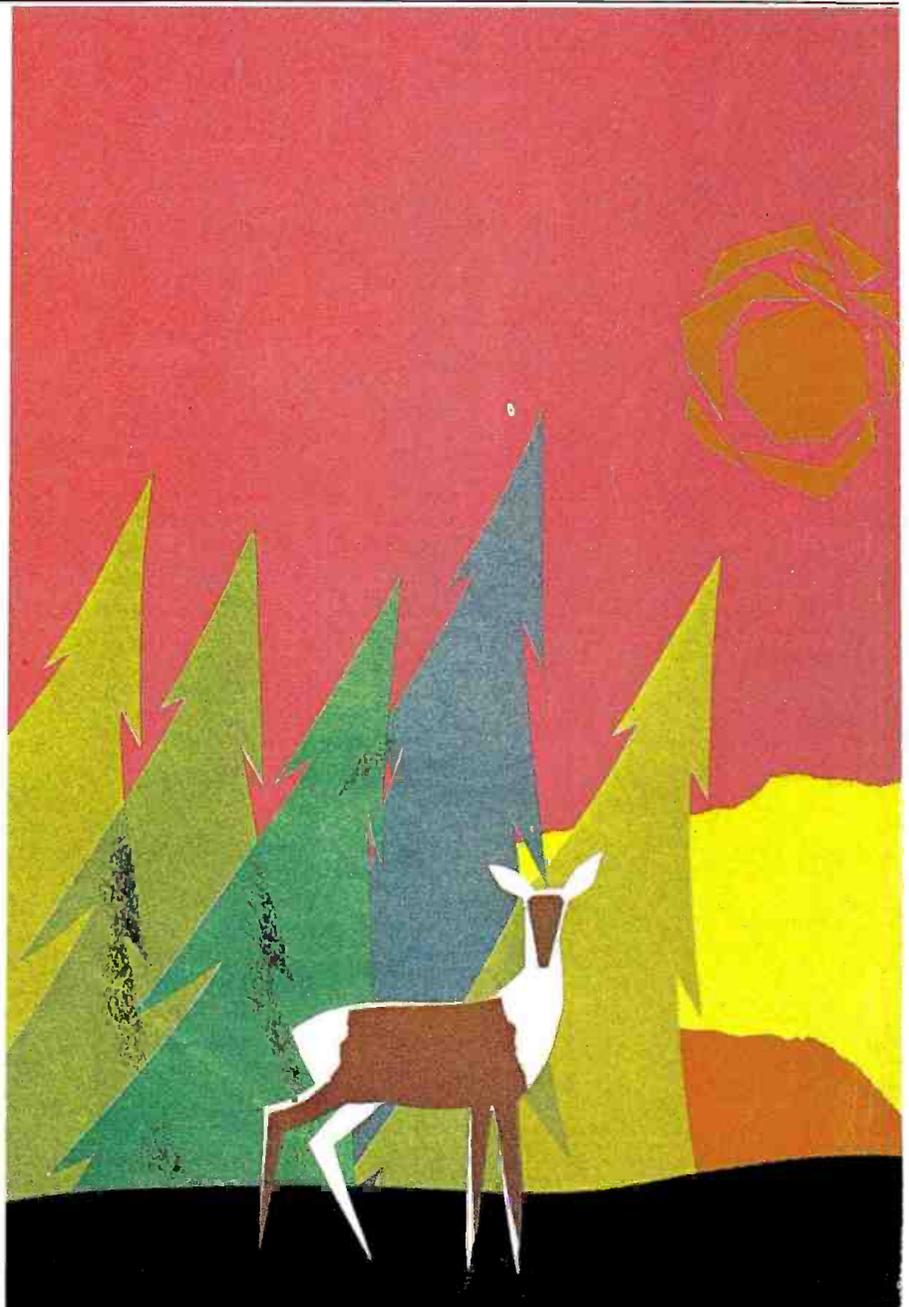
That's the number of impressions Petry represented TV stations delivered for this Advertising Council campaign last year. They know how to serve as well as sell.

THE ORIGINAL STATION REPRESENTATIVE



THE PETRY REPRESENTED TELEVISION STATIONS—
—RESPONSIBLE AND RESPONSIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



"...PEOPLE REJOICE AS THE VICTORIOUS ALLIES LIBERATE ITALY --- TOWN BY GRATEFUL TOWN..."



GEORGE HAMILTON, GEORGE PEPPARD, VINCENT EDWARDS, ALBERT FINNEY, ELI WALLACH, MELINA MERCOURI, ELKE SOMMER AND JEANNE MOREAU STAR IN CARL FOREMAN'S POWERFUL DRAMA OF WORLD WAR II, "THE VICTORS."



**WHEN YOU
THINK OF
BIRTHDAY PARTIES,
DO YOU
THINK OF
NBC?**



There are few occasions as enchanting as a children's birthday party. In New York, NBC Owned Television Station WNBC-TV proves it each weekday morning with "Birthday House," on which Paul Tripp and Company fete birthday-celebrating youngsters. Informative as well as festive, the program won the 1965-66 Governors' Citation of the New York Academy of Television Arts and Sciences.

Local programs that capture this sort of community attention are typical of the NBC Owned Stations. It's that way in Washington, Cleveland, Chicago and Los Angeles, as well as New York. In each of these cities, the NBC Owned Station

stands alone in its range of community programming and service. No wonder viewers look first to their NBC Owned Stations — broadcasting almost exclusively in color — for news, entertainment and coverage of community activities.

And it's programming like "Birthday House" that keeps viewers looking to the five NBC Owned Stations. Something to think about... when you think of NBC.

Represented by NBC Television Spot Sales.

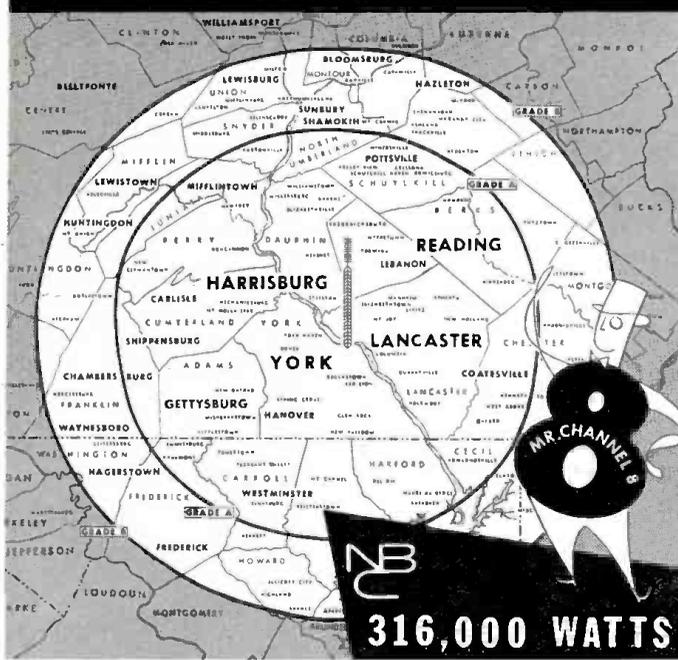


WNBC-TV, New York
WRC-TV, Washington, D.C.
WKYC-TV, Cleveland
WMAQ-TV, Chicago
KNBC, Los Angeles

When your business is soaps & detergents,



MULTI-CITY TV MARKET



**your sales starter
is WGAL-TV**

With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 23%* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV

LANCASTER, PA.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.

Sale of majority interest in planned Overmyer Network to syndicate that includes some members now in broadcasting was in negotiation last week. D. H. Overmyer would retain some stock and perhaps board chairmanship if deal goes through, and Oliver Treyz would continue as president. For some time Overmyer has been scouting sources of financing to get network off to solid start (CLOSED CIRCUIT, Feb. 6).

Overmyer Network last week still hoped to meet April 3 starting date for its first project—nightly broadcast from Las Vegas—though it had informed key affiliates there was outside chance of some postponement. If network does meet target date, it'll make debut when broadcasting business is assembled in one place—Chicago during annual convention of National Association of Broadcasters. There's no doubt delegates would go out of their way to catch first ON broadcast, scheduled to be carried on WGN-TV Chicago.

Safe seat

Reappointment of Robert E. Lee for third seven-year term as Republican member of FCC is reported probable in informed administration circles. His present term expires June 30. Inside appraisal is that Mr. Lee has earned reappointment.

Whom to tax?

"Public television" watchers in Washington expect almost anything to happen when hearings begin before Senate Communications Subcommittee on President Johnson's message proposing exploratory year (story page 23; editorial, page 86). From commercial broadcasters' standpoint, biggest problem will be proposals to tax stations and networks for public-TV support. Chairman John O. Pastore (D-R. I.) himself may open up this area.

In some quarters it's thought that some set manufacturers, who under Carnegie Commission plan would be called upon to contribute substantial portion of project through excise taxes ranging from 2% to 5%, may be stimulating talk of station-network franchise tax as counter measure. Carnegie Commission threw out broadcaster tax proposal as discriminatory and inequitable, although one member, Reynolds Metals' president, Joseph H. McConnell, former NBC president, supported it to end.

CLOSED CIRCUIT

Lease on life

FCC is expected this week to grant two-year extension of life to remaining vestiges of four-year-old Committee for Full Development of All Channel Television. Units marked for survival are those that have caused controversy in past and are likely to do so again. Three subcommittees, which would be formed into one unit under plan being considered by commission, have endorsed pay television. In addition, Larry Turet, Field Communications Inc., who would be chairman of constituted group, filed petition that resulted in commission rulemaking proposing to require networks to make available to independents programing affiliates don't take.

One proposal favored by one subcommittee is expected to go to commission once reorganization is complete. This calls for inquiry into whether exclusivity agreements between program suppliers and stations hinder small-market stations from getting programing. Subcommittee feels rules may be needed to deal with the situation.

The losers

Motion-picture industry is hearing mounting complaints from small exhibitors about showing of recently produced movies on television. There's particularly bitter feeling about use of terms such as "first-time showing" to convey impression that movies never have been played before. Many exhibitors have reported poorest grosses ever for fall and winter. Slump is blamed on television features. Exhibitors want film studios to impose five-year delay between exhibition of movie in theaters and its release to TV. Chances of their getting what they want are slight.

Changes at USIA

Howard Chernoff, former West Virginia and West Coast station executive, resigns this week, for health reasons, as right-hand bower to Leonard Marks, director of U. S. Information Agency. He will return to his home in La Jolla, Calif., for treatment, terminating 18 months in Washington. Appointed executive assistant to Mr. Marks is T. Lloyd Wright, 37, with USIA since 1964, director of press and publications branch.

Lawrence H. (Bud) Rogers, president of Taft Broadcasting Co., is serving as special consultant to USIA and for past two weeks has been in French-speaking Africa surveying both USIA and Voice of America operations. His one-month appointment is in keeping with Mr. Mark's policy of selecting professionals to inspect and report on USIA's worldwide operations.

Detail man

FCC Commissioner Nicholas Johnson is conducting mini-poll of his own to learn something of problems of small stations as distinct from those of large ones. He has contacted owners of half-dozen small operations—men he's met since joining commission in July—asking for information. His ultimate object: improved efficiency of regulation.

Mr. Johnson is working on hypothesis that commission spends more time on small stations than is necessary. He also says government should take into account, and be responsive to, conditions of stations being regulated. If results of mini-poll seem helpful, he may propose meeting, with broadcasters and academic types participating, to discuss matter further.

Casualty

ABC Films Inc., which tooled up with new faces and new programing ideas last year when Hal Golden assumed presidency, is reported to be losing its first top executive under current management. Jack Arbib, executive vice president in charge of domestic sales, is understood to have resigned and will leave about mid-March. Mr. Arbib's plans are not known and ABC Films has not named successor.

Author

First book on history of CATV is being written, for publication later this year, by Robert D. L'Heureux, who resigned his general counselship of National Community Television Association to enter private practice (BROADCASTING, Feb. 27). Mr. L'Heureux's documentation will contend, contrary to general belief, that first CATV system was established at Mahoney City, Pa., in 1948 by John Walson, now one of top multiple owners in CATV.



For ten consecutive years, WIBG • Radio 99, has led Philadelphia radio in total audience. An all-star line-up of personalities keeps in tune with the changing tastes of one of the nation's most responsive listening audiences. No. 1 has a great sound to it. We plan on keeping it that way.

Practically everybody calls us
by our first name—WIBBAGE

A Storer Station
represented
nationally by
Major Market Radio



WIBG
Radio 99
PHILADELPHIA

ATLANTA	BOSTON	CLEVELAND	DETROIT	MILWAUKEE	TOLEDO	LOS ANGELES	MIAMI	CLEVELAND	DETROIT	NEW YORK	TOLEDO
WAGA-TV	WSBK-TV	WJW-TV	WJBK-TV	WITI-TV	WSPD-TV	KGBS	WGBS	WJW	WJBK	WHN	WSPD

WEEK IN BRIEF

Presidential plan for public TV draws immediate praise from most quarters, but some doubt expressed about details left open to discussion. Congress study may decide financing, independence issues. See . . .

DEBATE ON PUBLIC TV . . . 23

From east to west officials question federal government's role in advertising. New York calls for continued vigilance; Denver worries over possible monopolies; San Diego hits Washington line. See . . .

COAST TO COAST . . . 39

Key New York and Los Angeles locals threaten to bolt NABET as union opens new contract negotiations with ABC and NBC. Dissidents are unhappy with parent's lack of vigor in settling grievance cases. See . . .

REVOLTS MARK TALKS . . . 50

Copyright revision including application on CATV again clears House committee. Measure similar to bill reported out in 1966. Would apply copyright liability to CATV's that alter, originate programs. See . . .

GROUP OK'S COPYRIGHT BILL . . . 61

NAB officials see little hope of stemming increasing government restrictions on cigarette advertising. Anello recommends that broadcasters begin shopping around for other ad sources. See . . .

CIGARETTE COMMERCIALS DOOMED? . . . 42

Nielsen combats Lou Harris' claim that TV is losing its more influential viewers with 1965-66 index comparison. Figures indicate that television audiences are not wandering far from their sets. See . . .

NIELSEN ANSWERS HARRIS . . . 60

FCC adopts policy to curb overcommercialization in broadcasting. Action would require review midway through license period of station exceeding limit. NAB code is used as benchmark for policy. See . . .

FCC SETS AD POLICY . . . 36

New group of recording performers and disk producers forms with aim of collecting fees for air play of phonograph records. First move is to influence pending copyright legislation. See . . .

ARTISTS WANT FEES . . . 58

Justice Department replies to ABC-ITT's criticism leaving last step in controversial merger up to FCC. Department answers charges of distortion, again calls for full FCC hearing on case. See . . .

NEXT STEP UP TO FCC . . . 48

FCC's annual report to Congress devotes entire chapter to land mobile radio service's urgent need for additional spectrum space. Commission admits that present jam is result of lack of foresight in 1949. See . . .

LAND OF MIDNIGHT OIL . . . 45

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Steve Spurrier, top pro-draft choice, All-American Quarterback.

WJHL

TV-11

Salutes STEVE SPURRIER All-American

It was big football news everywhere—and the story of the year in Eastern Tennessee—when Johnson City's Steve Spurrier was named Heisman trophy winner for his All-American exploits at the University of Florida.

When something that big happens in the Tri-cities area of Johnson City-Bristol-Kingsport, you can bet that WJHL is right in the middle of it.

From special ID slides (Spurrier's jersey and WJHL are both number 11) to a televised banquet featuring CBS sportscaster and football great, Frank Gifford, WJHL spread the glory of "Steve Spurrier Day" throughout its viewing area on January 12, 1967.

The Spurrier story started at 6:30 a.m. with Steve and his dad "live" on *First Call*; featured his bride, Jerri, on the *Kathryn Willis Show* at 1:00 p.m.; highlighted his stellar athletic career at 7:00 p.m.; and wound up with a prime time telecast of the Chamber of Commerce banquet program.

That's the kind of local involvement that makes WJHL and all the Park Broadcasting stations so much a part of their communities.

Steve Spurrier was a big man in college football, and he may well become a "giant" among the pro's. WJHL and the Tri-cities wish him well.

WJHL, JOHNSON CITY, TENN. Now featuring *Mike Douglas* weekdays 4:30-6:00 p.m. Represented by Hollingbery.

WNCT, GREENVILLE, N. C. Check the South's most distinctive early morning service program *Carolina Today*. Represented by Hollingbery.

WDEF, CHATTANOOGA, Tenn. Bigger audiences with the New Tall Tower—New Picture Power. Represented by Hollingbery.

WTVR, RICHMOND, VA. Piling up new records of news dominance in the Old Dominion. Represented by Blair.



Frank Gifford, CBS Sportscaster and former Giant football star, played a key role in Steve Spurrier Day.

WJHL

The Tri-Cities FIRST Station

Park

BROADCASTING, INC.



Crunch now involves reasons, not numbers

FCC's policy on curbing overcommercialization by broadcasters has shifted emphasis, FCC Chairman Rosel H. Hyde explained Friday (March 3). Emphasis now will be on reasons for exceeding standards, not on number of commercial minutes, he said.

Chairman, addressing annual National Association of Broadcasters' State Presidents Conference in Washington, spoke extensively on policy adopted two days earlier and which uses NAB code commercial limits of 18 minutes for radio and 16 minutes for TV as benchmarks (see page 36).

"We're not going to make a judgment on whether you're going above" the 18-minute limit, he said. "We're not taking on your code authority's job."

Commission's interest now, he declared, is in broadcaster's "reasons for the policy which is stated . . . do you have a reasonable, well-considered basis for the policy in your renewal application . . . has the license, in light of his duty to the community, made a bona fide effort to spell out a policy that makes sense."

Chairman said he thought new case-by-case procedure would work well since consideration of 338 Florida renewal applications turned up only seven radio stations where it seemed necessary to require commercial policy reports after 18 months. (On Wednesday [March 1], commission authorized five such renewals. Broadcast Bureau, which was delegated authority to handle such matters, sent out two more, to WMOF Ocala and WLAK Lakeland).

Mr. Hyde emphasized that FCC certainly doesn't want to make membership in the NAB code something that will trap you in commission practices. We certainly don't want to discourage self-regulation."

Commenting on new NAB radio code guidelines, under which broadcasters could temporarily exceed code's 18-minute limit (see page 36), chairman said, "You must have reference points. . . We'd have our own if there were none from the industry. If you should abolish your codes we'd have to form our own."

Chairman also commented on fairness doctrine, cautioning broadcasters that before selling time "you should give thought to whether the issue is so controversial that there will be requests for a reply or whether there should be

a reply."

FCC wants to stay out of programming area as much as possible, he stated, although some questions will arise. "But when it appears an earnest effort has been made to be fair," he added, "we wouldn't want to interfere."

Tincher, Van Deerlin clash over curbs on advertising

Three day Association of National Advertisers' meeting in San Diego, scheduled to end Saturday (March 4), was sparked by clash over whether or not advertising needs, and will get, legislative curbing.

In what was most crucial issue discussed, William R. Tincher, president of Purex Corp. Ltd., former Federal Trade Commission attorney, condemned attempts to enact advertising, packing and labeling bill in Congress. He indicated such "political assault" would increase cost of consumer products by millions of dollars.

Yet, Representative Lionel Van Deerlin (D-Calif.), another speaker, told delegates that political climate in Washington leads him to believe that this is "year of the consumer." He foresees, however, little chance for passage of any sweeping anti-advertising legislation at this congressional session.

February net revenues up

Television networks' net revenues in February totaled \$123,451,800, according to estimates released Friday (March 3) by Broadcast Advertisers Reports. Figure puts total for first two months of 1967 at more than \$264 million. Figures represent net revenues from both time and program charges.

BAR's estimates for February showed 11.7% increase from February 1966 estimates, which were compiled by another service composed of BAR in cooperation with leading national advertisers. February 1966 total was put at \$109,044,900.

In BAR's February 1967 estimates all three networks showed gains over preceding February, with CBS-TV reaching \$47,773,400, NBC-TV \$40,645,300 and ABC-TV \$35,033,100.

Stoppage threat is called off Friday

Officials of dissident New York Local 11 of National Association of Broadcast Employees and Technicians cancelled plans for work stoppage and sit-in at ABC and NBC Friday (March 3). Earlier in day they had announced stoppage for 3 p.m. unless networks halted negotiations for new contract with International NABET officials (see page 50) with whom both Local 11 and Los Angeles Local 53 leadership are embroiled.

Before 3 p.m. deadline spokesman for Local 11 said that on advice of counsel, union had decided against stoppage. Both Los Angeles and New York locals were placed in trusteeships by NABET headquarters last week after locals voiced intention of seceding from NABET and joining American Communication Association, affiliate of International Brotherhood of Teamsters.

Meanwhile, officers of NABET local in San Francisco have voted to stay with AFL-CIO group and not to affiliate with Teamster ACA union.

Spokesman for NABET Local 51 said he's "quite certain" that San Francisco members will agree to remain within present union despite ACA's apparent success in New York and Hollywood.

New TV season sales are moving well, networks say

TV networks said Friday (March 3) sales for 1967-68 season were moving ahead at encouraging pace.

CBS, which began selling on basis of new schedule on Feb. 22, reports it now has at least "something" sold in every single nighttime program.

ABC, which has not yet formally announced new schedule, claimed more than \$120 million in new orders and renewals; business, ABC-TV said, representing more than 50% of its prime time sold.

NBC has declined comment, though spokesman indicated sales there, too, have been substantial.

Among major advertisers, according to ABC: Ford (FBI and specials), Chevrolet (half of *Bewitched* plus other buys), Quaker Oats (includes renewals), Bristol-Myers (renewed in *Peyton Place* and in *That Girl*), Brown & Williamson Tobacco (renewals, new

WEEK'S HEADLINERS



Mr. Berentson



Mr. Pecaro

Ben Berentson, VP of WGN Continental Broadcasting Co. and general manager of WGN-TV Chicago, named VP for corporate affairs effective April 1. **Daniel T. Pecaro**, VP and program manager, WGN Continental Group Television Stations, succeeds Mr. Berentson as general manager of WGN-TV. Mr. Berentson also will be chairman of company's expansion committee which presently is working on enlargement of group's existing facilities and seeking additional cities in which to own and operate broadcast properties.

Irvin Gross, VP and general manager of Henry I. Christal Co. since that radio rep firm's inception in 1951, has resigned. It's understood he will open own firm, Gross Enterprises, at 200 Park Avenue, New York, effective March 31. Mr. Gross entered radio in 1934 as merchandising manager of WFAA Dallas, rose to national sales

manager of WFAA, WBAP and also of KGKO, all Dallas-Fort Worth, when all three were under common ownership. He joined Edward Petry & Co. in 1942 and after wartime military service was sales promotion manager until division among Petry partners led to formation of Christal company, of which he was co-founder and stockholder.

Morris S. Kellner, former VP in charge of The Katz Agency's radio division, named managing director of Station Representatives Association, succeeding **Hastings W. Baker**. Mr. Kellner, who was one of Katz Agency's directors and had been with company 34 years, retired from firm six months ago. (BROADCASTING, Sept. 12,



Mr. Kellner

1966). SRA, comprised of major independent radio and TV station representatives, is rep's policy-making organization. Mr. Baker, who joined SRA in November 1964, has not announced his future plans.

Stephen O. Frankfurter, senior VP and creative director, Young & Rubi-

cam, and **Edward N. Ney**, senior VP and director of Y&R International, elected executive VP's. Mr. Frankfurter joined Y&R in 1954, was named VP in 1960 and senior VP in 1964. Mr. Ney has been with agency continuously since 1951, except for brief period in 1955 when he served as VP in charge of National Games Inc. He was elected VP in 1959 and senior VP in 1964.



Mr. Barron



Mr. Kelly

Francis P. Barron named to newly created post of executive VP and **John D. Kelly** named general sales manager of Storer Television Sales, New York. Mr. Barron, with STS since January 1961, had previously been with WJW-TV Cleveland for eight years as local sales manager, national sales manager and general sales manager. Mr. Kelly, who has also been with STS since January 1961, had formerly worked at WJW-AM-FM-TV and WINS New York.

For other personnel changes of the week see **FATES & FORTUNES**

business), R. J. Reynolds Tobacco (renewed in *Rat Patrol*, other business), Liggett & Myers Tobacco, first major ABC buy in three years by P. Lorillard Co., J. B. Williams (renewed in Lawrence Welk), 3M's sponsorship of documentaries, Colgate-Palmolive and Zenith.

NBC keeping eye on ball; negotiating with Palmer

NBC said Friday (March 3) details of its pending deal with golfer Arnold Palmer to buy major part of his business interests in U. S. and abroad won't be disclosed until after paperwork is completed, probably in April. But one report said Mr. Palmer as part of agreement would appear exclusively on NBC, most likely as sportscaster, and developer of new sports programs.

Mr. Palmer's business sales in 1966 totaled \$15 million. He is president of, and holds 60% of stock in, Arnold

Palmer Enterprises Inc., Cleveland. He also is president of equipment firm, Arnold Palmer Golf Co. (holds 35%). Biggest operation is Enterprises with seven divisions, holding franchises in variety of golf activities (courses, driving ranges, schools, namesake sportswear, clothes and books).

NBC recently signed retired baseball pitcher Sandy Koufax to 10-year, \$1 million contract (BROADCASTING, Jan. 2).

Sorry about that, Dems

Carlo Anneke, general manager of KTLA(TV) Los Angeles, has apologized to former California Governor Edmund (Pat) Brown and former Lieutenant Governor Glenn Anderson and to Democratic state committee for election-eve endorsement of Republican Ronald Reagan and his running mate by station commentator, George Putnam.

Action was result of complaint to

FCC by Democratic party leaders charging that Mr. Putnam's comments violated fairness doctrine. Dispute was settled by formal apology and agreement by station to separate its editorial comments from its newscasts.

Veto power to Hill

Bill proposed by Representative Glenn Cunningham (D-Neb.) would give Congress veto power over regulations of federal agencies such as FCC without resorting to time-consuming legislative machinery.

Measure would allow either chamber of Congress to pass resolution disapproving any proposed regulation within 60 days after appearance in *Federal Register*. It would also provide for quick action on such resolution. Rather than going through lengthy committee consideration and action by both houses, it would allow resolution to be brought to floor for vote by majority of either chamber.

**If you know
a time buyer who still
believes there's a larger metro
market in North Carolina
than the WSJS
Golden Triangle...**



Give him this.

If you want to see who's out ahead in North Carolina today . . . count the tally. You'll find the WSJS Television market is the one and only number one. First in population. First in households. First in retail sales. WSJS reaches right into the heart of North Carolina, cuts out a Golden Triangle, and covers it for you—totally. Gives you 3 big metro cities plus surrounding counties. All in the rich, heavily industrialized Piedmont country, the fabulous tobacco-textile-furniture-electronics center. More than a million citizens with a total spendable income in excess of one and one-half billion dollars. You're in, when you buy WSJS Television.

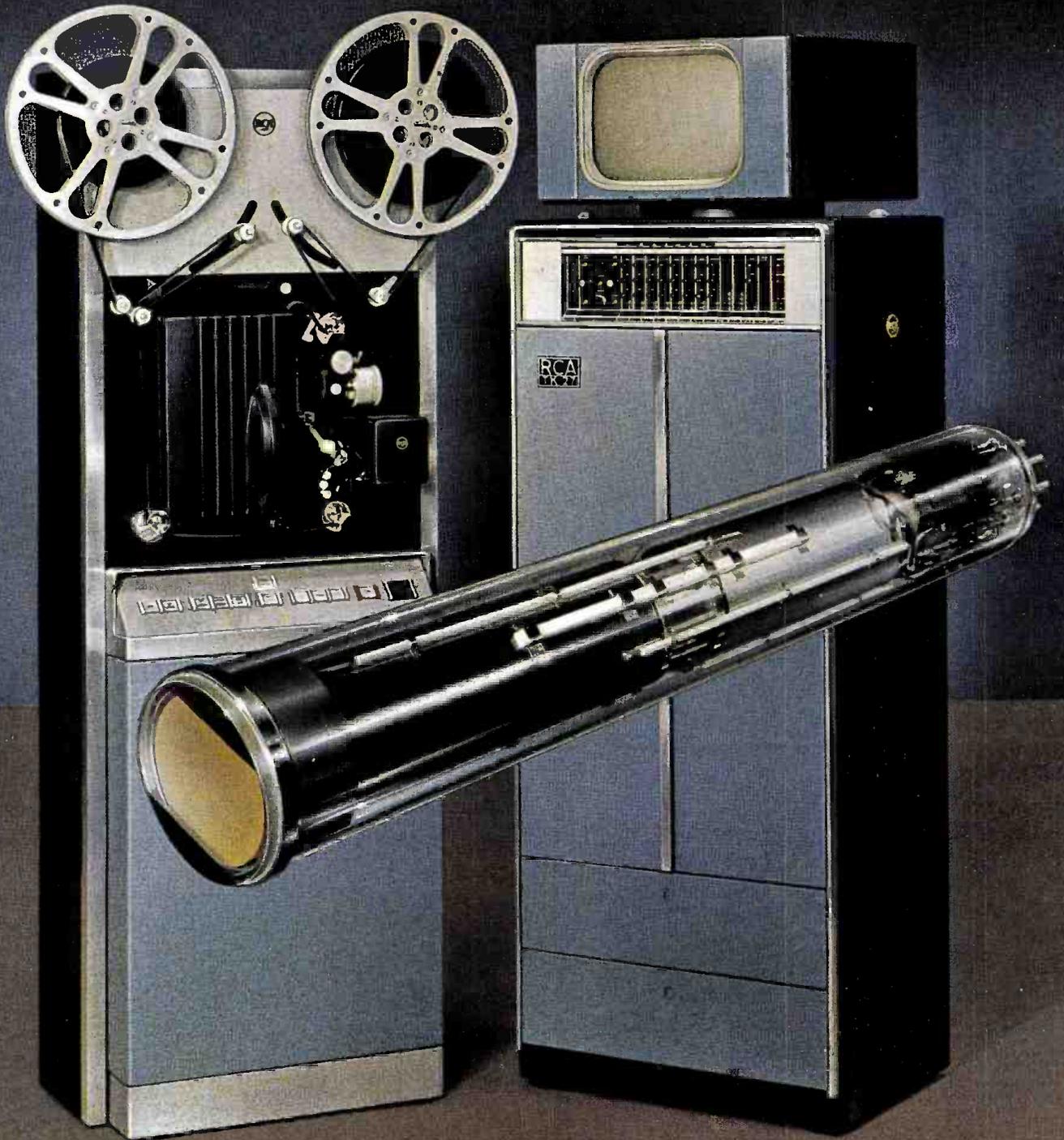
WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television 

Represented by Peters, Griffin, Woodward

RCA
TK 27

"BIG TUBE" COLOR



FILM SYSTEM

... Makes the "Big Difference"
in your Color Film Pictures

Color film commercials and programs get their best showing with the Big Tube TK-27. It gives you three big improvements. It enhances the color picture, prevents deterioration of color quality, and automatically compensates for film and slide variations.



HOW THE BIG TUBE IMPROVES THE PICTURE

Like a larger photo negative the big tube adds "snap" to the color picture. It increases resolution and definition, making the picture "sharper". It eliminates more of the "noise" element, making the picture more pleasing.

PREVENTS DETERIORATION OF COLOR QUALITY

Advanced ultra-stable circuitry prevents drifting. Electrostatic focus vidicons maintain uniform focus—independent of high voltage variations. Sealed optics avoid problems of secondary reflections. NAM monitoring provides easy control of quality.

NEWEST, MOST ADVANCED COLOR FILM CAMERA

The TK-27 reflects latest developments, features, advantages of group design, employs plug-in circuit

modules, exploits the total transistor concept, uses ultra-stable circuitry, and achieves the benefits of standardization. The TK-27 is easy to install, simple to operate, designed for speedy servicing, and assures dependable performance. It's part of the "new look" generation of broadcast equipment.

COMPLETELY INTEGRATED SYSTEM PACKAGE

The TK-27 is part of complete RCA film system, consisting of: Camera, multiplexer, slide projector, film projector. Each is designed to do the best job. For example, the Color Film Projector is designed for "hands off" operation, for creative handling of film, is fully transistorized and may be automated. All these equipments are an integrated part of a matched film system—to give you finest color film pictures.

For more information, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment Department, Bldg. 15-5, Camden, N.J. 08102



The Most Trusted Name in Electronics

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE "5 CONTINENTS
TROPHY" FOR CINEMA FILMS

The International Film, TVfilm and Documentary Market (MIFED) will hold its fifteenth Cine-Meeting from 16 to 25 April 1967.

In April next MIFED will operate in conjunction with the fifth International Salon of Technical Aids for Cinema, TV and Associated Industries (SINT), which was previously held in Autumn. SINT will display all the most up-to-date equipment that scientific research and technical skill have created in recent years for the use of the world's film and TVfilm industries. MIFED is reserved solely for the producers, distributors and renters of features and documentary films for cinema and TV presentation.

It has twenty projection studios equipped to meet all requirements: ten for cinema films and ten for telefilms. And its Club premises make it one of the most attractive and elegant business rendezvous in Europe.

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

2 GRAND AWARDS
FOR TELEFILMS



Information from: MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

Broadcasting 1735 DeSales Street, N.W.
Washington, D. C. 20036
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Please start my subscription for CHECK ONE 52 issues \$8.50

Name _____ Position _____

Company _____

Business
 Home

City _____ State _____ Zip _____

52 issues and
'67 Yearbook
\$13.50

1967 Yearbook
\$5.00

Payment
enclosed

Bill me

DATEBOOK

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

■Indicates first or revised listing.

MARCH

March 5-7—Second national conference on long-range financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Speakers include James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie Commission on Educational Television; James McCormack, board chairman, Communications Satellite Corp.; and McGeorge Bundy, president of the Ford Foundation. Statler Hilton hotel, Washington.

March 6—Ninth annual broadcasting day sponsored by the University of Florida. Speakers include Bill Grove, director of public affairs at WJXT(TV) Jacksonville, Fla.; Russell C. Tornabene, manager, NBC Radio network news; Joseph L. Brechner, president, WFTV(TV) Orlando, Fla.; John Couric, vice president for public relations, National Association of Broadcasters; Charles K. Murdock Jr., vice president and general manager, WLW Cincinnati; Walter H. Stampfer Jr., *Chattanooga Times* and *Chattanooga Post* and former commercial manager of WAPO Chattanooga; and Frank Jordan, director of election broadcasts, NBC News, University of Florida, Gainesville.

March 7—Special hearing on a space satellite system by the Board of Broadcast Governors, Ottawa.

March 7—Twenty-third annual dinner of the Radio-TV Correspondents Association. Shoreham hotel, Washington.

March 7—Thirteenth annual meeting and dinner of the New York State Broadcasters Association. Speaker will be Marcus Cohn, Washington attorney. Thruway Motor Inn, Albany, N. Y.

March 7—Seventh annual International Broadcasting awards presentation for best TV and radio commercials, sponsored by Hollywood Radio & Television Society, Hollywood Palladium, Hollywood.

March 7-8—Meeting, executive committee, National Community Television Association. Madison hotel, Washington.

March 8-22—Third international conference on educational radio and television sponsored by the European Broadcasting Union, Paris.

March 9—International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president. Bob Hope will serve as master of ceremonies, Waldorf-Astoria hotel, New York.

March 9-10—Annual spring convention of Arkansas Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Coachman's Inn, Little Rock.

March 10-11—Annual meeting of the Arizona Community Television Association. Speakers include Arizona Governor Jack Williams. Valley Ho hotel, Scottsdale, Ariz.

Mar. 11—First grand dinner dance ball sponsored by Film Producers Association of New York. Guest will be Mayor Lindsay, who will be honored for his efforts in attracting film production to the city with the first such award offered by the FPA since its foundation in 1948. FPA's officers and directors for 1967 will be installed at the dinner. The Plaza, New York.

March 11—Hollywood chapter, National Academy of Television Arts and Sciences annual ball. Century Plaza hotel, Los Angeles.

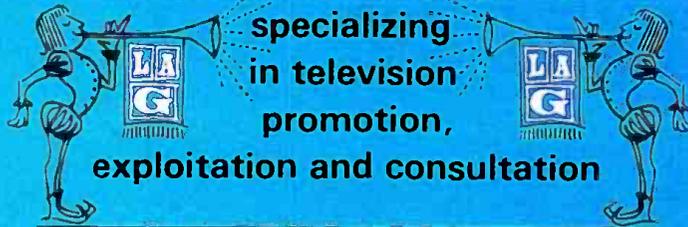
March 12-17—Sixth annual Women's Page Workshop and the 1968 J. C. Penney-University of Missouri Journalism Awards

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specializing
in television

promotion,
exploitation and consultation



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...created and produced the original promotions and ad campaigns for:

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• The Addams Family • Zane Grey Theatre
• Rifleman • Dick Powell Theatre
• The Detectives • Richard Diamond
• Ensign O'Toole • West Point
• Rough Riders • The Law &

*for selected markets

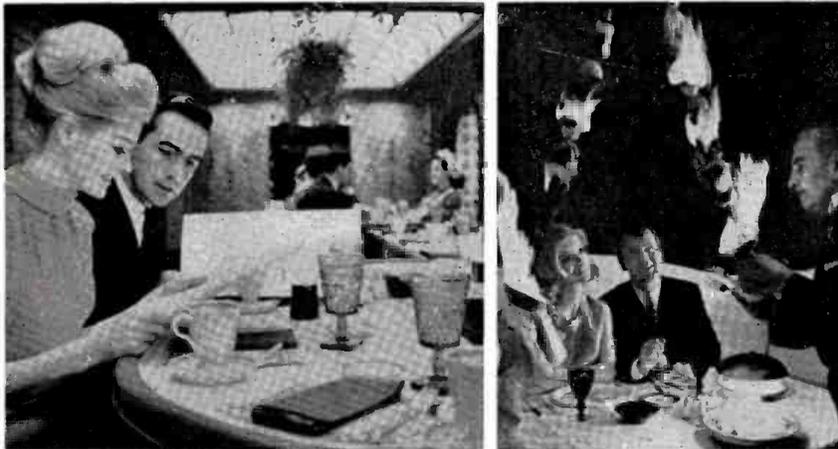
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Special I • Something Special II
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AGES:** U.A. Showcase for the '60's
Super Spy • Spectacular Showcase
Theatre One • Solid Gold Group.



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Chicago. The new Hotels Ambassador. The now hotel for you.

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style of service known the world over. (The only thing unchanged is the famed Pump Room.) Mere minutes from the Loop and the world of commerce, the new Hotels Ambassador is the now hotel for you.

HOTELS

Ambassador
CHICAGO

1300 N. STATE PARKWAY • 787-7200
A Loew's Hotel • Preston Robert Tisch, Pres.

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

- March 17—Hyatt House motor hotel, Seattle
- March 23—International hotel, Los Angeles
- April 18—Downtowner motor inn, New Orleans
- April 21—Sheraton Blackstone, Chicago
- May 10—Hyatt House motor hotel, Burlingame, Calif.
- May 11—Cherry Creek Inn, Denver
- May 12—Town House motor inn, Omaha
- May 22—Schine Ten Eyck hotel, Albany, N. Y.
- May 26—Sheraton Barringer hotel, Charlotte, N. C.
- June 12—Boston Statler Hilton, Boston
- June 16—Sheraton hotel, Philadelphia

sponsored by the University of Missouri. University of Missouri, Columbia.

March 13 — Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 13-14—Annual meeting of NBC television affiliates and NBC officials, Beverly Hilton hotel, Beverly Hills, Calif., preceded on March 12 by reception at Century Plaza hotel. Meeting events at Beverly Hilton: Walter D. Scott, board chairman, and Julian Goodman, president of NBC, will give luncheon addresses March 13 and 14 respectively; business sessions; a visual presentation of network activities, and the program schedule planned for the fall season plus a discussion on news with a panel of NBC News correspondents.

March 15—Pennsylvania Association of Broadcasters dinner for Pennsylvania congressional delegation. PAB's Gold Medal will be awarded entertainer Gene Kelly. Statler Hilton hotel, Washington.

March 15—Deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 16—Annual meeting of stockholders of Cox Broadcasting Corp. to elect a board of directors and to transact other business. White Columns, Atlanta.

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 18—Deadline for entries to the "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Entries should be submitted to: Television suisse romande, 6, place des Eaux-Vives, 1200 Geneva, Switzerland.

■ March 20-21—Spring meeting, Pacific Northwest CATV Association. Ridpath hotel, Spokane, Wash.

March 20-23—Convention of the Institute of Electrical and Electronics Engineers. New York Hilton hotel, New York.

■ March 23-24—Spring meeting of the Louisiana Association of Cable TV Operators. Ramada Inn, Houma.

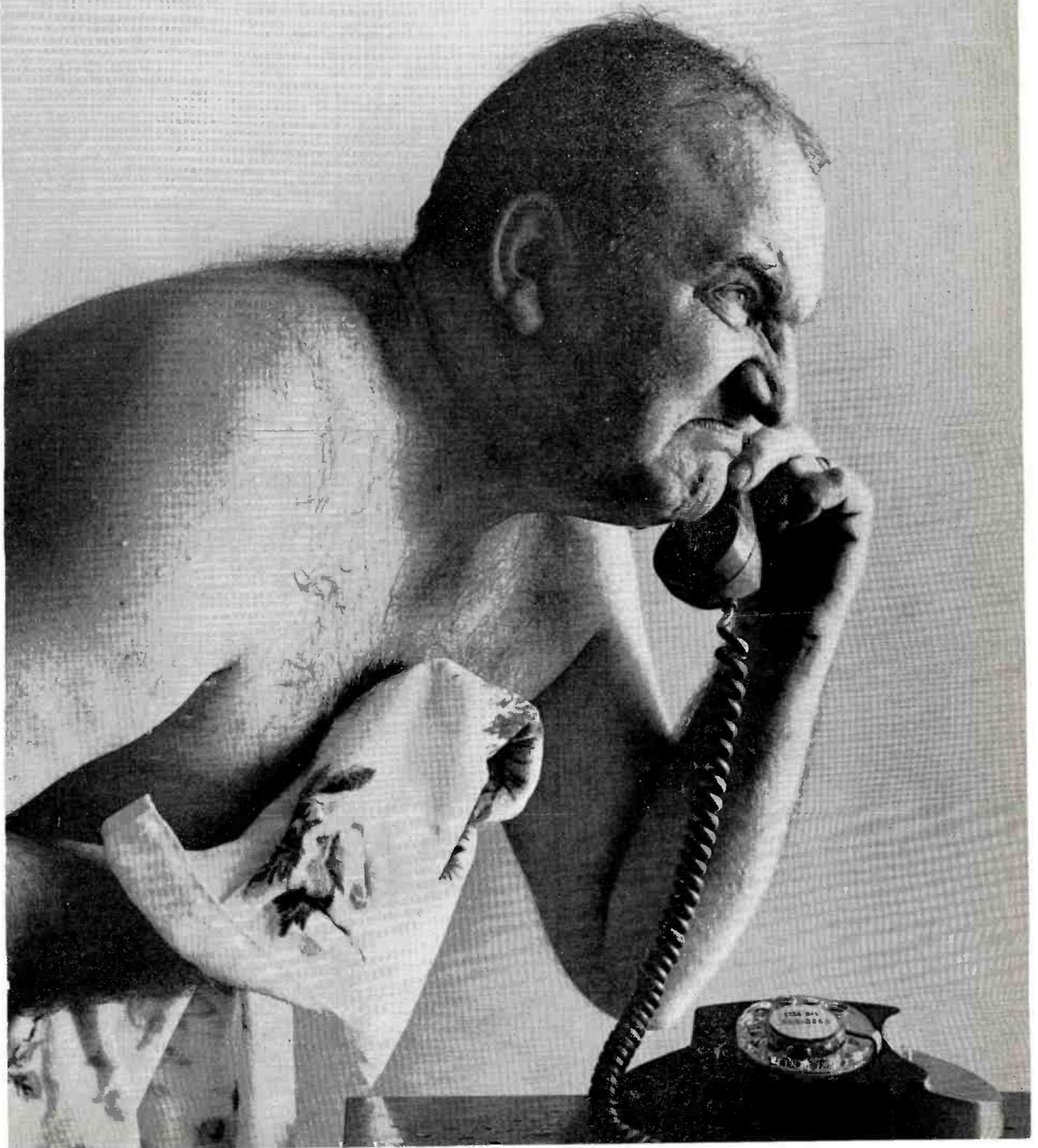
March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television

■ Indicates first or revised listing.

We pioneered in radio astronomy but bothered you with a wrong number

Sorry we don't have a good alibi, but we don't. Though machines do go haywire occasionally. And operators sometimes make mistakes. We don't make a lot of them. Still, even a few are a few too many. A wrong number, or

a disconnected call, or a missed appointment, concerns us just as much as our experiments in outer space. We may be the only phone company in town, but we try not to act like it.



WTRF-TV STORY BOARD

7

BOOM*

AVENGED! It would take 50 people working night and day for 200 years to make the same mistake an electronic computer can make in only two seconds. Now, do you feel more secure?

wtrf-tv Wheeling

AVERAGE is the only thing we have to count on.

Wheeling wtrf-tv

HALF AS POPULAR! Do you still consider a guy popular if he just has a semi-circle of friends?

Wheeling-Steubenville

ANOTHER new multi-million dollar addition is underway for Ohio Valley's park system (already a model for the nation).

ALL COLOR wtrf-tv

THE WHEELING Pop Symphony Buffet has been served outdoors at Oglebay Park's Sunk-en Garden for years. The censor of this column, Mill Cutman, asks if this makes it the first Topless Restaurant?

ALL COLOR Wheeling

A NOW GENERATION SWINGER is a cat that's not too chicken to horse around in the old rat race.

Upper Ohio River Valley

PUTTERING AROUND! The nineteenth hole is where the golfer practices his swig.

wtrf-tv Wheeling

*BOOM! World's longest boom on the world's third largest power shovel (Gem of Egypt) is operating in the Wheeling area. So what? More jobs, more payrolls for the folks who buy what they see on WTRF-TV. Ask your Blair Television man all about the WTRF-TV audience.

Wheeling-Steubenville TV

IN THE MINISKIRT controversy, there are very few disinterested observers.

CHANNEL SEVEN



WHEELING, WEST VIRGINIA

W DUZ

GREEN BAY, WISCONSIN

BEN A. LAIRD, President

AM
FM

NUMBER

1*

GREEN BAY'S ONLY 24 HOUR STATION

*PULSE, Inc.
Green Bay, Wisc.
Metro Area
May-June,
1965

IN GREEN BAY

32% MORE RADIO HOMES...
43.3% MORE MEN...
19% MORE WOMEN...
26.6% MORE ADULTS than other 2 stations combined



STONE REPRESENTATIVES, INC.

spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

March 25-26—Annual meeting of Broadcasters Association of Puerto Rico. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. San Juan.

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers.

March 27—Deadline for reply comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 28 — Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 28—Annual meeting of Shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. 1708 Englewood Ave., Akron, Ohio.

March 28—Writers Guild of America 19th annual awards show. Century Plaza hotel, Los Angeles.

March 30—Deadline for entries in annual Alfred P. Sloan Radio-TV Awards for Highway Safety. Mail entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

March 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

March 31-April 2—Convention of the National Association of FM Broadcasters. Con-

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City

May 22-23—Rickey's Hyatt House, Palo Alto, Calif.

May 25-26—Skirvin hotel, Oklahoma City

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott Motor hotel, Philadelphia

rad Hilton hotel, Chicago.

APRIL

April 1—Technical committee meeting and board of directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

April 2—Fourth annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

April 2—Membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

April 2-5—Forty-fifth annual convention of National Association of Broadcasters. Conrad Hilton hotel, Chicago.

April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 3—Deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

April 3-6th annual programing and sales seminar sponsored by Mark Century Corp. The topic will be: "Radio—the big sale." Panelists include Phil Nolan, national radio programing manager of Westinghouse Broadcasting Co.; Thomas C. Harrison, president of Blair Radio, and Kent Burkhardt, vice president and general manager of WQXI Atlanta. Conrad Hilton hotel, Chicago.

April 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

■Indicates first or revised listing.

OPEN MIKE ®

Recommended

EDITOR: BROADCASTING . . . is on the "recommended reading" list for the six U. S. district advertising managers of HFC who are charged with the responsibility of buying broadcast time.—A. G. Waack, vice president-director of advertising, Household Finance Corp., Chicago.

Color in Yankee Stadium

EDITOR: I would like to correct a report in BROADCASTING Feb. 20, concerning the General Electric PE-250 color television cameras to be installed at Yankee Stadium. The GE cameras will remain at Yankee Stadium throughout the year and for the next five years. They will be used for all events televised from Yankee Stadium. This is contrary to your

report, which indicated that the GE PE-250 cameras will be replaced after the 1967 baseball season.—William P. Thierfelder, vice president-administration, New York Yankees Inc., New York.

(Information that the cameras would revert to the CBS-TV network in the fall was supplied by New York Yankees TV sources. Meanwhile, Edward L. Saxe, CBS-TV vice president, operations, confirmed last week that the cameras would be used by the Yankees as long as necessary but said they would be used by the network for its purposes when not needed by the Yankees).

Intangible point

EDITOR: In response to your Feb. 20 editorial, "Not the broadcaster's burden":

Without impugning your position that commercial broadcasters should not be the target of other interests seeking alternate methods of financing the Carne-

gie recommendations [for strengthening public television], to argue that broadcast channels do not have a tangible value per se is nonsense.

Look at the number of stations, both AM and TV, whose sales price during the last twenty years has defied justification by any normal method of financial analysis unless a considerable cash value is assigned to the license.

Just as a retailer will pay more for a high-traffic location, or many people will pay a premium for neighborhood when they buy a house, it makes equal economic sense that a broadcast channel have a capitalizable value. And the guy who would argue that the right to use channel 2 in New York isn't worth more dollars than the right to use channel 2 in Columbia, N. C., would be the laughing stock of the industry.—*Edward Wooten, Hampton Roads Educational Television Association, Norfolk, Va.*

(BROADCASTING has hardly taken such leave of its senses as to suggest that a station on channel 2 in New York is worth no more than one on channel 2 in some smaller community. To Mr. Wooten another and more careful reading of the editorial is respectfully recommended.)

'Thunderbirds' got away

EDITOR: We at ITC were delighted to read the report on Mexico's color year (BROADCASTING, Feb 27). However, there is a discrepancy that should be corrected just for the record.

While it is true that Telesistema Mexicano S.A. inaugurated network color-casting with *Thunderbirds*, the series is an ITC production and not an ABC-TV series as stated in the report. As of this date, this British-made series has not been programed in the U. S.—*David B. Williams, director of creative services, Independent Television Corp., New York.*

Second generation

EDITOR: Enclosed please find \$5 for a copy of the 1967 BROADCASTING YEARBOOK.

I am an unflinching reader of your fine magazine. My father, J. Peder Boysen, brought your periodical to my attention many years ago when I was a toddler . . . and I have been enjoying each issue ever since.

I am now taking leave from my civilian occupation as special-events director of WCCN-AM-FM, Neillville, Wis., to serve in the U.S. Army here in an American Forces Network outlet in Stuttgart, Germany. Happily, AFN is a subscriber to BROADCASTING. I don't know what I'd do without it.—(Sp4) *Bob Boysen, AFN Stuttgart, APO New York 09154.*

(Copy on the way. The YEARBOOK is now being distributed. Orders should be addressed to BROADCASTING, 1735 DeSales St., N. W., Washington 20036.)

BROADCASTING, March 6, 1967

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*Reg. U. S. Patent Office
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Arnold Palmer Golf Tips.

(Delivered by Arnie himself.)



Sold Last Year In 225 Markets

Now available in many markets to radio stations and advertisers — a *brand new* series of Arnold Palmer Golf Tips narrated by Arnie himself, each approximately 30 seconds in length.

You get the entire series with unlimited usage for one full year.

And there's a "Beat Palmer Tournament" which both station employees and Golf Tip Sponsors may enter.

For more information and availabilities, call Bob Rohrs collect, 216-579-1400.

**ARNOLD
PALMER**
ENTERPRISES

1102 Union Commerce Building, Cleveland, Ohio

Working title: 'Controlled commercial clutter'

A growing irritation to the agency-advertiser is what is called "commercial clutter"—a condition brought about by the network placing two or three product commercials at a station break where they come adjacent to at least two more commercial announcements presented by the affiliated station.

Throw in a station identification announcement plus a promotional announcement on the part of the network or station (or both), and you've certainly covered a variety of subjects!

How much impact is lost by a single product message being embedded in this babbling mosaic is still a matter of subjective judgment, although the networks have had many complaints but, to my knowledge, no client cancellations. An important deterrent to a client's canceling his schedule because of clutter is that, according to the network and the stations, the alternative to commercial clutter is to greatly increase the cost of the commercial message. In short, commercial isolation would be prohibitively expensive.

Is this a problem? Of course.

Do we have a solution? Well, let's say at least a better way to go. Let's call it by the working title of "controlled commercial clutter."

At the Break ■ First, we'll borrow the format for TV commercials used by the English, Italians, Germans and the Japanese. (This is already being recommended by some authorities.) Briefly, the body of the program is very seldom interrupted. All commercial messages are present at one program break.

Isn't this still clutter? Yes, but since the advertisers know the system (and never had any other), they prepare for it. However, since the network or the stations usually have the option of arranging and placing these commercial messages, it's not controlled clutter in the sense in which I use the words.

A Capsule Idea ■ Our suggestion envisions the agency, or agencies, producing what might be called commercial capsules of, say, three minutes in length. These capsules would contain anywhere from one to several separate product messages. Each message would depend heavily on its creative attractiveness for the impact achieved.

Such grouping could, however, make life easier, not more difficult, for the word-and-picture image-makers because the need for split-second timing would be greatly reduced.

Depending on a product's needs, the amount of time needed to communicate can vary. For instance: At new-model

introduction, an automobile manufacturer might want an entire three-minute capsule. At other times, a capsule might be shared with five or six different product messages.

I know the National Association of Broadcasters code has restrictions on the number of product announcements that can be adjacent to each other. But much of the reason for these restrictions would be eliminated by minimizing that bane of all TV viewers, the frequent program interruption.

Although the agency would be charged with organizing the contents of the capsule, the contracts for time would still be between the individual clients (through the agency) and the network, or stations, to satisfy the network rules against brokering time.

In the case of single, multiproduct, client-controlled programs, the administration of the commercial capsule content would be by the advertising agency of record (no basic change in present procedure). Programs sold entirely as scatter-plan carriers would, of course, be administered by the network. The agency, however, would be free to purchase for its client on a first-come basis as many seconds as its advertisers' product or products can use. Again the network—as ever—is the final arbiter.

Billing by the network would be on a per-second use basis, completely computerized. In exchange for concentrating the three allowable minutes per half-hour in one spot, the network would agree not to put promotional announcements at the station break. Indeed, the networks might use any unused seconds of the three-minute capsule for their program promotion (after all, they're *our* programs, too) since we don't need rigid time blocks for commercial matter.

Do you think three minutes of commercials is too much of a beer-and-bathroom break? Well, an outstanding commercial is something the viewer actually looks forward to. Wouldn't you like to see that pie-eating-contest Alka-Seltzer drama again? There might even be a problem created by one advertiser wanting his commercial adjacent to a highly attractive commercial of another advertiser. (There will always be problems, won't there?)

More Zest ■ About that "creativity load": Friends, let's face it—every demand for material that will be of interest to a mass audience puts a fantastic load on creativity. But look at the bright side of it: The competition among creative producers to have the best message vehicle in a commercial capsule might, at least, add more zest to an incurably imperfect situation.

In any case, controlled clutter should be better than haphazard clutter. It makes sense to buy time in the amount needed rather than have to expand an idea to the watering-down stage, or compress it to the point of losing its flavor.

All products are subject to cycles, whether their own inherent cycle of age and change, or seasonal cycles subject to quick change. The manner in which the networks are selling audience should make this approach attractive to them.

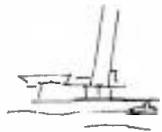
And why should TV networks and stations be denied the pleasure of doing business with the smaller advertiser who can afford only short commercial exposure now and then?

No other commodity is marketed in such an inflexible fashion as commercial time.

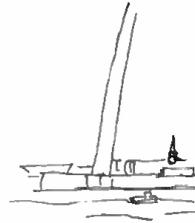
An advertiser shouldn't be forced to buy a whole steer when all he needs is one T-bone steak.



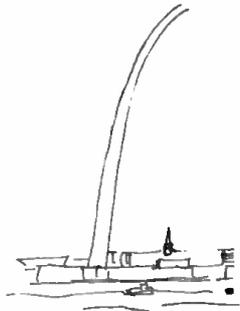
Edmund C. Bunker's background takes in a large slice of broadcast advertising, including stations, networks, station representation and advertising agencies. He joined Interpublic Inc. last April as a senior vice president. Mr. Bunker was president of the Radio Advertising Bureau from 1961 to 1965, when he became senior vice president and national director of broadcast for Foote, Cone & Belding. His network experience includes various executive posts with CBS.



KWK St.Louis



"Sound of the City," 5,000watts 1380kc.,



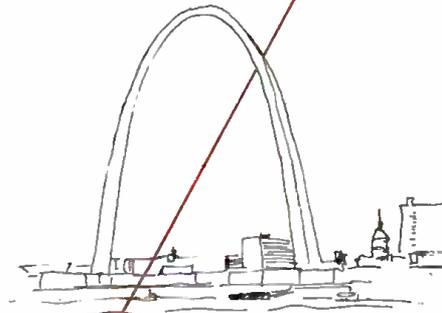
is proud to join the roster of



big stations



in big markets



represented nationally by...

~~Metro Radio Sales~~

A DIVISION OF METROMEDIA

OFFICES NEW YORK/CHICAGO/DETROIT/PHILADELPHIA/BOSTON, SAN FRANCISCO/LOS ANGELES

WNEW NEW YORK/KLAC LOS ANGELES/WCFL CHICAGO/WIP PHILADELPHIA
WKMR DETROIT/KNEW SAN FRANCISCO-OAKLAND/WHK CLEVELAND/WCBM BALTIMORE
WWTC MINNEAPOLIS-ST. PAUL/KMBC KANSAS CITY/WINZ MIAMI/KIMN DENVER
WSMB NEW ORLEANS/WDRC HARTFORD/KSL SALT LAKE CITY

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Now the debate on 'public TV'

President's toned-down version of Carnegie report goes to Congress where action is promised soon; but mixed reactions to his message foretell rough going

President Johnson's educational broadcasting program, framed to put the might of the federal government behind the use of radio and TV for non-commercial broadcasting, last week drew expected plaudits but also two widely expressed doubts:

- Can a public television corporation be properly insulated from administration or congressional pressures?
- How can such a project be properly financed?

The pledges of support came from broadcasters, educators, and public-spirited citizens. The doubts were expressed publicly by a few, privately by several.

The President last week proposed to establish a Corp. for Public Television, with an initial fund of \$9 million for the 1968 fiscal year; he also asked for an appropriation of \$10.5 million to continue federal aid to states in building educational television and radio stations and for authority for the Department of Health, Education and Welfare to conduct a \$500,000 study of instructional television for in-school teaching. In addition, the President urged consideration of the use of domestic satellites to interconnect non-commercial stations.

The spectrum of reaction was expressed by two broadcasters.

CBS's president, Frank Stanton, who already had announced that CBS was prepared to donate \$1 million to a larger version of the Corp. for Public Television, as proposed by the Carnegie Commission on Educational Television (BROADCASTING, Jan. 30), called the President's proposals "an effective plan for the implementation of the basic proposals" made by the Carnegie Commission.

CBS, Dr. Stanton added, believes that the Carnegie Commission proposals "provide a balanced, realistic and practical approach to a more adequate non-commercial television service."

Pledge of Support ■ Vincent T. Was-

The men who worked out LBJ's public-TV



Mr. Cater



Mr. Coston



Mr. Bystrom

The President's program for federal aid to educational broadcasting is the work of many men. These three, however, have had the major responsibility for the proposals and the accompanying bill that was sent to Congress last Thursday. They are (l to r): S. Douglass Cater Jr., now

assistant to the President, former national-affairs editor of *The Reporter* and author; Dean W. Coston, deputy undersecretary of the Department of Health, Education and Welfare, radio engineer and former supervisor of operations of the University of Michigan's WUOM (FM)

in Ann Arbor from 1948 to 1960; John W. Bystrom, HEW's man in charge of educational television, a University of Minnesota professor, member of the Minnesota board of education, who in 1954-55 was public-service director for KEYD-TV (now KMSP-TV) Minneapolis-St. Paul.

The various plans for support of educational television

Here are the principal proposals that have been suggested for the financial support of educational television:

▪ President Johnson last week asked Congress to charter a Corp. for Public Television and to give it \$9 million for the first year, beginning with the fiscal 1968 budget that starts July 1.

The Johnson plan sees a CPTV that would act in the form of a foundation, issuing financial grants to program sources, underwriting occasional interconnection of facilities, at least initially. It would also bear the cost of research and development in programs and facilities, consider ways in which it might establish vocational training for young people seeking a career in public TV, and initiate a study of the "practicality and economic advantages" of using communications satellites for ETV and for educational radio networking.

Mr. Johnson's CPTV would be governed by a board of 15 members from education, communications and the arts, all to be nominated by the President and confirmed by the Senate. Its charter would permit it

to accept financial support from private sources, as well as from the federal government.

Study Satellites ▪ Future financing plans for CPTV will be submitted next year, following "careful review."

In the study on the use of communications satellites, both the National Aeronautics and Space Administration and the Department of Health, Education and Welfare would help CPTV conduct experiments.

The President also asked Congress to appropriate \$10.5 million to continue the federal educational TV facilities program through which the federal government has in the past five years spent over \$30 million in making grants to the states to help build ETV stations. The program will be expanded to include non-commercial radio, and some of its previous restrictions will be relaxed: the requirement that states match federal grants will be eased to a 75%-25% ratio between federal and state contributions; instead of a maximum of \$1 million to each state, the only limitation will be that no state may receive more than 12.5%

of the total annual grants to all the states; and added to the list of approved projects in addition to the purchase of equipment will be financing for the design and planning of stations. Remaining on the excluded list is federal aid for the acquisition of land and the construction of buildings.

In the area of in-school use of TV, the President asked Congress to authorize HEW to engage in a "major study" to determine how best it can be used to its fullest potential. In the bill drafted by HEW, \$500,000 would be used for this purpose.

In all, the President's message on ETV (and educational radio) adds up to the \$20 million he asked Congress to appropriate for educational broadcasting in his budget message at the opening of the 90th Congress (BROADCASTING, Jan. 30).

The proposed bill submitted last week by HEW would amend the Communications Act to enable AT&T or any other domestic carrier to give ETV a free ride or preferential rates.

The Carnegie Plan ▪ The Carnegie Commission on Educational Television, in its report issued last January,

NOW THE DEBATE ON 'PUBLIC TV' continued

ilewski, president of the National Association of Broadcasters, was not so complete in his endorsement. While he pledged commercial broadcasting's continued support to noncommercial broadcasting, and agreed that "the public interest will be served by encouraging the development of more programs designed to appeal to specialized tastes and needs . . .", he stopped short of full endorsement.

And he added, after noting that the President had expressed hope that non-commercial broadcasting can be kept free of federal interference, this will be "a focal point for extensive study and analysis by all interests in our society in order to guarantee this result."

Even educators were not beyond questioning government controls.

John F. White, president of the National Educational Television center, said he was delighted with the President's recommendations, but that a cloudy area remained around the question of how the public television corporation would be insulated from governmental influences. The President, he noted, had mentioned the need for such

insulation but had not specified how it would be achieved.

Privately, some broadcasters thought the President's plan had some of the earmarks of a hedging compromise. They felt that it bowed to the Carnegie Commission by using the Corp. for Public Television name that the commission suggested, bowed to the Ford Foundation by emphasizing the development of TV and radio networks by satellite, but ducked the controversial question of financing by deferring it for a year.

Tactical Maneuver? ▪ These sources thought it virtually certain, however, that postponing the question of basic financing had been a tactical move to avoid the sort of controversy that could tie up the entire plan. By deferring it, they reasoned, the President hoped to get approval of the basic structure.

There also were reports that the primary finance authorities involved, including the U.S. Treasury and leaders of the House Ways and Means Committee, had privately rejected the idea of an excise tax for earmarked purposes. It had been noted earlier that

the treasury, in particular, doesn't like the idea of taxes whose proceeds don't go into the general treasury. The Carnegie Commission has proposed that a public television corporation be financed by a 2% to 5% excise tax on television receivers at the manufacturers level.

Among the possibilities mentioned for financing the corporation: out of general funds or by an excise tax on TV sets at the retail level (as opposed to the Carnegie proposal for an excise tax at the manufacturers level). A third but reportedly subsidiary source of financing that might be explored, it was said, was some form of tax on broadcasters' revenues or profits.

A Starter ▪ The surmise that the President wanted to get something started for ETV and radio education is correct, White House sources agreed. Once a public television corporation is established, it will be continued in some form or other, they believe.

This is also true of financing, the same sources acknowledged. If educational television and radio are important, and if the corporation shows that it is enhancing the value of noncommercial broadcasting to the general public

proposed the financing of educational TV from three sources: (1) a 2% to 5% excise tax on TV receivers, (2) funds from the federal government, and (3) financial support from states and local governments, foundations and private contributors.

As the principal fund for ETV, the commission proposed the establishment of a Corp. for Public Television to be financed from the tax on television sets. The Carnegie version of CPTV would use these funds for program development and organization, for interconnection of ETV stations for live coverage of significant cultural and news events, and for research on programing and equipment.

The Carnegie Commission estimated that at the outset the tax on TV receivers would raise \$56 million; that the federal government would contribute another \$68 million, and that other sources, including states and municipalities, foundations and private contributions, would amount to \$54 million. This would mean a grand total of \$178 million yearly for the initial program.

After 10 years, the Carnegie Commission estimated that \$270 million a year will be needed; all from the same sources: \$104 million from the excise tax, \$91 million from the federal government and \$75 million

from states, local governments, foundations and private donations.

Ford Proposal ■ The Ford Foundation plan, proposed last summer, envisaged the establishment of a non-profit domestic satellite communications corporation, serving the commercial TV and radio networks.

The system would consist of four satellites positioned to cover the entire continental United States, each capable of receiving and re-broadcasting 12 TV channels of 40 mc bandwidth. The cost was put at \$80 million to establish and about \$19.3 million a year for operations.

Since a domestic satellite system is considered by all odds to be cheaper than the cost of using AT&T long lines and microwave links to interconnect networks with their affiliates, the Ford Foundation assumed that the three TV networks and the four radio networks too would use such a method.

Ford estimated that a domestic satellite system would realize about \$30 million a year in profits; in 10 years, possibly \$60 million.

This money would be used, Ford said, to aid program development, research, and other activities in behalf of ETV, including the establishment of a noncommercial "fourth" network for cultural, documentary, discussion and news programs.

The Ford proposal was submitted as a comment in proceedings underway at the FCC on the whole subject of a domestic satellite system. This was sparked late in 1965 when ABC proposed that it be authorized to establish its own satellite system to interconnect its affiliates.

Among those filing in the FCC study, in addition to the Ford Foundation, were the Communications Satellite Corp., and the communications common carriers. These filings, naturally, contained no mention of ETV and, in fact, proposed a general, all-purpose satellite system serving not only the TV networks but also telephone, telegraph and data information users.

The impact of the Ford idea, however, was not overlooked by the carrier groups. Late in 1966, two Comsat emissaries met with members of the Carnegie Commission in Cambridge, Mass., and informally submitted a proposal that would tie the ETV benefits to the carriers' recommended all-around satellite service. This would be the imposition of a surcharge on all users to be turned over to an authorized agency for the use of educational TV. The tax would require approval.

The next round of comments on satellites is due to be filed with the FCC on April 3.

as well as serving educational purposes, Congress won't let it die, it was explained.

As to adequate safeguards to keep administration and congressional pressures from educational broadcasting, these are inherent in the type of people to be chosen to run the corporation, according to administration figures. The corporation's board of directors would be leaders in the education, communications, and arts field, it was pointed out, and of a calibre not amenable to political pressures.

The CPTV board would be chosen, it was noted, exactly as is the board of the National Science Foundation, which spends millions annually in grants for scientific studies. There has never been any taint of political subservience attributed to NSF, it was stressed.

Also noted was the National Foundation on the Arts and the Humanities; this organization, appointed by the President, is budgeted for over \$15 million in grants for the fiscal 1968 year and does not become involved in politics.

Not a BBC ■ Anticipating so far unexpressed fears that the program may eventuate into an American version of

the British Broadcasting Corp., administration spokesmen stressed that the CPTV would have no operational authority at all. CPTV would be authorized only to make grants for program production and in other fields, but the full discretion for running the programs would always remain with the local ETV and educational radio stations, administration sources emphasized.

Generally the publicly stated reaction from both commercial and educational broadcasters and others was favorable.

American Broadcasting Co. issued a statement saying that "while there has not yet been time to study fully the text of President Johnson's special message," ABC "has consistently supported, in principle, the establishment of a national educational network.

"We would be most willing to cooperate with the proposed Corp. for Public Television or with the appropriate congressional committees which will be examining the proposal at the request of the President," ABC said.

NBC said: "The President's proposals offer an affirmative and constructive approach to the development of non-

commercial television."

McGeorge Bundy, president of the Ford Foundation, said:

"President Johnson's message . . . is a great blueprint for practical national action. It defines with precision the next steps we must take if educational television is to fulfill its promise to bring the public 'the excitement of excellence in every field.'

"We at the Ford Foundation hail the President's call for the establishment of a Corporation for Public Television, a first task of which would be to explore 'the practicality and the economic advantages of using communications satellites to establish an educational television and radio network,' and we look forward to the experiment in satellite communications which the President has entrusted to NASA, HEW, and the new corporation. We also strongly endorse the President's appeal for a new level of attention and support for instructional television.

"Finally, we welcome the President's recommendation for 'the most detailed and comprehensive study by the executive branch and the Congress' into satellite communications. And we look forward to congressional hearings for

NOW THE DEBATE ON 'PUBLIC TV' continued

further resolution of these complex public policy issues."

From Educational Sources ■ Representative of the reaction of educational broadcasters were the endorsements by various officials of the National Association of Educational Broadcasters.

Edwin G. Burrows, chairman of the board of NAEB, said that educational broadcasting's contribution to the "enlightenment, instruction and cultural enrichment of the American people" should be "immeasurably" enhanced by the President's proposals.

NAEB President William G. Harley commended the proposed federal actions and said that NAEB was "most grateful" for the President's action in authorizing a major study of instructional television "as a means of realizing its potential more fully."

C. Scott Fletcher, executive consultant to NAEB's Educational Television Stations Division, said the establishment of a CPTV "would enrich our classrooms and our homes and provide a wide choice of television programming for the American public."

Other NAEB officers hailed the proposals as "an added important impetus" to ETV, and as making possible on a nationwide basis the development of statewide networks as well as meeting the needs of specialized audiences.

Congress Pleased ■ On Capitol Hill there was not a discouraging word uttered for the record in response to the President's proposal on ETV. Veteran backers of ETV, Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.) immediately praised the plan. Senator Magnuson, chairman of Commerce Committee, and Senator Pastore, chairman of its Communications Subcommittee, the groups that will consider the plan, promised to speed action on the measure beginning with extensive hearings in April. They were joined in their praise by several other members of Congress, including Representative Carl D. Perkins (D-Ky.) chairman of the House Education and Labor Committee.

Calling the plan "magnificent," Senator Magnuson said: "The time has now come, however, as the President has made abundantly clear in his education message, for us to move dramatically in the direction of not only more educational television facilities, but also higher-quality educational television programming and services." He also called the plan for the establishment of the Corp. for Public Television an imaginative upgrading of educational television programming. The concept of the public corporation has the added advantages of enabling the federal government to promote quality while

simultaneously leaving the decisions for program content in the hands of the local stations, where they rightfully belong."

The corporation, he added, would attract the talent required for ETV to successfully compete with programs produced by commercial stations, and attract funds from philanthropic organizations, individuals and corporations. He also noted the President's support of educational radio as well. "The events of the television era, as remarkable as they are, have amply demonstrated that radio yet can play a vital function. It is time we planned to use it well, and to capitalize upon its unique benefits."

Hearings Promised ■ Senator Pastore,

Church council eyes ETV

National Council of Churches' general board has authorized an independent study of proposals for a national system of noncommercial television.

The NCC's communication committee will carry out the study, to include determination of "appropriate means whereby education, information and analysis concerning religion may be included in the programming of such a system."

Spokesmen for the committee indicated they plan to present an independent proposal to the churches and the public, based on their study.

another enthusiastic backer of ETV, also hailed the plan and promised hearings will proceed with all possible expedition. "I agree with the President's proposal that a thorough study must be made of the feasibility of satellite communications in building an educational network to encourage the widest and most effective use of educational broadcasting facilities and to study the impact of educational TV and its relationship to instructional TV." He noted, as he had last year, that he felt that satellite communications would play a key role in ETV development. How this is done, he said, "requires a national policy which should be developed with care. . ."

Representative Perkins, in supporting the message, pointed to the network interconnection that allowed ETV stations throughout the country to give more extensive coverage and commentary on the President's State of the Union message than the commercial

networks did as an outstanding illustration of the potential of ETV. He also said every ETV station belongs to its own community and "has its greatest strength in its unique ability to serve the needs of that particular community."

Representative Patsy Mink (D-Hawaii) called the ETV proposal a major innovation. "Television has too little been used as a medium for the exchange of ideas; too seldom has it been used for the dissemination of knowledge to all Americans. The President's recognition of such a technology gap is significant," she continued, "and his proposed Public Television Act of 1967 is a meaningful step toward the upgrading and expansion of our national educational potential. We speak of man's being subdued by machines; yet we fail to adapt the machine for the enrichment of human life."

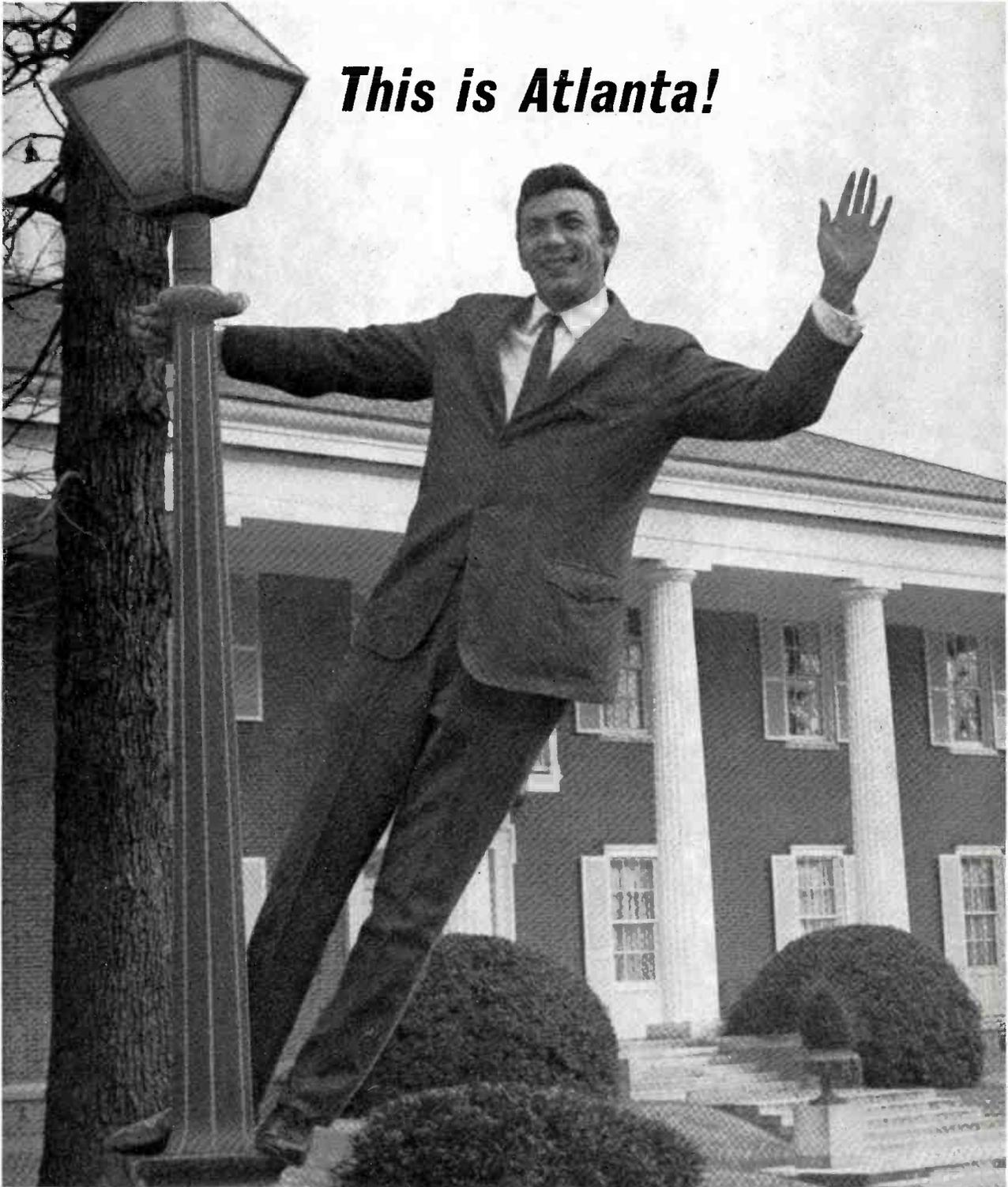
"Not only the cause of education, but the intellectual and spiritual enrichment of all of our people lies within the scope of educational television which has received such a meaningful stimulus from the President's recommendation," Representative Claude Pepper (D-Fla.) observed. Earlier, while introducing a bill to extend the present ETV funding act five years and raising the per-state limit in U.S. funds from \$1 million to \$3 million, Representative Pepper had called ETV the "master teacher."

The plan was characterized as a "bold initiative in a neglected field" by Senator Ralph Yarborough (D-Tex.) and "an excellent example of creative federalism" by Representative Daniel J. Ronan (D-Ill.)

Little Opposition ■ While Congress resounded with immediate praise for the proposal little was said publicly of possible opposition to the measure or the delicate and difficult work involved in resolving some of the questions purposely left open by the White House.

The Senate hearings will provide a forum for advocates of numerous proposals. One of the crucial questions the hearing will be expected to focus on will be the method of financing the Corp. for Public Television after its initial year. Among the alternatives suggested in the past have been an excise tax on TV sets at the retail or at the manufacturers' level, a tax on broadcasting profits, an increase in broadcasters' license fees and the Ford Foundation plan of financing through the savings gained from satellite usage.

It is also expected that the issue of public television will become intertwined with the issue of satellite communications. Discussion in this area will center on what role satellites will play in ETV development and what part, if any, they will play in contributing funds. Senator Pastore last year stated he felt



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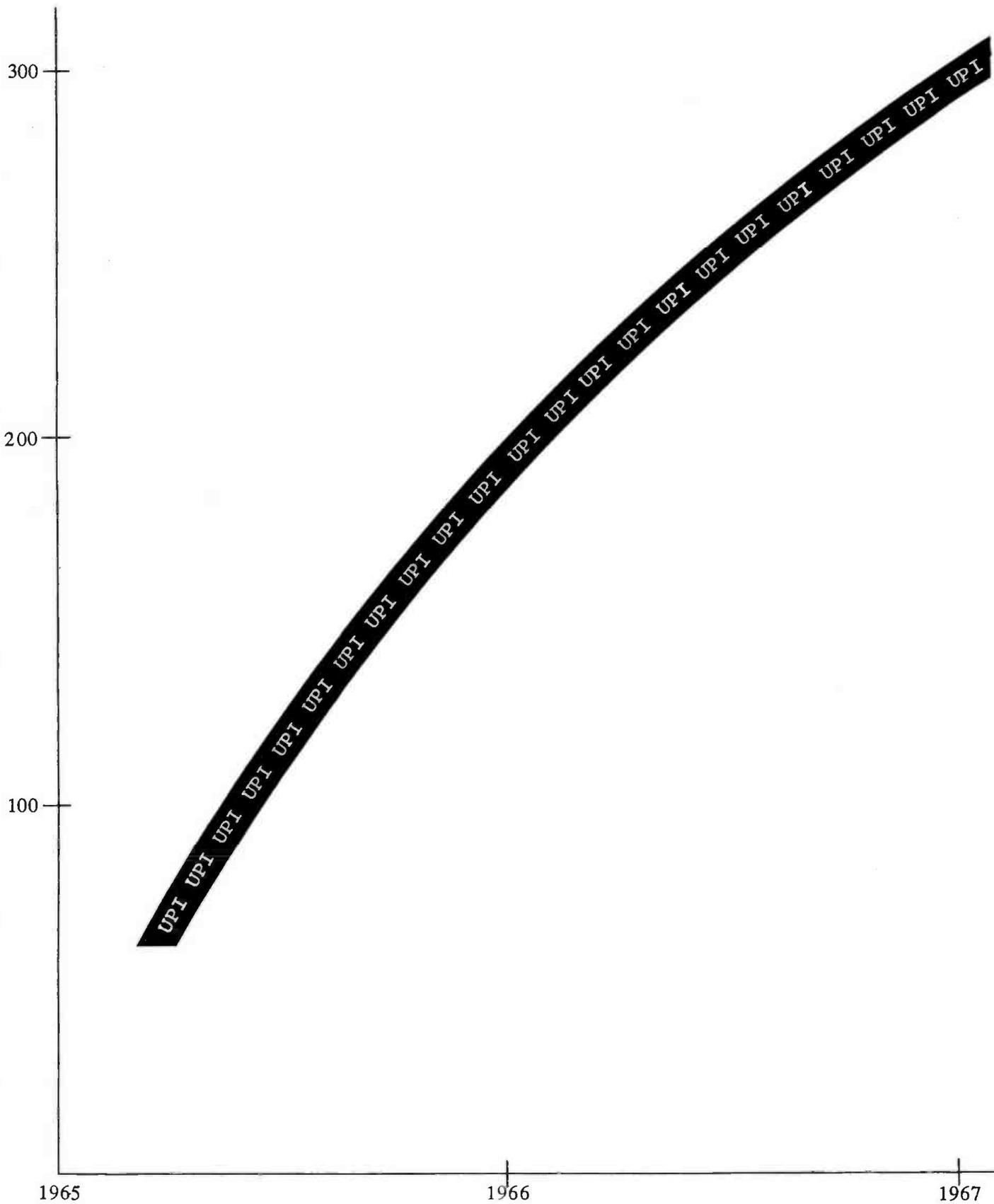
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that somehow the American public should reap some benefits from the money it has poured into space communications research and the virtual monopoly it has given to the Communications Satellite Corp.

Alternative plans of organizing the membership of the corporation's governing board and discussion on how best to free the corporation from government control will also undoubtedly creep into the hearings.

Possible Objections ■ At the time of the hearings, if not before, it is also expected that some opposition to the plan is bound to develop. Such opposition may center on the wisdom of allocating any funds at all or at least while the threat of inflation lingers and while we are engaged in a war. Others may object that the ETV system could become a propaganda outlet for the administration in power, or a Wellsian "thought control" device. It is also likely some opposition will develop from business circles who will say the government will be competing with free enterprise or from industries that feel pinched by any financing proposals that may be advanced.

Although no congressional opposition had surfaced last week there were reports some may be forming in conservative quarters.

Too Early ■ The NAB plans to begin preparing the industry's position for congressional hearings on the ETV and radio bill later this month. The subject will be explored in depth, it was reported by NAB spokesmen, when the association's Future of Broadcasting Committee meets in conjunction with the NAB's executive committee. This

meeting may take place during the NAB convention next month.

There is no disagreement with the basic concept of federal aid to noncommercial broadcasting it was stressed; the only questions have to do with control and financing.

Earlier last week, the FOB committee met in Washington and agreed to stand by its previous endorsement of the domestic satellite system proposed by the Communications Satellite Corp. This was in preparation for the second round of comments to the FCC on the domestic satellite question, which are due April 3.

The commission's domestic satellite issue was triggered by ABC when it requested authority to establish and operate its own satellite system to distribute programs to its affiliates. ABC proposed at that time to provide free service for ETV.

Although the FCC rejected the ABC proposal, it instituted its own inquiry into the feasibility and the legality of private ownership of a domestic system. It was in this proceeding that the Ford Foundation proposed a nonprofit satellite system for TV networks, with the profits being used to help support ETV.

FCC Chairman Rosel H. Hyde said last week that he doesn't see the President's message as having any impact on the commission's proceedings; it will go on as before, he said.

But he did say he expected the FCC to play a role in the development of any new ETV system.

Bright Promise ■ In discussing his television and radio proposals, the President in his message sent to Congress

last Tuesday referred to the federal government's expenditures of \$32 million since 1963 under the Educational Television Facilities Act of 1962.

This program, making matching grants to individual states, has helped states to build stations with an audience of close to 150 million citizens, the President noted.

Noncommercial television, the President said, can bring to its audience "the excitement of excellence in every field." He said he was convinced "that a vital and self-sufficient noncommercial television system will not only instruct, but inspire and uplift our people."

From a practical viewpoint, Mr. Johnson said, all noncommercial stations have serious shortages—facilities, equipment, money and staff. There aren't enough stations, he added, and interconnections among the stations are inadequate and "seldom permit timely scheduling of current programs." Noncommercial television, he continued, is reaching "only a fraction of its potential audience and achieving only a fraction of its potential worth."

He called on CPTV to provide support in establishing production centers, fostering research and development, and exploring new ways to serve the viewing public." Among ideas mentioned by the President was a program of supporting vocational training for youths desiring careers in public television.

Amplification ■ Basic to the President's thinking, it was explained at a White House briefing, is the belief that Congress has already committed itself to advance educational television, but that at present ETV is serving only a limited audience and has achieved only a fraction of its potential worth.

White House sources also recalled that the Presidents' attitude was made clear in his State of the Union Message, when he said: "We should insist that the public interest be fully served through the public's airwaves."

In the bill, drafted by HEW as part of the Communications Act of 1934 and sent up to Senator Magnuson and Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee, last Thursday, some details of the President's proposal for the establishment of CPTV became clear. Among these:

■ The members of the board would not be considered regular, fulltime employees of the federal government. They would be selected from citizens of the U. S. who are "eminent in such fields as education, cultural and civic affairs, the arts including radio or television"; shall represent as nearly as practicable "a broad representation of various regions of the country, various professions and occupations, and various kinds of talent and experience. . . ." No member would be eligible to serve more than

ETV financing problems should draw a crowd

One of the largest turnouts in the young history of the Educational Television Stations Division of the National Association of Educational Broadcasters is anticipated this week at the second conference on ETV financing. The meeting, with some 350 ETV managers and board members already registered, is being held in Washington and comes less than a week after President Johnson's proposals for educational television and radio (see page 23).

Principal talks will be given by Dr. James R. Killian Jr., chairman of the Carnegie Commission on Educational TV; James McCormack, chairman of the Communications

Satellite Corp., and McGeorge Bundy, president of Ford Foundation.

The conference formally opened yesterday (March 5) with a reception and dinner, and opening statements by NAEB President William G. Harley, ETS Executive Consultant C. Scott Fletcher, who is also conference chairman, and ETS Executive Director Chalmers H. Marquis. Dr. Killian will address the first general session this morning; Mr. McCormack will be luncheon speaker today, and Mr. Bundy will speak at breakfast tomorrow.

The program has been divided into public sessions and study-discussion meetings.

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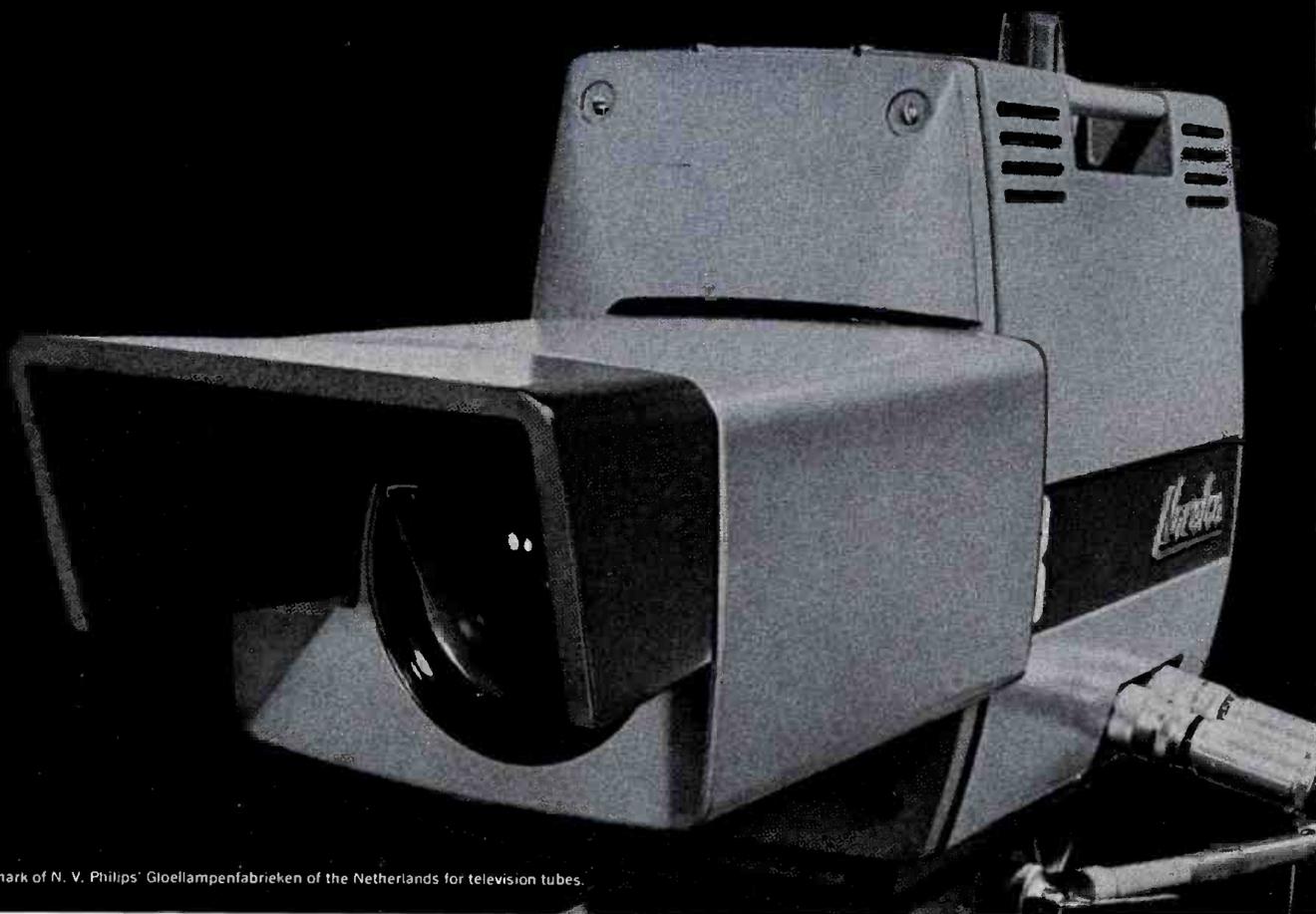
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This is an invitation to discover—at our expense—the practical, everyday reasons why you should now be using the new Norelco 3-tube Plumbicon rather than any other color TV camera on the market. Do this. Call, or write us direct. We'll schedule and pay for a trip to a station now using the Norelco 3-tube Plumbicon TV camera—subject to the availability of the station's time and technical personnel. They'll tell you and show you why they chose the new Norelco. You'll see it in program action. You'll learn for yourself—at no cost to yourself—why the Norelco Plumbicon TV camera is used for more programming than all other new generation makes.

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WNEW-TV	New York
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SPORTS NETWORK	Rutherford, New Jersey

SOUTH

WAGA-TV	Atlanta, Ga.
WJBF-TV	Augusta, Ga.
WCYB-TV	Bristol, Virginia/Tenn.
WKRQ-TV	Mobile, Ala.
WSPA-TV	Spartanburg, S.C.
WBTV (Remote Unit)	Charlotte, N.C.

MIDWEST

WFIE-TV	Evansville, Indiana
WFRV-TV	Green Bay, Wisconsin
WISH-TV	Indianapolis, Indiana

WEST

KABC-TV	Los Angeles, California
KTTV	Los Angeles, California
KXTV	Sacramento, California
KPIX	San Francisco, California

When you visit one of these stations you'll be able to separate the facts from the fiction regarding color TV cameras. Facts and fiction like this:

FICTION: A 4-tube camera produces a sharper picture than a 3-tube color camera.

FACT: This concept is as obsolete as the 12-cylinder car. The Norelco 3-tube PC-70 Plumbicon Color Camera produces a sharper color and monochrome picture than any 4-tube camera. Reason: the first practical application of the unique "contours-out-of-green" principle provides both horizontal and vertical aperture correction. The contour signal produced from the green channel, is simply fed to all three channels.

RESULT: A startling increase in color and monochrome sharpness — on the home receiver—plus the same tolerance to misregistration that a fourth tube provides. All with one less tube, less maintenance, minimum operational make-ready time and trouble-free color matching.

FICTION: "Contours-out-of-green" creates an excessive noise problem.

FACT: Absolutely not. But some 4-tube cameras do have a noise problem. Check the "specs." You'll discover that these 4-tube models recommend a fixed gamma of 0.5. We provide continuously variable gamma and recommend an 0.45 operating point. This stretches blacks and gives you more detail in dark areas and shadows. A gamma of 0.5 hides noise by compressing blacks. Result: the 4-tube camera loses dark area detail and literally demands the use of flat lighting.

FICTION: By this time next year Norelco will be selling a

four tube camera.

FACT: Definitely not. We made the best possible 4-tube camera but decided not to sell it. While using it to compare 3-tube vs. 4-tube, we discovered what every 4-tube manufacturer has since learned: 4-tube resolution is inherently less than 3-tube; that extra light split to the Y channel reduces the light to the RGB channels, causing noticeable lag. (Try moving a light object against a dark background with a camera using 4 photo conductor pick-up tubes. You'll see what we mean.)

FICTION: The Norelco PC-70 is made in Holland and won't be in full production for years.

FACT: The PC-70 camera is made by Norelco in Mt. Vernon, N. Y., where existing and constantly expanding facilities are meeting the demand for the most economical, easiest to use and maintain, color TV camera available today.

Other reasons to choose the Norelco PC-70:

A simple but remarkable 3-way beam split prism that eliminates the need for shading controls. (Because of their complicated beam split, many 4-tube models require as many as 16 shading controls.)

No magenta cast, a problem even some of the newest 4-tube cameras haven't solved.

Lens interchangeability.

No set-up operating controls in the camera head except for tube-focus and back-focus positions. Eliminates the need for a two-man set-up and for hectic on-the-set adjustments.

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two, consecutive six-year terms. Each member would receive \$100 per day plus travel expenses and the usual per diem allowances while away from home.

▪ The board would have the power to appoint a president and other officers of the corporation, as well as their compensation and terms of employment. No officer would be permitted to receive a salary or other compensation from any source other than CPTV while he is employed by the corporation. No political test or qualification could be used as a condition to hiring personnel

▪ The corporation would be forbidden to contribute to or support any political party or any candidate for elective political office.

In listing the activities of the corporation, the bill provides that CPTV is to (1) "facilitate the full development of educational broadcasting in which programs of high quality, obtained from diverse sources, will be made available to noncommercial educational television or radio broadcast stations"; (2) assist in establishing a system of interconnection for the distribution of educational programs but leave the time of broadcast to the discretion of each station; (3) assist in the establishment and development of "one or more systems" of noncommercial educational broadcasting; (4) ensure the "maximum freedom" of educational stations from interference with or control of program content.

The bill authorizes the corporation to obtain grants and make contracts; to contract with and make grants to program production entities, individuals and selected noncommercial stations for programs to be supplied to noncommercial, educational stations only; to aid in financing the programming costs of local educational stations "particularly innovative approaches thereto," as well as other costs of operation; to establish and maintain a library and archives of educational TV and radio programs; to develop public awareness of and disseminate information about educational broadcasting.

The CPTV is also authorized to seek free or "reduced rate communications interconnecting services for educational broadcasting. This is accomplished by a provision providing that those provisions of the Communications Act that forbid preferential rate treatment by common carriers shall not apply to the corporation, its contractors, or to local educational stations.

The bill requires the corporation to submit an annual report to Congress and forbids it to devote more than \$250,000 of the \$9 million appropriated for the fiscal year 1968 to any single station or to any one project the corporation may contract for.

Educational radio in news

President's message gives new hope to 350 stations operating in the nation

The forgotten man in educational broadcasting, the educational radio broadcaster, is wearing a smile this week. Radio has finally been made a part of the proposed federal government financial support for educational TV. The word came last week in the President's message on educational broadcasting, and again later in the week when the administration's bill was introduced in Congress (see page 23).

There's a pragmatic reason for the smile; the National Education Radio Center, at Urbana, Ill., has been operating on a \$60,000 annual budget—and with that modest sum it has been turning out 1,200 taped radio programs for the 350-odd educational radio stations now operating in the U. S.

Jerrold Sandler, executive director of NER, has calculated that if NER received only one-tenth of the \$8 million budget under which the National Educational Television center operates, it could do 133 times better than it has been doing, either in quantity or in quality.

Old Timers ■ Educational radio has been in existence since the dawn of radio itself. WHA Madison, Wis., owned and operated by the University of Wisconsin, began in 1921. Other educational radio stations that have functioned for four decades or more: KSAC Manhattan, Kan. (Kansas State University); KWSC Pullman, Wash. (Washington State University); KOAC Corvallis, Ore. (Oregon State University), and KUOM Minneapolis-St. Paul (University of Minnesota).

At one time there were 171 AM radio stations marked as educational, but today only about 20, including those mentioned above, are still in existence. All operate on regular, commercial frequencies since there never has been an educational reservation in AM radio.

The bulk of educational broadcasting is in the FM band where the FCC in 1945 allocated 20 channels (88-92 mc) for educational operations. About 50 of these are owned by public school systems or state educational commissions; the remainder are licensed to private institutions, by and large colleges and universities. A few are owned by non-educational organizations, like

WRVR-FM New York, which is owned by the Riverside Church there.

Low Power ■ Almost half of all educational FM broadcast stations operate with low, 10 w power. And half of all educational FM stations operate with an annual budget of \$25,000.

About 20 educational, noncommercial FM stations operate on regular commercial channels. Twenty percent of all the educational FM stations have gone on the air since 1962; at present at least two new educational FM stations begin each month. Increasingly in recent years, statewide and regional educational radio networks have sprung up, and on the horizon is a beginning in the use of subcarriers to permit each educational FM station to broadcast more than one program. In Albany, N. Y., for example, WAMC(FM), licensed to the Albany Medical College of Union University, broadcasts regular educational programs on its main channel, and uses a subchannel for two-way medical programs to practicing physicians and hospitals in the area.

The programs originated by NER are "bicycled" around the educational stations.

In addition, programs produced by individual stations are exchanged among educational outlets, as are programs from foreign sources, including Britain, Canada, Italy, Netherlands, Belgium, Australia, France, and Sweden.

Programs produced by NER are in many instances underwritten by private contributions. One of the most ambitious in recent years was "Pacem in Terris," based on Pope John's call for peace; this was funded by the Johnson Foundation (of Racine, Wis.) and the Center for the Study of Democratic Institutions. Another program, "Gateway to Ideas," is supported by the National Home Library Foundation. And a series, on cancer research, was financed by the National Cancer Institute of the National Institutes of Health in Washington.

The NER network consists of 125 stations at the present time.

Although the FCC set aside 20 FM channels for education in the 1945 assignment of the 88-108 mc band, it is only now getting around to proposing a table of assignments. Last November it asked for comments on the criteria to be used in making assignments, technical standards, ascertaining the plans for statewide networks, and questioning the future there is in the 10-w FM operations. Another problem on which discussion was invited had to do with the potential interference by educational FM stations on the low end of the FM band to commercial operations on TV channel 6. Channel 6 covers the 82 mc to 88 mc band. FM begins with 88.1 mc. Comments and reply comments are due this month.

Hands off.

Longfellow said, "Many men do not allow their PRINCIPLES to take root, but pull them up every now and then, as children do flowers, to see if they are growing." In thirty-five years, we have changed our minds often, our rules occasionally, but never the principles that made the Fetzner stations what they are.



The Fetzner Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

FCC sets commercialization policy

STATIONS EXCEEDING 'BENCHMARKS' WILL MAKE MIDTERM REPORTS

After struggling with the issue for years the FCC last week adopted a policy aimed at curbing excess commercialization on the part of broadcasters while at the same time, it says, respecting a licensee's right to "make a reasoned judgment on commercial practices."

The policy establishes the National Association of Broadcasters code commercial limits—18 minutes for radio, 16 for TV—as benchmarks for license renewal applicants to observe. Sanctions, such as short-term renewals, will not be imposed on stations proposing to exceed those limits. But those whose reasons for doing so are not considered reasonable will receive—along with their license renewal—a letter requesting a report on their commercial practices half-way through their license period.

The policy, adopted by the commission on a 6-to-0 vote on Wednesday, was promptly inaugurated with the commission instructing the staff to send letters requesting such reports to five Florida stations, each of which had proposed to carry 20 minutes of commercial time per hour.

The action paves the way for staff consideration of the renewal applications of 87 other stations—4 in Florida, 26 in South Carolina and 57 in North Carolina—which had been held up for weeks pending a decision by the commission on the policy it would follow. All had proposed 20 minutes or more of commercial time per hour.

Letter ■ The letter requesting a report from the stations states that the commission recognizes "the right of each broadcaster to make a reasoned judgment on commercial practices in terms of his particular situation." But it adds that the statement supporting the proposed policy raises a doubt as to whether it was developed "in terms of service to [the] community."

Accordingly, the letter says an early review of the licensee's policy in actual operation is required and asks for a report midway through the license period containing: complaints received concerning commercial practices; the total number of hours in which the 18-minute limit was exceeded; the total commercial time in each of those hours, and

a general statement of the reasons for such practices; and a statement of the licensee's commercial policies, including steps taken to determine whether they are consistent with the community's needs and interests.

The reports apparently will serve two purposes. Officials said they will enable the licensees filing them and the commission to re-evaluate their policies in the light of actual experience. (In this connection, officials say some broadcasters actually cannot sell as much time as 20 minutes an hour regularly.)

In addition, they say that the report will be associated with the applicant's next renewal application. "The two documents will be evaluated together," said one staffer.

The new policy is the outgrowth of the questionnaire the commission sent all licensees in October requesting those proposing to exceed the code standards as "normal" policy to justify that policy, and to state the circumstances under which they would exceed their "normal" limit of commercials (BROADCASTING, Oct. 31, 1966).

But the effort to establish a viable policy—one which would command the support of a working majority of the commission—dates at least from January 1964, when the commission, bowing to congressional pressure, abandoned a proposal to adopt the NAB code standards as a rule (BROADCASTING, Jan. 20, 1964).

Compromise ■ The policy was described by commissioners and staff as a compromise between the views of those commission members who had urged a tough line on policing of commercialization practices and those who had opposed the agency's efforts in the field. It appeared to be a retreat from an earlier proposal to impose one-year license-renewal sanctions on stations that proposed to exceed the code limits (CLOSED CIRCUIT, Feb. 13).

But the policy found no favor with NAB officials appearing at the association's State Presidents' Conference, in Washington (see this page and page 42). Howard H. Bell, director of the NAB code authority, expressed the wish that the commission "get out of the numbers game. We're not happy about anything the commission does that mixes its business with ours."

In effect, he complained that the commission had forced the NAB to make its 18-minute rule more flexible. "We were in the posture of being rigid and in-

Radio time standards can stretch—for good reason

Radio broadcasters got the word last week on what would be considered "special circumstances" under which they could temporarily exceed the National Association of Broadcasters code limit of 18 commercial minutes per hour.

The initial six areas were announced by Howard H. Bell, code authority director, at the NAB's State Presidents Conference in Washington (see page 42). Allowing brief increases in the number of commercial minutes was approved by the radio code board and radio board in January.

Mr. Bell noted that the following "special circumstances" would not be all that would be allowed, but would serve as an indication of areas in which the code would be sympathetic to increased commercial time.

- Political campaigns: if a broadcaster, under the fairness doctrine and equal-time provision, must get in an unusually large number of spots.

- Special programming in the public

interest: if a news special, local or network, or program of special community interest (debates, speeches), pre-empts regularly scheduled advertising.

- Public emergencies: if severe weather conditions or other emergency make it necessary for a station to inform the public of potential danger, ad schedules are canceled, and such advertising is made good following the emergency programs.

- Broadcast equipment failure: if a station goes off the air due to equipment failure, "regardless of the nature."

- Suspension of other advertising media: if print or other stations in the area are temporarily not in operation because of a strike or other reason.

- Special community promotional events: if local civic-service groups conduct campaigns to encourage pride and boost local economies (Kiwanis Day, Chamber of Commerce Value Days, Community Red Tag Days, etc.).

United seeks more freight in its friendly skies

If television can sell lots of passenger seats for United Air Lines, then it can work just as hard for United's cargo business too, says Clinton E. Frank Inc., Chicago, which handles the air-freight divi-

sion's advertising. This minute color film spot showing how fast shipment of specialty items like polka dot pants can help boost a manufacturer's sales curve has just begun on WBBM-TV Chicago and may soon be

seen elsewhere in the country. Frank says this is the first time a sustained use of TV has been planned in the air-freight field. Leo Burnett Co., Chicago, handles United's passenger advertising.



flexible" on the time limits allowed, "and the FCC was more permissive," he said. The NAB Radio Code Board in January voted to permit the code authority to approve exceptions to the code "for special circumstances." And Mr. Bell last week gave examples of the situations for which the code would grant waivers (see page 47).

Douglas A. Anello, NAB general counsel, indicated he felt the commission action constituted a breach of faith. "Despite all the assurances we have received" from the commission that the questionnaire was only to set guideposts, the "situation has gone from bad to worse," he said.

Joseph Baudino, of Westinghouse Broadcasting Co., chairman of a broadcasters' committee that had conferred with the commission in the drafting of the questionnaire, declined comment until he had a chance to review the applications of the Florida stations ticketed for letters. But he indicated his initial impression, based on talks with commission personnel and one licensee whose renewal was granted, was that the policy provides for the "flexibility" the commission said it was aiming for in issuing the questionnaire. His committee advises the Bureau of the Budget in carrying out its responsibility for passing on all questionnaires issued by government agencies.

Staff Work ■ The commission has delegated to Broadcast Bureau Chief George Smith and his staff the task of determining whether stations proposing to exceed the limits will be granted un-

conditional license renewals, or whether they will be required to file reports. The staff is also authorized to request additional information from licensees whose statements are not clear.

Mr. Smith will report periodically to the commission on the actions taken, along with illustrative examples of the kinds of justifications for exceeding the limits considered reasonable, and those found wanting. But these reports will be for informational purposes only, officials said.

Mr. Smith said the staff would strive for flexibility. "We'll make a case-by-case evaluation," he said, "considering each one in terms of the community involved."

In time, a substantial body of precedent will be established on which decisions can be based. But at the moment, the only guidelines available are negative ones—those implicit in the commission's decision to send letters to the five Florida stations. Officials felt one characteristic common to those stations' proposals was a concern for the advertiser and the licensee involved, not the public.

The stations receiving the letters:

■ **WFAB Miami.** As the only Spanish-language station in an area with a large Spanish-speaking population, WFAB said it proposed a 20-minute policy because merchants "clamor for time" to reach prospective customers. Commissioners were annoyed at the station's report that it has carried 80 seconds of commercial time in a minute—the logs state that one 60-second and two 10-

second spots were delivered in one minute's time.

■ **WCOA Pensacola.** It said that since it is "the only station" in greater Pensacola carrying special events and local-live programs on a regular basis, there is an unusually heavy demand for its advertising service. The station said it would exceed its normal 20-minute limit of commercial time in "out of the ordinary" situations, such as in the pre-Christmas period and during elections.

■ **WBSR Pensacola.** WBSR, a Mutual Broadcasting System affiliate, says it receives no remuneration for commercial matter in network programs. In order to continue carrying the Mutual network programs, the station said, it must carry 20 minutes of commercial time. It said it would exceed that limit only in emergencies.

■ **WGGG Gainesville.** It said that by setting a 20-minute ceiling it will be able to charge lower rates than would otherwise be necessary and thereby make the station available to more advertisers. It said it would exceed the ceiling during periods of heavy commercial traffic, or if technical difficulties or special programs cause interruptions in the normal schedule.

■ **WPDQ Jacksonville.** In order to accommodate local and national advertisers, it said it would carry up to 20 minutes of commercial time per hour. This ceiling will be removed to permit the broadcast of 21 minutes per hour, the extent of six hours a week during the tourist season and on holidays.

Commission officials said stations' so-

BAR's network report for week ending Feb. 26

With two days left in February, network television revenues totaled \$114,492,000 for the month and had reached \$255,263,600 for the year, according to estimates compiled by Broadcast Advertisers Reports.

For the week ended Feb. 26 BAR put the total at \$31,202,400, up slightly from the \$30,578,900 reported for the preceding week (BROADCASTING, Feb. 27).

The figures represent BAR's estimates of the net revenues of the three networks from time and program sales.

The \$114,492,000 estimate for the first 26 days of February may be compared to \$140,766,700 reported by BAR for the full 31 days of January.

In the Feb. 20-26 week BAR's estimates showed CBS-TV with \$12,-

033,500, NBC-TV with \$10,384,900 and ABC-TV with \$8,784,000. For the year through Feb. 26 BAR placed CBS-TV's net revenues at \$100,806,900, NBC-TV's at \$84,117,300 and ABC-TV's at \$70,399,400.

The following table presents BAR's estimates for the week and for the month and year through Feb. 26, by day-part, by network and in total:

BAR Network-TV dollar revenue estimates—week ended Feb. 26, 1967
Net time and talent charges in thousands of dollars

Day parts	Networks	Week ended			Day parts	Networks	Week ended		
		Feb. 26	Cume Feb. 1-26	Cume Jan. 1-Feb. 26			Feb. 26	Cume Feb. 1-26	Cume Jan. 1-Feb. 26
Monday-Friday Sign-on-10 a.m.	ABC-TV	—	—	—	Monday-Sunday 7:30-11 p.m.	NBC-TV	834.7	2,733.3	7,116.4
	CBS-TV	\$ 159.2	\$ 579.4	\$ 1,071.2		Total	2,115.8	7,757.5	19,297.7
	NBC-TV	322.8	1,130.1	2,192.0		ABC-TV	5,787.0	21,509.1	46,723.9
	Total	482.0	1,709.5	3,263.2	CBS-TV	6,538.8	23,787.4	51,962.7	
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,575.4	5,513.7	12,395.6	Monday-Sunday 11 p.m.-sign-off	NBC-TV	6,700.2	24,592.4	51,906.2
	CBS-TV	3,674.7	13,026.2	28,904.3		Total	19,024.0	69,888.9	150,592.8
	NBC-TV	1,765.0	6,206.8	14,891.4		ABC-TV	36.0	262.4	511.4
	Total	7,015.1	24,746.7	56,191.3	CBS-TV	37.3	239.3	426.0	
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	990.3	3,874.8	7,183.2	Network Totals	NBC-TV	400.7	1,400.2	2,921.4
	CBS-TV	739.7	2,924.2	9,786.7		Total	474.0	1,901.9	3,858.8
	NBC-TV	361.5	1,688.5	5,089.9		ABC-TV	8,784.0	32,625.9	70,339.4
	Total	2,091.5	8,487.5	22,059.8	CBS-TV	12,033.5	44,114.8	100,806.9	
Monday-Sunday 6-7:30 p.m.	ABC-TV	397.3	1,465.9	3,525.3	Grand totals all networks	NBC-TV	10,384.9	37,751.3	84,117.3
	CBS-TV	883.8	3,558.3	8,656.0		Total	\$31,202.4	\$114,492.0	\$255,263.6

called special hours—those in which the normal limit will be exceeded—will not ordinarily be counted against an applicant. However, a "substantial" number of special hours might raise a question as to what the applicant's normal policy actually is, a staffer said. In that case, he said, a letter would probably be sent.

Although the policy doesn't satisfy all commissioners, there is a general feeling of relief that the burden of periodic examination of cases of "overcommercialization" will be shifted to the staff. Said one commissioner: "No single subject has taken up more time at commission meetings, including CATV." He could also have said no other subject has generated more controversy.

Agency appointments . . .

■ Borden Co., New York, has appointed Ted Bates & Co., that city, to handle introduction of its new hair spray, Saturday Night. The introductory campaign, using spot television in four major markets, is expected to last at least six months. Agency would not offer further description of the introduction but it will reportedly involve a spot TV expenditure of about \$700,000.

■ Perfect Plus Hosiery Co., Chicago, names Allen, Anderson, Niefeld & Paley there as national agency. Major

share of \$500,000 billing is expected to be put in broadcast media.

■ Holsum Bakers, Miami, has appointed Hume-Smith-Mickelberry, also Miami. New advertising program is expected to begin in April, using broadcast and print media. Annual budget is estimated between \$300,000 and \$400,000, mostly in radio and TV. Former agency was W. E. Long Co., Chicago.

■ Polaris Industries Inc., Roseau, Minn., manufacturer of snowmobiles, has appointed Colle & McVoy Advertising, Minneapolis. Polaris sales in 1966 were \$3.8 million.

Business briefly . . .

Insurance Company of North America, Philadelphia, will sponsor three one-hour NBC-TV specials and have half sponsorship in others starting in April. The company will fully sponsor *NBC News Inquiry: Crossroads of Space* (April 5), *The Pursuit of Pleasure* (May 8), and a third special to be announced. The news shows in which INA will have half sponsorship: *The View from Europe* (April 16), *The Aviation Revolution* (July 19), *Siberia: A Day in Irkutsk* (Aug. 9), and two others to be announced. INA's buy of news specials had been mentioned briefly as part of a TV purchasing move that included a buy on ABC-TV

and on a local TV station (BROADCASTING, Feb. 27). N. W. Ayer & Son, Philadelphia, is INA's agency.

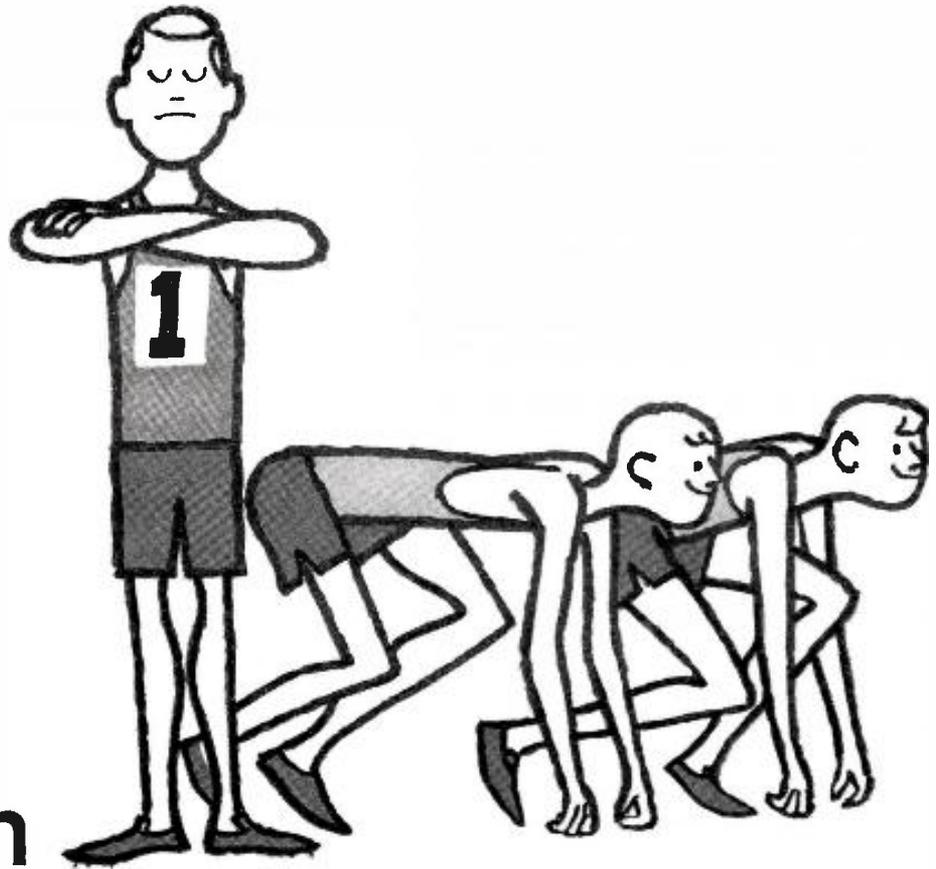
Eureka Williams Co., Bloomington, Ill., is sharply increasing its advertising for the first half of 1967 to promote its electric vacuum cleaners. Principal emphasis will be on NBC-TV day and evening shows using color commercials. Young & Rubicam, Chicago, is agency.

Sunsweet Growers Inc., through Long Advertising, both San Jose, Calif., has bought sponsorship in 14 NBC-TV programs.

Kimberly-Clark Corp., Neenah, Wis., through Foote, Cone & Belding, Chicago, will be using its advertising schedule in 10 ABC-TV shows to promote new package designs for Kleenex tissues.

Anheuser-Busch Inc., through D'Arcy Advertising Inc., both St. Louis, will again sponsor the rebroadcast of CBS-TV's *Frank Sinatra: A Man and his Music—Part II* (April 3, 9:30-10:30 p.m. EST). The special was first telecast on Dec. 7, 1966.

The Borden Foods Co., through Young & Rubicam, both New York, has scheduled a spot TV campaign for Big 10 Flaky Biscuits in 22 major markets.



Who won't run in the "high prices" race?

It's a fact that while the price of just about everything else you can think of keeps rising, the unit price the average American family pays for electric service keeps going down. Today families use more electric service than ever before, but pay less per kilowatt-hour. That's because electric company people make electricity in larger quantities while business management finds ways to hold the price down. The more electric service you use, the bigger a bargain it gets to be, and the better a bargain it will be in the future.

**The electric company people...
the folks at your
Investor-Owned Electric Light and Power Companies***

*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, New York 10020.

ANA audience gets the word

Network program control blasted by Dozier;
government, PR discussed at San Diego meeting

The government and public relations, new developments in management techniques and the impact of creativity on advertising were the key subjects of discussion at the Association of National Advertisers Inc. 21st annual West Coast meeting, which got underway late last week in San Diego. The three-day conference (March 2-4), held at the Del Coronado hotel, was attended by some 200 people.

They heard, as the lead-off speakers, William R. Tincher, president of Purex Corp. Ltd.; Lionel Van Deerlin, Democratic congressman from San Diego (see page 40), and Dr. Jules Backman, research professor of economics at New York University. The three, representing the viewpoints of the manufacturer, the legislator and the economist, discussed the interrelationships of business, government and consumers.

On the second day of the meetings (March 3), the members of the ANA and their agency representatives were scheduled to hear William Dozier, president of Greenway Productions and producer of *Batman* and *Green Hornet*, take them to task for not doing something about improving the quality of television programing. Mr. Dozier was to charge that advertisers have abdicated their responsibilities in prime-time television and handed over "supreme and dictatorial authority over every program and every second of scheduling" to the networks.

In his prepared speech, the veteran television producer was to outline several instances in the past where adver-

tisers interfered in the programing area with disastrous results, but also was to note the "patently worthwhile and helpful suggestions" made by advertisers and their agencies. It's Mr. Dozier's contention, however, that now advertisers are afraid to express strong convictions about programing.

". . . Who in heaven's name ever constituted Jim Aubrey, and now Mike Dann, or Mort Werner, or Tom Moore and company, or anyone else to be total, unassailable, absolute, and ultimate authorities on what the American public—your customers—want to see and should see on television?" Mr. Dozier was to ask. The programing executive was to conclude by emphasizing that "television needs the brains and the thinking of everyone," even advertisers, if it's to expand its audience and improve its programing.

Testing and Creativity ■ In two other speeches, scheduled for that same day, Sherwood Dodge, president of the Advertising Research Foundation, was to summarize the techniques available for measuring advertising copy effectiveness, and Myron C. McDonald, partner in the advertising agency of Jack Tinker & Partners, was to offer suggestions on how advertisers can get more creative work out of their agencies.

In his presentation, Mr. Dodge was to mention an ARF product-testing project that would make use of a divided-cable community antenna television advertising laboratory. According to the ARF official it may take \$1 mil-

lion to complete the project but, with a projected 15 subscribers in about 30 product classes, "the cost for a year's program for testing for each product class would not be much more than \$30,000 a year." Some 15 advertiser and agency members have given ARF between \$1,000 and \$5,000 each to conduct a six-month feasibility study into the possibility of such a test laboratory.

The theme of Mr. McDonald's address was that people are not easily fooled. "They're getting harder and harder to attract every day." Specialized, sensitive people with a creative ability are what's needed to find out about people and how they can be reached. According to the agency executive, "only great creativity will keep your lure well out ahead of them."

Dealers like TV auto ads best

Television, which still takes a back seat place to print media in the budgeting of major automobile manufacturers, got a lift last week from auto dealers—and TV salesmen hoped the auto makers got a lesson.

ABC-TV researchers released highlights of a special survey, conducted by R. H. Bruskin Associates, showing that auto dealers by long odds consider television the most effective means of getting prospective car buyers into the show rooms and the best means of preselling them.

The study, commissioned by ABC-TV, showed that 71% of 375 auto dealers surveyed in 24 major markets rated TV number one for promoting show-room traffic. By comparison, 21% rated newspapers best, 16% named magazines and, among others, 2% named radio. (Totals exceed 100% due to multiple mentions.)

Similarly, 63% said they thought TV does the best job of preselling the prospective car buyer—more than three times the number naming magazines (19%) and four times the number voting for newspapers (14%).

In addition, 70% thought their own car manufacturers ought to increase their television spending, as against 23% wanting magazine advertising increased.

More dealers (29%) named Ford than any other manufacturer as the one giving the best national advertising support to its dealers. And Ford, ABC quickly noted, was the one that sponsored its *Bridge on the River Kwai* last fall, underwrites *The FBI* on ABC and has signed for its presentation of *The Robe* later this month and a special on Humphrey Bogart next month.

'Polyphase' radio methodology set by RAR

Radio Advertising Representatives Inc., New York, said last week it will introduce its new "Polyphase" technique of measuring radio listening at its first-annual management meeting in New York March 9.

RAR said the study combines recall and diary techniques plus "high response rates" with its model permitting projection of estimates of both reach and frequency beyond the study period itself.

The station rep said two exploratory surveys in Chicago and San Francisco had confirmed radio's

"healthy state." Among the findings: Four out of five persons listen to radio on an average day, and almost everyone listens in the average week. Average daily listening is better than two hours. One-third of all listening is done out-of-home.

RAR's conference will feature a luncheon talk by Richard B. Howland, vice president-general manager, American Express Credit Card Division, and discussions during the day by ad executives and others on the current economy, marketing, retailing, media and creative sound.

Sampling the good life at the sign of the Dairy Queen

Dairy Queen, St. Louis, has learned the value of thinking king-sized. That's why the St. Louis marketer of frozen dairy products today is so happy about its decision in 1966 to expand into national TV with a \$1-million budget.

Campbell-Mithun, Chicago, agency for Dairy Queen, last week reported that proof of the frozen pudding is in the hard cold cash of sales for 1966 that were up twice the rate of its average annual increase.

But it wasn't just a question of blindly plodding into the medium with no forethought. First of all, the strategy was drawn up to sell the red Dairy Queen sign as the place that would offer a pleasant experience—"living a little"—selling the idea of Dairy Queen as a fun place.

And the gospel of the color-TV disciples wasn't lost on Dairy Queen and its agency. The red sign over the chain's establishment would be just that in living color.

For approximately \$19,000, Gerald Schnitzer, Hollywood, produced a series of 60-second and 10-second color commercials. Each told a story of a person (e. g., a small boy, the postman, and members of the beat generation) escaping to the "pleasant

experience" of ordering at a Dairy Queen outlet.

The national effort totaled 65 minutes on ABC-TV and NBC-TV. In addition, several regional divisions of Dairy Queen bought local TV

time.

Though exact details are not yet available, Campbell-Mitchun emphatically says that Dairy Queen will not only continue to use the broadcast media but plans expansion.



At the Dairy Queen sign all types and sizes of people order up to 'live a little' according to the story line of the commercials.

U.S. ad volume in '67 seen at \$17.8 billion

Advertising volume in the U. S. gained 8.5% to a total of \$16,545,000,000 in 1966, with television, radio and newspapers all surpassing the overall growth rate, according to figures compiled by McCann-Erickson.

The agency projected further overall growth of 7.6% to a total of \$17.8 billion in 1967.

The estimates, compiled for *Printers' Ink*, showed 1966 TV expenditures at \$2,765,000,000, up 9.9% from 1965, with total TV climbing 11.9% to \$461,000,000, network TV up 11% to \$1,373,000,000 and spot TV up 7.5% to \$931,000,000.

Radio's total was placed at \$1,001,000,000, up 9.2%, with spot radio climbing 9.8% to \$294,200,000, local radio up 9% to \$642,000,000 and network radio up 8% to \$64,800,000.

Newspapers were shown with a 1966 gain of 9.4% to \$4,876,000,000, with national advertisers up 10% to \$956,-

000,000 and local up 9.3% to \$3,920,000,000.

Magazines were slightly off the pace with an overall gain of 8%, reaching \$1,295,000,000. Direct mail increased 5.6% to \$2,454,000,000 and business papers were up 6% to \$711,500,000. Outdoor, transit and farm publications were shown with gains of 0.6%, 3.7% and 0.1%, respectively.

The figures were said to represent all advertising costs—time and talent, space and production.

Helitzer agency changes name

Helitzer, Waring & Wayne Inc., New York, an agency with billing of over \$5 million, has been renamed Helitzer, Waring, LaRosa Inc. The agency was formed in 1963 with Melvin Helitzer as president and Saul Waring as executive vice president. Joe LaRosa joined the agency in 1965 as senior vice president and creative director. The agency has 14 clients, with its broadcast-active accounts including American Home Products Corp. (Whitehall Laboratories Division) and M. Polaner & Son.

Name of the game is more for TV

Game manufacturers' emphasis on television advertising over the last three to four years was underscored last week by the announcement of significantly increased 1967 budgets by two of the largest firms.

Milton Bradley Co., Springfield, Mass., has increased its budget by 17% over last year to \$3.5 million. Of that total, more than 60% will go into network television, nearly 30% into spot in the top-75 markets.

On network, Bradley will have 20 minutes each on NBC-TV's *Today* and *Tonight* shows, spread between March 8 and Dec. 21. There will be substantial use of daytime TV, especially Saturday-morning children's shows. The company will spend approximately 10% of its TV budget in the first quarter, another 10% through the summer, and 80% in the last quarter leading up to Christmas.

Milton Bradley Advertising Manager

George Merritt said last week, "We've been increasing our advertising by about \$500,000 each of the last four years, mainly because of the sales increases achieved with TV advertising. Last year alone, the increase was 40%."

Parker Brothers Inc., Salem, Mass., will "significantly increase" its budget beyond last year's \$2 million level. Of the total budget, 80% will go into broadcast media, 65% in spot TV and 15% in spot radio in the top-50 markets.

In New York last week for the Toy Fair, Parker Advertising vice president Randolph Barton called his experience in broadcast advertising "a real success story. In the last three years, we've scored sales increases of 29%, 26% and 27% respectively—that adds up to a doubling of our business. Modern advertisers cannot afford to bypass radio-TV effectiveness and efficiency."

Local radio-TV set for bottlers' push

In what was said to be a departure for Pepsi-Cola bottlers in the U. S., seven companies in the Delaware valley are jointly supplementing 1967 spot radio-TV plans with sponsorship of five two-hour movies in prime time (7:30-9:30 p.m.) on WFIL-TV Philadelphia.

Joan Crawford, who is a Pepsi-Cola Co. director, will act as hostess of the series.

The Pepsi bottlers—four in Pennsylvania, two in New Jersey and one in Delaware—are backing their all-products push with over \$1 million, 80% devoted to radio-TV. (Pepsi-Cola Co. recently announced its 1967 advertising budget of \$30 million, an amount independent of local bottlers' expenditures.)

Although most of Pepsi's 520 bottlers individually advertise with their own local programs, the seven in the Delaware valley began joint regional buying in 1960 because of overlapping areas. The movie buy this year marks the first time they've jointly sponsored a specific program format.

Miss Crawford, in opening each movie special, chats with viewers about the program and mentions the Pepsi products advertised by the seven bottlers. There are four two-minute color commercials in each program. The bottlers' agency is J. M. Korn & Son, Philadelphia.

In their 26-week spot campaign, which also began in January, the bottlers are scheduling over 2,000 one-minute color messages on WFIL-TV, KYW-TV and WCAU-TV, all Philadelphia, along with radio spots on WCAU, WIBG, WFIL-AM-FM and WIP, all Philadelphia.



Actress Joan Crawford takes a "Pepsi break" with Roger W. Clipp, vice president and general manager of WFIL-TV Philadelphia. They toast the success of a series of five movie specials being presented on WFIL-TV by seven Pepsi-Cola bottlers in the Delaware Valley. Miss Crawford as hostess of the series has taped in color the openings and closings of each program.

They plan to use daytime TV for Diet Pepsi spots, aimed exclusively at women between the ages of 25 and 58.

The bottlers will also enter special markets (Negro and Spanish) with over 6,000 one-minute and 30-second radio spots on Philadelphia outlets WHAT, WDAS, WTEL, and on WDAS-FM's *The Pepsi-Cola Jazz Workshop* (8-11 p.m. six nights weekly).

Participating in the campaign are: Pepsi-Cola Metropolitan Bottling Co., Philadelphia; Pepsi-Cola Distributing Co., Delaware county; Pepsi-Cola Bottling Co.'s of Allentown and Reading, all Pennsylvania; Pepsi-Cola Bottling Co.'s of Atlantic City and Pennsauken, both New Jersey, and Pepsi-Cola Bottling Co. of Wilmington, Del.

Rep appointments . . .

▪ KTVN-TV Reno: National TV Sales, New York.

▪ KINT El Paso: Jack Masla & Co., New York, and Jack Riley, Dallas (Southwest).

▪ WPEO Peoria, Ill.: Devney Organization Inc., New York.

▪ KBIG-AM-FM Avalon, Calif.: Stone Representatives Inc., New York, and Radio Time Sales, San Francisco (western region).

▪ WGAN-FM Portland, Me.: Harold H. Segal Co., Boston.

▪ KWK St. Louis: Metro Radio Sales, New York.

▪ WAND(TV) Decatur, Ill.: Broadcast Communications Group, New York.

Celanese outlines strategy change

Celanese Fibers Marketing Co., New York, will expand its TV advertising budget in 1967 by about 50% to an estimated \$2 million with sponsorship of 11 one-hour entertainment specials in 53 markets, starting this week (March 6) and ending in early September.

Roger L. Gutwillig, advertising manager, reported last week that the company's sponsorship of the *Celanese Center Stage* series of color specials in the top-50 and three additional markets represents a sharp change in media strategy from Celanese Fibers' concentration in network TV in 1966.

The reason for the shift to a selected spot program buy, Mr. Gutwillig said, is to direct the advertising power to markets that account for almost three-quarters of U. S. apparel and home furnishings sales; enable the company to provide local cut-ins more easily and economically, and to make stronger use of grass-roots merchandising and promotional support from retailers and local TV stations.

The one-hour *Celanese Stage Theater* is produced in Hollywood by Four Star Productions, which retains syndication rights to the series in markets other than those bought by Celanese Fibers. The specials will spotlight such musical talent as Count Basie, Duke Ellington, Barbara McNair, Shirley Bassey, Peggy Lee, Buddy Greco, Joanie Sommers, Susan Barrett, Frankie Avalon and others.

The commercials stress the value of the various fibers made by Celanese. Eleven commercials will appear on each program for a total of 77. They spotlight various manufacturers that use Celanese fibers, and accompanying tag lines identify local retailers that sell the apparel.

Grey Advertising, New York, the agency for Celanese Fibers, arranged the lineup of stations for the 11 programs, which will be spotted during March, April, May, August and September.

Bufferin answers FTC ad complaints

The Bristol-Myers Co., New York, last week filed a sharp disclaimer to Federal Trade Commission charges that Bufferin advertising distorted and misrepresented a published report of a clinical study of arthritis patients. The company termed the commission al-

legations "strained, artificial and distorted interpretations" in an effort to "frustrate" the "bona-fide objectives" of the product's advertising.

The study in question is "Salicylate Therapy in Rheumatoid Arthritis" reported in the June 28, 1965 issue of the *Journal of the American Medical Association*. On Jan. 17 the commission complained that though the report stated that Bufferin had caused stomach upset in some patients and failed to attribute any permanent or long-lasting beneficial effects due to usage of the Bufferin formula, Bristol-Myers advertising had either ignored or misrepresented these facts. Also the commission complained the Bufferin ads suggested that the product was the only one used in the study and that the results obtained had been effected by following the dosages prescribed on the product's labels.

In its disclaimer Bristol-Myers asserted that the commission's allegations were "inaccurate and incomplete" in specific particulars:

▪ "The material meaning and impression conveyed by [the product's] advertisement, taken in its entirety and read fairly as a whole, is that persons suffering from arthritis should seek medical advice even in the early stages of the disease.

▪ "The advertisement encourages [persons] to do so by reporting that a study has been described . . . as demonstrating that proper medical treatment can give them marked relief from the inflammation of active arthritis and its attendant symptoms by the doctors' use of the familiar, safe and inexpensive medication, Bufferin."

4A's discusses policy for account conflicts

The American Association of Advertising Agencies issued a position paper last week on agency account conflicts and offered some suggestions for the "ideal agency-client policy" on this knotty issue.

The paper, prepared by the AAAA's committee of the board on client services, stated that the ideal agency-client policy on account conflicts is one based on individual product category rather than the total line of products of any given client.

Under such a policy, it said, "an agency would not handle products which are directly competitive for more than one client, without the express permission of the client."

In addition, the committee suggested that a client permit an agency to represent other companies in product areas

beyond those it already serves, even if the client is involved in such areas with other agencies.

The ideal policy, the committee noted, "is something to be worked toward, in the best interests of all concerned, and acceptance of it will grow out of successful negotiations between individual advertisers and individual agencies."

Copies of the AAAA position paper are available to all agencies and advertisers on request to the association, 200 Park Avenue, New York 10017.

Rule change planned on classified ads

The FCC has issued a proposed rule-making that would amend the commission's sponsorship-identification requirements for all radio stations carrying classified advertising. If adopted, the amendments would provide a blanket waiver of the announcements required for classified advertising sponsored by private individuals, therefore enabling stations to broadcast want-ads without identifying the person buying the ad. The waiver, however, would not apply to classified advertising purchased by "any business enterprise," the FCC said.

The commission's action reflects an awareness that many individuals purchasing classified air time wish to retain their anonymity.

The FCC has waived the identification requirement several times in the past for individual stations. Precedent for the waiver was established on Dec. 11, 1963, when the commission waived the rule in connection with a want-ad program broadcast by WFBR Baltimore.

Coast-to-coast criticism

Government schemes on advertising control hit in three speeches

The government's role in advertising was sharply questioned in several speeches around the country last week.

In New York, Donald A. Macdonald called for a continued vigilance by advertisers at the grass-roots level. Mr. Macdonald, of Dow Jones & Co., is chairman of the American Advertising Federation.

In Denver, AAF's deputy operations officer, William Evans, criticized proposals for government subsidies to develop product-information sources for consumers in competition with advertising. Mr. Evans told a luncheon of the Advertising Club of Denver last Thursday (March 2) that these recommendations by U. S. Assistant Attorney General Donald F. Turner would create "monopolies of a particularly insidious type" and "product-information czars of immense power."

He departed from his prepared text to say that "in effect, we would be putting our nation's prestige among its citizens in support of one manufacturer's product and against the products of other manufacturers. This is no role for government, either directly or indirectly."

Mr. Macdonald, in reporting on

Sooner is the word for TVB station meetings

Television Bureau of Advertising's series of station sales meetings will kick off earlier this year, in response to requests by local stations.

"We'll be hitting the road about April 1," said TVB local-stations Vice President Howard Abrahams last week. "In five days of mail, we got requests from 57 stations, probably three-quarters of them repeaters from last year."

Subjects included in this year's



Mr. Abrahams

series include a report on retailers' experiences, techniques and results; how to make the prospect's own viewing experience a sales tool; how stations use the mails; media planners' requirements in market information, and three new local-category presentations. Stations have the option of planning meetings for their own personnel alone, or they may meet in joint session with other member stations in the market. Advertisers and agencies are barred from the meetings.

Mr. Abrahams said: "We'll probably hit 150 stations or so this year. The 94 stations last year liked the presentations, and the word's getting around."

AAF's Washington conference last month (BROADCASTING, Feb. 13) told an International Radio & Television Society luncheon audience on Wednesday (March 1) that the advertising industry was against legislation "that would hamper the effectiveness of honest advertising."

Though the conference proved beneficial in fostering understanding between industry and government, Mr. Macdonald emphasized the Washington mood was to legislate in a belief "the government should do something more than it is doing about getting more information about products into the consumers' minds than is now furnished by advertising."

Said Mr. Macdonald: "Our future lies in what legislation they are going to try to frame to satisfy this government concern."

Ad Tax Stand ■ He also expressed advertising's continued dismay over proposals made in several states to tax advertising. "A tax on advertising is a tax on salesmanship," he said. "It is a tax on an attempt to sell goods." He warned that this kind of taxation "would be stifling and put a sharp brake on the vitality of the American economy."

In San Diego, Representative Lionel

Van Deerlin (D-Calif.) suggested that Congress was not about to shove a bale full of restrictions down advertisers' throats.

He said there were "some in the executive branch (not highly placed, I am happy to note) who would move against the institution of advertising itself." He also recalled the Justice Department proposal "that big companies should be limited in the volume of their broadcast advertising, so as not to move too far ahead of smaller competitors."



Rep. Van Deerlin

He continued: "That's typical of the kind of thinking that emerges occasionally in downtown Washington, where appointive officials don't have to stand for re-election at regular intervals."

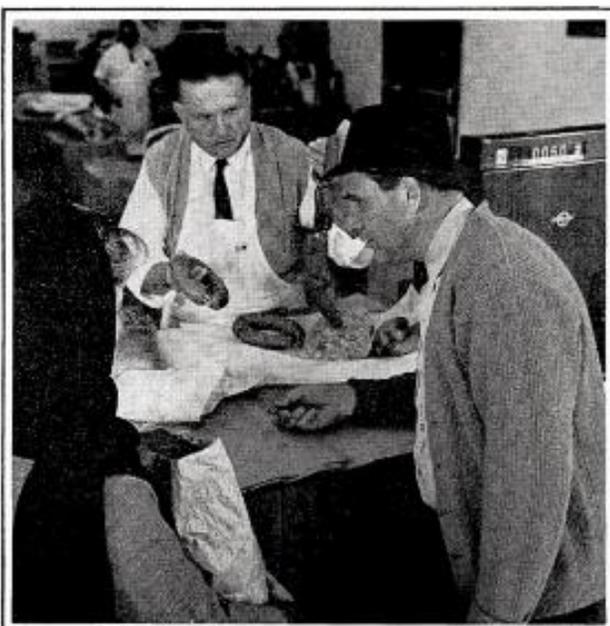
Mr. Van Deerlin saw in this a note of "reassurance" for his audience. He spoke Thursday (March 2) at the Association of National Advertisers' annual western meeting (see page 38).

General Tire named in antitrust suit

A charge that General Tire and Rubber Co. attempted to coerce its suppliers into buying advertising time on its owned RKO General radio and TV stations was made last week in a civil antitrust suit filed against the Akron company by the Department of Justice. RKO General was named as one of the four defendants in the complaint.

The suit, filed in the federal district court in Akron, charged that General Tire and three subsidiaries since 1961 attempted to persuade its suppliers to buy General Tire products, or to enter into reciprocal purchasing arrangements in which General Tire agreed to buy products from suppliers if the suppliers in turn bought from General Tire or its subsidiaries.

General Tire produces tires and other products in the fabric, chemical, plastic, rubber and metal fields. RKO General, a group broadcaster, owns radio and TV stations in New York, Los Angeles, San Francisco, Boston, Memphis, Washington, Hartford, Conn., and Windsor, Ont. It also owns 125 theaters and controls Frontier Airlines Inc.



There are markets...



Then, there are markets!

Like Dallas-Fort Worth, the nation's 12th largest... a demand market where we've gained a swinging reputation for merchandising, sales promotion and the important involvement which makes every buy something special for our clients.

More spots for NBC-TV movies?

Network tells affiliates' board it has reserved the right to add two commercials to feature films

NBC-TV officials told their affiliates' board of delegates last week that they "reserve the right" to increase the number of commercials in NBC prime-time movies from the current 14 to 16 "if necessary" (CLOSED CIRCUIT, Feb. 20, 13.).

They said spiraling costs of motion-picture rights may leave them no choice but to increase the number of commercial positions, according to participants, but stressed that 16, if it comes to that, is still within the limits of the National Association of Broadcasters' TV code.

They reportedly agreed to suggestions by affiliates that, if the ceiling is lifted to 16, any positions not sold by the network should be made available for sale by affiliates on a 48-hour notice and without payment of co-op fees to the network.

Some affiliates at the meeting said that although NBC only "reserved the right" to make the increase, they

thought the right probably would be exercised.

No Half Minutes ■ NBC-TV officials also reiterated their pledge not to sell 30-second commercials to individual advertisers—an assurance that seemed to please the affiliates.

Much of the meeting, held in New York Thursday (March 2), was devoted to an unveiling of NBC-TV's 1967-68 program plans (see page 52). The plans appeared to be heartily received.

A. Louis Read of WDSU-TV New Orleans, chairman of the board of delegates, said afterward he was "really enthusiastic" about the new schedule.

He also said the affiliates group was heartened by recent improvements in NBC-TV's daytime ratings and was pleased by new daytime development projects disclosed at the meeting.

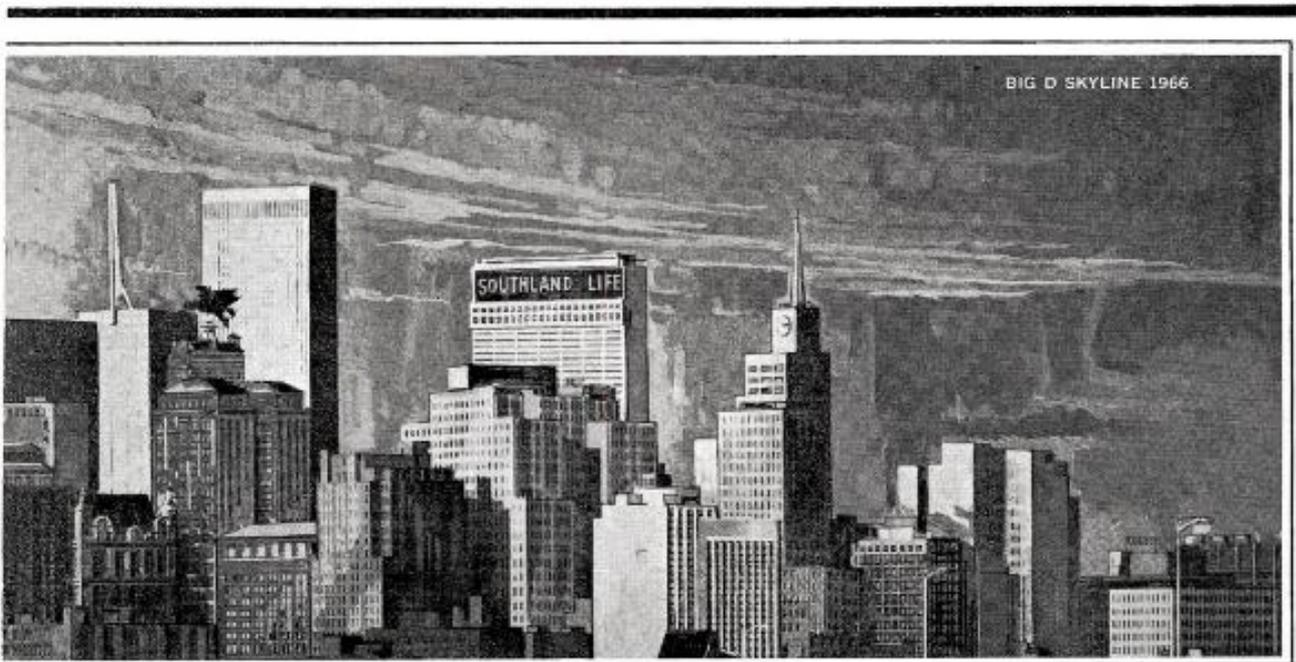
The new program schedule will be presented to all NBC-TV affiliates at their convention in Hollywood March

12-14.

The NBC delegation at the board meeting was headed by Chairman Walter Scott and President Julian Goodman of NBC and Don Durgin, president of NBC-TV, and William R. McAndrew, president of NBC News.

FTC drops charges against Fredericks

The Federal Trade Commission has dismissed a complaint against Carlton Fredericks, a radio lecturer on diet and nutrition and author of *Eat, Live and Be Merry*. Hearing Examiner Joseph W. Kaufman had ruled in a July 11, 1966 initial decision that there had been lack of proof as to all but one of the eight misrepresentations alleged in the FTC's complaint of Oct. 25, 1965. In its order the FTC set aside the proposed decision of the hearing examiner and dismissed all of the charges because of what it called "deficiencies in this record." The FTC added that it would continue to keep Mr. Frederick's business activities "under surveillance" and would take future action if "the public interest so demands."



the *Quality touch*

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

Cigarette commercials doomed?

**NAB officials come right out and say it:
in long run tobacco billings may go down drain;
other problems also put before state presidents**

The seeming inevitability of broadcasters losing cigarette advertising was openly projected last week with a recommendation that station operators should start shopping around for replacement advertising.

The forum was the opening session of National Association of Broadcasters' 12th annual State Presidents' Conference in Washington Thursday (March 2), and the speakers were top NAB officials.

Paul Comstock, vice president for government affairs, said if legislation makes health warnings in cigarette advertising mandatory "you can be sure it will end cigarette advertising on radio and probably TV as well."

Douglas Anello, general counsel, said it looks as if there will be ever increasing restrictions on cigarette advertising and that eventually there will be so many that there "will be no point in advertising." "If I were a broadcaster," he went on, "I'd be looking over the next five or 10 years for

sources to replace cigarette advertising."

Dim Outlook ■ Although neither speaker said such a situation was immediately in prospect they held little hope for blocking continuing government encroachment into the sensitive area. Mr. Comstock felt it would "not be easy to stem the tide," and Mr. Anello said it's an "almost impossible" task.

The era of government protection for the consumer is advancing with giant steps and the days of laissez faire, Mr. Anello charged, are gone—and the fault does not lie with just one political party. Both Republicans and Democrats, he continued, have been pursuing the government-protection theme. In the eight Eisenhower years, sandwiched between 26 years of Democratic administrations, he said, "there was no noticeable improvement."

Cigarette advertising, Mr. Comstock said, is the "victim of a vogue," now

popular in Washington, that the way to restrict things that may be dangerous to the public is through advertising. He called this a "horrendous principle" and an erroneous one. The solution to problems, he said is "not laying out restrictions on advertising, but going back to the source."

As government sees it now, he charged, the media should take it on the chin. Referring to the concern expressed by some in Congress last year for reforms in boxing, he noted that instead of creating regulatory bodies to police the sport, bills in Congress advocated barring fights from radio and TV.

Another Case ■ A more current example, he said can be found in the 1966 safety-at-sea bill, which the U. S. ship owners pushed as one means of cutting down the advertising for some of the foreign cruise ships that don't meet modern fire safety standards. The ship owners aren't trying to get the foreign vessels barred from U. S. ports,



In a break at the conference (l to r), George Bartlett, NAB vice president for engineering (back to camera); C. R. Matheny, KRCO Prineville, president, Oregon Association of Broadcasters; James A. Murphy, president, Washington State Association of Broadcasters; Carlton S. Dargusch Jr., executive secretary, Ohio Association of Broadcasters, and Douglas A. Anello, NAB general counsel.



Among those taking part in the annual State Presidents' Conference of the NAB last week were (l-r): Lamont L. Thompson, WBZ-TV Boston, president of Massachusetts Broadcasters Association; Norman C. Gallant, executive secretary, Maine Association of Broadcasters; James G. Turpin, executive secretary, Illinois Broadcasters Association, and John C. Libby, WCOU Lewiston, Maine president.

Mr. Comstock pointed out, they're trying to get at them through advertising with lengthy copy required in each commercial (BROADCASTING, Feb. 13).

The NAB code authority's stand on cigarette advertising also came up at the session. Questioned on what the NAB had done regarding Senator Frank Moss's (D-Utah) request that the code ban smoking in cigarette commercials, Howard Bell, code director, said the senator had been told the subject would be presented to the television code board. The code board at its meeting two weeks ago, he said, "did not see fit to act on it at this time" (BROADCASTING, Feb. 27). However, he said that the code authority is "constantly re-evaluating the cigarette policy" of the radio and TV codes, and the cigarette guidelines issued last October are going to be implemented with "no change in original policy." The guidelines are aimed at deterring commercials accented toward youth.

Examples ■ Mr. Bell also used the state presidents' conference to unveil some examples of what the code authority would accept as "special circumstances" for radio subscribers exceeding the 18-minute-per-hour commercial limitation. The exceptions include political campaigns, special public-interest programing, public emergencies, equipment failure, media strikes and community promotions (see page 36).

The temporary lifting of the 18-minute ceiling was adopted by the radio code board and approved by the radio board in January (BROADCASTING, Jan. 30). At that time Mr. Bell pointed out that NAB had been boxed in by FCC's flexibility in its 18-minute standard, and last week he took another swing at the commission's variable limit, saying the commission was beginning to look more permissive than the code authority (see page 36).

Questioned on what the code authority's position is on granting waivers of the 18-minute rule to stations that claim they need extra commercial time on Thursday and Friday, shopping days, Mr. Bell pointed out such problems seem "purely economic" and don't come under the code.

"We're looking for direct public-interest areas," he said, "basically we're staying away from purely economic reasons."

In other topics covered by the NAB at the Thursday morning session, Mr. Comstock noted that NAB feels it may have "forestalled" any congressional action on broadcast editorializing, but "we don't know for sure." He said the concern of Congress in this area "boils down to freedom of programing . . . [and] this is the most serious issue we can have."



The National Association of Broadcasters last week showed it was not above bringing coals to Newcastle or in this case orchids to a Hawaiian broadcaster. To mark the first appearance of a Hawaiian Association of Broadcasters representative at the annual State Presidents' Conference, NAB President Vincent Wasilewski presented Lawrence Berger, KHVH-AM-FM-TV Honolulu, HAB president (r) with a lei flown in from Hawaii. The meeting also marked the first appearance of the Alaska Broadcasters Association. However, Mr. Wasilewski explained to A. G. Hiebert, KTVA(TV) Anchorage, ABA president, that his present melted in transit from his native state.

A call to state associations for grassroots approaches to Congress, he noted, had produced "a superb response" and as a result "large numbers of congressmen have told us they would oppose such bills."

Longer Licenses? ■ In answer to a question on the outlook for longer licenses, a perennial topic at the state presidents' meeting, he said that the subject "has not been derailed, but has been slowed down" by congressional interest in editorializing.

Asked about the possibility of applicants for third-class operator licenses being able to take their tests at local post offices rather than several hundred miles from home—another yearly query—Mr. Anello noted that NAB President Vincent Wasilewski had written to FCC Chairman Rosel Hyde on the subject.

In another engineering matter, Mr. Anello had more encouraging words. He said there is "excellent chance" for approval of NAB's recommendation that the FCC back off on its requirement that all class C FM stations go up to 50 kw within five years (BROADCASTING, Feb. 20).

In the touchy subject of spectrum

space encroachment, the NAB executives noted that equipment manufacturers had been making a "tremendous lobbying effort" on Capitol Hill in an effort to get TV spectrum space for use by land-mobile forces. The drive was started by the manufacturers who want to sell more gear, and it has since been joined by hundreds of corporations that seek more space, officials remarked.

Buzz Groups ■ In the afternoon session, the broadcasters split into six discussion groups to tackle such common areas as state legislative problems, new broadcast personnel, stateside publicity and public relations, public service projects, membership interest and sports broadcasts.

Among the conclusions and ideas from these groups were the following:

State legislative problems: If the state association can't afford a fulltime lobbyist, it should hire a local attorney or lobbyist from a noncompeting trade association to go over bills during the legislative session and have him report to the board or a special committee. A broadcaster has a duty to himself and other broadcasters to personally know his legislators. It was also felt that as the federal government continues to spread its wings over broadcasting, more state legislation affecting the industry will be upcoming.

Broadcast personnel: The need for new blood is tremendous now and will become even more serious in the next decade. Broadcasting is no longer looked upon as "the" glamour profession and the industry must recognize its changing position. It has to do something to lead and persuade young people to enter broadcasting. One recruitment device, gaining in popularity, is creation of high-school broadcast clubs.

Covering the News ■ Stateside publicity: State associations should develop their own radio-month promotions to be used in conjunction with the NAB's annual May Drive. While devoting a great deal of news time to other organization's activities, stations too often overlook their own. Management should make the news department aware that broadcasting activities, particularly state association meetings, should be covered on newscasts.

Public service projects: Montana broadcasters raised funds to send a state float to the California Rose parade. Alabama broadcasters give a citizen-of-the-year award with the names inscribed on a plaque in the state capitol. Utah broadcasters have recorded and aired messages by the governor in a highway safety program.

Membersip: TV is not the problem as virtually all stations are members of state groups. The problem area is with about 25% of the radio stations, many of them in smaller markets and often daytimers. The outstanding reason for

not joining is lack of funds. The chairman of the membership committee should be someone of stature and not the executive secretary. FM's should be solicited whether independent or affiliated with AM's. Multiple owners should have all their stations as members, not just one as a token. Hawaii has 100% station membership and bills monthly. The association there is also in the radio ratings business, having taken over a local ratings service last fall. Through the association the stations all share the costs and everyone gets a report. The ratings are recognized by both local and national advertisers. The service uses both in-home and in-car (street corner) interviews.

Sports broadcasts: Schools in many states, seeing the big money going for rights to major league baseball and football teams, have felt they should get in on the gravy. Wyoming set a sports policy of no fees and made it stick with state athletic officials. Mississippi, concerned about broadcasters who were asking too much of sports officials and overtaxing stadium facilities, set up a code of ethics for the broadcasters. Maine broadcasters won a court decision when they challenged the right of a state-supported school to charge for sporting events.

Newsman notes Capitol's mood

McCaffrey tells broadcasters to keep weather eye on congressional discontent

The system may not be in jeopardy at this moment, but the hour is drawing near when Congress, under whose laws it operates, is going to demand an overhaul of the system with the broadcasters picking up the tab.

That's the opinion of a veteran Capitol Hill observer, Joseph McCaffrey of WMAL-AM-FM-TV Washington. Addressing the 12th annual National Association of Broadcasters' State Presidents Conference in Washington last Thursday (March 2), he warned broadcasters that legislators want to know why broadcasting isn't paying for its own regulation.

He noted that he had talked with two House members—from different parties—in recent weeks who noted that the FCC's budget for next year is more than \$19 million and asked: "Why doesn't your industry put up the money for this?"

Instead of the "nominal" renewal fees now in effect, Mr. McCaffrey said,



Newsman McCaffrey

"the thought is that each station pay a good percentage of its net profits based on the previous three years. This idea is percolating on the Hill. . . ."

The recurring cry of the politician, that radio and television time costs too much, will play a major role in Congress's thinking, he pointed out. About \$35 million was spent for radio-TV campaigning in the 1964 presidential election, he said, and "a conservative estimate" for the 1968 election "would be over \$63 million."

When those costs are added up, he

Earful from constituents

The National Association of Broadcasters' annual State Presidents' Conference is always a good time for broadcasters to meet with their congressional delegation. Last week several state groups took advantage of the Washington meeting to hold breakfasts, luncheons or dinners with their home-state legislators.

Among those having such functions were Iowa, Georgia, North Carolina, Virginia and Tennessee. The general problems facing the industry and how broadcasters feel about them are always prominent topics of discussion, and this year the broadcasters were particularly keen on telling their congressmen just how they feel about possible inroads into freedom of programing through proposed congressional action on broadcast editorializing.

went on, "members of Congress are going to talk out loud about what they are now talking privately about: why is radio-TV campaigning so expensive; where does the money go?" With those questions will come "demands for a complete revamping of the present system," he said.

It could be a long time before anything happens, he added, "but then, who can read the mind of a woman or of Congress."

Touching other areas, Mr. McCaffrey noted that Congress is also concerned about broadcast editorials. However, he saw as only a "small segment" those legislators who feel that radio and TV don't have the right to editorialize, let alone endorse candidates.

The larger number, he pointed out, feel that "some, perhaps too many, editorials are turned out by shoemakers and plumbers. That there is no depth, no perspective behind some of the material being turned out. That some of it, perhaps too much, is based on prejudices well embedded."

He charged that "editorials can be written with punch, with verve, from a solid position, and yet be fair, considerate and judicious."

The choice of how to operate is still with the broadcaster, but it may not be for long. Several members of Congress have already made known their plans to attack broadcasting in this sensitive area, and Mr. McCaffrey feels "new limitations" could be forthcoming in this session.

For all his somber warnings, the Washington newsman did tell his audience that in one sense it was better off than it realized. Broadcasters keep calling for opening House and Senate sessions to radio and TV, he noted, but for the sake of the nation they shouldn't.

He urged the broadcasters to attend House and Senate proceedings for three or four days and then ask themselves if those sessions "should be inflicted on the people of this country. . . . To survive this nation must be alert. Let you not conspire to put it to sleep."

Schildhause gets more authority over CATV

The FCC's newly formed CATV Task Force gained a little more personality and power last week as the commission announced that additional authority was being given to the division's chief, Sol Schildhause, to act on various housekeeping matters.

The Task Force's new powers include the authority to act on CATV requests for more time to comply with FCC orders, send and answer letters and dismiss repetitious and moot pleadings.

FCC: a land of midnight oil

Annual report to Congress explains myriad of issues that kept commission hopping in 1966; admits that jam in spectrum stems from lack of foresight in 1949

The FCC's annual report to Congress, usually a routine compendium of commission doings in the preceding fiscal year, is taking on the aspects of a divining rod, pointing to issues likely to be of considerable importance in the year ahead. Last year, as the commission prepared to plunge into CATV regulation, the report, for the first time, contained a chapter devoted to the cable-TV industry. In the edition out last week, and dealing with the 1966 fiscal year, the report contains, for the first time, a chapter devoted exclusively to the land mobile radio service and its "crying" need for additional spectrum space—a need that may require the commission to reallocate spectrum space now assigned to broadcasting.

The chapter, which notes that the lack of "living room" is not only causing severe overcrowding by present land mobile radio operators but is hindering potential growth of the service, contains the frank admission the present difficulties stem from a lack of foresight on the part of the commission in a 1949 allocations decision.

That decision, the report notes, set aside 60% of the spectrum between 25 mc and 890 mc—the portion best suited to mobile communication—to TV and FM broadcasting, with another 34% reserved for government and government-shared use. "Only 4.7% is apportioned to the mobile services."

Too Much for the Space ■ And "into this very limited space are packed over 2¼ million transmitters, with applications for new ones pouring in at the rate of 15,000 per month," the report said, adding: "The underlying reason, then, behind this apparent imbalance in allocations is simply that the unusual growth in the nation's economy and its resulting impact on the land mobile radio services was not foreseen by those concerned."

Land mobile radio services cover a wide variety of uses. Police and fire departments use land mobile frequencies, so do local governments, cab and bus companies, industry (in the remote control of machinery as well as in paging key personnel), and small garages and businesses in the dispatch of pickup and delivery trucks.

In an effort to make up for its lack of foresight, the commission has taken

a number of remedial actions, notably the reduction of separation between channels to make room for assignments. But these are stop-gap measures, and it is a "substantial increase in spectrum space" that would be a "highly satisfactory" solution to the problem, the report says.

There is, however, no remaining unallocated spectrum space, so the problem "becomes one of balancing conflicting requirements of all services and an apportionment of the available space in consideration of relative needs and importance." Normally those seeking extra space for land mobile services have broadcasting frequencies in mind.

Advisory Committee ■ The report noted that an Advisory Committee on Land Mobile Radio Services which the commission formed two years ago is studying ways in which land mobile users could, through improved operating techniques, make more efficient

use of the spectrum space now assigned to them. But the committee's report, which is due within the next few months, will also enable the commission "to better assess what additional allocations are necessary," the report said.

In matters more familiar to broadcasters the report indicates that the commission stepped up its campaign, in the fiscal year which ended last June 30, against violators of its rules. The commission issued 78 notices of apparent liability for forfeitures, compared to 38 in the previous year and 13 in fiscal 1964.

In addition, short-term (probationary) licenses were issued to 22 stations during fiscal 1966 (there were 19 short-term licenses issued in fiscal 1965), while five license-renewal applications were designated for hearings on rule- or statute-violation charges and the commission or the courts took final action in denying license renewals to four other broadcasters. Revocation proceedings were instituted against three licensees.

Fourteen of the short-term renewals resulted from the commission's concern with commercialization practices. The report said that the sanctions were imposed on 11 AM, two FM and one TV



Dirt starts flying for Seattle facility

Construction has begun for KIRO-AM-FM-TV Seattle's "Broadcast House," a multi-million dollar facility with a total area of 85,000 square feet. The structure is designed to accommodate a future third floor of 12,000 square feet.

KIRO radio, conference rooms, sales department, traffic and management areas, two large television

studios with public viewing rooms and a smaller executive studio will be located on the first floor. The second floor will house executive and corporate offices and conference rooms and KIRO-TV's operational and technical areas.

Approximately two-and-one-half times larger than buildings now in use, it is to be completed in 12 months.

stations that "substantially" exceeded the commercial ceilings they had proposed in their prior license renewal applications.

Payola Inquiry ■ Additional sanctions may be forthcoming in the months ahead as a result of the "nonpublic evidentiary proceedings" the commission launched in an effort to check out complaints of payola and plugola, activities which are now violations of the law as well as of the commission rules.

The public increasingly is turning to the commission with complaints and comments about broadcasting. More than 52,000 "expressions of opinion" were received by the commission in fiscal 1966, 17,000 more than in the previous year. But the commission would classify only some 13,000 as complaints.

The largest category of complaints—27%—referred to programing, exclusive of complaints about editorializing (11%) and political broadcasts (4%). Advertising accounted for 21% of all complaints. But the report said indications are that stations are heeding the commission's 1965 policy statement requiring them to curb loud commercials. The commission received 440 loudness complaints in the nine-month period ending May 1966, but only 115 were sufficiently definite to warrant in-

quiries. And in no case, the report said, was further action required.

Only one major rulemaking affecting broadcasting was proposed in fiscal 1966—that which would establish a nationwide system of pay television. But during the year the commission adopted new program reporting forms for AM, FM and TV applicants, denied most requests for exceptions of its new rule prohibiting big-city FM's from duplicating more than 50% of the programing of affiliated AM's, adopted rules prohibiting double billing, and cautioned licensees about making deceptive broadcast-rating claims.

New Fields ■ Many of the commission's major new moves were in the fields of CATV and satellites. It asserted jurisdiction over all CATV systems (but asked Congress to clarify its authority over the CATV industry), created a new Community Antenna Relay Service for noncommon carrier microwave facilities serving CATV's, and established a task force to implement the new CATV rules.

In the field of satellites, the commission authorized the Communications Satellite Corporation to launch 10 additional "birds" and settled policy relating to ownership of the system's ground stations and to what entities would be permitted to deal directly with

Comsat for service. The commission also launched an inquiry into the lawfulness of the company's rates, and began considering the question as to whether private parties should be permitted to operate a domestic satellite system.

The report noted that several controversial proposals affecting broadcasting are still pending. One would limit network control over programing. Another would set new limits on the number of television stations a broadcaster could own in the top-50 markets. A third would require television networks to make their programs available to other stations in a market when their affiliates do not take them.

Ch. 24 Baltimore starts operation

Baltimore's newest station, WMET-TV, went on the air last Wednesday (March 1), the first TV to start operation there since 1948. The channel 24 outlet programs a news-and-public-affairs format in prime time and drama and entertainment during the day. On April 3 it will join the Overmyer Network, carrying the late-night *Las Vegas* show.

United Broadcasting Co. of Eastern Maryland Inc., whose WOOK-TV Washington will supply part of the new station's programing, is licensee of the station. Richard Eaton, owner of WSID-AM-FM Baltimore, is president; J. Herman Strick is general manager.

Studio facilities, with a 900-seat theater and multi-level studio floor, are under construction. Sales director is Thomas E. Davies Jr., at 4340 Park Heights Ave., Baltimore 21215. The station is represented by Vic Piano, New York, and Busbee, Finch & Woods, Atlanta.

Changing hands . . .

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

■ **KCJC-FM** Kansas City, Mo.: Sold by Ruben E. Sell to Starr Broadcasting Co. for \$243,000. Starr Broadcasting is two-thirds owned by William F. Buckley Jr., publisher of *National Review* and leading conservative figure, and one-third by Peter Starr; it owns KOWH-AM-FM Omaha, KISD Sioux Falls, S.D., and is awaiting FCC approval of its purchase of KUDL Fairway-Kansas City from the estate of the late Eugene Burdick for \$700,000. KCJC-FM operates on 98.1 mc with 75 kw. Broker: Blackburn & Co.

APPROVED ■ *The following transfer of station interests was approved by the FCC last week (For other commission*

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activities see FOR THE RECORD, Page 72).

▪ **KEAP** Fresno, Calif.: Sold by Herbert J. Edelman and associates to John M. Hooker, James C. Cena and John H. Burrows for \$260,000 plus five-year covenant not to compete. Mr. Hooker is with Katz Agency; Mr. Cena with KBLA Burbank, and Mr. Burrows is motion picture and TV producer. KEAP is a 500-w daytimer on 980 kc.

▪ **Kzoo** Honolulu: Sold by Mary K. Wong and Robert H. Pearson to Noboru Furuya (80%) and Osaka Broadcasting Corp. (20%) for \$225,000. Mr. Furuya is president of a land-holding company, has interests in theaters and beauty salon. He also holds a minor interest in KOHO Honolulu, which he is relinquishing. Osaka Broadcasting is licensee of KUOF Osaka, Japan. Commissioner Robert T. Bartley dissented. Kzoo is fulltime on 1210 kc with 1 kw.

New TV stations

***WACS-TV** (ch. 25) Dawson, Ga. will start broadcasting today (March 6) and will operate with an effective radiated power of 363 kw visual and 36.3 kw aural from an antenna height of 1,080 above average terrain and 1,096 above ground. Permittee is Georgia State Board of Education. From 8 a.m. to 6:30 p.m., the majority of programs will originate from the Georgia State Department of Education Television Services Production Center in Atlanta. The evening schedule will be provided by the University of Georgia. Permittee's other on-air stations are WCLP(TV) Chattsworth, WJSP-TV Columbus, WABW-TV Pelham, WVAN-TV Savannah and WXGA-TV Waycross, all Georgia.

WMET-TV (ch. 25) Baltimore went on the air last Wednesday (March 1) (see page 46).

NAB selects more conventional talent

More names were added last week to the list of participants at next month's 45th annual National Association of Broadcasters convention in Chicago. At the same time, the registration figure continued to grow, reaching 3,574 by Thursday (March 2).

Maurice B. Mitchell, president and editorial director of Encyclopaedia Britannica Inc. will address the Monday-afternoon (April 3) radio session. That meeting will also include a panel on defining radio programing, live recording artists and a radio code report.

The Monday afternoon TV session will feature a panel on film, and a report by the Television Bureau of Advertising. The Sunday (April 2) TV session will be devoted to secondary market problems.

Mr. Mitchell, founder of the Broadcast Advertising Bureau (now Radio Advertising Bureau), had been station manager of WTOF Washington, had been with NAB in teaching broadcasters how to merchandise radio, and had been with NAB in teaching broadcasters how to merchandise radio, and had been vice president of Muzak Corp.



Mr. Mitchell

Also on the Monday radio program, to be held in the Grand Ballroom of the Conrad Hilton, will be a panel on how to define radio programing. Participants will include: Al Waak, advertising manager, Household Finance, Chicago, representing the Association of National Advertising Bureau), was once station manager of WTOF Washington, has expertise how to merchandise radio, and has Advertisers; William Oberholzer, Leo Burnett Co., representing the American Association of Advertising Agencies; Maurice Kellner, newly named executive director of Station Representatives Association (see page 9), and Lloyd Dennis Jr., WTOF Washington. The session will be moderated by Sherril Taylor, NAB vice president for radio.

The code report will be delivered by Howard H. Bell, code authority director. Live entertainment, to show the diversity of music available on radio, is being handled by the Record Industry Association of America, and will feature Eddy Arnold and Boots Randolph with others to be named.

The Monday-afternoon TV panel, set for the International Ballroom of the Hilton, is titled "Film Conference—1967" and will be moderated by David Wolper, Wolper Productions. Panelists will include Leonard Goldberg, vice president-programing, ABC-TV; Bill Michaels, Storer Broadcasting Co., Birmingham, Mich.; Joseph Barbera, Hanna-Barbera Productions; actor-producer, Danny Thomas, and producer-director Otto Preminger.

Norman E. (Pete) Cash, TVB president, will make a presentation entitled "You can't have it both ways" preceding the panel.

The Sunday secondary-market session, set for the Waldorf Room of the Hilton, will deal with TV's current operating problems, broadcast ratings, CATV and the future role of NAB's planned small-market television committee.

The panelists will be: William Grove, KFBC-TV Cheyenne, Wyo.; William Patton, KATC(TV) Lafayette, La.; Marshall Pengra, KLT(TV) Tyler, Tex.; Robert Schmidt, KAYS-TV Hays, Kan., and

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Next ABC-ITT step up to FCC

Commission can now reaffirm earlier decision or set merger for hearing as Justice requests

The contending parties have had their say, and now it's up to the FCC to decide whether to affirm its approval of the ABC-International Telephone & Telegraph Corp. merger or to order an evidentiary hearing in the case.

The question got back to the commission sooner than expected, as the Department of Justice filed its latest statement in the case on Tuesday (Feb. 28). The commission had given the department until March 6 to rebut ABC and ITT statements that urged rejection of the Justice petition for a hearing (BROADCASTING, Feb. 27).

There was no solid indication as to when the commission will act in the case, which has developed into one of the most controversial to come before it in years. But it's believed that the

FCC will act soon, almost certainly this month. One official indicated that, but for the absence of Commissioner James J. Wadsworth, the commission might be in a position to take "some action"—though not necessarily a final one—this week. Commissioner Wadsworth is due back Friday (March 10) from Mexico City, where he has headed the U. S. delegation negotiating a new treaty with Mexico on use of the AM band.

The commission, by a 4-to-3 vote, approved the merger on Dec. 21, 1966. But it stayed the order after Justice filed its petition for a hearing. The commission said it would act "promptly" after reviewing the evidence it asked Justice to submit in support of its assertion that the commission had not adequately considered the anticompeti-

ABC keeps its temper on merger delay

ABC is "exercising a maximum of 'patience and fortitude'" in regard to the Justice Department disputed merger of ABC and International Telephone & Telegraph Corp., according to ABC President Leonard Goldenson.

In a speech prepared for delivery last Saturday (March 4) at the dedication of affiliate WLW-TV Miami's new building and facilities, Mr. Goldenson said:

"We at ABC have a merger approval still pending before the FCC. That body had decided favorably for the merger. As you know, [it is] the independent federal agency empowered by the Congress to deal with regulatory matters affecting the broadcasting industry.

"The merger has now been delayed by a last-minute attempt by the antitrust division of the Department of Justice to inflict their opinions on the independent agency in lieu of an admitted absence of any valid antitrust case in the courts. . . .

"We are exercising a maximum of

patience and fortitude for we are confident that the merger is in the public interest and will be determined soon with fairness and with justice. Incidentally, that last word 'justice' has a lower case, not a capital, J.

"I beg your indulgence for injecting ABC's corporate problems into this happy occasion. But I just could not resist the temptation to make a personal, almost an aside, remark directed to the honorable members of the Congress who honor us with their presence this evening. I would hope that they would look with disfavor on any undue encroachment by any division of the executive branch of the government upon the powers and prerogatives of any independent agency, which, after all, was specifically created by the Congress to do the job assigned to it—particularly when such an executive division publicly admits that it does not have a case under its own powers and jurisdiction. I would think the orderly process of government deserves the concern of all of us."

tive factors involved in the \$2.4 billion merger.

Restates Its Case ■ In its latest filing, Justice restated its view that the commission's consideration was inadequate, largely because it did not conduct a full evidentiary hearing. The department also said it had not attempted to prove its case in the pleadings but, rather, to point out that substantial questions exist that can only be resolved in a hearing.

In their statement, the parties assailed the department's presentation, which includes 260 documents, as insufficient to prove the allegations and largely irrelevant. ABC and ITT also accused Justice of withholding information likely to undercut its position and of distorting the meaning of other documents it submitted.

The department, in responding to most of the specific charges, accused ABC and ITT of "incorrectly" quoting from, and ignoring a pertinent portion of, one of the documents it had been accused of withholding. The document bears directly on one of the key issues in the case: whether ITT intends to pump money into ABC to make it competitive with the other networks, or whether, as Justice contends, ITT looks on ABC as a source of revenue for investment elsewhere, as the department says the evidence indicates.

The document, which the department had in its files for a year but which it did not supply to the commission, contains a copy of notes taken at an ABC board meeting in December 1965 at which the proposed merger had been discussed. As reported in the ABC-ITT statement, they said: "Engr.—color & modernization—great expense & they manufacture equip and lot more know how—." ABC and ITT said the notes indicate that ABC was interested in the financial advantages that would result from the merger (BROADCASTING, Feb. 27).

But Justice said that the parties' statement neglects to point out that the first word "Engr." had been underlined, "demonstrating that the category relates to *engineering* advantages of the merger, not the financial advantages." The two points are in a list headed "Reasons Why Combination Good!"

The department also said a portion of the document, not quoted in the ABC-ITT statement "plainly" indicates that the financial benefit described to the ABC board was a tax saving, "not ABC's alleged critical need for capital financing." The portion of the document cited by Justice reads: "*Financial*—they have earnings abroad & foreign tax credit problem; decrease in combined tax rate if more ITT earnings in US."

Justice said it had not submitted the

document, which it had for a year, "because it consists of fragmentary allusions which . . . are difficult to make out."

The parties had also criticized the department in connection with its presentation of a January 1967 document concerning the costs of converting ABC equipment to color. The document, which placed the cost over a two-year period at \$50 million, was referred to by Justice as the "complete plan." But the parties said the complete plan was a document that was subsequently filed with Justice and that placed the total cost, over a five-year period, at \$113,-470,000. That document was not submitted to the commission by the department.

The department didn't challenge the parties' characterization of the later documents as the "complete plan." It said it did not offer the second document, which it received on Feb. 11, because it "is still being reviewed and analyzed."

The department also challenges the explanation the parties offered in response to its introduction of a December 1965 ITT memorandum indicating that ITT expected ABC to produce revenues that could be invested outside of broadcasting. The parties said the analysis had failed to consider substantial costs facing ABC, such as dividend payments and conversion to color.

Big Drain • "It is indeed amazing," the department said, "that the transaction thus negotiated was not drastically altered if ITT thereafter became aware that ABC in the near future would be an enormous drain on ITT capital rather than a prolific source of funds."

The department also said the parties had erred in the date they said they had submitted a policy statement that indicates that ABC would be allowed to operate autonomously. The document was one the parties said the department had withheld from the commission. The department, however, said it was submitted by the parties on Feb. 11, 1967—not Feb. 11, 1966, as they had said.

The department acknowledged it had not passed along an ITT policy statement that the parties said "explodes" the department's speculation that ITT might engage in reciprocity. The department said the statement was only "self-serving" and "duplicative" of the assurances previously offered.

Justice's merger stand seen upheld by Clark

William Ramsey Clark, nominated by President Johnson last week to be Attorney General of the United States, spells no change in the Department of

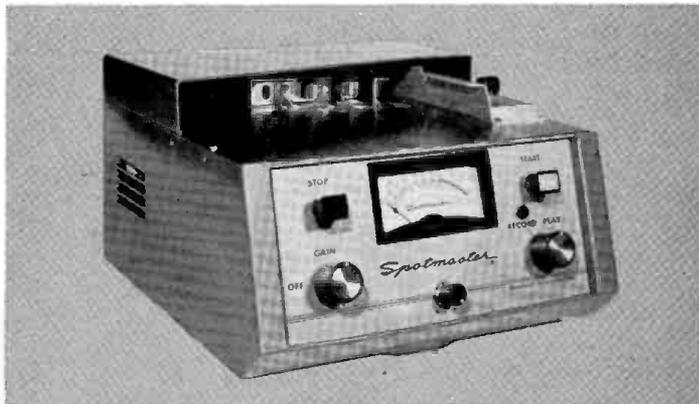
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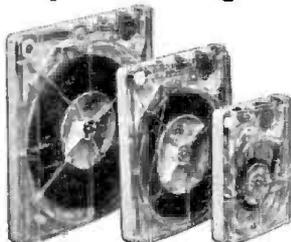


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Justice's attitude toward the merger of ITT and ABC.

Mr. Clark has been acting chief of the Justice Department since Nicholas DeB. Katzenbach moved to the State Department last October, and has, it's reported, aggressively supported his antitrust chief, Donald F. Turner, in the campaign to persuade the FCC to reverse itself, or at least to hold a full-fledged hearing on the merger case.

Mr. Clark is the son of Associate Justice Tom Clark of the U. S. Supreme Court, who has announced he will retire when his son is confirmed to the top federal government legal post.

Revolts mark NABET talks

Trusteeships ordered for N.Y., L.A. locals as network negotiations start

The National Association of Broadcast Employees and Technicians opened negotiations in New York last Thursday (March 2) with ABC and NBC on a new contract amid moves by dissident locals in New York and Los Angeles to leave NABET.

The current 38-month contract ex-

pires on March 31. International President Eugene P. Klumpp proceeded with the talks as his aides attempted to forestall moves by the key New York local 11 and Los Angeles local 53 aimed at bolting NABET and joining the American Communications Association, an affiliate of the International Brotherhood of Teamsters, headed by James Hoffa.

On Tuesday Mr. Klumpp placed the New York local into a trusteeship under Larry Dworkin of NBC after a meeting of shop stewards on Monday had resulted in a unanimous decision to leave NABET. The NABET constitution authorizes a trusteeship for "just cause." (Mr. Klumpp charged during the week that the ACA was "thrown out of the CIO for political activities.")

Coast-to-Coast Trouble ■ On Wednesday evening local 53 in Los Angeles voted to disassociate itself from the parent union and to join with the ACA. A local official said it plans to ask the National Labor Relations Board to hold an election among the membership to decide which union should represent it.

NABET then clamped a trusteeship on the rebellious Hollywood local.

The discontent by the New York and Los Angeles units of NABET has been brewing for months and is reported to center around their contention that the international has not been vigorous and aggressive with management in settling grievance cases. Symptomatic of the

dissension were the recent resignations of Harry (Woody) Schlegel, national director of network affairs for NABET in New York, and of Syd Rose, West Coast regional director of the union. Mr. Rose subsequently was named "acting director" of the dissident local 53 in Los Angeles.

Network spokesmen acknowledged last Thursday that negotiations had opened that day, but would not comment on the effect the actions of the two key locals would have on the course of the talks. The New York and Los Angeles units represent about 3,000 members, said to account for approximately 60% of the union's total membership at the two networks. NABET has jurisdiction over certain engineering, publicity and clerical positions at ABC and NBC. Other locals involved in the negotiations cover Chicago, San Francisco, Washington and Cleveland.

Gains Sought ■ The present pact calls for a top minimum salary of approximately \$218 a week for basic engineering and technical employees. Though no details were available on NABET's new contract demands, it was reported that the union is seeking "generous increases" for all categories of employees, a 35-hour week instead of the present 40, a two-year contract and stronger machinery to expedite grievances by members.

The membership vote of NABET Hollywood local came after regional officers of the union were barred from a special meeting. Jim Greene, regional vice president of NABET region 5; Tim O'Sullivan, member of NABET negotiating committee and Don Cheney, NABET West Coast regional director, were barred from a meeting at Hollywood's Musicians Union Auditorium, where one of the secession votes was taken. The three union officers reportedly wanted to present the NABET case to the local membership.

The rebellion against NABET supposedly was the result of a rank-and-file conviction that the national union had lost the respect of the networks and no longer had the ability to negotiate and enforce better labor contracts.

ID charges against KISN dropped by FCC

The FCC last week dropped its accusations, originally made in 1965, that KISN Vancouver, Wash., had violated the commission's station-identification rules by conveying the impression to listeners of being licensed to Portland, Ore. The commission had already sent the station a \$2,000 notice of apparent liability and an order to show cause

Station provides daylight-time ammo

A "tele-vote" survey by KAKE-AM-TV Wichita, Kan., played an important role during a debate over daylight saving time in the Kansas House of Representatives recently.

The stations took a mail survey on whether the state should adopt daylight saving time as required by national legislation that takes effect this year, or keep the state on Central and Mountain Standard times. State Representative Ben Foster of Wichita during the debate used the results of the KAKE "tele-vote" survey in his arguments that helped defeat the bill seeking to nullify the national law in Kansas. Late returns showed 55% of the respondents in favor of adopting daylight saving time throughout the state and 45% opposed.

Representative Foster also quoted a wire from Martin Umansky, vice president and general manager of the stations, which said: "Staying on standard time this summer would cause severe financial blows to broadcasting industry in Kansas as well as most probably major dis-



Mr. Foster

ruption of regular TV programing service."

The "tele-vote" survey was seen as a key factor in the 71-44 defeat of the bill. The stations have conducted the surveys for six years and claim a perfect record in predicting winners of political races and issues.

why it was failing to properly identify its community of license.

The FCC said its decision to terminate the KISN proceeding was "consistent" with the commission conclusion last December that KABL Oakland, Calif., also accused of station-identification infractions, had obeyed the letter of the rules but had violated their intent through announcements tending to link the station with San Francisco (BROADCASTING, Dec. 19, 1966). The commission later proposed adoption of a broadly phrased rule that would plug the loophole by prohibiting licensees from misleading audiences as to the city they are licensed to serve (BROADCASTING, Jan. 30).

NAFMB arranges Chicago schedule

Programing, promotion, sales, research, automation and engineering will be covered by the National Association of FM Broadcasters at its annual convention in Chicago, March 31-April 2.

The opening-day session will feature two panels: FM programing, moderated by David Bennett, Triangle Stations, Philadelphia; program and format analyses, moderated by Alex Smallens, WABC-FM New York; a luncheon, speaker unnamed, and the afternoon membership meeting.

The agenda for the second day includes a panel on FM promotion moderated by William Shaw, WPTH(FM) Fort Wayne, Ind.; a panel on FM research moderated by David Polinger, WTFM(FM) Lake Success, N.Y.; a report on home and auto FM sales by Lynn Christian, WPX-FM New York; presentation of the annual Armstrong Foundation awards at the luncheon, and seminars on local and national sales in the afternoon.

The final day's session is jointly programmed by NAFMB (morning) and the National Association of Broad-

casters (afternoon). The NAFMB session will include a report on the new NAFMB-Radio Advertising Bureau sales promotion service by Miles David, RAB president, and sessions on automation and engineering.

Comsat can drop escrow account

One of the major obstacles on the Communications Satellite Corp.'s road to happiness was removed last week as the FCC lifted its requirement that all of the company's operating revenues be placed in a deferred credit account. The commission in 1965 ordered Comsat to establish the account, which now contains over \$6½ million in revenues from the Early Bird satellite, pending resolutions of an FCC-ordered hearing on the company's rates.

The hearing has not yet taken place and is currently in a prehearing stage.

The FCC said that the deferred credit requirement was "a bar to the keeping of regular accounts and to the issuance by Comsat of conventional financial statements to the commission, to its stockholders, and to the public generally, and should now be eliminated. . . ." Comsat, in urging withdrawal of the account, had argued that it inhibited the normal reporting of financial matters (BROADCASTING, Nov. 21, 1966).

NBC Radio adds four new affiliates

NBC Radio last week added four new affiliates, bringing the total to 209. They were WIKB Iron River and WJPD Ishpeming, both Michigan, and WTSL Hanover-Lebanon and WTSV Claremont, both New Hampshire. All were independents.

WIKB, licensed to Northland Advertising Inc., operates on 1230 kc with 1 kw days and 250 w nights, and WJPD, licensed to Ishpeming Broadcasting Inc., operates on 1240 kc with 1 kw days and 250 w nights. Both stations are headed by Gene Halker, president, and Bud Shields, vice president.

WTSL, licensed to Radio Hanover, operates on 1400 kc with 1 kw days and 250 w nights, and WTSV, licensed to Radio Claremont Inc., is on 1230 kc with 1 kw days and 250 w nights. Robin Bonneau and George R. Bonneau are station managers, respectively. Both outlets are owned by Norman Knight, president of Knight Quality Stations.

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NBC fills final hole for 1967-68

PLANS JERRY LEWIS SERIES FOR FRIDAY, DROPS 11 PROGRAMS

NBC-TV, by locking up the last few spaces left in its 1967-68 schedule, was able to present a complete program lineup to an NBC affiliates' board of delegates meeting in New York last Thursday (March 2).

NBC filled a 90-minute gap Friday night with a one-hour *Jerry Lewis Show* (format not determined) and a half-hour comedy, *Everywhere a Chick Chick*, to star Jerry Van Dyke. A Sunday 8:30-9 hole was filled with a comedy, *Mothers-in-Law* with Eve Arden and Kaye Ballard. A Tuesday 8:30-9 opening was closed with the shift of *I Dream of Jeannie* from its current Monday period.

Leaders of the affiliates group were enthusiastic about the new schedule. Some called it "the strongest ever (see page 41)."

For several weeks NBC had been close to completing the lineup (BROADCASTING, Feb. 27, 20), the pieces falling into place finally once comedian Lewis was signed last week for his new show.

CBS-TV in announcing a firm schedule Feb. 22 indicated it would cancel 10 weekly programs that are now current weekly fare. NBC's new-season schedule as now constituted would can-

cel 11.

N. Y. Location ■ ABC-TV's plans were still tentative and taking form more slowly than the other two networks. Last week ABC added a new show to its 1967-68 plans: *N.Y.P.D.*, a half-hour series with a New York police department background.

ABC's new series has been slotted Tuesday at 9:30-10. The show, produced by Talent Associates-Paramount, apparently will represent the only network-TV dramatic series to be produced in New York for 1967-68.

The three networks reported advance sales to advertisers, but cautiously held to security in fear that leakage of details would feed competitors.

But the obvious staple program buying had already begun. Kraft Foods, of course, was in with its one-hour *Kraft Music Hall* on NBC, Procter & Gamble was firm for at least half and possibly all of the Sunday *Mothers-in-Law*, also on NBC, while Ford was set with *FBI* Sunday on ABC plus specials.

General Foods had all of *Andy Griffith* and *Gomer Pyle* and half of both *Green Acres* and *He and She*, all on CBS. Procter & Gamble also has the other half of *Green Acres* and a half of *Family Affair*, plus its licensed *Good*

Morning World and an alternate weekly minute in *Red Skelton*, all on CBS.

Cigarette advertisers were reported to be assembling their lineups for the new season, while disposition of such business as that of Bristol-Myers was expected to determine additional program-scheduling decisions at ABC.

More to Come ■ This activity, however, was said to be merely the cap on the iceberg. Many more orders in verbal or written form were said to be in network sales offices.

The NBC schedule (N-new; NT-new time period).

Sunday: 7:30-8:30—*Walt Disney*; 8:30-9—*The Mothers-in-Law* (N); 9-10—*Bonanza*; 10-11—*The High Chaparral* (N).

Monday: 7:30-8—*The Monkees*; 8-9 *The Man from U.N.C.L.E.* (NT); 9-10—*The Danny Thomas Show* (N); 10-11—*I Spy* (NT).

Tuesday: 7:30-8:30—*Star Trek* (N T); 8:30-9—*I Dream of Jeannie* (NT); 9-11—*Tuesday Night at the Movies*.

Wednesday: 7:30-9—*The Virginian*; 9-10—*The Kraft Music Hall* (N); 10-11—*Run for Your Life* (NT).

Thursday: 7:30-8:30—*Daniel Boone*; 8:30-9:30—*Ironside* (N); 9:30-10—*Dragnet*; 10-11—*The Dean Martin Show*.

Friday: 7:30-8:30—*Tarzan*; 8:30-9:30—*The Jerry Lewis Show* (N); 9:30-10—*Everywhere a Chick Chick* (N); 10-11 *News Specials/Bell Telephone Hour* (NT).

Saturday: 7:30-8:30—*Maya* (N); 8:30-9—*Get Smart*; 9-11—*Saturday Night at the Movies*.

The new NBC lineup indicates the following programs will be dropped next fall: *Captain Nice* (midseason replacement); *The Road West*, *The Girl from U.N.C.L.E.*, *Occasional Wife*, *Chrysler Theater*, *T.H.E. Cat*, *Laredo*, *Flipper* (may move to early Sunday period), *Hey Landlord*, *Please Don't Eat the Daisies* and *Andy Williams Show*.

CBS owned TV's plan ninth program swap

CBS-owned TV stations will begin their ninth annual community-affairs program exchange the weekend of May 13-14. Each of the five stations will contribute a locally produced 17-week



At the announcement of ABC-TV's planned program, 'N.Y.P.D.' were (l to r): David Susskind of Talent Associates-Paramount Ltd.; Thomas W.

Moore, ABC-TV president; Daniel Melnick of TA-P, and Robert Hooks, who will be one of the stars in the new network series.

This is a plea for money. Regard it selfishly.

Think of yourself, and your business. And the kinds of minds and management your business needs for the future.

Then think about where you're going to get them.

If statistics prove correct, you'll draw from the ranks of college graduates.

That is, if colleges are able to continue developing the talent you need.

The financial trouble of higher education is very real. Today, tuitions cover only one third of costs. Without contributions from business and individuals, colleges couldn't keep going.

Business is the major beneficiary of higher education. Of all college graduates 42% are employed by American business and industry.

Be selfish about it. Put your money where your future is.

Help keep colleges in business.

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Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education.



series for presentation by the other four.

WCBS-TV New York, in collaboration with the New York City board of education, has produced *Dial M for Music*, a survey of the contemporary music scene from serious jazz to rock. KNXT(TV) Los Angeles will contribute *Julius Sumner Miller*, a science series with the professor of physics of El Camino College as host.

WBBM-TV Chicago will offer a consumer-education series, *Your Dollar's Worth*. WCAU-TV Philadelphia has *Trial by Another Jury*, a series in which court cases are reargued before juries of teenagers.

KMOX-TV St. Louis will contribute *Computer Quiz*, in which fourth- fifth- and sixth-grade students are tested by computer.

Court voids some Speck trial rules

The Illinois supreme court last week ordered further lifting of restrictions placed on news coverage of the trial of Richard Speck for the murder of eight student nurses in Chicago last year. The curbs were among those ordered by Presiding Judge Herbert C. Paschen

at Peoria, Ill.

Judge Paschen already had modified certain of the unusually stringent curbs he originally ordered in the case after protests by the news media (BROADCASTING, Feb. 27).

The Illinois supreme court on Wednesday acted on a suit brought by the *Chicago Tribune* and directed Judge Paschen to allow the reporting of events that occur in open court, with the exception that names of prospective jurors not be reported until they are either excused or sworn as jurymen and sequestered.

The state supreme court also directed the judge to permit newsmen to purchase "at any time any and all transcripts of the proceedings" from the official court reporter. Previously the judge had said no transcript would be available until a verdict was reached. Later he ruled that transcripts would be made available but only of the trial proper.

SDX Hits Medina Report ■ Meanwhile, Sigma Delta Chi, professional journalistic society, has found "unduly restrictive" the committee report of the New York City Bar Association on coverage of crime news. The committee, headed by U. S. Circuit Judge Harold R. Medina, proposed tighter control of information disclosed by law officials rather than restrictions on the

A's still holding out

Baseball time draws nearer but the Kansas City Athletics and KCMO-AM-TV Kansas City still have not been able to agree on a deal for broadcast rights, both the American League club and the station admitted late last week. Athletics' owner Charles O. Finley said no station in the city appears interested in baseball except KCMO but "they haven't come up with a package yet." KCMO indicated Mr. Finley's price is still too high. The rights last year cost \$250,000.

news media to solve the fair-trial issue.

SDX, in a joint statement by its president, Robert H. White II, and Clark Mollenhoff, chairman of its freedom-of-information committee, contended "there is no justification for the extensive list of prohibitions on information available from law-enforcement officials. The strict application of the secrecy rules suggested by the Medina committee would be a barrier to any outside investigation of the police, the prosecution or the courts."

SDX held that the police, prosecutors and the courts "must be subjected to the same constant surveillance as any other government operations" and to accept the committee's suggestions would invite abuse of the use of discretion by these officials.

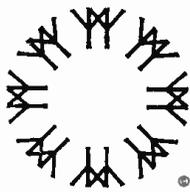
SDX commended the Medina report "for calling attention to the fact that the U. S. Constitution prohibits statutory or court control over the press or the police in the release and publication of pre-trial information."

ETV pioneer looks back at achievement

One of the key founders of educational television in Chicago nearly a dozen years ago recalled the struggles last week and admitted that after it was all done it was something of a let-down.

"We didn't get any real excitement running through the community after the founding," said Robert Ahrens, vice president of development at Roosevelt University. He voiced his disappointment before a meeting of the local chapter of the American Women in Radio and Television.

Mr. Ahrens felt however that it has been a significant accomplishment that



U.S. newsmen invited to apply for expo67 press credentials

All full-time working journalists are eligible for credentials good for the entire span of the Montreal World Exposition, April 28 to October 27, 1967. Courtesy passes also available to immediate family of accredited newsmen.

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the ETV venture, WTTW(TV) Chicago, "has survived."

Even though it is respected in the educational television community as one of the most outstanding operations in its field, WTTW still should be more "culturally" oriented, do more experimentation and present more local live material, Mr. Ahrens contended. Too much emphasis on in-class programs, he felt, makes it simply "an instrument of the schools."

Real Achievement ■ His arguments were countered by WTTW's director of programming and development, Edward P. Morris, who told the AWRT group that the station already is doing much more of these things than perhaps Mr. Ahrens is aware. WTTW presently has 8½ hours of local live shows every week, "more than any other station in the country," Mr. Morris said, "if you don't count baseball."

The station also has been a training ground for many well known industry workers today, he added, and will have a full color mobile unit on the streets producing documentaries this fall. The school shows are being shifted to the newer sister UHF ch. 20 outlet, WXXW (TV) there, Mr. Morris explained, leaving VHF ch. 11 WTTW free to do even more of what Mr. Ahrens likes.

Mr. Ahrens testified about what he considered the sad state of local commercial television at the FCC's special Chicago hearing in 1962. Of commercial TV's present state, he told the AWRT last week, "I continue appalled."

KHVV-TV Honolulu sets live show from Japan

The first live Japan-to-Hawaii telecast will be beamed over KHVV-TV Honolulu Thursday (March 9) at a cost of \$15,000.

The station will present a live program originating in Japan featuring a Hawaiian boy of Japanese descent who has been touring his ancestral land. The program, to be carried via satellite will focus on the boy's impressions of Tokyo. It was written and produced by Mason Altiery, KHVV-TV news director, and directed by Charles Riley, who directed five programs from Honolulu to Tokyo recently.

The station in the past has claimed a list of firsts in trans-Pacific telecasting, such as the first station to receive satellite broadcasts via Lani Bird from the mainland, the first and only station to transmit from Hawaii to the mainland U.S., the first and only station to transmit from Hawaii to Japan and it will now be the first Hawaii station to receive transmission from Japan.

BROADCASTING, March 6, 1967

New shows from Mutual

'Pilot Line' project to encourage development of new program ideas

Mutual's new program look began to take recognizable shape last week as its top management, led by President Matthew J. Culligan, continued daily presentations to major advertising agencies in five cities.

Mr. Culligan said he expected that by the end of this month, MBS will have completed a total of 75 agency calls, covering some 40 agencies in New York, 18 in Chicago and others in Los Angeles, St. Louis and San Francisco.

The keystones in Mutual's planning are emphasis on news, weekend programming, sports and several other program service projects.

Mutual is continuing news programming on the half-hour while adding news headlines on the hour. Mr. Culligan said Mutual soon expected to close an "alliance" abroad that would overlay a "heavy international flavor" on its news broadcasting. The arrangements, he said, would put Mutual in "50 capitals in the world."

MBS will have a continuous network feed on Saturdays and Sundays "in which affiliates may move in or out at will," Mr. Culligan said, noting that the extent to which stations use the service will depend largely on their individual needs. This service, tentatively titled *Wide Wide Weekend*, has been prepared by Sylvester L. Weaver, former NBC president and now an advertising agency executive with Wells, Rich, Greene, New York.

New Sales Offices ■ In sports, Mutual has stepped up its efforts to acquire rights to live coverage of events, and in sales it plans shortly to open its first offices in Detroit and Los Angeles.

Mr. Culligan said the network has begun writing contracts with "bellwether" advertisers but was not quite prepared to announce them.

He said Mutual has affiliate acceptance of a 90-day moratorium on all programming that does not have direct sponsorship or that otherwise "most stations do not appear to have been using." Unless stations voice a demand for these, the shows will not come back on the schedule after the three-month period, it was indicated.

Mutual will program *Pilot Line*, a

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Corp.
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United Artists Television, Inc.
Warner Brothers—
Television Division
Wolper Television Sales

Don't miss Big daily prizes



Did they all collect the minimum?

Jackie Gleason didn't detract one bit from his image as "The Great One" when his Feb. 25 program on CBS-TV became his 51st birthday party. And the party-goers on the occasion were a good cross-section

of the who's-who in entertainment, sports and church life.

Front row (l to r): Gene Kelly, Jack Haley, Sheila MacRae, Lucille Ball, the man who blew out the candles, Most Rev. Fulton J. Sheen,

Danny Thomas and conductor Sammy Spear.

Back row (l to r): jockey Eddie Arcaro, Art Carney, Alan King, pro football star Paul Hornung; New York Yankees' Whitey Ford, Frankie Avalon and Frank Gorshin.

project to encourage talent to come up with new show ideas. Projected shows will be fed by closed circuit to affiliates several times a week. Only those shows that receive wide acceptance will be considered for addition to the network schedule. First three shows in this project have been produced by Himan Brown (who produced *Inner Sanctum* for radio), and consist of a mystery, a medical show and a fashion program.

Mr. Culligan also said Mutual will emphasize coverage of political news, particularly campaigns and elections. As previously reported, MBS is also programming a new *Editor's Notebook* of vignettes.

Networks outline convention needs

The Republican Party last week was considering requests for facilities and requirements for broadcast coverage of the 1968 presidential nominating convention.

Among the various requests made by broadcasters before a GOP site committee meeting in Washington was a proposal that both political parties hold their convention in the same city. Broadcasters put forward requests for accommodations for a total of 3,610 persons affiliated with their coverage.

The largest contingent expected at the convention, according to preliminary estimates presented to the committee, was one of 1,500 representing station groups and independents. NBC expects to send some 750 persons to the convention, while ABC and CBS each requested space for 650 and Mutual Broadcasting System plans to have 60 persons connected with its coverage.

ABC and NBC saw the need for some 30,000 square feet of space at the convention hall, while CBS asked for from 20,000 to 25,000 square feet and MBS and the independents requested 2,500 square feet and 8,000 square feet, respectively.

One of the more unusual requests was one made by Bill Leonard, vice president of programming for CBS News, who sought 40 hotel suites. When asked by GOP National Chairman Ray Bliss why the network needed so many suites, Mr. Leonard replied that CBS has 105 vice presidents. Mr. Bliss advised that many of them be left home.

One issue that apparently puzzled the committee members was a discrepancy in lighting requests made by CBS and NBC. Don Meany, NBC vice president for news, said his network foresaw the need for lights of 200-footcandle intensity in the delegates' area and 300-footcandle intensity at the speakers' rostrum. Mr. Leonard, however, said CBS needed

275-footcandles for the delegate area and 350-footcandles at the rostrum. Mr. Bliss inquired about the difference and urged the two networks get together on their proposals. ABC News President Elmer Lower did not specify his needs. An observer later pointed out the difference in demands was so small as to be insignificant; that only if the one were approximately double the other would it be significant.

The party was also concerned about the requests made that the hall be accessible for preliminary construction and installation anywhere from four weeks to 10 weeks ahead of the convention.

Concerning the request that one site be chosen for both party conventions, Mr. Bliss said he had taken no action and had not consulted with the Democratic Party about it. Some of the cities seeking the convention were said to be willing to put them back to back.

ASCAP members sue KZUN

Fourteen publisher members of the American Society of Composers, Authors and Publishers have brought suit against KZUN Opportunity, Wash., for alleged infringement of copyright, ASCAP announced Thursday, (March 2).

It said the suit, filed in the U. S. district court for the eastern district of

Washington, asks that the station be restrained from further performance of the songs in question and also seeks statutory damages, court costs and lawyers' fees.

NBC Films gets new 'Divorce Court' series

NBC Films has acquired syndication rights to *Divorce Court*, a new color series of 130-half-hour episodes, from Storer Programs Inc.

The new package, now being taped at KTLA(TV) Los Angeles, is promised for fall distribution and has already been sold in Atlanta; Baltimore; Cleveland; Detroit; Fort Worth-Dallas; Los Angeles; Milwaukee; Portland, Me.; Roanoke, Va., and Toledo, Ohio.

The series, developed for a one-hour black-and-white version that ran for five years, will again star actor Voltaire Perkins as the judge. Mr. Perkins is credited with 25 years as a practicing attorney and has also taught law at Southwestern University, Los Angeles. Professional lawyers argue cases based on briefs of actual divorce actions. Other actors play the roles of litigants and witnesses.

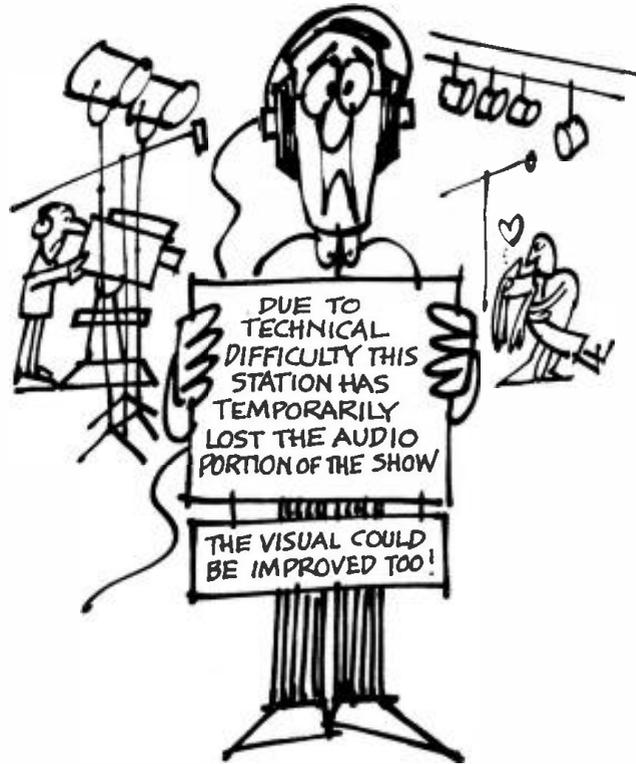
NBC's documentary plans

NBC News said last week it will produce more than 45 hours of TV news documentaries during the 1967-68 season. About 26 hours will be in prime time on Fridays (10-11 p.m.) to alternate with the *Bell Telephone Hour*.

William R. McAndrew, president of NBC News, said the news specials would be produced by 13 news teams covering the five continents and would treat some 40 different subjects.

Among the reports will be a *Frontier* series about medicine, the learning process, outer space and the sea. He indicated a number will be over one hour in length.

NBC listed the following as representative of some of the areas to be explored by its news specials: foreign aid, poverty, the Middle East, American justice, American cities, strike anatomy, Dead Sea Scrolls, country music, Spain, Sicily, and Republican and Democratic election primaries. Last year, NBC News offered 52 hours of preplanned specials, 10 more than in 1965.



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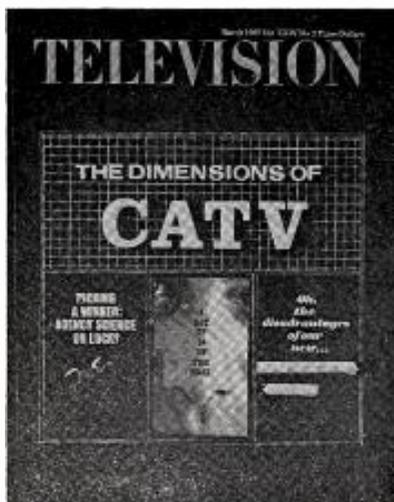
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Artists want fees for disk air plays

National Committee for the Recording Arts aims
for such a provision in pending copyright bill

Radio stations will again be a major target of recording performers and record producers set on collecting fees for air play of phonograph records. A group called the National Committee for the Recording Arts was formed in Los Angeles Feb. 24 with the immediate aim of influencing pending copyright legislation.

Bandleader Stan Kenton, chairman of the new group, said that artists, musicians, arrangers and record producers "are being deprived of the fundamental economic right to copyright protection and to equitable compensation for the broadcast for profit of their work." He named juke boxes and "other commercial media" as well as radio and television as users of recorded music that should pay performance fees to artists and producers. The proposed fees would be in addition to fees paid to composers and publishers under existing practices for use of recorded material by radio stations and commercial-music operations.

As a first move, the group is seeking to present testimony before the subcommittee of the Senate Judiciary Committee that is considering copyright revision. The NCRA has retained the Washington law firm of Chapman, DiSalle and Friedman to represent it be-

fore Congress.

Historic Replay ■ The move by the Kenton group recalls the fierce battle waged in the late 1930's on the same issue—the liability of stations for payment of fees to recording companies and artists for each play of a record on the air. That battle began in earnest in the spring of 1935 with an attempt by an organization called the American Society of Recording Artists to exact from stations fees ranging from five cents to 15 cents for each play plus a \$5 monthly "sustaining fee." The assessment was successfully opposed by the National Association of Broadcasters.

The underlying question of the rights of artists and record companies to control air play of records was fought in the courts. In 1936, a group called the National Association of Recording Artists, headed by Fred Waring (also listed as a principal in the newly formed NCRA), won a court case against WDBS Philadelphia charging unauthorized use of phonograph records.

The issue, under continual court challenge, came to a head in an epochal three-cornered contest involving RCA Manufacturing Co. (maker of Victor and Bluebird records), bandleader

Free tape on De Salvo promotes Gray series

The one-hour, across-the-board, syndicated radio series, *The Barry Gray Show*, taped an interview last Monday (Feb. 27) with two individuals closely acquainted with the life and foibles of Albert De Salvo, the so-called "Boston Strangler," and used the segment as a promotional vehicle for sales of the series. The episode consisted of an interview by Mr. Gray, keyed to De Salvo's prison escape and capture, with Dr. James Brussell, a psychiatrist and neurologist who was a defense witness at the convict's trial, and Gerald Frank, the author of the best-selling

book, "The Boston Strangler."

On a selected basis, Hartwest Productions Inc., producer and distributor of the Gray series, offered the De Salvo segment free of charge to stations and 25 accepted it for presentation later this week. Russ Charles, sales director of Hartwest, indicated this bonus offer would be repeated at times when the Gray series focuses on timely news events of nationwide interest and significance. The series, produced for Hartwest by David Sureck, is now insyndication on some 40 television stations.

NBC paying \$115 million for 94 UA films

NBC-TV and United Artists Corp. have entered into an agreement under which the network will have the right to telecast 94 feature films over a nine-year period, starting in September 1967, for license fees totaling \$115 million, it was learned last week.

Reports of a large-scale transaction between UA-TV and NBC-TV had circulated for several weeks but could not be confirmed. The agreement came to light last week as part of a prospectus filed by Transamerica Corp. with the Securities and Exchange Commission in connection with Transamerica's proposal to acquire United Artists (BROADCASTING, Feb. 6).

Neither UA nor NBC would provide additional details on the agreement.

A Transamerica registration statement filed with the SEC pointed out that UA had entered into a licensing

agreement with NBC in January for "restricted network television runs of 94 motion pictures, certain of which have previously been shown on network TV." The filing noted that the agreement runs over a nine-year period beginning in September 1967 and that license fees over that period would total \$115 million, subject on an individual picture basis "to distribution expenses, reimbursement of unrecovered investments and profit participation to third parties, and out of which United Artists will receive distribution fees and its share of profits, if any."

The SEC filing underlines that some of the features to be carried on NBC-TV have had previous network exposure. One report was that 55 of the films would be new to TV and 39 are repeats, but this could not be confirmed. The package is said to contain several "blockbuster" films, including "West Side Story."

Paul Whiteman and WNEW New York. Artists and record-company rights to broadcast performances were upheld in a federal district court in 1939 but the decision was reversed on appeal a year later in a clear-cut victory for broadcasters. That decision became a fixture of modern copyright law in December 1940 when the U.S. Supreme Court refused to review, and thus left standing the decision disallowing artists' and record companies' claims.

Pointed the Way ■ Ironically, the appeals-court decision noted that "any relief which justice demands must be found in extending statutory copyright to such works . . .", thus pointing the way to the arena chosen a quarter of a century later by the current artists' organization — congressional copyright revision.

The NCRA is making a belated entry into the copyright revision process. Hearings have been completed and House Commerce Committee approval has already been gained for a revision measure that does not provide for performers' rights (see page 61). Hearings on a similar bill are planned in the Senate.

In its push for copyright changes, the NCRA is seeking the endorsement of recording companies and plans to open chapter offices in major recording centers—New York, Los Angeles, Chicago, Detroit and Nashville. Among those named as helping to form the organization are Freddy Martin, Meredith Willson, Tony Bennett, Guy Lombardo, Alfred Newman and Nancy Wilson.

The NAB is expected to oppose any

concrete attempts by NCRA to force broadcasters to pay fees to recording artists as well as to composers and publishers. The NAB says that the place for artists to seek payment for their services is the recording companies with which they have historically contracted.

Radio series sales . . .

Grand Ole Opry (WSM Inc.): WHIS Bluefield, W. Va.; KAHU Waipahu, Hawaii; KOAG Arroyo Grande, Calif.; WABR Winter Park, Fla.; WGMM Millington, Tenn.; WAPF McComb, Miss.; KGMO Cape Girardeau, Mo.; KBYR Anchorage, and WPEG Winston-Salem, N. C.

Our Changing World (The Earl Nightingale Radio Program): WBBO Forest City, N. C.; WSTH Taylorsville, N. C.; WTNS Coshocton, Ohio; KWON Bartlesville, Okla.; KWCO Chickasha, Okla.; KWPR Claremore, Pa.; WFRA Franklin, Pa.; WARD Johnstown, Pa.; WMGW Meadville, Pa.; WATS Sayre, Pa.; WVSC Somerset, Pa.; WTIV Titusville, Pa.; WBCU Union, S. C.; KGBC Galveston, Tex.; WOAI San Antonio, Tex.; KVNU Logan, Utah; KOAL Price, Utah; KSL Salt Lake City; KVSL Vernal, Utah; KIRO Seattle; KIT Yakima, Wash.; KEVA Evanston, Wyo.; KQRS Rock Springs, Wyo.; WAOA San Juan, P. R.; WKYN San Juan, P. R., and WRSJ Bayamon, P. R.

Audio Program Service (Triangle): WHYN Springfield, Mass.; WLEW-FM Bad Axe, Mich.; WDMW Menomonie, and WIBA Madison, both Wisconsin.

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Washington for the television-minded

The following "Observer" column by Russell Baker is reprinted by permission of The New York Times.

WASHINGTON, Feb. 22—Tonight's TV listings on the Washington network are as follows:

6 p.m.: *The Howdy Bobby Show*—In tonight's installment Howdy Bobby, a poor boy from a small southern town who went to the Senate page school and made friends with rich and powerful lords, outfoxes a gang of California city-slicker bankers intent on bribing the U. S. Senate. Complications ensue when Bobby finds himself convicted on several charges growing out of his failure to deliver the bribe money to the Senate. Things look bad until his attorney, Perry Williams, raises sharp questions about the jury. (Recommended for ambitious kiddies only.)

6:30 p.m.: *Way Out West*—Hubert Horatio, who has been told that he has only two more years left unless he can find the bushy-haired senator who is murdering him in the

polls, gets a big break when he wanders into Stanford and is menaced by California students. Sympathy runs high for Hubert's plight for the first time in months, but the usual nonviolent windup that characterizes the show is not likely to hold young audiences.

7 p.m.: *The Not-So-Silent Service*—Tonight's episode is a crackerjack. As usual, the CIA is haplessly getting its secrets broadcast around the world, but tonight's play, entitled "Never Trust Anybody Under 30," has its spy masters blowing the cover off campus agents who have been seeing the world at CIA expense for 13 years. The climax, which has the President again appointing a committee to investigate CIA, is a bit too familiar by this time to maintain the comic pace, but on balance this episode ranks with such classics in the series as "The U-2 Farrago" and "The Bay of Pigs Caper."

7:30 p.m.: *Lyndon Wheels*—Very static episode. Lyndon is still cramped at Credibility Gap with the

wagon train drawn up in a circle to protect his party from rampaging professors and bearded braves who block the Great Society Trail. Episode concentrates on the birth of a message to Congress, but Lyndon's scheme to avoid overexposure by staying off camera makes for a draggy half-hour.

8 p.m.: *Kennanza*—Just fair drama tonight in this ever-popular series about the family that runs the mythical Boberosa Ranch, a territory larger than Massachusetts and New York combined. Father Bob has come back from a trip East thinking he has a signal from Sitting Ho that will restore peace and reopen the New Frontier, only to find that somebody has duped him. Confusing script, and not enough action scenes to hold any but the most dedicated Boberosa fans.

9 p.m.: *Gallant Men*—Senator Everett Dirksen reads, a cappella, the new civil rights bill proposed by the President. Especially recommended for fans who can't get

Nielsen data answers Harris

Not much change in levels, NTI comparisons show; under-35's watch TV most

A. C. Nielsen Co. last week got into the dispute over which way the TV viewer is going, issuing figures indicating he's not straying very far from his set if he's young or in the medium-or-better income or education brackets.

Nielsen drew its figures from the Nielsen Television Index complete report for November-December 1966, the most recent available, and compared them with the report for the same period of 1965. They are presented, officials said, in response to client and other requests following recent claims—perhaps most notably those based on a Louis Harris & Associates poll—that TV is losing its more influential viewers (BROADCASTING, Jan. 23).

Nielsen offered these "obvious conclusions" from its findings:

■ "Most important, audience levels have remained approximately the same. . . . The lower-income households are

at the bottom of the [TV] usage scale, as are households with grade-school-only education for the head of the house as well as those where the head is listed as retired or unemployed.

■ "Viewing units with the head of the house 50 and over use TV nine to eleven hours less [per week] than younger households, and the youngest group—with age of the head of the house under 35—contains the heaviest users."

The figures showed that the average NTI household used television 42 hours a week in November-December 1966, up six minutes from the 41.9 hours recorded in 1965.

In lower-income homes weekly viewing was the same in both years (38.4 hours). In middle-income homes it was up from 44.5 hours in 1965 to 44.9 in 1966, and in upper-income homes it was down 30 minutes a week, from 40.7 hours to 40.2.

In homes where the head of the house had only a grade-school education, viewing was down from 42.2 hours a week in 1965 to 38.5 in 1966. If the head of house had one to three years of high-school education it was up from 43.7 to 44.9 hours, and if he had four years of high school it was up from 43.1 to 45.7. If he had one or more years of college, it was off 30 minutes a week, from 39.6 hours to 39.1.

Where the household head was under 35, weekly viewing was up an even two

hours a week, from 45.2 hours to 47.2. If he was in the 35-49 age group it was down from 46.8 hours to 45.5, and if he was 50 to 64 it was down from 36.8 hours to 36.3. If he was 65 or over, it was up slightly from 35.8 hours to 36.1.

If the head of the house was a professional or white-collar worker, weekly viewing was up from 39.3 hours to 39.7. If he was a blue-collar worker, skilled or unskilled, the average was 46.6 hours a week in 1966, but this represented a decline in homes headed by skilled workers (from 48.1 hours) and an increase among the unskilled (from 43.3 hours). If the head was retired or unemployed, weekly viewing had dropped from 39.4 hours in 1965 to 36.8 hours in 1966.

FCC spells out criteria for programing issues

Applicants seeking to add a programing issue in comparative hearings before the FCC were given first-hand advice last week on the kind of showing needed to have such an issue included.

The commission offered the advice in an order setting aside a review-board decision denying the petition of Alabama Television Inc. to add a program-

enough Lawrence Welk.

9:30 p.m.: *The Midnight Zone*—A documentary throwing light on the so-called gap gap, one of the most pressing problems confronting the government today. Several of Washington's most important cabinet officials illustrate the enormous range of gaps that have already been dealt with in intensive, two-year studies conducted by the nation's leading universities, and make a convincing argument that if the present rate of two-year studies is maintained the country will be out of gaps to keep its blue-ribbon committees employed by the end of 1969. The inescapable sociologist, Sean Moynihan, controversial as always, proposes solving the problem by lengthening all two-year gap studies to four years. A must-see.

10 p.m.: *Closed Mind*—Tonight's panelists are Bob McNamara and Dean Rusk, two students from the War College selected by their namesakes to discuss the situation in Vietnam. In a film clip preceding the

show, the two cabinet officers explain that they are unable to participate because of prior commitments to be hissed on college campuses, but they assure us that young Bob and young Dean are just as capable as they are of illuminating the big picture in Southeast Asia. They are right. (Recommended for insomniacs.)

10:30 p.m.: *Letters from the FBI*—Routine dramatization of letters written by J. Edgar Hoover to senators. Tonight, Hoover's letter warning that the consular treaty will complicate the FBI's task of fighting espionage is illustrated when Efreim Zimbalist Jr. is forced to disband the 5,000 FBI undercover agents who constitute the Communist party of the U. S. and re-assign them to leg work in Chicago, where the Soviet Union is about to open a consulate.

11:30 p.m.: *Sign-Off Devotional*—The Rev. Adam Clayton Powell, on tape from the beach at Bimini, reads selections from his popular recording, "Keep the Faith, Baby."

ing issue in a hearing in which it is competing with three other applicants for channel 21 in the Birmingham, Ala., market.

The commission added an issue to permit comparison of the parties' efforts to determine needs. It also remanded to the board that part of the case involving Alabama's request for a programing comparison, and authorized Alabama to file a request for such an issue.

The case was the first of its kind to go to the commission since the commission in July 1965 adopted its policy statement on criteria to be used in comparative hearings (BROADCASTING, Aug. 2, 1965). The commission took advantage of the appeal to clarify the portion dealing with the requirements to be met in adding a programing issue.

A petitioner seeking the addition of such an issue, the commission said, "must make a persuasive showing. . . . This showing need not approach the total evidentiary showing necessary at the hearing itself, nor need it be upon the basis of some absolute community need, but the petitioner should make such a showing as will indicate the relationship between his own ascertainment of community needs and interests and the reflection of those needs and interests in the substantially greater percentage of time proposed to be devoted to certain of the categories in the programing."

BROADCASTING, March 6, 1967

Committee OK's copyright bill

Measure would make some CATV's liable for performance fees

The House Judiciary Committee last week approved a sweeping revision of U.S. copyright laws, including provisions covering CATV.

The measure, on which work began in 1955, was approved by a vote reported to be 23 to 3. The bill cleared the subcommittee, headed by Representative Robert W. Kastenmeier (D-Wis.), early in the week and received the backing of the full committee a few days later.

The bill is the same measure supported by the group last year. It is the first such overhaul in copyright law since 1909. It covers many unresolved aspects of copyright law, such as juke boxes, books and records as well as CATV.

A similar bill, sought by the administration, will be under study by a Senate subcommittee this week. The Senate group, headed by Senator Quentin N.

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Burdick (D-N.D.) already held a hearing on the CATV aspects of the measure last year and will not cover that ground at the coming session. It is expected that a measure similar to the ones being discussed in each chamber may be approved sometime this year.

In general, the House version grants exemption from copyright application to CATV's that do nothing but fill holes in TV stations' coverage areas or extend signals to communities that would not normally receive them. But it applies copyright liability to CATV systems that serve a broader function. The liability would be imposed if a CATV system alters program content; originates programs other than news, weather, time, religious programs, agricultural reports or coverage of local government proceedings. To be exempt, the CATV system could not charge for particular transmission, limit reception to certain members of the public, operate outside the primary broadcasting area and not register its identity with the Copyright Office.

When this bill was approved by the House group, the CATV industry greeted it in cautious fashion. Frederick Ford, president of the National Community Television Association, said the bill "has some serious flaws, although it does

'Peanuts' feature set

CBS-TV has completed arrangements with Lee Mendelsohn Film Productions and Bill Melendez Productions for co-production of a feature-length color cartoon film based on the "Peanuts" comic strip.

The 90-minute film will be released initially to movie theaters, and after three years will be available for CBS telecast. It will be written by Charles Schulz, creator of the syndicated comic strip.

represent a step in the right direction." He also said the bill would curtail television competition and deny local-interest, political and civic programs that could be originated by CATV.

Injunction sought on planned 'Tarzan' spoof

One of television's several planned spoofs of Tarzan wound up in court last week. Banner Productions Inc., which made three straight-faced feature films about Edgar Rice Burrough's character starring Mike Henry, filed suit in Los Angeles superior court against the actor and Screen Gems Inc., which is producing a half-hour television series called *Tay-gar, King of the Jungle*. Mr. Henry is scheduled to play the lead role in the TV series, which is under "primary consideration" for scheduling by ABC-TV. Appearing with Banner Productions as plaintiffs in the action, which asks for damages of \$250,000 and an injunction against Mr. Henry's participation in the series, are

Edgar Rice Burroughs Inc. and Allfin, a production company based in Switzerland. The complaint alleges that the three plaintiffs have spent \$2,685,000 to make the three Tarzan movies and that this investment will be jeopardized if the star, Mike Henry, appears in the television spoof.

Program board set by Westinghouse

Westinghouse Broadcasting Co. has established a program board to meet one day a month in New York to improve communication among key executives and provide greater continuity in long-range planning for its owned radio and television stations.

Richard Pack, senior vice president for programing and production, will be chairman; regular members are Howard Barnes, director of film production; Chet Collier, WBC Productions vice president; Ray Hubbard, national television program manager; William Kaland, director of program development; Philip Nolan, national radio program manager, and Art Schreiber, director of the Westinghouse news bureau in Washington. In addition, one radio and one TV station program manager will attend each meeting on a rotating basis.

TV series sales . . .

Auto Racing Specials (Triangle): WLWD(TV) Dayton, Ohio; KSTT-TV Davenport, Iowa, and KTLA(TV) Los Angeles.

Exercise with Gloria (Triangle): WRoc-TV Rochester, N. Y., and WSB-TV Atlanta.

Controversy can be controversial

Syndicated radio and television talk specialist Joe Pyne challenged two Jewish organizations last week and got his originating stations in trouble with an advertiser. On his morning radio talk program on KLAC Los Angeles, Feb. 27, Mr. Pyne made statements critical of the B'nai B'rith and its Anti-Defamation League operation.

As a direct result of his comments, apparently, United Artists and the Mirisch Corp., producers of "Hawaii," pulled a reported \$600 worth of advertising business out of KLAC and its television affiliate, KTTV. The advertising commitment was to be spent on a local promotion campaign

for the movie. KTTV(TV), owned, like KLAC, by Metromedia Inc., carries a Pyne talk program twice weekly.

Mr. Pyne's controversial on-air comments included the charge that "the ADL, which points a finger at various individuals and organizations in the community who practice segregation or who engage in other forms of segregation is in reality a subsidiary of B'nai B'rith, which itself is segregated."

The professional conversationalist went on to point out that his quarrel is not with the charitable doings of B'nai B'rith but with the ADL, which is bent on destroying talk radio.

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FCC can't see mountain for trees

FCC Commissioner Nicholas Johnson indicated last week he feels his colleagues are confusing form with substance in the matters of broadcast-



Mr. Johnson

ers, station identification and local service. In the process he made clear he feels it's up to the commission to require broadcasters to provide more of the latter.

The commissioner expressed his views in dissenting to a commission decision denying the petition of KOSO (FM) Patterson, Calif., for a waiver of the rules that would permit it to identify itself with nearby Mt. Oso. The mountain not only supplied the inspiration for the station's call letters but provides the location for its transmitter.

Koso wants to identify with the mountain because it is well known and because the station's good-music format, the petition says, appeals to a wider audience than the population of Patterson (2,246). But commission rules bar the use of an FM channel in an unlisted community more than 25 miles from the place where the channel is assigned. The channel on which KOSO operates is assigned to Turlock, 15 miles from Patterson and 28 miles from Mt. Oso.

The commission said even if the applicant justified moving the station beyond the 25-mile limit, it would still be necessary to determine that Mt. Oso is a community within the meaning of the rules. And "available information indicates that Mt. Oso is an unpopulated mountain peak," the commission said. It added that the station had not provided any other basis on which to grant a waiver.

Johnson's Statement ■ Commissioner Johnson, who was the only dissenter to the action, assumes that the decision is based on the commission's concern for local service and community identification. (The assumption is necessary, he said, because the opinion gives "little illumination" beyond its insistence on adherence to past practice.)

He then went on to point out "two things wrong" with what he took to be the commission's argument that, once the station identifies itself with a mountain, "hopes for local service will van-

ish."

First: "The commission has evidenced almost no concern about the quantity and quality of local programing. I am sure that it is partially as a consequence that many stations provide very little, if any, meaningful local service."

Second: "If this commission, or koso, were to believe that the station *should* provide a 'community service' to those people living in communities within its listening area, it easily could do so."

"Local service," he added in a footnote, "is independent of our extraordinarily complex rules regarding station 'location.'"

"I am principally disturbed," he went on, "because, although the commission goes to great length to require adherence to the rule here in question, it does not follow through with the much more important task of seeing to it that stations serve as outlets for local expression."

He said that "to renew the licenses of stations which earn millions of dollars in advertising revenue and provide little or no meaningful local public-service programing, while at the same time denying the present request because of some unarticulated pretense of desire for local service, makes little sense."

GT&E projects pictures in color using lasers

General Telephone & Electronics Laboratories has announced progress on a full-color laser projection system that could ultimately be used for television.

The lab model reportedly projects three focused laser beams (red, green and blue concentrated beams of intense coherent light) on a movie screen. These beams carry an image that is

New color-TV sets

RCA has unveiled its lowest-priced color-TV set, a \$329.95 Headliner said to be the industry's first 14-inch diagonal-screen portable.

General Electric has also introduced two new color portables, one selling at a price just under \$200.

The new RCA 40-pound portable with a 102-square-inch viewing area was shown last week to RCA Victor distributors as part of a spring display of new products. It was featured with six other new color-TV table and console models (from 18-inch to 23-inch screens, retailing at \$379.95 to under \$600).

picked up electronically by photo-electric cells for relay to the laser devices.

Dr. Lee L. Davenport, president of GTEL, in announcing the new development, said that because of the brightness and sharpness of images the system could eventually be developed for use in large-screen projection of TV pictures, and in educational and military display systems.

"Advanced models are expected to project pictures as large as a theater movie screen in ordinary daylight," he said.

The first model is said to project a rectangular picture of 10-by-40 inches with a brightness similar to current motion pictures. As laser power is developed, it will be possible to fill a theater screen of 18-by-28 feet with brightness and color that an audience could watch under normal room lighting conditions, Dr. Davenport said.

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Color shipments up, monochrome down in '66

It's official now; there were 4,702,463 color TV receivers sold to retailers in 1966, according to the Electronic Industries Association.

In a report released last week, EIA's marketing services department reported color TV sales in 1966 constituted a gain of 71.2% over the

1965 performance of 2,746,618.

Full year 1966 black-and-white TV sales fell 13.4%, registering 6,949,744 compared to 8,027,981 in 1965.

On a full year basis, home radios held better than its own, with 13,601,781 in 1966 compared to 13,-

281,698 in 1965. FM radios, moved up strongly with a 19.9% gain (3,702,829 vs. 3,088,574 the year before). Auto radio sales, however, showed a decline of 8.1% for the year (9,389,288 sets in 1966; 10,021,549 in 1965).

Total sales figures:

TELEVISION				RADIO			
Period	Color	B&W	Total	Period	Home	FM	Auto
1966	4,702,463	6,949,744	11,652,207	1966	13,601,781	3,702,829	9,389,288
1965	2,746,618	8,027,981	10,774,599	1965	13,281,698	3,088,574	10,021,549

WKRZ, WDJR(FM) get fines, short renewals

The FCC hit WKRZ and WDJR(FM), both Oil City, Pa., last week with short-term license renewals for "numerous and repeated" rule violations. Both of the stations are licensed to WKRZ Inc., Oil City.

The commission, in addition to hand-

ing out one-year renewals, also sent the licensee a \$1,000 notice of apparent liability for the alleged violations, which included, the FCC said, operating in daytime with nighttime facilities. WKRZ is authorized to operate with 1 kw with a directional antenna during daytime. At night it operates without directional antenna with 250 w. Its operations are limited to protect WSAJ Grove City, Pa., which operates with 100 w during hours specified in

its license.

The infractions "indicate either a lack of adequate supervision of the station by the licensee, or careless disregard for compliance with the rules," the commission stated.

Chairman Rosel H. Hyde concurred with the action to send a forfeiture notice to the stations, but voted to grant regular three-year renewals. Commissioner Robert T. Bartley dissented and voted to set a hearing.

FANFARE

Hypo suit in Hartford

WPOP seeks \$500,000 damages for 'don't say hello' promotion

The question of "hypoing" ratings, an issue that broadcasters have never been able to solve voluntarily, has been raised in a \$500,000 damage suit in superior court in Hartford, Conn.

The complaint, filed by WPOP Hartford, charges that WDRS Hartford used "the deceitful promotion, known as 'don't say hello,'" during a rating survey period and that this distorted the ratings in WDRS's favor and hurt WPOP's business chances.

The suit also seeks a permanent injunction against continuance of the promotion by WDRS. It says WDRS conducted it "for a long time in the past and at various intervals from" September 1965 through March 23, 1966.

The complaint is dated Dec. 14, 1966. Court authorities indicated the case probably would not come to trial until late spring or early fall.

Queried last week after existence of the complaint became known, William Crawford, general manager of WDRS, said he had no comment on the suit.

Longtime Problem - Hypoing has been a concern of the Broadcast Rating Council, National Association of Broadcasters officials and others for years, but they have never been able to define it satisfactorily, much less agree on what if anything ought to be done about it. The Federal Trade Commission has had its eye on it at least intermittently since 1963, and the FCC has also signified an interest.

In general, hypoing is regarded as irregular efforts to promote programming or tune-in during rating survey periods. But those studying the problem have found it hard, if not impossible, to draw a clear line between irregular efforts and legitimate promotion.

A few years ago informed sources estimated that one or more stations in 90% of the rated markets might be engaging in promotions that had overtones of hypoing.

Observers last week could recall no prior case where the issue had been raised in court.

In the Hartford suit, the complaint charges that WDRS urged the public not to say "hello" when answering the telephone, but to say "I am listening to WDRS radio . . . big D in Hartford." WDRS awarded cash prizes to persons who answered in the prescribed manner

when WDRS called them, the complaint continues.

One an Hour - But, it claims: "WDRS itself placed only one telephone call per hour in conducting this promotion," while ratings surveyors "were constantly making calls to determine what percentage of the public was listening to any given station." The complaint continues:

"Since the person being surveyed had no idea who was placing the call to him or her, he or she answered the telephone in the manner suggested by WDRS, giving the surveyor and others the impression, sometimes erroneously, that he or she was in fact listening to radio station WDRS.

"In order to win the cash prize being offered by WDRS, it was not necessary for the person to listen to the radio station, the correct answer never varied. In fact, the entire campaign was advertised in the newspapers so that anyone who had read of the campaign in the newspaper might answer the telephone in the manner urged by [WDRS] even though he had never listened to [WDRS]."

Surveyors "were unable to get an accurate sample," the complaint continues, and "advertisers who bought time on local radio stations in reliance on the surveys were led falsely to believe that a larger percentage of the radio audience was listening to [WDRS]

than was actually a fact."

WPOP claims WDRC knew that distorted ratings would result and "intended thereby to profit and . . . to reduce [WPOP's] profits." WDRC is accused of "unlawful interference with [WPOP's] ability to secure advertisers."

'Unjustifiable Interference' ■ "Such a practice," the complaint asserts, "results in unjustifiable interference with [WPOP's] right to pursue its lawful business or occupation and to secure to itself the earnings of its industry. This promotion unlawfully prevents the plaintiff from obtaining the fruits of

its labor."

The suit cites a July 1965 statement by "the Fair Trade Commission," presumably meaning the Federal Trade Commission, putting broadcasters on notice that if they use surveys and rating services they are going to be held responsible for the validity of their claims (BROADCASTING, July 12, 1965). The FCC was said to have adopted the FTC statement as its policy, too.

WPOP is licensed to WPOP Inc., in whose name the suit was brought. WDRC is licensed to Buckley-Jaeger Broadcasting Corp., which was named defendant.

Drumbeats . . .

Shoelather award ■ Wallis S. Ivy Jr., manager of the Dallas office and vice-president of Avery-Knodel Inc., has a new pair of shoes and recognition for



setting sales and service records in the Southwest. The company's annual award was presented to Mr. Ivy (above) in ceremonies officiated by A-K President Bill Knodel in Dallas.

News on the news ■ Associated Press has produced a filmstrip describing its

BROADCASTING, March 6, 1967

operations around the world. Included are views of the broadcast news desk, which prepares news for broadcast media and sends it to more than 2,900 radio and TV stations in this country. The film will be distributed free with each subscription to AP's film service, and can be purchased or rented for local showings.

More awards ■ Lordhouse Recording & Publishing Inc., Fort Lauderdale, Fla., has received a George Washington Honor Medal award in the radio program category from the Freedoms Foundation, Valley Forge, Pa. (BROADCASTING, Feb. 27). The award was given for the *Challenge and Response* series, created by Nelson Boswell, owner of Lordhouse.

NBNA awards ■ The Northwest Broadcast News Association has presented the 1966 NBNA awards for excellence in news broadcasting to the following stations and personnel: WRIT Milwaukee, radio spot news coverage; KSTP Minneapolis-St. Paul, radio documentary; KDSN Denison, Iowa, radio public affairs; WOKY Milwaukee, radio editorial; KOLT Scottsbluff, Neb., special citation; WDAY-TV Fargo, N. D., TV spot news; KXJB-TV Valley City, N. D., TV documentary; KCMT-TV Alexandria, Minn., TV editorial; KWWL-AM-TV Waterloo, Iowa, special citation, and Les Solin, newsfilm cameraman for WCCO-TV Minneapolis-St. Paul, special citation.

White House Prize ■ Ralph Santos, CBS News photographer, won one of the two grand awards in the 24th annual White House News Photographers contest. Mr. Santos won with a color newsreel of President Johnson in Pago Pago, U. S. Samoa, during his Asian tour last year. Other TV prize winners: Larry Krebs WMAL-TV Washington, TV newsreels; Jim Norling, freelance, TV newsreels features (for NBC).



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From minority to sole owner

That's goal of CBS Inc. as it enters agreement to buy Holt publishing firm in \$260-million stock transaction

CBS, with a financial foot in the door of the Holt, Rinehart & Winston publishing house and seeking full entry, proposed to buy the company last week through a stock transfer valued at an estimated \$260 million.

If approved by both companies' boards of directors and stockholders it would be the second acquisition of a large publishing house by one of the three major broadcasting entities. RCA already owns Random House.

CBS bought 10.8% of Holt last September from the Murchison brothers, Texas financiers. At that time the publisher's president, Alfred C. Edwards, said the CBS move had "come as a surprise," but last week he said he would recommend the new CBS merger proposal to his board of directors.

The plan calls for an exchange of one-half share of CBS common stock and one share of a new convertible preferred CBS issue (convertible into 0.575 shares of CBS after five years) for each outstanding share of Holt. The publishing company has 3,624,614 common shares outstanding.

The estimated \$260 million acquisition price is based on a formula using last week's CBS price of 71¼, less 10.8% interest already held by CBS and supposing a 10% premium on the new convertible stock, whose cumulative dividend preference would be at the

rate of \$1 a share.

Should the deal go through Holt would operate as an autonomous wholly owned subsidiary, according to CBS.

Electronics and Publishing ■ There has been considerable speculation about the importance of uniting electronic technology and the distribution of printed material, especially educational texts, and this is believed to have spurred both RCA and CBS into publishing, although the publishing industry has demonstrated strong earning potential in its own right.

In 1966 Holt had earnings of \$6.6 million, equal to \$1.83 a share, on sales of \$70.2 million. In the previous year the company earned \$5.1 million on a volume of \$58.5 million.

About 80% of Holt's revenues last year were generated from its educational publishing division, according to a company official, and informed sources say this division contributed more than that percentage to profits.

Holt, with headquarters in New York, has 1,400 employees. Distribution centers are in Clifton, N. J., Chicago and San Francisco. Additional sales offices are in Atlanta and Dallas. The company has publishing and distribution subsidiaries in Toronto, Montreal and London.

Holt also publishes *Field and Stream*, *Popular Gardening* and *Living Out-*

doors, *Home Modernizing Guide* and *New Homes Guide*.

CBS's diversification in the last several years has been diverse, to say the least. Its acquisitions have included the New York Yankees baseball team; Creative Playthings Inc., the educational toy manufacturer; two film companies and musical instrument manufacturers.

Avco posts record earnings in '66

Avco Corp., parent of Avco Broadcasting Corp., Cincinnati, has recorded the best year in its history, according to Kendrick R. Wilson Jr., chairman, and James R. Kerr, president. Net earnings rose 31% while consolidated net sales were up 36% above 1965.

Avco owns WLW and WLWT(TV) Cincinnati; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington; WOAI-AM-TV San Antonio, Tex., and KYA and KOIT(FM) San Francisco. The firm is also involved in community antenna television through Meredith-Avco Inc., a company owned equally by Avco and Meredith Publishing Co., and through Florida TV Cable Inc., in which Meredith-Avco has a half interest. Broadcast Communications Group, a national sales representative firm, is a wholly owned subsidiary of Avco Broadcasting.

For the year ended Nov. 30:

	1966	1965
Earnings per share	\$2.30	\$1.78
Net sales	604,219,545	443,194,878
Net earnings	32,013,631	24,433,287

G&W head tells all (he can) about Paramount deal

Gulf & Western Industries Inc., Houston, which recently acquired Paramount pictures and announced plans to purchase Desilu productions, returned to the Southern California scene of this action last week to tell all about it. Only problem is, as Gulf & Western Chairman Charles Bluhdorn explained to a meeting of the Los Angeles Society of Security Analysts, the company currently has no new financing for new acquisitions. Bluhdorn said that the company has acquired about 70 companies in its recent expansion, with Paramount Pictures being among the largest.

Market insiders present learned little that they didn't already know or hadn't already assumed. But the Gulf & Western chairman did pledge to "put Paramount back where it belongs—on top." He explained that Paramount executives are putting in 12-hour days to reach this goal. Mr. Bluhdorn also said that Gulf & Western, which had sales of \$317 million in the fiscal year ended July 31, 1966, and which anticipates sales of some \$500 million (including those of Paramount) this year, is reaching for an ultimate \$1 billion in annual sales. The company has acquired about 70 companies in its recent expansion, with Paramount Pictures being among the largest.

Collins report shows \$2.15 earned per share

Collins Radio Co., Dallas, has reported gains in both sales and earnings for the six months ended Jan. 27. The firm also noted that its order backlog remains high, rising to \$403 million at Jan. 27, 1967, from \$320 million a year earlier.

In January the firm sold to the public through underwriters \$40 million of 4% convertible subordinated debentures due 1987, convertible into common stock at \$72.50 per share. Arthur A. Collins, president, said proceeds are to be used for general corporate purposes including a capital-expansion program. As the initial benefit from the offering, the firm said it was able to reduce its bank credit commitment from \$50 million to \$20 million. Mr. Collins

said that the \$20 million available should satisfy the company's short-term requirements for the "foreseeable future."

For the six months ended Jan. 27:

	1967	1966
Earnings per share	\$2.15	\$1.46
Net sales	206,181,000	174,778,000
Net income	5,873,000	3,283,000
Average shares outstanding	2,731,301	2,246,804

Rollins 9-month net up; internal growth seen

Rollins Inc., Wilmington, Del., has reported new highs in earnings and revenues for the nine months ended Jan. 31. Net earnings increased 15% for the period and revenues were 10% ahead of the previous year.

The firm's board of directors has declared regular quarterly dividends of 6 cents a share on common stock and 3 cents a share on class-B common stock, payable April 25 to stockholders of record March 24.

O. Wayne Rollins, chairman and president, said that the firm "continues to look at many possible acquisitions. We are, however," he said, "selective in our choice of what we might add to our existing operations."

Rollins operates 11 radio and television stations, a pest-control company, a pesticide manufacturing firm, a chemical manufacturing firm, a building-maintenance company, an outdoor-advertising firm, a finance company, and citrus groves in south Florida.

For the nine months ended Jan. 31:

	1967	1966
Earnings per share	\$1.15	\$1.01
Revenues	58,245,767	53,096,880
Net earnings	3,581,339	3,117,519
Average shares outstanding	3,123,244	3,097,616

Color TV ups earnings for Admiral, Motorola

Two Chicago television-set manufacturers reported last week that color-TV sales helped boost 1966 earnings and sales to new highs. They were Admiral Corp. and Motorola Inc.

Motorola said 1966 sales increased 32% to more than \$682.3 million. Earnings totaled \$32.9 million, up more than \$1 million over 1965. Motorola noted substantial increases in black-and-white TV sales too.

Admiral Corp. said sales last year hit a record high of \$414.6 million, an increase of 38%. Profits for the year were \$17.9 million before taxes, up from a total of \$11.2 million in 1965.

BROADCASTING, March 6, 1967

1966 was leap year for RCA

Statement shows 29% jump in profits as sales stride to \$2.5 billion; officials see '67 as even better

RCA's profits rose 29% to \$132.4 million and sales increased 22% to \$2.5 billion in 1966, a fifth-straight record year. Per-share earnings at \$2.22 marked an increase, cash dividends declared during the year were up 23% to 80 cents a share along with an additional 2% stock dividend declared last December.

The bright new high marks were issued by RCA last week in a formal report that followed almost identical estimates made by the company a few months ago (BROADCASTING, Jan. 2).

The sales and profit momentum, RCA's annual report said, was "continuing strongly" in first-quarter 1967, and barring an economic shift of major proportions, RCA would expect to advance to still higher levels this year.

As it had in its earlier report, the company noted that in 1966 it spent more in capital investment, expanded more production facilities and added more people to the payroll than in any previous year in its history. Expenditure in domestic development programs was put at \$198 million in 1966.

The report reiterated color TV's continuing importance in the sale of consumer products. RCA said that because of its increased facilities in color and other consumer products the company expected to achieve this year a \$1 billion level in the sale of its home instruments.

In its preliminary report, RCA had noted that its broadcasting division, NBC, was a "primary contributor" to company progress, bringing in record sales and earnings in 1966. NBC sales in 1966, that report had said, gained 11% to over \$500 million. It also had reported the sale of broadcast and communications equipment up 35% with profits in the area more than double those in 1965.

The consolidated earnings statement for the year and for three months ended Dec. 31, 1966.

	1966	1965
Net profit per share of common stock*	\$ 2.22	\$1.73
Products and services sold	2,561,640,000	2,093,685,000
Cost of operations	2,312,233,000	1,907,053,000
Profit before federal taxes on income	249,407,000	186,632,000
Federal taxes on income	117,000,000	84,091,000
Net profit for the year	132,407,000	102,541,000

for three months ended December 31

	1966	1965
Net profit per share of common stock*	\$.78	\$.60
Products and services sold	763,440,000	598,085,000
Cost of operations	674,433,000	534,053,000
Profit before federal taxes on income	89,007,000	64,032,000
Federal taxes on income	42,500,000	28,591,000
Net profit for the quarter	46,507,000	35,441,000

*Computed on average number of shares outstanding during the respective years: 1966, 59,452,000 shares; 1965, 58,870,000 shares. Figures for the 1966 periods include, and figures for the 1965 period have been retroactively restated to include, those of Random House, Inc., which was acquired by RCA on May 19, 1966 and has been accounted for as a pooling of interests.

Dynamics Corp.'s 1966: 'best year ever'

Dynamics Corp. of America reports 1966 as the "best year ever" in its 42-year history, with sales 33% ahead of 1965 and net profit up 65%. The 14-division electronics-industrial firm last week took note of gains in communications, industrial-consumer and government products.

DCA's board of directors declared a quarterly dividend of 10 cents per share on common stock, payable March 31 to holders of record March 15, and a regular semiannual dividend of 50 cents per share on outstanding \$1 cumulative preference stock, payable June 30 to holders of record June 15.

For the year ended Dec. 31, 1966:

	1966	1965
Earnings per share	\$1.10	\$0.70
Net sales	90,228,419	67,561,236
Net income	4,734,890	2,865,673

RKO General buys itself a newspaper

RKO General Inc. last week exercised an option to buy a remaining 52% of Union Star Publishing Co., which publishes the *Schenectady* (N. Y.) *Union-Star*. In October 1964, RKO General acquired a 48% interest in the afternoon newspaper. The paper will maintain its own daily operation and personnel, but will be a wholly owned RKO division, RKO General spokesmen

indicated.

RKO General, which is a wholly owned subsidiary of General Tire & Rubber Co., operates five radio and seven TV commercial stations, a pay-TV outlet in Hartford, Conn., and RKO Pictures Co., which produces and syndicates TV films and sports packages.

ABC net a record, borrowing also up

ABC, awaiting the outcome of its plan to merge into International Telephone & Telegraph Corp. (see page 48),

last week reported revenues and earnings for 1966 at record levels. It also reported expenditures of \$34 million of borrowed monies for the year, believed to be another record.

Earnings for 1966 advanced 15% as sales moved close to \$540 million.

A brief statement on the ABC 1966 fiscal picture included the report that the company had borrowed \$34 million, in addition to use of cash balances and cash flow from operations, "to meet the substantial expenditures required primarily for the acquisition of feature films for television programming, broadcast facilities and equipment necessary for color television and the purchase of the headquarters administration build-

ing."

ABC's expanding cash requirement is included in the company's defense of its plan to merge with ITT. The broadcasting company recently announced negotiation of a new \$25-million loan with its proposed corporate parent.

Record revenues and earnings were announced for ABC's broadcasting division. Theater revenues and profits were also reported ahead of 1965 levels.

Year ended Dec. 31:

	1966	1965
Earned per share	\$3.85	\$3.35
Revenues	539,972,000	476,465,000
Broadcast revenues	413,684,000	361,831,000
Operating earnings	17,860,000	15,721,000
Earnings*	18,066,000	15,565,000

*Includes nonrecurring gains.

FATES & FORTUNES

BROADCAST ADVERTISING

Harvey Q. Hickman, account director for McCann-Erickson, Los Angeles, elected VP.

Lee Gorman, national sales manager, WALT Tampa, Fla., opens own advertising and PR agency in that city.



Frederic G. Cammann, VP-director of radio-TV commercial production department, Compton Advertising, New York, elected senior VP.

Tom Judge, VP, National Television Sales, New York, named to new post of executive VP and general manager.

Philip Feld, VP-radio/TV commercial production, Street & Finney, New York, elected senior VP. He will con-

tinue to coordinate all broadcast production activities.

Robert N. Forgiione, VP-senior TV producer, McCann-Erickson, New York, joins Papert, Koenig, Lois, same city, as VP in charge of television production department. John Shima, account executive for PKL, New York, named account supervisor on Piels beer account. Mike Reingold, with Ingalls Associates, Boston, joins PKL, New York, as account executive. Liz Gibson, with Altman, Stoller, Chalk Advertising, New York, and Eric Weber, with Benton & Bowles, New York, join PKL, that city, as copy writers.

Emery T. Smyth, VP for special creative projects at Needham, Harper & Steers, Chicago, named creative director and senior VP for The Fletcher Richards Co., New York.

E. Manny Klein, director of media, William A. Hunter, executive art direc-

tor, and William G. Evans, creative director, with W. B. Doner and Co., Baltimore, named VP's.

Timothy P. Moore, general sales manager of KING-AM-FM Seattle, appointed general sales manager for KING-TV, replacing James D. Neidigh Jr., who has purchased part ownership of KBBX(FM) Seattle. Gene Wagner, account executive with KING-AM-FM, succeeds Mr. Moore.

Reg W. Twiggs, VP and general manager of McCann-Erickson, Los Angeles, named VP, marketing, for Cooke & Levitt, same city.

Cory Clark, account supervisor with J. Walter Thompson, Los Angeles, joins Davis, Johnson, Mogul & Colombatto, that city, as VP-account supervisor.

Clifford Graves, account supervisor at Clyne Maxon Inc., New York, elected VP.

Glen Randle, account executive with KROD-TV El Paso, named VP and sales manager of KINT, that city.



Mr. Wenig
Chicago

Phillip W. Wenig, VP, research and development, Standard Rate & Data Services Inc., Skokie, Ill., named to newly created position of VP, director of marketing services for D'Arcy Advertising Co.,

Sever A. Toretti, associate media director of Ketchum, MacLeod & Grove, Pittsburgh, appointed media director.

Lee Kahn Block, media coordinator of Rapp & Collins division of Foote, Cone & Belding, New York, appointed

New radio board set to take over at NAB convention

Thirteen broadcasters last week were elected to two-year terms on the National Association of Broadcasters radio board. Their terms will begin April 5. Seven incumbents seeking a second term were re-elected.

New board members (with current members in parentheses).

District 1: Donald A. Thurston, WMNB North Adam, Mass. (re-elected).

District 3: Roy E. Morgan, WILK Wilkes-Barre, Pa. (Cecil Woodland, WEJL Scranton, Pa.).

District 5: Charles C. Smith, WDEC Americus, Ga. (re-elected).

District 7: James M. Caldwell, WAVE Louisville, Ky. (Marianne Campbell, WJEH Gallipolis, Ohio).

District 9: A. F. Sorenson, WKRS

Waukegan, Ill. (Edward Allen Jr., WJOR Sturgeon Bay, Wis.).

District 11: N. L. Bentson, WLOL Minneapolis (John H. Lemme, KLTF Little Falls, Minn.).

District 13: David H. Morris, KUNZ Houston (re-elected).

District 15: Floyd Farr, KEEN San Jose, Calif. (Hugh Turner, KTJM San Rafael, Calif.).

District 17: Lester M. Smith, KJR Seattle (re-elected).

Class A: Frank Gaither, WSB Atlanta (re-elected).

Class B: R. W. Chapin, KFOR Lincoln, Neb. (Jack W. Lee, WSAZ Huntington, W. Va.).

Class C: Richard D. Dudley, WSAU Wausau, Wis. (re-elected).

FM: Harold Krelstein, WMPS-FM Memphis (re-elected).

media director of Allerton Berman & Dean, that city.

Sandy Spitzer, with WQAM Miami, appointed advertising director of Holsum Bakers, South Miami, Fla.



Mr. R. Olson

VP; **Fred Booth**, secretary, and **Keith Olson**, treasurer.

Stan Leipzig, VP of Stanley-Frank Associates, New York, named director of sales by RDR Associates Inc., that city.

B. Russell Hirsch, account executive with WCOA Pensacola, Fla., named commercial manager.

Thomas Sprucebank, with WCOY Columbia, Pa., appointed sales manager.

John Vera, national sales manager for West Texas Television Network, joins KNTV(TV) San Jose, Calif., as national sales manager.

James (Ted) Brew, account executive, WABC New York, appointed national sales manager.

Charles W. Butler, general manager of Grove division of Bristol-Myers, rejoins Gardner Advertising Co., St. Louis, as account supervisor on Ralston-Purina grocery products division account.



Mr. Hall

Len Hall Jr., with J. N. Trivers & Co., New York, named VP and creative director of Rich Advertising Co., Buffalo, N. Y.

James Spiliotis, research manager for WOR-TV New York, named director of research. **Howard L. Selger**, manager of radio sales development for NBC Spot Sales, New York, named director of research for WOR-AM-FM, that city.

Jack Hauser, with PRO Time Sales Inc., New York, appointed regional manager for sales in Washington and Oregon with offices at 1001 Tower Building, Seattle. Phone (206) 624-6333.

Peter L. Townsend, account executive for KEZY Anaheim, Calif., named manager of station's Los Angeles sales office.

Albert R. Widmer Jr., assistant VP of advertising for Whitehall division of American Home Products Corp., New York, appointed advertising manager

of Yardley of London Inc., that city.

Elaine Hudson, consultant to Wham-O Manufacturing Co., named media manager for Marlin Advertising Agency, San Gabriel, Calif., toy manufacturer's agency.

Ed Pyle, technical director for Los Angeles office of N. W. Ayer & Son, takes on additional responsibilities as assistant to manager.

Robert N. Rowell, media buyer, Foote, Cone & Belding, New York, appointed media supervisor.

Wendell D. Moore, with MacManus, John & Adams, Bloomfield Hills, Mich., appointed supervisor for Cadillac division of General Motors account.

Eve Klein, named senior research associate at Young & Rubicam, Chicago. **Frank Bloom** appointed research account executive.

Nicholas P. O'Neill, with WPAT Paterson, N. J., named account executive for WNEW New York.

Peter R. Casey, with WCWA-AM-FM Toledo, Ohio, appointed account executive.

John H. Hokanson, merchandising manager of General Brewing Corp., San Francisco, joins Botsford, Constan-

tine & McCarty there in merchandising and sales promotion capacity. **Sandra Marshall**, previously with KTVU(TV) Oakland-San Francisco, and WJW-TV Cleveland, appointed assistant to broadcast director of BCM, San Francisco.



Mr. Mortensen

Robert A. Mortensen, who resigned last month as VP and general manager of WIIC-TV Pittsburgh (BROADCASTING, Jan. 16), named president of Market Survey Bureau Inc., that city. He replaces **James A. Purdie**, who resigns after 12 years as corporation's head due to ill health but who remains on as consultant and board member.

Donn Owen Carstens, with Advertising Time Sales, Chicago, appointed to TV sales staff of Avery-Knodel Inc., that city.

T. Richard Rawlins, salesman for spot radio, Advertising Trade Service, Atlanta, joins sales staff, Stone Representatives, that city.

Larry Vanderveen, sales manager for Lee/Lasky Partners, realtors, and **Tom Thornton**, account executive for KNX Los Angeles, both appointed to sales

ACHIEVEMENT

Monday
through Thursday



MARCH
20-23
1967

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staff of KFVB Los Angeles.

MEDIA

Jack G. Carnegie, VP and general manager of KXYZ-AM-FM Houston, resigns. No future plans announced. **Lester Kamin**, president of KXYZ-AM-FM, adds duties of general manager.

Jim Youngblood, with WPAD-AM-FM Paducah, Ky., named general manager following death of **Pierce E. Lackey**, station's owner and general manager (BROADCASTING, Feb. 27).



Mr. McKinnon

Michael D. McKinnon, general manager of KIII(TV) Corpus Christi, Tex., elected executive VP.

James L. Reinsch Jr., formerly with WSB-AM-FM-TV Atlanta, and WOAI-TV San Antonio, Tex., named general manager of Columbus Communications Corp., Columbus, Ind. CATV system managed and partly owned by Cox Cablevision Corp.

Art Merrill, program manager of WKYN San Juan, WFQM(FM) San Juan, and WORA-FM Mayaguez, all Puerto Rico, appointed manager of those stations, which comprise Quality Radio Network.

James W. Mills, with WLOS-AM-FM Asheville, N. C., appointed station manager.

Cliff Cornwall Jr., general manager of Manhattan TV Information Network, New York, named VP of parent Sterling Information Services Ltd., that city.

Gary Palant, formerly operations manager for WKAZ-AM-FM Charleston, W. Va., and national program director for parent Nininger Group, joins KFIF Tucson, Ariz., as assistant manager and program director.



Mr. Douglas

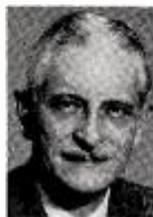
Jack E. Douglas, VP and general manager of WFIE-TV Evansville, Ind., named general manager of WSBT-AM-FM-TV South Bend, Ind. **Kelly Atherton**, general sales manager of WFIE-TV, becomes VP and general manager of that station. **John Mac Gregor**, regional sales manager of WFIE-TV, succeeds Mr. Atherton.

Colonel Robert R. Eby, USAF, after year in Vietnam helping to establish Armed Forces Radio and Television Service in that country, named officer-in-charge of AFRTS at Los Angeles, replacing **Colonel Robert Cranston**, USA, who moves to Pentagon as chief of field operations division in directorate for Armed Forces information and

education, Department of Defense.



Mr. Kester



Mr. Avery

Howard S. Kester, executive VP and general manager of KEZY and KEZR(FM) Anaheim, Calif., named general manager of KYA and KOIT(FM), Avco Broadcasting's San Francisco radio properties, replacing **Lew H. Avery**, who resigns to devote more time to his broadcast consulting work. **Perry S. Samuels**, VP-general manager of WPTR Albany, N. Y., named general manager of Avco's WWDC-AM-FM Washington. He succeeds **Ben Strouse**, who resigns after 25 years with station to devote his time to personal interests (CLOSED CIRCUIT, Feb. 27).



Mr. Samuels



Mr. Strouse

James L. Loper, general manager of noncommercial KCET(TV) Los Angeles, re-elected president of Western Radio and Television Association.

Ted Hepburn, VP and general manager of WARM Scranton, Pa., named general manager of WSAI Cincinnati.



Mr. Hepburn

Roger Van Duzer, KCRL(TV) Reno, elected president of re-organized Nevada Broadcasters Association. NBA has been inactive for two years. Others elected: **Phil Rose**, KOLO-TV Reno, **Les Pearoe**, KVLV Fallon and **Jerry Cobb**, KNEV(FM) Reno, all VP's, and **Bob Stoddard**, KBET Reno, secretary-treasurer.

PROGRAMING

H. Paul Jeffers, producer-writer for ABC News, New York, resigns to become president of Marigold Productions Inc., that city.

Ian Willis, with Trans-Lux Corp., New York, elected VP.

Ted Steele, host of NBC Radio's *Monitor* program on Saturday evenings, joins WPEN Philadelphia, as host of own morning show.

Rosalind Wyman, councilwoman of

Los Angeles, appointed to newly created post of director of public affairs for television program production division of Screen Gems Inc., Hollywood.

W. (Buzz) Sawyer, with WWLP(TV) Springfield, Mass., named director of operations, film, and programing.

Fred Klein, with WCOY Columbia, Pa., named program director.

Michael Styer, producer-director at WIC-TV Pittsburgh, named public affairs director at WJZ-TV Baltimore, replacing **Bill Weyse**, who becomes assistant program manager of WJZ-TV.

David Pound, producer for WNEW New York, named assistant program director.

Alfred E. Pruitt, manager of WPFT-FM Raleigh, N. C., named program manager of WBT-AM-FM Charlotte, N. C. **Thomas R. Lawrence**, with WBT(TV) Charlotte, named producer-director.

J. Shea Peoples resigns as director of sales for Hartwest Productions, New York. He has entered into agreement to purchase WELE South Daytona, Fla., and is looking into other station purchases.

William L. Miles, who sold his interest earlier this year in KMOP Tucson, Ariz., named southern sales manager for Spot Productions, Fort Worth.

George Sherman, producer-director, signed by Ivan Tors Films, Culver City, Calif., to a four-year exclusive contract for television and feature films.

Art Wander, former program consultant, WNDR Syracuse, N. Y., WPLO Atlanta and WAKR-AM-FM Akron, Ohio, named director of operations, WOR-FM New York.

Ken Fouts, producer/director at WKBD-TV Detroit, joins WLWT(TV) Cincinnati, as producer/director.

Jerry Kaufman, commercial director, Chemstrand Corp., Decatur, Ala., and Eastman Kodak, New York, appointed director-cameraman, Pelican Productions, that city.

Richard L. Byers, with WOW-TV Omaha, named director.

Howard Zuckerman, production manager of WKBD-TV Detroit, joins WTTV(TV) Bloomington-Indianapolis, Ind., as production manager. **Dave Jones**, producer/director of WKBD-TV, joins WTTV as production supervisor.

Alan Band, district manager of Newark, N. J., office of American Society of Composers, Authors & Publishers, appointed district manager of society's office in Miami Beach, Fla. He succeeds **Raymond Carpenter**, who resigned. **Richard McDonough**, field representative in Newark office, suc-

Time Inc.'s Henry Luce dies at 68

Henry R. Luce, founder of the communications empire of Time Inc., which included magazines, TV-radio stations and books, died at 68 of a heart attack Feb. 28 in Phoenix.

Though Mr. Luce was widely known as the publisher of *Time*, *Life*, *Fortune* and *Sports Illustrated* magazines, the company he headed recognized the value of



Mr. Luce

broadcasting as early as 1924 when Time Inc. produced *Pop Questions Game*—a radio quiz. Before World War II it was involved in the famed *March of Time* radio series and later in the *Crusade in Europe* and *Crusade in the Pacific* TV series.

In the stations area, during Mr. Luce's tenure of leadership (he limited his role at the company in 1964), Time Inc. had a substantial interest in WQXR New York in the early 1940's and held a 12.5% interest in ABC from 1943 to 1945.

In the 1950's the company plunged

solidly into ownership of TV-radio outlets and its roster now includes KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-FM-TV San Diego, KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis. The company also operates various CATV systems.

Mr. Luce is survived by his wife, Claire Boothe Luce, playwright, former congresswoman and former ambassador to Italy, and two sons, Henry 3d, a vice president of Time Inc, and Peter Paul, a management consultant.

ceeds Mr. Band as district manager of that office.

William (Gene) Harris, director for WAGA-TV Atlanta, appointed production manager of WSBK-TV Cambridge, Mass.-Boston. Both are Storer Broadcasting stations.

James R. Herd, executive producer of WKBS-TV Burlington, N. J.-Philadelphia, appointed production manager of KPLR-TV St. Louis.

Costel B. Grozea joins Berkey Video Service Inc., New York, to head firm's special effects department.

Lisa Stein, executive secretary to Harve Bennett, ABC VP in charge of network programming, West Coast, appointed administrative assistant to Mr. Bennett.

NEWS

James Thompson, assistant news director of WGHQ Kingston, N. Y., appointed news director. **Jules Coleman**, with WLTN Littleton, N. H., named assistant news director of WGHQ.

Chuck Benedict, sports director for KLAC Los Angeles, elected president of Southern California Sports Broadcasters Association.



Mr. Caton

Charles Caton, news director for WIS-TV Columbia, S. C., appointed director of news and public affairs for WSFA-TV Montgomery, Ala.

Bob Hickman, news secretary to South Carolina Governor

Robert E. McNair, resigns to return to WIS-TV Columbia, S. C., as director of news and public affairs. **Wayne Seal**, newscaster with WIS-TV, succeeds Mr. Hickman as Governor McNair's news secretary.

Duane Stacker, news director for WRCK Rockford, Ill., appointed news

director for WCWA Toledo, Ohio.

Dean Sander, newsman for KLAC Los Angeles, named assistant news director.

Ben Waters named news editor of WBT and WBT(TV) Charlotte, N. C., succeeding **John Jamison**, who becomes city editor of *Charlotte News*. **John Greene Jr.**, with news department of WBT and WBT(TV), named to newly created post of radio news supervisor for WBT. **William T. Ballard Jr.**, news director, WITN-TV Washington, N. C., and **Kenneth W. Mease**, with news department of WFEC Harrisburg, Pa., joins news staff of WBT-AM-FM and WBT(TV).



Mr. Molander

sports coverage.

John H. Drilling, with WCEE-TV Freeport, Ill., appointed general assignment reporter for WISN-TV Milwaukee.

John D. Polson, with KWBB Wichita, Kan., joins WOW-AM-FM-TV Omaha as newsman-reporter.

Ron Becker, with WKY-TV Oklahoma City, joins NBC News bureau at Cleveland.

Betty Ann Bowser, reporter with *Cleveland Press*, joins WAVY-AM-TV Portsmouth-Norfolk-Newport News, Va., as reporter.

Paul M. Van Kolken, with AP, Detroit, named AP correspondent at Grand Rapids, Mich.

Barry W. Sheft of Houston joins news staff of WGBS Miami.

David Pederson, with KIFI-TV Idaho Falls, Idaho, joins news department of

KGLO-AM-TV Mason City, Iowa.



Mr. Fass

Don Fass, WFAE-(FM) Hartford, elected president of Connecticut AP Broadcasters. Others elected: **Tracey Cole**, WINF Manchester, VP; and **Pat Yale**, AP bureau chief, secretary-treasurer.

Jerry Plantz, with news staff, WTAE Pittsburgh, joins news department, WIIC-TV, same city, as producer and general assignment reporter.

EQUIPMENT & ENGINEERING

Richard C. Hickman, acting chief engineer for Cox Cablevision Corp., Atlanta, named chief engineer.

Wenzel M. Wochos, VP of ITT Canon Electric, Los Angeles, named executive VP.

S. W. Pai, director of engineering at Craftsman Electronic Products Inc., Manlius, N. Y., named VP-engineering. **Malcolm Hare**, with Craftsman, Manlius, appointed quality control engineer.

William E. Cochrane, Northern California sales representative for Marco-Oak Industries, Anaheim, Calif., named district sales manager for parent Oak Electro/Netics Corp. at new corporate sales office at 960 San Antonio Road, Los Altos, Calif.

James E. Landy, chief of studio and remote operations for motion picture and television service of U. S. Information Agency, joins Central Dynamics Corp., Cambridge, Mass., as sales manager for broadcast equipment.

Richard D. Wilde, division manager of planning for electronic tube division of Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed manager of planning and special projects.

Jerry Bowers, with Collins Radio Co., Dallas, named broadcast sales

engineer for Georgia and Florida at office at 323 Scotland Drive, Holly Hill, Fla.

Irving Weinstein, with WNEW New York, named production engineering supervisor.

FANFARE

Ed Velarde, publicity director for KABC Los Angeles, resigns.

Dick Newton, director of information services for WBBM-TV Chicago, named advertising-promotion manager for KFWB Los Angeles.

Bob Young, with KINT El Paso, named promotion manager.

Harold E. Abramson, manager and account supervisor for Ettinger-Mapes & Co., Hollywood, joins Los Angeles office of N. W. Ayer & Son, as PR representative.

ALLIED FIELDS

Joseph F. Hennessey, Washington communications lawyer, becomes partner in law firm of Booth and Lovett, Washington.

Thomas Schattenfield, with Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, named partner in that firm.

Harry E. Heath Jr., professor of journalism at University of Florida, Gainesville, named director of school of journalism and communications at Oklahoma State University, Stillwater.

Dr. Joseph M. Ripley, associate professor of speech for University of Wis-

consin, Madison, appointed professor and chairman of department of radio, television, and films at University of Kentucky, Lexington.

Karen Rosenberg, production coordinator and researcher with NBC News, New York, named news secretary to Rep. Theodore R. Kupferman (R-N. Y.).

INTERNATIONAL

Edward A. Roncarelli, executive VP of Norman, Craig & Kummel (Canada) Ltd., Toronto, elected president, succeeding John C. Savage, who becomes chairman.

Henri Michaud, VP of Paramount International Films, foreign distribution division of Paramount Pictures Corp., named president.

Ab Douglas, Parliament Hill reporter for CTV Television Network, Ottawa, appointed senior reporter for Canadian Broadcasting Corp. in Edmonton, Alberta.

Lord Michael Birkett, theatrical and movie producer, named executive in charge of production for Filmways Ltd., London.

DEATHS

Roy A. Roberts, 79, retired board chairman of *Kansas City (Mo.) Star*, and journalist for over 60 years, died Feb. 23 in St. Luke's hospital in Kansas City after long illness. Mr. Roberts had been president of Kansas City Star Co. when firm owned WDAF-AM-TV Kansas City. Surviving are his wife, Florence,

and daughter.

A. L. Alexander, 61, moderator of *Good Will Court* radio program, starting in 1930's and later of *Court of Human Relations*, which had brief tenure on TV in 1950's, died in New York on Feb. 24. In recent years, Mr. Alexander had program on WEVD New York, on which he recited verse and prose.

Harry McNaughton, 70, died Feb. 27 in Amityville, N. Y., in Brunswick hospital. Actor, Mr. McNaughton had credits in radio—he played English butler, Bottle, in Phil Baker shows, and also role in *It Pays To Be Ignorant*. In recent years, he appeared in TV commercials.

Robert E. Vincent, 53, marketing executive for Young & Rubicam, New York, died Feb. 21 at Englewood (N. J.) hospital. He is survived by his wife, Anita, daughter and two sons.

John Griggs, 58, radio-TV actor, died Feb. 25 after long illness. He is survived by his wife, Mary, and son.

E. L. (Spike) Colbourn, 66, died suddenly Feb. 4 in Long Beach, Calif. He had been in TV syndication sales field from 1953 until his retirement in 1964. Earlier he had been with WKY Oklahoma City and in early fifties managed KTOK Oklahoma City. He is survived by his wife, Lillian, and daughter.

Michael J. Aber, 23, studio technician for Delaware ETV Network, died Feb. 22 in auto accident near Frederica, Del.

FOR THE RECORD

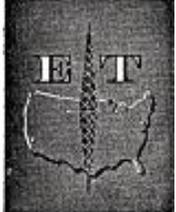
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 23 through March 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—an-

tenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. SCA—subsidiary communications

authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

	<p>EDWIN TORNBORG & COMPANY, INC.</p> <p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>
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New TV stations

APPLICATIONS

*San Francisco—Bay Area Educational Television Association. Seeks UHF ch. 60 (746-752 mc); ERP 525 kw vis., 105 kw aur. Ant. height above average terrain 1,206 ft.; ant. height above ground 204 ft. P. O. address: 525 Fourth Street, San Francisco 94107. Estimated construction cost \$418,983; first-year operating cost \$63,000. Geographic coordinates 37° 41' 21" north lat.; 122° 26' 10" west long. Type trans. GE TT-57-A. Type ant. GE TY-25-F. Legal counsel Krieger & Jorgensen, Washington; consulting engineer Hammett & Edison, San Francisco. Principals: James Day, vice president and general manager of *KQED(TV) San Francisco and board of directors KQED is licensed by applicant. Ann. Feb. 24.

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting

BROADCASTING, March 6, 1967

PROFESSIONAL CARDS

JANSKY & BAILEY
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Consulting Engineer
National Press Bldg.
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Telephone District 7-1205
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CONSULTING ENGINEERS
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CONSULTING ENGINEERS
RADIO & TELEVISION
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Sterling 3-0111
Washington 4, D. C.
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Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
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WASHINGTON, D. C. 20005
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WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCEE

GUY C. HUTCHESON
817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCEE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCEE

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCEE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, California 94128
342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

**JULES COHEN
& ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
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CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
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VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCEE

A. E. Towne Assoc., Inc.
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ENGINEERING CONSULTANTS
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San Carlos, California 94070
Phone 592-1394 Res. 593-6706

**PETE JOHNSON
& Associates**
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P.O. Box 4318 304-342-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
634-9558 632-2821

**WILLIAM B. CARR
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Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
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**RAYMOND E. ROHRER
& Associates**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
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5712 Frederick Ave., Rockville, Md.
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and facsimile facilities.
*ARB Continuing Readership Study

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 22

	ON AIR		NOT ON AIR	
	Lic.	CP'S	CP's	CP's
Commercial AM	4,098 ¹	13	85	
Commercial FM	1,555	47	260	
Commercial TV-VHF	478 ²	17	24	
Commercial TV-UHF	92 ²	27	124	
Educational FM	295	5	28	
Educational TV-VHF	60	7	8	
Educational TV-UHF	41	41	49	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 22

	VHF	UHF	Total
Commercial	519	251	770
Noncommercial	75	98	173

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ²	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

application of Maxwell Electronics Corp. for CP for new television broadcast station to operate on ch. 33 at Dallas. (Doc. 16389). Action Feb. 24.

OTHER ACTIONS

■ Review board in Buffalo, N. Y., television broadcast proceeding Docs. 15254-5, granted motion filed Feb. 20 by Ultravision Broadcasting Co. and extended to March 10 time within which to file responsive pleadings to exceptions and briefs to initial decision (FCC 66D-53, released Aug. 26, 1966). Action Feb. 23.

■ By order, commission (a) denied appeals from memorandum opinion and order (FCC 67R-42, released Feb. 3) of the review board vacating ruling of Presiding Examiner David I. Kraushaar which had quashed certain subpoenas duces tecum filed by Kenneth P. Lenhard and Marian S. Oliver on Feb. 10; and (b) dismissed as moot request for temporary relief filed Feb. 10 by Marian S. Oliver in Syracuse, N. Y., ch. 9 television proceeding (Doc. Nos. 14368 et al.) Commissioners Cox and Loevinger not participating; Commissioner Johnson concurred. Action Feb. 23.

■ Review board in Syracuse N. Y., television broadcast proceeding, Docs. 14368-72 and 14444-46, by memorandum opinion and order, denied appeal to review board from hearing examiner's orders denying motion by Vincent Foy to quash subpoena, filed Jan. 23 by Vincent Foy; appeal to board from order directing appearance of Alec B. Duke, filed Jan. 23 by Alec Duke; appeal to board from order directing appearance of Thomas A. Murphy, filed Jan. 23 by Thomas A. Murphy; appeal to board from order denying motion of William J. Murphy to quash subpoena duces tecum, filed Jan. 24 by William J. Murphy; appeal to board from order directing appearance of Robert M. Klink, filed Jan. 27 by Robert M. Klink; and denied appeal to review board from order denying motion by Raymond J. Knoblock to quash subpoena, filed Jan. 31 by Raymond J. Knoblock. Board further ordered that subpoenas duces tecum served upon Vincent Foy, Alec Duke, Thomas A. Murphy, William J. Murphy, Robert M. Klink and Raymond J. Knoblock are modified by deletion of categories (a) and (b) of so-called "omnibus clause" in subpoenas. Finally, review board ordered that motion for temporary relief filed Jan. 19 by Vincent Foy, William J. Murphy, Alec B. Duke, Thomas A. Murphy, Kenneth A. Taylor, Robert M. Klink and Raymond Knoblock is denied and named persons are directed to appear in above proceeding at such time as hearing examiner may designate. Board members Nelson and Kessler absent. Action Feb. 28.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Feb. 24 in proceeding on TV applications of Lewis Broadcasting Corp., Coastal Television Corp. and WSGA Television Inc., all Savannah, Ga., granted petition of applicant Coastal Television Corp. and dismissed its application (Docs. 16976-78).

■ Hearing Examiner Forest L. McClenning on Feb. 21 in proceeding on TV application of Island Broadcasting System (WRIV) Inc., Riverhead, N. Y., granted applicant's motion and continued procedural dates including hearing from Feb. 27 to March 22 (Doc. 16709). On Feb. 24 in proceeding on TV application of Island Broadcasting System (WRIV) Inc., Riverhead, N. Y., advanced hearing scheduled for March 22 to March 21 (Doc. 16709).

■ Hearing Examiner Herbert Sharfman on Feb. 21 in proceeding on TV application of Topeka Television Inc., Topeka, Kan., granted applicant's motion and rescheduled procedural dates including hearing from March 1 to April 10 (Doc. 16970).

■ Hearing Examiner Elizabeth C. Smith on Feb. 27 in proceeding on TV applications of Kentucky Central Television Inc. and WBLG-TV Inc., both Lexington, Ky., granted petition of Kentucky Central Television Inc. and dismissed its application (Docs. 16700-01).

CALL LETTER APPLICATIONS

■ Hubbard Broadcasting Inc., St. Petersburg, Fla. Requests WGTO-TV.
 ■ University of New Hampshire, Keene, N. H. Requests *WEKW-TV.

CALL LETTER ACTIONS

■ Television San Francisco, San Fran-

cisco. Granted KTSF-TV.

■ Julian F. Meyers, Ventura, Calif. Granted KKOQ-TV.

■ TVUE Associates Inc., Galveston, Tex. Granted KVVV-TV.

Existing TV stations

FINAL ACTIONS

KAUM-TV Agana, Guam—Broadcast Bureau granted license covering CP for changes in existing station and to reduce ERP to 0.229 kw vis., 0.045 kw aur. Action Feb. 21.

KHVO(TV) Hilo, Hawaii—Broadcast Bureau granted CP to relocate trans. and ant. on roof of Naniloa hotel in Hilo. Action Feb. 28.

WKBG-TV Cambridge, Mass.—Broadcast Bureau granted mod. of CP to increase ERP to 646 kw vis., 97.7 kw aur. Action Feb. 23.

KHTL-TV Superior, Neb.—Broadcast Bureau granted mod. of CPs to reduce ERP to 12.6 kw. Action Feb. 24.

*WVIA-TV Scranton, Pa.—Broadcast Bureau granted mod. of CP to increase ERP to 1000 kw vis., 100 kw aur. Action Feb. 23.

ACTIONS ON MOTIONS

■ Hearing Examiner Jay A. Kyle on Feb. 23 in proceeding on TV application of Lamar Life Insurance Co. for renewal of license of WLBT(TV) Jackson, Miss., rescheduled hearing from May 1 to April 18, in Jackson. (Doc. 16663). On Feb. 24 in proceeding on TV application of WLCY-TV Inc. (WLCY-TV) Largo, Fla., scheduled procedural dates including hearing for May 22 (Doc. 17051); by separate order, granted petition to intervene of Acorn Television Corp.

■ Hearing Examiner Forest L. McClenning on Feb. 24 in proceeding on TV application of Black Hawk Broadcasting Co. (KWWL-TV), Waterloo, Iowa, granted request of applicant and continued hearing from March 1 to April 19 (Doc. 16722).

New AM stations

APPLICATION

Lexington, S. C.—Lexington Radio Inc. Seeks 1170 kc, 1 kw. P. O. address: c/o C. T. Reynolds, Route 2, Lexington 29072. Estimated construction cost \$20,962; first-year operating cost \$36,000; revenue \$40,000. Principals: Harold Looney, president, Ralph V. Bramlett, vice president, Clarence T. Reynolds, secretary-treasurer (each 12½%), et al. Mr. Looney owns auto sales and service concern. Mr. Reynolds is general manager of WBLR-AM-FM Batesburg, S. C. No other interests indicated for Mr. Bramlett. Ann. Feb. 23.

FINAL ACTIONS

Macon, Ga.—Rowland Broadcasting Co. Broadcast Bureau granted 1500 kc, 1 kw-D. P. O. address: c/o Marshall W. Rowland, 1924 North Main St., Jacksonville, Fla. 32206. Estimated construction cost \$16,373; first-year operating cost \$42,400, revenue \$55,000. Principals: not available. Action Feb. 21.

Langdon, N. D.—Arnold F. Petrich. Broadcast Bureau granted 1080 kc, 1 kw-D. P. O. address: 528 Princeton St., Grand Forks, N. D. Estimated construction cost \$14,000; first-year operating cost \$25,000; revenue \$40,000. Principal: Arnold F. Petrich, Mr. Petrich is consulting engineer and chief engineer at KNOX Grand Forks, N. D. Action Feb. 21.

Anderson, S. C.—Radio Anderson Inc. Broadcast Bureau granted 107.3 kw, ch. 297, 27 kw. Ant. height above average terrain 150 ft. P. O. address: Box 211, Anderson 29622. Estimated construction cost \$19,943; first-year operating cost \$1,000 over AM; no revenue over AM. Radio Anderson is licensee of WANS Anderson. Action Feb. 24.

Ardmore, Tenn.—Stateline Broadcasting Co. Broadcast Bureau granted 1520 kc, 1 kw-D. P. O. address: General Delivery Ardmore. Estimated construction cost \$27,627; first-year operating cost \$52,000; revenue \$60,000. Principals: E. D. Hildreth, Ike G. Hobson, Richard S. Young Jr., Horace C. Bass (each 25%). Principals have no other broadcast interests. Action Feb. 24.

INITIAL DECISION

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Sterling H. Saunders and Stanley H. Krinsky d/b as Fox River Broadcasting Co. for CP to operate on 690 kc, 250 w DA-D, class II in Oshkosh, Wis. (Doc. 16824). Action Feb. 28.

OTHER ACTIONS

■ Review board in Loiza, P. R., standard

broadcast proceeding, Docs. 16890-1, denied petition to modify issues, filed Oct. 24, 1966, by Augustine L. Cavallaro Jr.; granted petition to enlarge issues filed Oct. 24 by Augustine L. Cavallaro Jr. to extent of adding issue to determine whether and extent to which credit arrangements for purchase of equipment are available to Luis Prado Martorell and, therefore, whether he is financially qualified, denying petition in all other respects; granted petition to enlarge issues filed Oct. 24 by Luis Prado Martorell to extent of adding issue to determine whether Augustine L. Cavallaro Jr., has sufficient land available to him to accommodate directional antenna system for his proposed facility, Board Members Nelson and Kessler absent. Action Feb. 28.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 20 designated Hearing Examiner Charles J. Frederick to serve as presiding officer in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill.; Great River Broadcasting Inc., Prudential Broadcasting Co., Six-Eighty-Eight Broadcasting Co., St. Louis Broadcasting Co., Victory Broadcasting Co. Inc., Home State Broadcasting Corp., KWK Broadcasting Corp., Archway Broadcasting Corp., Clermont Broadcasting Co. and Missouri Broadcasting Inc., all St. Louis; scheduled prehearing conference for March 16, and hearing for April 17 (Docs. 17209-19).

■ Hearing Examiner H. Gifford Irion on Feb. 23 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., scheduled further hearing conference for Feb. 28, to consider pleadings filed by applicant Radio Catonsville Inc. (Docs. 15835-36, 15838-39).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 20 in proceeding on AM application of Service Communications Inc., Augusta, Ark., granted motion of applicant and accepted petitioner's publication of notice (Doc. 17027). On Feb. 27 in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Brownsville Radio Inc., Brownsville and Shawnee Broadcasting Co., Aliquippa, all Pennsylvania, presiding hearing examiner recused himself from further participation in this hearing (Docs. 17178-80).

■ Hearing Examiner Elizabeth C. Smith on Feb. 20 in proceeding on AM application of Radio Station KQXI Arvada, Colo., continued hearing from March 21 to April 12 (Doc. 14817).

CALL LETTER APPLICATIONS

■ Frank Baranowski, Nogales, Ariz. Requests KFBR.
■ Ralph M. Sweeney, Waukon, Iowa. Requests KNEI.
■ Grace Broadcasters Inc., Pastillo, P.R. Requests WCGB.
■ Williamsburg City Broadcasting Co., Kingstree, S. C. Requests WKSP.

CALL LETTER ACTIONS

■ Burlington Radio, Burlington, Colo. Granted KNAB.
■ Oil Shale Broadcasting Co., Rifle, Colo. Granted KWSR.

Existing AM stations

APPLICATIONS

KIXF Fortuna, Calif.—Seeks CP to increase power from 1 kw to 5 kw. Ann. March 1.
WBMK West Point, Ga.—Seeks mod. of license to change station location from West Point, Ga. to West Point, Georgia-Lanett, Ala. Ann. March 1.
WCJM West Point Ga.—Seeks mod. of license to change station location from West Point, Ga. to West Point, Georgia-Lanett, Ala. Ann. March 1.
KVOB Bastrop, La.—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. Feb. 24.
WDGY Minneapolis—Seeks CP to increase nighttime power from 25 kw to 50 kw. Ann. Feb. 24.
KVLG La Grange, Tex.—Seeks CP to change from DA-D to non-directional ant., change ant.-trans. location to on highway 159, 1.76 mile from La Grange, with remote control from main studio. Ann. March 1.

FINAL ACTIONS

KHIL Willcox, Ariz.—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw Action Feb. 21.
WSUN St. Petersburg, Fla.—Broadcast Bureau granted mod. of license to change studio location and remote control point

(main trans.) to 201 Second Ave., north. Action Feb. 24.

WTHI Terre Haute, Ind.—Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw, change from DA-1 to DA-2, make changes in daytime DA system, conditions, Action Feb. 21.

KWCL Oak Grove, La.—Broadcast Bureau granted CP to increase power from 500 w to 1 kw; condition. Action Feb. 24.

WNAC Boston—Broadcast Bureau granted CP to change from DA-1 to DA-2; conditions. Action Feb. 21.

WNBV Newberry, Mich.—Broadcast Bureau granted CP to increase daytime power from 500 w to 1 kw; conditions. Action Feb. 21.

KOLM Rochester, Minn.—Broadcast Bureau granted CP to increase power from 1 kw to 10 kw (1 kw CH); conditions. Action Feb. 24.

KRAM Las Vegas — Broadcast Bureau granted CP to change ant.-trans. location to south side of Bonanza Road, 1.6 miles east of 25th Street. Action Feb. 28.

WCBT Roanoke Rapids, N. C.—Broadcast Bureau granted CP to change ant.-trans. location to S.E. corner intersection East 10th and Park Avenue, Roanoke Rapids; condition. Action Feb. 28.

KTGO Tioga, N. D.—Broadcast Bureau granted license covering CP for new AM, specify studio location, 303 2nd St., S.E. Action Feb. 24.

KBHB Sturgis, S. D.—Broadcast Bureau granted CP to change frequency of daytime AM from 1280 kc to 810 kc, increase power from 1 kw to 5 kw; condition. Action Feb. 21.

WIVK Knoxville, Tenn.—Broadcast Bureau granted license to change frequency to 850 kc, increase power to 50 kw, install DA-D. Action Feb. 23.

KBBB Borger, Tex.—Broadcast Bureau granted CP to increase power from 500 w to 5 kw; conditions. Action Feb. 21.

WKBA Vinton, Va.—Broadcast Bureau granted license covering increase in power from 1 kw to 10 kw, install DA-D; condition. Action Feb. 23.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries; WTCS Fairmont, W. Va.; WACA Camden, S. C.; WAPA San Juan, P. R.; WJHG-TV Panama City, Fla.; WKAT-AM-FM, SCA Miami Beach; WPEG (FM) SCA Concord, N. C.; WQXQ Ormand Beach Fla.; WUWU Gainesville Fla.; WXST Leesburg Fla. and WIL St. Louis. Action Feb. 28.

OTHER ACTIONS

■ In hearing on application for renewal of license of Lamar Life Insurance Co. (WLBT) Jackson, Miss., commission by memorandum opinion and order denied applicant's motion for production of documents. Lamar Life had relied upon public law 89-487, 89th Congress, enacted July 4, 1966 (5 USC 1002), so-called "Freedom of Information Act." Commission held: "Public Law 89-487 does not enlarge the applicant's right here since . . . it specifically exempts from the disclosure requirement all intra-agency memoranda and investigatory files compiled for law enforcement purposes." Commissioner Johnson abstained from voting. Action March 1.

■ By order, commission denied joint application for review filed by WMGS Inc. and Ohio Radio Inc., seeking review of board's memorandum opinion and order, FCC 66R-450, released Nov. 14, 1966, which had disapproved a reimbursement-dropout agreement whereby Ohio Radio Inc., applicant for new facilities would have dismissed its application in Bowling Green, Ohio, in favor of WMGS Inc. (WMGS) Bowling Green, for renewal of license in AM proceeding in Docs. 16290-1. Chairman Hyde and Commissioner Loevinger dissented. Action March 1.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAYR Orange Park, Fla.; WENC-AM-FM, SCA Whiteville, N. C.; WEUC Ponce, P. R.; WFIV Kissimmee, Fla.; WFTW-AM-FM, SCA Fort Walton Beach, Fla.; WHNC-AM-FM, Henderson, N. C.; WISO Ponce, P. R.; WLEO-AM-FM Ponce, P. R.; WLEY Cayey, P. R.; WLIZ Lake Worth, Fla.; WMOP-FM Ocala, Fla.; WRJS San German, P. R.; WTY5 Marianna, Fla.; WWBC Cocoa, Fla., and WIRC Hickory, N. C. Action Feb. 21.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Feb. 21 in proceeding on renewal application of Star Stations of Indiana Inc., WIFE-AM-FM Indianapolis, granted Broadcast Bureau's motion to correct transcript (Doc. 16612). On Feb. 23 in proceeding in the matter of revocation of licenses of Asheboro Broadcasting Co. for WGWR-AM-

FM Asheboro, N. C., scheduled prehearing conference for March 1 (Doc. 16789).

■ Hearing Examiner Jay A. Kyle on Feb. 24 in proceeding on AM application of Stokes County Broadcasting Co. (WKTE) King, N. C., scheduled further hearing conference for March 28, and continued without date hearing now scheduled for March 20 (Doc. 17143).

■ Hearing Examiner David I. Kraushaar on Feb. 24 in proceeding on AM applications of Atlantic Broadcasting Co. (WUST), for CP and renewal of license and Bethesda-Chevy Chase Broadcasters, Inc., both Bethesda, Maryland, for CP, granted petition to accept amendment filed by applicant Atlantic Broadcasting Co. (WUST) (Docs. 16706-08). On Feb. 17 in proceeding on AM applications of Atlantic Broadcasting Co. (WUST) Bethesda, Md., for CP and renewal of license, and Bethesda-Chevy Chase Broadcasters Inc., Bethesda, Md., for CP, revised paragraph six of memorandum opinion and order dated Feb. 24 (Docs. 16706-08).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 21 in proceeding in matter of revocation of license of Tinker Inc., WEKY Richmond, Ky., scheduled hearing for April 5, in area of Richmond, Ky. (Doc. 16125).

FINES

■ Commission sent a notice of apparent liability in amount to \$500 to licensee of WKKS Vanceburg, Ky., for operation of station without a properly licensed operator, and for failure to provide data concerning equipment performance measurements. Action March 1.

■ By memorandum opinion and order, commission affirmed liability of WAVI Broadcasting Corp., licensee of WDAO (FM) Dayton, for forfeiture of \$1,000. Inspection had revealed that transmitter was operated by a person lacking proper operator's license, that required equipment performance measurements had not been made, that equipment to receive emergency action notification or termination had not been installed, and that actual values of final stage operating constants and transmission line meter were not entered in operating log. Chairman Hyde voted for imposition of forfeiture of \$500. Action March 1.

■ WKRZ Inc., licensee of WKRZ and WDJR (FM) Oil City, Pa., was granted short-term license renewals and was sent notice of apparent liability in amount of \$1,000 by commission action. Action was based upon numerous and repeated rule violations, including operating in daytime with nighttime facilities, which, commission stated, "indicate either a lack of adequate supervision of the station by the licensee, or careless disregard for compliance with the Rules." Chairman Hyde concurred in imposition of forfeiture but voted to grant regular license renewals; Commissioner Bartley dissented and voted to set applications for hearing. Action March 1.

■ Commission adopted notice of apparent liability to United Broadcasting Co., licensee of KVOG Ogden, Utah, in amount of \$1,000 for repeatedly violating terms of its license by operating with daytime power (1 kw) after local sunset, whereas license requires reduction in power to 250 w at sunset. Chairman Hyde dissented. Action March 1.

■ By memorandum opinion and order, commission terminated action against Star Broadcasting Inc., licensee of KISN Vancouver, Wash., which was instituted Sept. 30, 1965, for allegedly "attempting to convey to its listeners the impression that KISN is licensed to Portland [Oregon]." Commission had issued notice of apparent liability in amount of \$2,000, and order to show cause why KISN should not be ordered to cease and desist from failing to observe the provisions of Sec. 73.117 of rules. Action today in terminating both proceedings was consistent with commission's recent decision holding that KABL Oakland, Calif., had not violated present station identification rules by broadcasting announcements, at times other than those specified for station identification in rules, which led listeners to believe that KABL was San Francisco station. Commission's memorandum opinion and order today took note of fact that notice of proposed rule-making is outstanding to amend station identification rules so as to prohibit station licensee from making announcements at any time which would mislead public as to station's location. Commissioner Cox dissented and issued statement; Commissioners Loevinger and Johnson concurred in result. Action March 1.

CALL LETTER APPLICATION

■ KECK, High Sky Broadcasters Inc., Odessa, Tex. Requests KBZB.

New FM stations

APPLICATIONS

Hawkinsville, Ga.—Tri-County Broadcasting Inc. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 244 ft. P. O. address: Hawkinsville 31036. Estimated construction cost \$11,793.40; first-year operating cost \$6,000; revenue \$7,200. Principals: Daltan R. Jackson, president and treasurer (44.2%), James D. Popwell, vice president (47.1%), D. Rivers Jackson, secretary (2.9%), et al. Mr. Jackson has no other broadcast interests. Mr. Popwell is vice president and general manager of WCEH Hawkinsville. Mr. D. Rivers Jackson has no other broadcast interests. Applicant is licensee of WCEH Hawkinsville. Ann. March 1.

***Lincoln, Neb.—Mr. Arthur Hauck.** Seeks 91.3 mc, ch. 217, 10 w. Ant. height above average terrain 139.6 ft. P. O. address: Union College, Lincoln. Estimated construction cost \$5,450; first-year operating cost \$7,000. Principals: R. W. Fowler, president, and Arthur Hauck, station manager and board of directors. Ann. March 1.

Gouverneur, N. Y.—Genkar Inc. Seeks 92.7 mc, ch. 224A, 3.0 kw. Ant. height above average terrain 62 ft. P. O. address: 123 East Main Street, Gouverneur 13642. Estimated construction cost \$1,885; first-year operating cost \$1,200; revenue \$1,500. Principals: Morris F. Genthner, president and 51.2% interest, Max Levinson, vice president and 4% interest, Ann D. Genthner, secretary-treasurer and 0.8% interest and others. Genkar is licensee of WIGS Gouverneur. Ann. Feb. 28.

Saratoga Springs, N. Y.—Community Radio of Saratoga Springs, New York Inc. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 74.3 ft. P. O. address: 71 West Avenue, Saratoga Springs 12866. Estimated construction cost \$13,455; first-year operating cost \$15,300; revenue \$24,000. Principals: Kent E. Jones is vice president. Applicant is licensee of WKAJ Saratoga Springs. Ann. Feb. 24.

Jamestown, N. D.—Triple R. Inc. Seeks 93.3 mc, ch. 227, 25.0 kw. Ant. height above average terrain 262H and 257V ft. P. O. address: Box 600, Jamestown 58401. Estimated construction cost \$34,219; first-year operating cost \$12,000; revenue \$14,000. Principals: Edgar D. Crilly, president and Jack Leonard, program director, both of applicant's station K5JB Jamestown. Ann. Feb. 23.

Milton, Pa.—WMLP Inc. Seeks 100.9 mc, ch. 265A, 0.759 kw. Ant. height above average terrain 539 ft. P. O. address: 65-71 Bound Avenue, Milton 17847. Estimated construction cost \$18,880; first-year operating cost \$12,000; revenue \$15,000. Principals: Joseph Kesnow, president, Victor A. Michael, secretary and Stanley F. Kiersznowski (each 33 1/3%). All are stockholders in WMLP Milton. Ann. March 1.

Brookings, S. D.—Brookings Broadcasting Co. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 175 ft. P. O. address: College Theatre Buildings, Brookings 57006. Estimated construction cost \$14,815.73; first-year operating cost \$7,200; revenue \$9,600. Principals: Robert J. Reimers, president. Applicant is licensee of KBRK Brookings. Ann. Feb. 24.

FINAL ACTIONS

***Davis, Calif.—The Regents of the University of California.** Broadcast Bureau granted 91.5 mc, ch. 218, 0.010 kw. Ant. height above average terrain 143 ft. P. O. address: University of California, 451 University Hall, Berkeley 94720. Estimated construction cost \$3,660; first-year operating cost \$1,595. Principals: Regent Wm. R. Roth, Regent Elmer R. Heller and Regent Edwin W. Pauley. Mr. Roth has option to purchase 19.05% of 28% of 49% interest in Shasta Telecasting Corp. If option exercised, he would own 2.61% outstanding stock. Mrs. Heller is beneficiary of will of E. H. Heller estate which owns \$420,000 in subordinated debentures out of 1,500 issue of Shasta. Mr. Pauley has 15% stock interest and 20% debenture in Western Broadcasting Corp., applicant to purchase KLRA Pasadena. Action Feb. 24.

Gilroy, Calif.—John H. Gregory and Charles W. Jobbins db/as Gregory and Jobbins. Broadcast Bureau granted 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain minus 285 ft. P. O. address: 59 North Monterey, Gilroy 95020. Estimated construction cost \$18,100; first-year operating cost \$24,000, revenue \$30,000. Messrs. Gregory and Jobbins each own 50% and are partners with James D. Bernard in KPER Gilroy. Action Feb. 24.

Faribault, Minn.—Palmer Dragsten and John E. Hyde Jr. db/as KDHL Broadcasting Co. Broadcast Bureau granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 275 ft. P. O. address: c/o John E. Hyde Jr., 213 Central Ave., Faribault 55021. Estimated

construction cost \$30,966; first-year operating cost \$18,600; revenue \$24,000. Messrs. Dragsten and Hyde are owners of KDHL Faribault. Mr. Hyde is majority stockholder in KSUM Fairmont, Minn. Action Feb. 24.

***Selingsgrove, Pa.—Susquehanna University of the Evangelical Lutheran Church.** Broadcast Bureau granted 91.5 mc, ch. 218, 0.010 kw. Ant. height above average terrain 43 ft. P. O. Address: Department of Physics, Susquehanna University, Selingsgrove 17870. Estimated construction cost \$250; first-year operating cost \$2,920. Principals: Dr. Gustave W. Weber, president, and Clyde R. Spitzner, radio executive, is general sales manager, radio-TV division, Triangle Stations, Triangle Publications. Action Feb. 24.

Terrell Hills, Tex.—Turner Broadcasting Corp. Broadcast Bureau granted CP for new class A FM to operate in ch. 292 (106.3 mc) with ERP 3 kw, ant. height 300 ft. Action Feb. 21.

Petersburg, Va.—Smiles of Virginia Inc. Broadcast Bureau granted CP for new class A FM to operate on ch. 237 (95.3 mc) with ERP 3 kw, ant. height 215 ft. Action Feb. 21.

Spokane, Wash.—G. C. Monson. Broadcast Bureau granted 98.9 mc, ch. 255, 59 kw. Ant. height above average terrain 310 ft. P. O. address: Box 8022, Spokane 99203. Estimated construction cost \$29,806; first-year operating cost \$3,000; revenue \$3,000. Mr. Monson is 1/2 owner of KUDY Spokane. Action Feb. 24.

OTHER ACTION

In FM proceeding (Doc. 15806) in Pompano Beach, Fla., commission by memorandum opinion and order: (1) denied that portion of application for review and reopening of record filed by WFTL Broadcasting Co. on Oct. 26, 1966, which sought denial of initial decision and review board's denial of review; (2) dismissed late-filed petition to strike filed by Boca Broadcasters Inc.; (3) dismissed as moot WFTL's request filed Jan. 18 for extension of time to file opposition to Boca's petition to strike, and its request filed Feb. 8 for permission to file responsive comments to Boca's reply filed Feb. 2; (4) granted WFTL's request to reopen record and remand proceeding to examiner for taking of additional evidence on new issues, and (5) in exercise of commission's own discretion, made WFTL Broadcasting Co. party for purposes of proceedings on remand. Commissioner Johnson not participating. Action March 1.

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham on Feb. 20 designated Hearing Examiner Basil P. Cooper to serve as presiding officer in proceeding on application of Joseph M. Arnoff and Maurice H. Gresham d/b as San Fernando Broadcasting Co. (KSFV) for license to cover CP authorizing new FM at San Fernando, Calif.; scheduled prehearing conference for March 15, and hearing for May 1. (Doc. 17198).

Hearing Examiner Thomas H. Donahue on Feb. 28 in proceeding on FM applications of Lee Broadcasting Corp. and Minnesota-Iowa Television Co., both Austin, Minn., issued memorandum of conference held same day (Docs. 17157-58).

Hearing Examiner Millard F. French on Feb. 28 in proceeding on FM applications of Cherokee Broadcasting Co., Murphy, N. C. and Fannin County Broadcasting Co., Blue Ridge, Ga., scheduled procedural dates including continuing hearing from March 22 to April 13 (Docs. 17086-87).

Hearing Examiner Isadore A. Honig on Feb. 24 in proceeding on FM applications of Ward L. Jones and Mars Hill Broadcasting Inc., both Syracuse, N. Y., scheduled procedural dates including hearing from March 21 to May 9 (Docs. 17117-18).

RULEMAKING PETITIONS

Carbondale, Ill. WCIL — Requests that channel allocations in commission's table of assignments. FM broadcast stations, be amended as follows: Carbondale, Ill.: delete 269A; add 264B and Cape Girardeau, Mo.: delete 264B; add 269A. Ann. Feb. 24.

Henderson, Ky. Dr. Frank R. Fuhs—Requests amendment of rules so as to permit allocation of FM ch. 276 to Henderson. Ann. Feb. 24.

CALL LETTER ACTIONS

Conn. Radio Fellowship Inc., Middle-town, Conn. Granted WHS(FM).

Ind-Io Radio Inc., Winchester, Ind. Granted WIUC(FM).

***Western Reserve University,** Cleveland. Granted WRUW-FM.

Existing FM stations

FINAL ACTIONS

KUDU-FM Ventura, Calif.—Broadcast Bu-

reau granted CP to change ant-trans. and studio location to one mile south of Montaino, Ventura; install dual polarized antenna; change ERP to 28 kw, increase ant. height to 79 ft.; condition. Action Feb. 23.

WNHC-FM New Haven, Conn.—Broadcast Bureau granted CP to increase ERP to 10 kw, conditions. Action Jan. 17.

WEBH(FM) Chicago—Broadcast Bureau granted CP to increase ERP to 39 kw. Action Feb. 23.

WLUV-FM Loves Park, Ill.—Broadcast Bureau granted CP to increase ant. height to 145 ft. Action Feb. 24.

***WEVC(FM)** Evansville, Ind.—Broadcast Bureau granted license covering CP for increase in ERP to 5.7 kw. Action Feb. 24.

WORS-FM Detroit — Broadcast Bureau granted CP to change ant.-trans. location to 1249 Washington Blvd., increase ERP to 31 kw and ant. height to 480 ft. Action Feb. 24.

WCCW(FM) Traverse City, Mich.—Broadcast Bureau granted license covering new FM. Action Feb. 23.

KOWB-FM Moorhead, Minn.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

WJDX-FM Jackson, Miss.—Broadcast Bureau granted license covering CP to increase ERP to 100 kw, ant. height to 1,800 ft. Action Feb. 24.

WBNY-FM Buffalo, N. Y.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

***WVHC(FM)** Hempstead, N. Y.—Broadcast Bureau granted license covering CP to change transmission line and increase ERP to 320 w. Action Feb. 24.

WALL-FM Middletown, N. Y.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

WFMN(FM) Newburgh, N. Y.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

WVOX-FM New Rochelle, N. Y.—Broadcast Bureau granted license covering CP to change ERP to 3 kw, ant. height 145 ft. Action Feb. 24.

WCBS-FM New York—Broadcast Bureau granted CP to increase ERP to 4.6 kw, and ant. height to 1,300 ft.; conditions. Action Feb. 24.

WOR-FM New York—Broadcast Bureau granted license covering increase ERP to 1.7 kw, ant. height to 1,280 ft. Action Feb. 27.

***WSLN(FM)** Delaware, Ohio—Broadcast Bureau granted license covering CP to change ERP to 1.9 kw, ant. height 105 ft. Action Feb. 24.

WSTV-FM Steubenville, Ohio—Broadcast Bureau granted license covering CP to increase ERP to 12 kw. Action Feb. 24.

KNDR(FM) Chickasha, Okla.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

KORU(FM) Tulsa, Okla.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

WNUF(FM) New Kensington, Pa.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 1.5 miles southwest of Russellton, Pa., decrease ERP to 20 kw and increase ant. height to 460 ft.; condition. Action Feb. 21.

WIFI(FM) Philadelphia—Broadcast Bureau granted CP to increase ERP to 50 kw. Action Feb. 23.

WKBI-FM Ridgway, Pa.—Broadcast Bureau granted license covering new FM. Action Feb. 23.

WBVB(FM) Union City, Pa.—Broadcast Bureau granted mod. of CP to change frequency for new FM to ch. 292 (106.3 mc) in accordance with commission report and order adopted Jan. 5, in Doc. 16947; specify studio location as 11 1/2 North Main Street. Action Feb. 27.

WFBC-FM Greenville, S. C.—Broadcast Bureau granted license covering CP for change ERP to 100 kw. Action Feb. 24.

KROB-FM Robstown, Tex.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 21.

KETO-FM Seattle — Broadcast Bureau granted CP to increase ERP to 100 kw, ant. height 1,150 ft. Action Feb. 21.

WZMF(FM) Menomonee Falls, Wis.—Broadcast Bureau granted license covering CP for new FM. Action Feb. 24.

CALL LETTER APPLICATIONS

WBCA-FM, Faulkner Radio Inc., Bay Minette, Ariz. Requests WWSM(FM).

WNNJ-FM, Sussex City Broadcasters Inc., Newton, N. J. Requests WIXL-FM.

Translators

ACTIONS

Little Salmon River (Pinehurst area), Idaho, Canyon TV Association—Broadcast (Continued on page 83)

CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

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

RADIO

Help Wanted—Management

Opening for young aggressive branch studio manager. Sell and handle news and special events. Five figure potential. Midwest. Box B-184, BROADCASTING.

Hollywood manager. Seeking "self-starting" manager to set up Los Angeles area office for established, growing firm. Competence in contacting media executives in Western U. S. for service and marketing requirements a must; knowledge of time and space buying a plus. Need a senior manager, age 28-41, and a junior manager, 25-32. Send resume to Box C-17, BROADCASTING.

Manager for unlimited AM and FM who has proven sales ability and willing to manage on high % basis. Can buy in if qualified. WSEB, Sebring, Florida.

Want management? Experienced broadcaster to manage Colorado fulltimer 15,000 market. Requirements: Five years recent small market radio sales experience . . . 7 years in radio. Unusual opportunity to break into management or step up. W. Whitlock, Box 164, Holdrege, Nebraska.

Sales

Single station market, Texas station has immediate opening in sales, background of announcing would be helpful. Good future and working conditions with \$875.00 per month guaranteed to start. Good opportunity for ambitious young man. Box B-292, BROADCASTING.

C & W salesman with 4 I's—Imagination. Initiative. Integrity. Major sea-side market 50 miles NYC. Right man can move into Exec post. Box C-26, BROADCASTING.

Salesman wanted: ambitious young man eager for above average income. Some experience necessary. Must be willing to work. Guarantee and commission. Long established, C&W station. Contact W. R. White, KPEG, 6019 S. Crestline, Spokane, Wash. 99203.

Salesman, no order takers. Pleasant climate, salary plus commission, profit sharing. Call or write Mike Carmichael, KTEM, Temple, Texas.

Tell me about yourself. It could be that you are just the man we are looking for. If so, you will enjoy selling a great radio station and making big dollars. Call Dick Via, WLEE, Richmond, Virginia 288-2835.

Sales—sales development: Expanding company requires 1st rate seasoned salesman also capable of handling of promotion and advertising for separated AM-FM operation plus development of new audio/visual communications division. Creative, hardworking salesman has excellent management opportunity. Contact H. W. Hobler, Box 1350, Princeton, N. J.

Announcers

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Announcers—(cont'd)

Announcer for Maryland AM-FM operation. Some experience preferred. Evening shift. Send tape, resume. Box B-128, BROADCASTING.

Opportunity for announcer with first class ticket to get started in radio. Radio station located in the beautiful Eastern Shore of Maryland about to lose its first class operator. We present an exciting opportunity for a first class beginner to learn the radio business. Salary open. Please send tape, resume and photo immediately to Box B-135, BROADCASTING.

Announcer needed by middle music network station in Texas resort city. Do not send tape. Box B-288, BROADCASTING.

Major Ohio market, contemporary station seeking professional, mature DJ, mid-day time slot, top salary for top man. Send resume and tape to Box C-34, BROADCASTING.

Step up east coast. No. 1 country-western station offers unusual opportunity—seasoned announcer. Send complete information including references. Box C-51, BROADCASTING.

1st phone announcer. Evenings. Progressive MOR in Midwest. Medium-sized market. Send resume. Box C-53, BROADCASTING.

Top 10 market O. & O. that very seldom makes changes in our lineup will soon have opening for professional morning man. Regardless size market you are now in, this could be your big step. Submit photo, resume, tapes and written proposal of how you would deliver a top morning show. This could be your chance to work for good people in a long lasting position. Money is no object. All inquiries confidential. Box C-66, BROADCASTING.

Morning man, experienced, M.O.R. Top pay, midwest group operation. KAGE, Winona, Minnesota.

Immediate opening experienced, C&W require 3rd phone, desire to improve. CBS affiliate, Capital City, choice hours, also need contemporary man, KBMR, 701-255-1234, Bismarck, N. Dakota, PO Box 1233.

KBUD, Athens, Texas seeking mature announcer with minimum two years experience. No top 40. Salary \$100.00.

Program manager, announcer, production, excellent opportunity, possible sales. Good small Midwest market. Call Manager—Ralph Meador, KLEX, 816-259-3232.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Work, play in California's beautiful Napa Valley. Near SF. First phone announcer needed. MOR format. Exceptional opportunity. Send tape, resume, KVON, Napa, California.

First class required in license, character and ability for fulltime Christian AM station. KWIL, Albany, Oregon.

Morning-man, up-beat MOR-local news format. Some experience required. Good salary for right man. WBTA, Batavia, N. Y.

Badger state medium market AM/FM stereo station has opening for announcer with 3rd class ticket. Combination AM-FM duties with emphasis on FM. We do not treat FM as a stepchild, and will pay well for right individual. Send tape and resume to Jack Severson, WCUB/WKUB, Manitowac, Wisconsin.

WDXE AM-FM, Lawrenceburg, Tennessee, desires announcer with first phone. Strong on announcing, some engineering under supervision of well qualified chief. Excellent opportunity to grow with well established and successful group. Contact Milton D. Griffin, Station Manager.

Announcers—(cont'd)

One of Washington, D. C.'s leading quality music stations has an immediate opening for an experienced announcer with mature voice—special emphasis on commercial production. \$140 per week to start with regular pay increases. 5 day—40 hour week—3 week paid vacation a year. Modern studios with latest equipment. Call 301-587-4900 or send tape and resume to WGAY-Stereo/WQMR, 8121 Georgia Avenue, Silver Spring, Maryland.

Opening for a summer announcer. Must have a good commercial voice and at least some experience. Could lead to excellent permanent opportunity with affiliated stations or WGHQ. Send tape and write full details and minimum salary that would be acceptable. Six day week and must report by June 16 at the very latest. Harry M. Thayer, President, WGHQ, Box 427, U.P.O. Kingston, N. Y. 12401.

Wanted: Experienced announcer-salesman, Steve Morris, Radio station, WHVL Hendersonville, N. C.

1st phone announcer. Middle of the road. No maintenance. Good working conditions. WINU, P. O. Box 303, Highland, Illinois.

All Night . . . Six months employment at #1 rated contemporary station, replacing jock in service. Great opportunity for valuable experience, opening in March or April. 3rd class and some experience preferred. Tape, picture, and salary to Herb Allen, WKWK Wheeling, W. Va.

First phone, no maintenance, good pay and working conditions. Prefer experienced announcer, will accept beginner. Prefer family man with desire to raise family in wonderful community. Opportunity for advancement, group operation. WPOK, Pontiac, Illinois.

Announcer. \$100 start. Full company benefits, including profit share plan. TV opportunity. Send tape, photo, resume to Program Director, WSAU, Wausau, Wisconsin.

WSMI, Litchfield, Illinois is accepting applications for announcer and for salesman-newsman to manage well established branch studio.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent, some TV possible. Play-by-play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

I'll pay \$100 a week plus 15% sales commission to any adult who can and will sell. Even more if you have a first ticket. Not discriminatory—will hire male or female. Basically country-western air show plus some top 100. No beginners. 814-652-5131 . . . after 6 P. M. 814-652-6594. Shorty King, WWDS, Everett, Pennsylvania.

Experienced announcer wanted for AM & FM operation in the beautiful western area of Virginia. Prefer someone with knowledge of music for young people, over 10,000 college students in the market. A group operation offering good salary, opportunity, fringe benefits, free hospitalization. Send complete resume and tapes to Louis Bagwell, Mgr., Blacksburg-Christiansburg Broadcasting Co., P.O. Box 36, Christiansburg, Virginia.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Technical

Immediate opening. 1st or 3rd class board operator for Chicago area station. Steady. Box B-159, BROADCASTING.

Metropolitan area directional daytimer going. FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity. Send complete resume, salary required to Box B-197, BROADCASTING.

Help Wanted

Technical—(Cont'd)

Chief engineer—Must have successful supervisory experience to take complete charge of maintenance for long-established AM-FM station. We can afford to pay for your experience. All details first letter including detailed resume, salary requirements, etc. Reply Box B-271, BROADCASTING.

Wanted: Chief engineer to take complete charge of 5000 watt directional daytimer in the Midwest. Excellent working conditions with a great staff: \$165.00 per week. Write Box B-315, BROADCASTING.

1st class transmitter engineer with maintenance know how. Fulltime directional AM & FM New Jersey. Excellent growth opportunity. Box C-58, BROADCASTING.

Chief Engineer. East coast major market suburb. AM-Top 40. Strong directional experience necessary. Bench type, not an "executive." Pleasant living, family man preferred. Job potential \$15,000. Box C-75, BROADCASTING.

Chief engineer for directional Christian fulltime AM with FM application. KWIL, Albany, Oregon.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

Immediate opening—experienced 1st phone for fulltime directional. WHMC, Gaithersburg, Maryland.

1st class engineers: join the "New" growing Northeast radio network. We need experienced transmitter engineers with 1st class phone licenses. Will be responsible for maintaining transmitters in Western New York. Excellent benefits, salary commensurate with experience. Write Northeast Radio Network, Box 1292, Syracuse, New York, 13201.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-286, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Experienced newsmen to gather, write and deliver local news and handle special events. Progressive station in rapidly growing Maryland area. Good salary and fringe benefits. Tape and resume to Box B-127, BROADCASTING.

Over 50? 40? Age no obstacle! Tired of the rat race? Need experienced news editor. Modest income station. Medium market mid-west college community. Write Box B-238, BROADCASTING.

Mature, confident voice to join outstanding medium market New England news department. Experience in gathering, writing and editing news desirable but will train willing man with superior on air delivery. Rush short news-tape, full resume, references, writing samples, salary requirements. All material returned. Box B-250, BROADCASTING.

Newsman . . . Regional news network, serving market in excess of five million. Ultra-modern studios. Many fringe benefits, Send tape, resume and state salary requirements . . . This is the opportunity of your life. Box C-64, BROADCASTING.

Experienced newsmen wanted for non-commercial audio news service in Washington, D. C. Must have at least three years experience in gathering, editing, and airing news. Salary \$8,500. Send tape and complete resume to Box C-65, BROADCASTING.

Newsmen—Young hustler with "beat" coverage experience. Must have authoritative voice. WDBO, top rated, CBS radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news department and needs an additional, aggressive newsmen. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

Newsmen—50,000 watt popular music station in major market. Strong on air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WDGY RADIO, Box 6606, Minneapolis, Minnesota (a Storz station)

NEWS—(Cont'd)

Major east, suburban wants strong voice, first ticket preferred, for early-morn key slot. Some spot: all details first reply. Immediate. Rush to Box 608, Mt. Kisco, N. Y.

RADIO

Situations Wanted—Management

Experienced combo station manager, P.D., announcer, traffic man seeking small station to grow with. Draft exempt, four years experience. Interested in a permanent position with the right station. Married, not a floater. Box C-31, BROADCASTING.

Advertising director-talk show announcer in major suburban market seeks metro position. Box C-50, BROADCASTING.

Energetic professional seeking challenging new opportunity. Presently vice president/general manager major market independent. Direction more important than position. Fine background in talent, local and national sales, programing and administration Radio-TV. Will consider all proposals. Box C-68, BROADCASTING.

Successful C & W personality, sales, promotion. Want medium-major. Good people, climate, chance for management. 8 years experience, college, broadcast major. Presently employed. \$10,000.00 minimum with incentive. Nashville and Broadcast references. No hurry. 612-252-5922.

Sales

Local sales pro—sales management Ideas—Leadership—Results. Box B-298, BROADCASTING.

Sales or sales manager plus announcer with humor, all in one. Only stable California stations please. 15 years experience: non-floater. Box C-7, BROADCASTING.

Situations Wanted—Announcers

Female, announcer, DJ, newscaster desires position in Puerto Rico, West Indies or Mexico. 3rd endorsement. Box B-208, BROADCASTING.

Southwestern markets, announcer with 3rd ticket, presently employed. Seeks permanent position at station this fall. 5 years experience including AFRTS. Single, 24, details at Box B-232, BROADCASTING.

C & W program director—announcer. Medium to large market, married. Ten years experience. Phone 419-353-2744 or write Box B-262, BROADCASTING.

Mature pro, 12 years experience, college degree, smooth record shows, news-sports background, play-by-play major college conference, high school, all sports. Intelligent telephone talk shows, strong interviews. Seek MOR operation, strong company, currently employed Midwest. Excellent references, tapes available. Box B-277, BROADCASTING.

Modern country or contemporary format radio, will double in sales, also first phone. Older adult. Want to advance to Mgr. Box B-281, BROADCASTING.

Top rated professional . . . creative . . . contemporary personality-music director . . . heavy production . . . family . . . degree. Box B-302, BROADCASTING.

Ambitious experienced DJ—Tight board. Middle road or light rock. Married. 3rd class endorsed. Remotes, production work, television. Prefer Northeast. Box B-311, BROADCASTING.

Fresh ideas, unusual voice, can handle talk format, and/or Top 40 with energy and imagination. Military complete. Box C-3, BROADCASTING.

Attention Fort Worth, Texas area: Experienced announcer with degree, 3rd phone endorsement, seeks part-time work now and summer work. Box C-4, BROADCASTING.

Friendly unique humorous personality. Also sales/service accounts. Any sound except "screamers." Relaxed "loose" board. 15 years experience. College degree: Only stable California stations write. Box C-8, BROADCASTING.

Situations Wanted—Announcers

Continued

Disc Jockey—First phone—plus sales. Seeks advancement to management—Top forty or C & W Adult—four years experience. Box C-9, BROADCASTING.

D.J. News, top 40, 13 months training. Married. Honest. \$125 to start. Permanent. Box C-13, BROADCASTING.

4 years experience. Mature voice announcer, MOR DJ, production, news. 3rd endorsed. Military completed. Family. Prefer East, metro Midwest, California coast. Box C-14, BROADCASTING.

Announcer, 3rd, experienced, with rock band background would like wild personality type D.J. show at hard rock or top 40 station. Much teen, young adult appeal as tape will show. Write Box C-15, BROADCASTING.

Major market Top-40 and TV personality, age 24, eight years experience, engaged, wants secure future. Have mature voice, will travel. An entertainer, not an engineer. Last salary \$800. 213-698-6020. Box C-20, BROADCASTING.

Announcer—DJ—MOR—Some News, broadcast school grad. Third—beginner—Will relocate. Call 203-323-8704 or Box C-21, BROADCASTING.

DJ-News weekend or part-time, NYC/LI area 22 experienced License, vet. College. Box C-23, BROADCASTING.

Att. Florida: Will trade strong news, smooth DJ, 1st phone, lite but good exp. and much potential for place in sun. If MOR, We both win. Tape. Box C-24, BROADCASTING.

Announcer anyone? Desire good pop, music, news, lite but right exp., relaxed MOR sound 1st phone, tape, travel. Box C-25, BROADCASTING.

With appropriate guidance news commentator could Blossom out ideally. Box C-27, BROADCASTING.

Professional—Twelve years. References. Veteran, college. Finest background. Knows music, news, production. Third ticket. Will travel. Box C-29, BROADCASTING.

Vibrant news commentator seeks to be affiliated with upstanding Pacific Coast station. Box C-32, BROADCASTING.

Employed PD/Announcer seeking permanent position with growing organization. Degree-30-family. References and record prove my professional worth. Box C-33, BROADCASTING.

Will a Pacific Coast station lend its support to a choice bud announcer? Box C-37, BROADCASTING.

Seeking warm climate C & W. 24 year old family man. Friendly, professional delivery. 5 years experience, last two in top 10 market C & W. Experienced all phases including programing. \$600.00 mo. min. Write Box C-40, BRADCASTING.

Talented, personality jock looking for opportunity in BIG market. Box C-41, BROADCASTING.

First phone—Experienced, mature voice, college, good music. No hunting, fishing. Can work only for money. Box C-42, BROADCASTING.

One year's experience. Some college, third, draft deferred. Box C-48, BROADCASTING.

4 yr. man wants step-up: Announce. Operations, specialize in news, radio documentaries, married, some college. Radio or TV Prefer Pa., W. Va., Ohio. Box C-52, BROADCASTING.

DJ announcer, MOR or rock, young, experienced, draft exempt, dependable, 3rd phone, will relocate. Box C-54, BROADCASTING.

Sportscaster. Experienced, professional, play-by-play all sports. Employed Sports Director. College graduate. Family. Box C-55, BROADCASTING.

1st phone announcer, 2 yrs. experience wants MOR or POPs with good station in Northwest. 23, draft-exempt. Box C-57, BROADCASTING.

Announcers—(cont'd)

Attention stations broadcasting A or AA baseball—Young potential major league voice wants to break in. Veteran, family, college, AFRTS experience, broadcast school, knowledgeable, personable. Excellent voice will double as staff announcer—also other play-by-play. Box C-44, BROADCASTING.

Announcer-newsman, six years present job, desires opportunity to join television and/or radio news department. Box C-46, BROADCASTING.

Fast pacing DJ/news announcing, beginner, top forty, or middle road, or FM. Third phone, willing to relocate. Box C-60, BROADCASTING.

Announcer-news-caster. Authoritative. Ready for immediate opening. Dependable. Draft exempt. Will relocate, distance no problem. Experienced. Third ticket. Box C-63, BROADCASTING.

Announcer-DJ, 20 1st phone, some college-drama-music-exp. 507-532-5472.

NEWS

5 years experience in news gathering, writing and airing. Both radio and television. Presently news director at New England daytimer. Seeking the right move up! Also experienced in sports, both play-by-play and color. Resume and tape on request. Box B-234, BROADCASTING.

News director with number one rating in major market. Desires position in East or Northeast. Five figure salary a must. Box B-279, BROADCASTING.

Announcer-newsman, six years present job, desires opportunity to join Television and/or Radio news department. Box C-74, BROADCASTING.

Northwestern journalism senior wants summer radio job anywhere. Reporting, writing or broadcasting. Art Cert, 550 Lincoln St., Evanston, Illinois.

Production—Programing, Others

Male copywriter. Ten years solid sell experience, radio and TV. Box B-291, BROADCASTING.

PD/Announcer wants larger market. 12 years all phases. Permanent. Box C-22, BROADCASTING.

Copy gal, with outstanding record; talented, versatile all phases, especially production copy. Box C-30, BROADCASTING.

Director with 9 years experience wants relocation with progressive organization. Producer-Director position desired. Capable, conscientious, versatile, with strong production background. Box C-36, BROADCASTING.

20 years experience dejay, television personality, production, programing, sales. Available immediately. Nyles Foland, 904-721-2699. Box C-56, BROADCASTING.

TELEVISION—Help Wanted

Sales

TV salesman needed by upstate New York station on top 50 market list. An excellent opportunity for an experienced man. Protected account list and compensation plan. All replies to Box C-39, BROADCASTING.

Announcers

Major midwest station, one of group, wants you if you're a good on-camera television announcer or if you have a solid radio background and are ready to move into TV. Good station, good community, excellent benefits. Send complete details, audio or video tape to Box B-269, BROADCASTING.

Technical

Need experienced and non-experienced technicians with first class phone license—Gulf Coast area—for AM, FM Stereo and ALL COLOR TV Station. Send resume and information to Box B-241, BROADCASTING.

Immediate opening for engineer with 1st class license in mid-Michigan, full power VHF station. Write Box B-313, BROADCASTING.

Technical—(Cont'd)

Man of chief caliber, qualified all phases television engineering, building first class, U.H.F. facility. Send complete resume, salary requirements, KAIL TV, P.O. Box 5160, Fresno, California 93755.

Immediate vacancy for first class engineer. Excellent working conditions and fringe benefits. Prefer experienced man. Will consider recent first ticket graduate. Excellent opportunity for the right man. Contact: Dick Vincent, Manager, KCND-TV, Pembina, North Dakota. 701-825-6292.

Immediate opening—TV broadcast engineer, 1st phone necessary. Capable of studio and transmitter maintenance; some experience helpful. Excellent area for the outdoorsman—hunting, fishing, summer and winter sports. Contact Vaun J. McArthur, KMMV, Twin Falls, Idaho 83301.

Are you a #2 man or a well experienced Broadcast engineer ready to move up to #1? KNOP-TV has an opening for a Chief Engineer, call Harry Peck, General Manager, KNOP-TV, North Platte, Nebr.

Rapidly expanding non-commercial television station needs additional experienced first phone engineer. Call or write William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. An equal opportunity employer, will give consideration for employment without regard to race, color, creed or national origin.

Man with 1st class FCC license for studio switching and transmitter operation. Permanent position with unlimited opportunity for advancement. Contact chief engineer, WBJA-TV, Box 813, Binghamton, New York 13902.

Boston's educational TV with latest sophisticated equipment needs a good ear! If you can handle music productions, multi mike pickups, are technically qualified you're our man. All others need not apply. Send resume Francis Abramowicz, WGBH-TV, Boston, Mass.

Television technician, 1st phone, required. Permanent for qualified man. A-one health insurance and retirement program. Address Chief Engineer, WHIO-TV Dayton, Ohio.

Experienced maintenance technician with 1st Class license required for television studio operation. Write or phone Chief Engineer at 716-883-0770, WKEW-TV, 1420 Main St., Buffalo, New York 14209.

Immediate opening for first class operator at remote transmitter site. Will train beginner. Send resume to Chief Engineer, WWSA-TV, Harrisonburg, Va. 22801.

NEWS

Major midwestern university seeking to expand its TV news-public affairs programing. University owns and operates maximum power VHF TV station. Seeks man experienced in production, writing and airing realistic documentary—public affairs—news programs on a regular basis. Unique opportunity to develop new programing area. Excellent production facilities. Degree necessary. Reply Box B-261, BROADCASTING.

Chief photographer wanted: NBC affiliate in the Southwest. Must be familiar with 16mm, silent and SOT full color operation including all film. Send complete resume, salary requirements, and picture 1st letter. Box C-28, BROADCASTING.

Immediate opening for news-writer with strong colorful style. Wanted for major eastern market TV station. On-camera and film experience helpful. Rush resume and sample of work to Box C-67, BROADCASTING.

News-caster with authoritative on-air presentation plus exceptional reporting and news writing ability. Wanted as anchor man to lead team of experienced news personnel by Northern California TV station. Send video tape and resume to Box C-69, BROADCASTING.

Production—Programing, Others

Auditor, assistant treasurer, Growing TV-radio group operation in East wants man with broadcast accounting experience who is ready to be groomed as treasurer. Immediate assignment will entail traveling audit work, familiarization with operations and home office procedure. Salary commensurate with experience, no ceiling on growth. Include resume, salary requirement. All replies confidential. Reply to Box B-257, BROADCASTING.

100L
BROADCASTING
1st Work-Study Program
Broadcasting and Man-
agement
Liberal Arts Program
at State University
Placement. Dorrville,
Massachusetts 02116

65

... New England market. Send resume of professional experience immediately. Box C-59, BROADCASTING.

Expanding production crew needs a young man beginning his television career. Immediate duties will require qualifications in camera operation, lighting, and setting. Directing will follow quickly for the right man. Must either have some commercial or ETV production background. Please rush complete resume to Howard Sanders, Production Manager, WSJV Television, Box 28, South Bend, Indiana 46624.

Promotion Assistant—AM-FM-TV station has immediate opening for creative promotion man. Booming market with unduplicated audience of over a million people. Heavy emphasis on newspaper lay-out and sales promotion pieces. Send resume and picture, and be prepared to submit samples of creative graphics upon request. James W. Evans, Promotion Director, WTAR Radio-TV Corp., 720 Boush St., Norfolk, Virginia.

TELEVISION

Situations Wanted—Management

General manager, just turned 42. College degree. Thoroughly experienced every level as: administrator, sales manager-salesman (national and local) and director of programing, news, production, promotion and announcing small and large markets. Television—13 years; radio—13 years. Known nationally as dynamic, quality competitor. Accustomed to much responsibility and success. Capable of establishing and developing profitable TV and CATV anywhere. Just sold TV for substantial profit. Now ready for next challenge. Box B-29, BROADCASTING.

Director—University graduate with extensive experience in News Blocks and creative VTR. Would like opportunity in larger market. Presently employed, but will relocate. Box B-235, BROADCASTING.

Station or sales manager: Major market sales and agency experience network production background. Outstanding sales record in current position. Practical and aggressive manager, creative sales administrator with 16 years TV experience. Seeking position with progressive, image conscious organization, with remunerative opportunity commensurate with achievement. West or Southwest medium market preferred. Box C-11, BROADCASTING.

TV executive with 14 years experience in all phases of TV and film production seeks position as program manager or operations manager. Excellent professional references. 616-532-9329 or write Box C-19, BROADCASTING.

Sales

Four years local; Five years local—regional manager; Five years national: Mature family man, thirty-nine. Know how to sell. Box B-308, BROADCASTING.

Local sales pro—Sales management, Ideas—Leadership—results. Box C-2, BROADCASTING.

Situations Wanted

Announcers

Announcer, newsman, 8 yrs. exper. seeks to learn TV announcing and news. Box C-35, BROADCASTING.

Technical

Engineer, experienced with video tape, microwave, transmitter and studio equipment. Box B-61, BROADCASTING.

NEWS

TV-radio newsman, announcer, news and commercial writer, public service shows. Strong on news and commercials. Box B-254, BROADCASTING.

NEWS—(Cont'd)

News reporter-writer 5 years experience Radio-TV, 23 years old, married, heavy on-air. Awards for photography and film editing. Prefer reporting, writing or special projects in major Eastern market. John Lyons, 1244 E. 28 Street, Brooklyn, N.Y. (212)338-0185.

Production—Programing, Others

141 pounds of photo/assistant, artist material. Immediate service. Inspection privileges. Production background. Box B-177, BROADCASTING.

Available immediately, experienced promotion or continuity director. Resume and samples on request. Box B-290, BROADCASTING.

Sportscaster—Radio-TV. 15 years experience. Not ex-player—Different—Talented—Speak English. Available immediately. Play-by-play all sports. Box C-5, BROADCASTING.

TV Director-producer—14 years diversified TV experience—BA with 44 hrs. Graduate study. Good references. Box C-6, BROADCASTING.

Producer/Director five years experience all fields including commercials, variety and remotes. VTR available. Family man. Box C-10, BROADCASTING.

Kids show personality: Are you interested in a children's performer with a refreshing and magnetic program? Are you interested in the highest ratings and more sponsors? My talent, experience, and personality can guarantee you this with proven results. For local and national sponsor testimonials, references, resume and video-tape. Box C-12, BROADCASTING.

If you're looking for someone with education, ETV producing-directing experience, and a solid commitment to quality programing, I'd like the opportunity to contribute to your operations. Available immediately. Box C-16, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78404.

Wanted: Used 5,000 watt AM transmitter—good cond. KHIL, Willcox, Arizona.

Wanted to buy: Used UHF channel 21 antenna. Also for sale: UHF RCA channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N.C.

Wanted: 10 KW-AM transmitter for 1,130 Kc. 230 Ohms output. Air cooled, good price, fair condition. Please send information to us. Radiodifusora XEZZ, P.O. Box 164, Xalapa, Ver. Mexico.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-fund. 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WLOL, 1021 LaSalle Avenue, Minneapolis, Minnesota 55403.

Spotmaster cartridge equipment, GRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

New—used towers, ground wire available, P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment. Write Box B-255, BROADCASTING.

Trailer, 50 by 10, completely wired. Has been used as a broadcasting station. Box B-287, BROADCASTING.

FOR SALE—Equipment

Continued

One RCA TK-41C less than one year old in excellent condition. Box B-314, BROADCASTING.

For sale: Four-bay Jampro Antenna, available March 1st. Box C-43, BROADCASTING.

Available now . . . one RCA TR3 Low band color TV tape playback, fully equipped with pix lock. Orig cost \$42,000. Asking \$27,500. Call LeRoy Bellwood, KOGO-TV, San Diego. 714-262-2421.

Sarkes Tarzian film camera chain with vidicon film camera multiplexer, monitors, remote control, console, cable and power supplies. WKSN, Jamestown, New York.

For Sale: Large assortment tube type television equipment, cameras, switchers, sync generators, stab amplifiers, power supplies, monitors, etc. Cox Broadcasting Corporation, 1601 West Peachtree Street, N. E., Atlanta, Georgia.

4-400A tubes \$20.00 postpaid. Similar savings on other new tubes. F. M. Powell Box 106, Fayetteville, N. C. 28302.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Tape duplication—high speed—for educational or news and fine music programing—distribution service. Daily or weekly continuous contracts desired—fast service from Washington, D. C. Write Box B-166, BROADCASTING.

Instructors in short term (5 or 6 week) FCC first phone test preparation wanted. If you are interested send full information first letter. Prefer experience in this field. All replies confidential. We will not contact your present employer. Box C-18, BROADCASTING.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentage of proposed. Also, continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove Ill. 60540. (312) 969-5553.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 28th St. Brooklyn, N.Y. 11229.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 8, May 10, July 12, Oct 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute, REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin Mar. 13—Apr. 17—May 22—June 26. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio-telephone license that is available in Sarasota, Florida will also be available in Kansas City, Missouri—3123 Gillham Road, Telephone WE-1-5444. Classes begin March 13—April 17—May 22—June 26—July 31—September 5—October 9—November 13. For details and reservations write to home office, R.E.I., 1336 Main Street, Sarasota, Fla.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep, and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class April 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Keep working. Get FCC first phone commuting to northeast Florida night classes now forming. Lowest prices, guaranteed results. Box B-189, BROADCASTING.

RADIO—Help Wanted

Management

GENERAL MANAGER

Group station top twenty market. Salary plus profit sharing bonus. Applicants must have successful major market management and sales management experience.

Box C-61, Broadcasting.

COME WEST
 BRIGHT YOUNG PEOPLE NEEDED
 New Radio Broadcaster expanding and growing—Northern and Southern California stations need:
 1. Newsmen
 2. Ad. Lib. Interviewers
 3. Creative Copy-Salesmen
 4. Producers
 5. D.J.'s
 Ambitious men and women with Big League abilities only.
 On-air personalities send tape and resume to: Larry Grannis
 Sales and Executive personnel send resume to: Don Estey
 Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

WANTED
ANNOUNCERS, PROGRAM DIRECTORS, NEWSMEN
 for new 5000 watt AM & FM San Antonio, C&W station.
 Send: Resume and salary requirements and 1 hour aircheck and audition tape with production to:
 Joseph A. Miller—General Manager
 Turner Broadcasting Corp.
 3259 E. Commerce Street
 San Antonio, Texas 78220
 512-223-2631

Sales

HEAVEN ON EARTH
 (and a good living, too.—)
 Sailing, fishing, trail riding, the relaxed atmosphere of the "Oasis of the Pacific" in Golden Southern California—away from the smog and the rat race of the big cities along with an annual income that should exceed \$15,000! Position is Account Executive for highly rated (Pulse) station, well financed and administered, aggressive in promotion and creative in concepts. Substantial draw with liberal commission. Please forward resume, references and estimated time of availability.
 Box C-47, Broadcasting.

Sales Manager Major Metro Market
 Group station. Good salary and incentive plans. Experienced applicants only.
 Box C-62, Broadcasting.

Salesman Wanted
 Aggressive local salesman for fulltime station in top 10 market. Unusual opportunity for man who wants to make money. Salary, commission, many company benefits.
 Call Mr. E. C. Myers, 301-365-1934 evenings (eastern time).

Announcer-Director
KOVR
Stockton, California
 Both announcer who combines as director. Minimum of two years identical experience required for consideration. Must be willing to work Evenings and weekends. Send audio tape or VTR, and resume:
Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California

WGY-WRGB-WGFM
Schenectady, N. Y.
 now accepting applications for summer relief announcers. Guaranteed 18-36 weeks. Starting date approximately May 1. Must be experienced in all phases of broadcast operations. Audition tape should include News and DJ work. No tapes returned.

CAREER OPPORTUNITY
BROADCAST EQUIPMENT SALES

A challenging and rewarding career in Broadcasting Equipment Sales can be yours if you meet our high standards for territorial managers. Age 28 to 36. Degree or associate degree with equivalent experience. Experience as Chief Engineer or Engineering Supervisor of AM-FM-TV broadcast station. Enthusiastic. Intense desire to be successful in selling career. Convince us with your resume that you could be the man and you will have an immediate interview with the Sales Manager of this successful growth company.

Box B-246, Broadcasting

WKYC
 AND
Cleveland

Gained a great programing talent when Deane Johnson arrived on the scene. Deane grasped the Program Manager's reins of the 50,000 watt NBC owned power-house, after 5 successful years with Storz Broadcasting. Nationwide Broadcast Personnel Consultants of Chicago, is proud to have swung Deane to WKYC and Cleveland.

Jerry Jackson
 Vice President



HELP WANTED

Announcers—(cont'd)

TOP MORNING JOCK

Wanted for Major Market, Country & Western Blockbuster. Rush tape, resume, picture at once to:

Box C-49, Broadcasting.

Announcer 1st Phone

Madison, Wis. #1 station needs up-and-comer for night shift. Creative production ability important . . . We pay for ideas! Opening the result of a promotion. Send tape and resume to:

WISM, Box 2058
Madison, Wis. 53701

Situations Wanted

Management

BROADCAST EXECUTIVE

Challenging opportunity sought by mature, experienced broadcaster with broad station management background, AM-FM-TV. Excellent reputation and contacts with networks, clients, agencies, FCC and other broadcasters. Available for management or other interesting and rewarding TV or TV-Radio assignment anywhere in U. S.

Box C-73, Broadcasting.

TELEVISION

Help Wanted—Technical

Chief Engineer

WIRL-TV

Peoria, Illinois

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Contact Howard Frederick immediately with full qualifications.

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Technical—(Cont'd)

Sacramento Army Depot

has openings for engineers with maintenance experience AM-FM-TV. Must be qualified design & supervise installation Armed Forces Radio & TV stations. Home Sacramento, California, with considerable world travel. Salary \$10,927 per year. Permanent civil service.

Contact Mrs. Lucy Phillips, Sacramento Army Depot, Sacramento, California, 95813. Phone 916-388-2940.

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Immediate openings nationwide for Division Managers, Division Engineers, Branch Managers, and Technical for local systems. Also, all other positions in CATV and related fields. Send type-written resume today to

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Regional or national organization to represent the nationally famous John Doremus Show, plus other properties.

Must have complete saturation of all AM & FM stations.

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Fulltimer, grossing \$140,000. Very profitable. Valuable real estate. 29% down—balance ten years. Qualified principals only.

Box C-72, Broadcasting.

(Continued from page 76)

Bureau granted CP for new VHF TV translator to operate on ch. 9, rebroadcasting programs of KBOI-TV, ch. 2, Boise. Action Feb. 21.

Goldfield, Nev. Goldfield Television District—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 12, rebroadcasting programs of KSBY-TV, ch. 6, San Luis Obispo, Calif. Action Feb. 21.

K02DV I.V.T.V. Inc. O'Brien Ore.—Broadcast Bureau granted CP to include Cave Junction and Bridgeview, Ore., in principal community, change trans. location to West Side Road, 3½ mi. sw of Cave Junction. Action Feb. 23.

CATV

APPLICATIONS

Benton Television Co.—Requests distant signals from WDCN-TV, WSM-TV, WLAC-TV and WSIX-TV, all Nashville, and WTVW (TV) Evansville, Ind. to Benton, Ky. Ann. Feb. 24.

Onondaga Video Inc.—Requests distant signals from WNEW (TV), WOR (TV) and WPIX (TV), all New York, and CKWS-TV Kingston, Ont. to Onondaga, N. Y. Ann. Feb. 24.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Feb. 21 designated Hearing Examiner Jay A. Kyle to serve as presiding officer in proceeding in re petitions by Fetzner Cable Vision, Kalamazoo, Mich.; Booth American Co., North Muskegon, Muskegon, Muskegon township, Muskegon Heights, Norton township and Roosevelt Park, all Michigan, and Allegan Tele-ception Inc., Allegan, Mich. for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Grand Rapids-Kalamazoo market; and in re petitions by Jackson TV Cable Co., Jackson and Blackman township, both Michigan; Coldwater Cablevision Inc., Coldwater; Calhoun Telephone Cable Television Co., Homer; and Gross Telecasting Inc., Lansing, all Michigan, for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Lansing television market; and in re petitions by Triad Cablevision Inc., Albion, Marshall, Battle Creek, Battle Creek township, Emmett township, Bedford township, Pennfield township and Springfield, Mich., and Wolverine Cable Vision Inc., Albion, Marshall, Battle Creek, Battle Creek township and Springfield, Michigan for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Grand Rapids-Kalamazoo and Lansing television markets; scheduled prehearing conference for March 15, and hearing for April 25 (Docs. 17200-17208). On Feb. 20

FOR SALE—Stations

Continued

ARIZONA

Excellent frequency daytimer. Owners taking out \$16,000 per year. \$70,000 full price with terms.

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S.W.	small	fulltime	\$170M	terms
S.E.	small	daytime	55M	29%
Gulf	medium	daytime	130M	29%
South	profit	AM+TV	850M	terms
N.E.	metro	daytime	180M	29%

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

designated Hearing Examiner David I. Kraushaar to serve as presiding officer in proceeding in re: petition by Video Vision Inc., Lancaster, S. C., for authority pursuant to Sec. 74.1107 to serve and operate CATV system in Charlotte, N. C. and Columbia, S. C. television markets; scheduled prehearing conference for March 17, and hearing for April 24 (Doc. 17197).

Hearing Examiner Charles J. Frederick on Feb. 28 in proceeding in the matter of California Water and Telephone Co., Associated Bell System Companies and General Telephone System and United Utilities Inc. Companies (CATV), granted joint petition to intervene filed by Pacific Northwest Community TV Association Inc. and Ohio Cable Television Association (Docs. 16928, 16943, 17098).

Hearing Examiner David I. Kraushaar on Feb. 24 in proceeding in re petitions by Cosmos Cablevision Corp., North Augusta and Aiken Cablevision Inc., Aiken, both South Carolina, for authority pursuant to Sec. 74.1107 to operate CATV systems in North Augusta and Aiken, granted petition to intervene of Harbinger Broadcasting Co. and made it a party to this proceeding (Docs. 17056-57).

Hearing Examiner Herbert Sharfman on Feb. 23 in proceeding on petitions by General Electric Cablevision Corp., Peoria Heights and Bartonville, all Illinois, to operate CATV systems in Peoria television market, granted petition to intervene of Mid America Media Inc., WIRL-TV Peoria, Ill.; scheduled further prehearing conference for April 17, and rescheduled hearing from March 15 to May 15 (Docs. 17144, 17155).

Ownership changes

APPLICATIONS

KBIB Monette, Ark.—Seeks assignment of license from Pharmaceuticals of Arkansas tr/as Buffalo Island Broadcasting Co. to George Norman Wimpy for \$36,000. Principal: Mr. Wimpy is sole owner of real estate concern and employe of KBIB. Ann. Feb. 24.

KWSQ Wasco, Calif.—Seeks assignment of license from E. J. Peters d/b as Maple Leaf Broadcasting Co. to Maple Leaf Broadcasting Co. No consideration. Incorporation. Ann. Feb. 28.

WTVJ Miami—Seeks transfer of de jure control of licensee corporation from Mitchell Wolfson family group to stockholders of Wometco Enterprises Inc., as group. Principals: Wometco is majority stockholder of Skyway Broadcasting Co., licensee of WLOS-AM-FM and WLOF-TV, both Asheville, N. C. and sole stockholder of licensee of KVOS(TV) Bellingham, Wash., and owner of 45½% of stock of licensee of WFGA-TV Jacksonville, Fla. Gateway Operating Co. is wholly owned by Wolfson family and Wometco stock held by Gateway is voted by Mitchell Wolfson. Rosa Properties Inc. is owned partially by Wometco Enterprises Inc., partially by Milofran Inc. and partially by other Wolfson family members. Wometco stock held by Rosa Properties is voted by Mitchell Wolfson. Wometco stock held by Underwood Realty Co. is voted by Mitchell Wolfson, Richard F. Wolfson or their nominees. Dickson Coca-Cola Bottling Co. is 50% owned by Coca-Cola Bottling Works of Nashville, which is wholly owned subsidiary of Wometco Enterprises Inc. Richard F. Wolfson is president and Jack Waxenberg is vice president of Dickson, and they hold directorships in Dickson. Dickson stock is voted by Richard F. Wolfson. Stock transfer. Ann. Feb. 24.

WBMP-FM Elwood, Ind.—Seeks transfer of control from Charles R. Banks, (33¼% before, none after) Dallas D. Montgomery and Howell B. Phillips to Dallas D. Montgomery and Howell B. Phillips (each 33¼% before, 50% after). Permittee is Heart of Hoosierland Inc. Ann. Feb. 28.

WYBG Massena, N. Y.—Seeks transfer of control from Robert D. Stoehr to Twin Tier Broadcasting Inc. Principals: Alexander V. Orlando, president (30%), Charles L. Snyder, secretary-treasurer (10%) and Michael J. DeSisti (60%). Dr. Orlando is physician and part owner of WTTC-AM-FM Towanda, Pa. Mr. Snyder is general manager and part owner of WTTC. Mr. DeSisti is attorney, director and stockholder of bank in real estate and part owner of WTTC. Consideration \$64,400. Ann. March 1.

WRNC Raleigh, N. C.—Seeks assignment of license from Robert E. and Harry D. Stephenson (each 50%) d/b as Raleigh Radio Co. to Raleigh Radio Inc. No consideration. Incorporation. Ann. Feb. 28.

WBNO-AM-FM Bryan, Ohio—Seeks transfer of control from George E. Oleson (100%) to Forrestal Village Inc. (50%) and J. William II and Isabelle P. Middendorf (50%). Principals: Carl Shipley. Mr. Shipley is

100% owner of Forrestral, attorney, president of National Realty Trust, vice president of Blue Jay Oil Co., vice president of Patuxent Farms Inc., director of Horse Cave Manufacturing Co. and vice president and secretary of Williams County Broadcasting System Inc. Mr. Middendorf is partner in Middendorf, Colgate & Co., president and director of Mid-Gate Corp. and president and director of management corporation. Mrs. Middendorf is housewife. Consideration from Oleson to Forrestral \$25,000; from Oleson to Middendorfs \$26,000. Ann. Feb. 24.

KOHN Logan, Utah—Seeks assignment of license from Glacus G. Merrill to People's Broadcasting Inc. Principals: Glacus G. (100% before, 75% after), Marie B. (48% before, 12% after), Darla Dean and Glacus Gregory Merrill (each 20% before, 5% after) and Madge Merrill Meyer (12% before, 3% after). Incorporation. Ann. Feb. 23.

WTID Newport News, Va.—Seeks transfer of control from Alvin Epstein and Milton Q. Ford (each 50% before, 33 1/3% after) to Norman Berger, M.D. (0% before, 30.0% after) and Hymen Tash (0% before, 3 1/3% after). Permittee is Big T Corp. Principals: Dr. Berger is general practitioner. Mr. Tash is member of law and accounting firm of Sinrod and Tash. Dr. Berger will pay \$9,000 for 50% stock interest in Big T Corp. and in addition will loan \$73,000 to meet various expenses. Mr. Tash will pay \$1,000 for 3 1/3% interest. Consideration for 100 shares to be sold by sellers to buyers shall be \$100 per share. Ann. Feb. 28.

WBZE Wheeling, W. Va.—Seeks transfer of control from E. J. Flaccus to George F. Beneke. Permittee is Radio Wheeling Inc. Principal: Mr. Beneke has interest in Board of Trade Building Inc. Consideration \$200. Ann. Feb. 24.

ACTIONS

KEAP Fresno, Calif.—Broadcast Bureau granted assignment of license from KEAP Broadcasting Inc. to H B C Broadcasters Inc. for \$260,000 with five year agreement by stockholder Herbert Edelman not to compete in radio or TV broadcasting within 50 miles of center of Fresno. Principals: John M. Hooker, James D. Cena and John H. Burrows. Mr. Hooker, president of KEAP, is account executive in radio time sales with The Katz Agency, Los Angeles. Mr. Cena, vice president of KEAP, is account executive with George E. Cameron Jr. Communications, broadcasters of KBLA Burbank, Calif. Mr. Burrows, secretary-treasurer of KEAP, is president and 50% stockholder of Burrows-Ackerman Productions Inc., Los Angeles. Action Feb. 24.

KOCM-FM Newport Beach, Calif.—Broadcast Bureau granted transfer of control from Philip C. Davis to Success Broadcasting Co. Principals: Al Jarvis and Frank Oxarart Sr. Mr. Oxarart is secretary, treasurer and stockholder in KMYC Maysville, Calif.; president and stockholder of air conditioner distributing company and owner of auto parts distributing company. Mr. Jarvis has been associated with radio and television as performer and is now associated with van Barneveld/Ellis & Al Jarvis Public Relations Co. Consideration \$81,000. Action Feb. 21.

KASK and KOYA(FM) Ontario, Calif.—Broadcast Bureau granted transfer of control from WBCB-TV Inc., Frank H. Babcock Jr. to J. William O'Connor. Mr. O'Connor has interests in WCUI(TV) Chicago, WBOW-AM-FM Terre Haute, WHUT Anderson, both Indiana, and interests in applications pending for WAFM(FM) Anderson and new FM there. Consideration \$3,500.

Action Feb. 21.

KGMS Sacramento, Calif.—Broadcast Bureau granted assignment of license from Capital Broadcasting Co. to KULA Broadcasting Corp. Upon consummation of assignment of KULA Honolulu (granted Feb. 3) to Hercules Broadcasting Co. of Hawaii Ltd., it is proposed to merge Capitol Broadcasting Co. into its wholly-owned parent company, KULA Broadcasting. Stockholders have interest in KAGO Klamuth Falls, Ore., KFAX San Francisco and KULA Honolulu. Action Feb. 27.

WKTX Atlantic Beach, Fla.—Broadcast Bureau granted transfer of control from William F. Acks and Louis N. Neale to American Dielectrics Corp. Principals: Mr. Acks and his wife are sole stockholders of transferee corporation. WKTX will be operated as a wholly-owned subsidiary. Mr. Acks is 50% owner of permittee corporation of WAQB-FM Atlantic Beach. Consideration \$500. Action Feb. 24.

WMEG Eau Gallie, Fla.—Broadcast Bureau granted transfer of control from Mel-Eau Broadcasting Corp. to Mel-Eau Broadcasting Corp. thru acquisition of voting rights from Charles E. Varner. Principal: Wallis R. Kinney (50%, 100 shares before; 50%, 100 shares plus 200 shares voting and 100% voting after) and Charles E. Varner (50%, 100 shares before, and after, no voting). No consideration. Action Feb. 21.

WEFF-AM-FM Highland Park, Ill.—Broadcast Bureau granted assignment of license from North Suburban Radio Inc., H & E Balaban Corp., Bon Family Corp. and Nan Radio Corp., a joint venture, d/b as Radio Station WEFF to North Suburban Radio Inc. and H & E Balaban Corp., a joint venture, d/b as Radio Station WEFF. Application seeks acquisition by North Suburban Radio Inc. and H & E Balaban Corp., of interests in joint venture now owned by Nan Radio Corp. and Bon Family Corp. (each 2.5%). Consideration \$1,125 to Nan and \$1,125 to Bon. Action Feb. 28.

WLIH Gary, Ind.—Broadcast Bureau granted transfer of control from Gary Printing & Publishing Co. to Northwestern Indiana Broadcasting Corp. Principals: H. B. Mary and Henry B. Jr. Snyder. Above individuals are stockholders of Gary Printing, parent company of licensee and transferor. H. B. Snyder Jr., son of H. B. and Mary, is assistant secretary-treasurer and director of Gary Printing and director of Northwestern. Stock transfer. Action Feb. 24.

KWPC-AM-FM Muscatine, Iowa—Broadcast Bureau granted assignment from Muscatine Broadcasting Co. Ltd. to Muscatine Broadcasting Inc. Principals: George J., Thelma M. Volger and C. A. Henderson. In consideration assignee will issue 49.7% of stock in said corporation to each partner. Mr. Henderson will hold 0.6%. Action Feb. 24.

KQRS-AM-FM Golden Valley, Minn.—Broadcast Bureau granted assignment of license from Western Broadcasting Corp., John Poole Radio Properties Inc. and John Poole Northern Broadcasting Co. d/b as Minneapolis-St. Paul Radio Broadcasters, a joint venture, to Western Broadcasting Corp. and Hudson Broadcasting Corp. d/b as Minneapolis-St. Paul Radio Broadcasters, a joint venture. Assignment contemplated will introduce Hudson Broadcasting Corp., a newly organized corporation into 50% ownership of licensee KQRC-AM-FM. Hudson has no other broadcast interests. Principal: James A. McKenna Jr. is sole stockholder of Hudson and Western Broadcasting Corp. (which owns remaining 50% licensee stations). Stockholders have interest in WCMB Harrisburg, Pa., WNEW Baltimore and WNAM Neenah-Menasha, Wis. Consideration \$170,000. Action Feb. 28.

tion \$170,000. Action Feb. 28.

WCNF Weldon, N. C.—Broadcast Bureau granted assignment of license from Nathan Frank tr/as Twin City Broadcasting Co. to Smiles of N. C. Inc. for \$140,000. Principals: Derwood H. Godwin, president, and Norman J. Suttles, secretary-treasurer (each 25.5%), et al. Mr. Godwin is president, director and has interest in building supply sale and WFBS Spring Lake, N. C.; owns real estate company; director of bank; officer and director of concrete concern, Smiles of Monroe Inc., applicant for new AM in Fayetteville, N. C., Smiles of Graham Inc., also applicant for AM in Fayetteville, N. C. and Smiles of Roanoke Valley Inc., dormant corporation; director of construction company, WISP Kinston, N. C. and WPVA Petersburg, Va.; secretary and director of holding corporation and concrete company, and owns Magnolia Arms Inc. and City Builders and Realtors Co. Mr. Suttles owns management and bookkeeping firm; is secretary, director, treasurer and has interest in WFBS, WPVA, Smiles of Monroe Inc., Smiles of Graham Inc. and Smiles of Roanoke Valley Inc., and is president, director and has interest in WISP and Olinda Enterprises Inc. Action Feb. 23.

WIOI New Boston, Ohio—Broadcast Bureau granted transfer of control from D. H. Dillard to New Boston Broadcasting Corp. Principals: Mr. Dillard desires to withdraw from broadcasting. Charles R. Maillet, transferee, is general manager of station. Consideration \$19,000. Action Feb. 28.

KTFS Texarkana, Tex.—Broadcast Bureau granted assignment of license from Alrcost Radio Stations Inc. to KTFS Radio Inc. for \$105,000. Principals: Hugh D. Frizzell, president and director and Robert Williams Jr., treasurer (each 30%), et al. Action Feb. 21.

KIXX Provo, Utah—Broadcast Bureau granted assignment of license from KIXX Inc. to Western Broadcasting Inc. with covenant not to compete for ten years within Utah County. Principals: German Smith Ellsworth, vice president, director and chairman of board (52%), Thomas Arthur Griffiths, secretary, treasurer and director, Joseph Kent Dana, president and director (each 24%). Mr. Ellsworth is real estate broker and agent. Mr. Griffiths is chief announcer and program director at KIXX. Mr. Dana is staff announcer and advertising salesman for KIXX. Consideration \$85,000. Action Feb. 28.

KIRO-AM-FM-TV Seattle, Wash. KSL-AM-FM-TV Salt Lake City, Utah, WRFM (FM) New York and WNYW New York—Broadcast Bureau granted transfer of control from Corporation of the President of the Church of Jesus Christ of Latter-Day Saints to Deseret Management Corp., Booneville International Corp. (BIC) has controlling interest in these three corporations: KSY Inc., KIRO Inc. and Radio New York Worldwide Inc. Stock of Booneville is 100% owned by assignor. Incorporation. Action Feb. 21 on WRFM(FM), WNYW and KIRO-AM-FM-TV. Action Feb. 15 on KSL-AM-FM-TV.

WHLL Wheeling, W. Va.—Broadcast Bureau granted transfer of positive control from WHLL Wheeling Radio Inc. to Shawnee Broadcasting Co., licensee of WBEX-AM-FM Chillicothe, Ohio. Principals: Truman A. Morris, president, William A. Kendrick, vice president (22.5%) and Howard W. Meagle, secretary-treasurer, et al. Mr. Morris is 100% owner of Shawnee, has interest, is president, director and general manager; president and director of WWAB Inc., licensee WWAB Lakeland and Lee Broadcasting Inc., licensee of WCAI Fort Myers, both Florida, and businessman. Consideration \$140,000. Action Feb. 28.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 1. 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.

Perry, Ga.—Crossroads Cable Co. (L. Register, J. Bloodworth, J. Stokes and W. Gilbert) and a joint venture by W. Harrison, C. Walker, S. Hickson and H. Lawson, have applied for franchises.

■ **Pittsfield, Ill.**—Pittsfield Cable TV Co. (Lewis Grigsby, representative), in associ-

ation with CATV Leased Systems Inc., a professional production and management company, has been granted a franchise. Midland Community Television Co. currently holds a franchise.

■ **Greenfield, Iowa**—Multiple-CATV-owner United Transmission Inc., a subsidiary of United Utilities Corp., has applied for a franchise. The city will receive 5% of the annual gross receipts.

■ **Williamsport, Md.**—A company formed by David Syron, Leister Mobley and Stanley Fulton has been granted a franchise.

■ **Malden, Mass.**—Malden Cablevision Co., an affiliate of Cablevision Corporation of America has applied for a franchise. The company offers a 12-channel system. Monthly service would be \$5.

■ **Bemidji, Minn.**—Headwaters Translator Television Corp. has applied for a franchise.

■ **Ocean Springs, Miss.**—General Electric Cablevision Corp. (multiple CATV owner)

has been granted a 25-year franchise. The city will receive 2 1/2% of the annual gross receipts.

■ **Wymore, Neb.**—Wymore Cablevision Service Inc., a locally incorporated firm, and TV Transmission Inc., a wholly owned subsidiary of Lincoln Telephone and Telegraph Co., have each applied for a 20-year non-exclusive franchise.

■ **Buchanan, N. Y.**—Continental CATV Corp. (multiple CATV owner), a subsidiary of Viking Industries, Hoboken, N. J., has been granted a franchise. Installation will be \$19.95 with a \$4.95 monthly charge. Company will pay 3% of gross receipts.

■ **Campbell, N. Y.**—Bradley's TV Cable Service, Bath, N. Y. (multiple CATV owner) has been granted a franchise renewal.

■ **Cornwall, N. Y.**—Hightower Telesystems has applied for a franchise. Other applicants include Storm King Cablevision and Better TV of Orange County.

ROBERT Thornton Howard is no shrinking violet. He can't afford to be. He's the general manager of KNBC (TV) Los Angeles, a network-owned station. That means lots of hand shaking and lots of participation. There's the Chamber of Commerce and the Urban League, all the professional broadcasting associations and, of course, the local cultural groups. That's the way of life of a station manager these days.

The FCC sends out this form, you see. It says, in effect, tell us, sir, how do you read the community mind? Or every once in a while the government troops an investigating committee to the local markets. Then upon summons, out of the temples, political and business offices, come the so-called community leaders. They testify as to what or what not the local stations have done for them lately. It's the price that apparently must be paid for using the sacrosanct public air, a ritualistic bondage that must be endured because some communicators use a transmitter instead of a rotary press.

Bob Howard is a servant to this bureaucratic master. His every business move is colored by somebody else's fixed determination of what's in the public interest.

Glamour? ■ It's really not a glamorous life. It takes a great deal of discipline and self-effacement. He's the head of a big, important operation, and yet there are so many people to consider, so many sail lines to be carefully handled or else the boat begins to rock.

At 39, Bob Howard is resilient enough for the job. He's an activist, an out-going guy who sincerely enjoys the open air camaraderie, the fraternal elbow-bending that is such a big part of his job. He came up through the NBC ranks, fast and sure, a comer from the beginning. It has been less than 20 years since he started with the network in New York as a page. He made several stops in research and sales before settling into management.

Until recently, the Howard life story was strictly an East Coast production. He was born in Newark, N. J., went to school in Virginia and at New York's Columbia University and spent some 19 years working in Rockefeller Center.

His big job there was station manager of WNBC-TV New York for almost two years. That set him up for the move to the West Coast. Tom McCray, a grizzled NBC war horse, retired last year and Bob Howard, experienced but still with cheeks of tan, was called in as a replacement link in the chain of higher command. He got his network VP strip then, and if KNBC Los Angeles is a step down in size from WNBC-TV New York, still general manager is a bigger fish than manager in this only slightly smaller pond.

Community focus helps, too. WNBC-

Station boss has to please lots of bosses

TV covered three states, New York, New Jersey and Connecticut. It was difficult to become involved in the activities of all. Now there's only one distinct area to be concerned with. Bob Howard feels he's more a part of a community, can respond better to its needs.

WEEK'S PROFILE



Robert Thornton Howard—NBC vice president and general manager for KNBC(TV) Los Angeles; b. June 18, 1927, Newark, N. J.; PFC, demolition specialist, special weapons branch, U. S. Marine Corps., 1944-45; business administration, University of Virginia, 1947-48; radio/television at Columbia University, New York, 1948-50; started with NBC as a page, 1947-48; moved up to the NBC-TV research department, where he worked in program testing, and later in audience measurement, 1948-52; head of research for NBC Spot Sales for radio, 1953-55; promoted to account executive in same department, 1955-59; joined the television division of NBC Spot Sales, 1959-63; named national sales manager for WNBC-TV New York, 1963-64; WNBC-TV station manager, 1964-66; general manager of KNBC(TV) and NBC vice president, 1966-present; m. Joan Volkman, Forest Hills, N. Y., June 26, 1949; children: Barbara Jo, 13; Robert Jr., 9; Gregory Lyon, 6 and Bryan Devlin, 18 months; member of the board of governors, the Academy of Television Arts and Sciences, Hollywood chapter; International Radio and Television Society and the Hollywood Radio and Television Society; hobbies and interests—sailing and reading.

He even goes the system of determining community wants one better. Every month, his station is host at a luncheon for people representing a particular segment of the community. This is what we're doing, Bob Howard and his people say at these functions. They bring along a 15-minute film to document their presentation, then ask the community leaders, what can we do for you?

Actually, there's considerable more to Bob Howard's job than solely knocking on the community door. After coming to KNBC last May, he sat back and evaluated the situation for several months.

The most apparent soft spot was in news. This is where a network-owned station builds its leadership, develops personality, gains individuality. For most of the rest of the time, it's riding the network switch and rising or falling on the fortunes of programs elsewhere.

Bob Howard inherited a trailing local news operation. KNXT(TV), the CBS-owned station in Los Angeles, was and still is the news leader in the market.

Challenge ■ Last summer, after he'd been on the job for about six months, Mr. Howard pushed KNBC into a head-to-head battle for news leadership with the CBS station. Reportedly, he was given an annual budget of some \$3 million to work with and about 15 full-time field reporters. The station's early evening news program was expanded to an hour with network Washington correspondent Robert Abernethy called in as anchor man.

It's been an uphill battle. KNXT has an established team of on-air personalities and the all-important advantage of viewer habit patterns going for it. But Bob Howard hasn't been afraid to take chances. He also knows he doesn't know all the answers.

"My mind is open," he says. "If the arguments are sound, my people can turn me around."

He's had the guts to put inexperienced talent on the air. Former Olympic decathlon champion Rafer Johnson sometimes appears as if he's not going to make it through his nightly sports reports. His delivery used to be like that of the typical athlete doing a razor blade testimonial. But he's improving all the time and could make Bob Howard's gamble pay off.

Gordon Weir is a nongimmicky, middle-aged weather reporter in a market that largely doesn't believe in such special coverage. Yet, Bob Howard is convinced there's a need for a TV weatherman and, again, he's put his convictions on the line.

No, a station general manager's job is not just fun and games. There are those that may try playing at it, but don't count Bob Howard among them. He works at the job and is willing to take his chances as they come.

The jittison set

THEY'VE always said that television was a young man's game. Now, as reported in these pages a week ago, it seems to be turning into a young viewer's game as well.

Programs that still command good ratings are getting dumped because the dodderers over 50 in the audience outnumber the under-35's by too many, and the irony is that the very same viewers who made a program commercially attractive just a few years ago may now, having short-sightedly grown older, be the ones responsible for its departure. It just plain boggles the mind to think that if enough of the right people had stopped watching *Gunsmoke*, for instance, it might be coming back next season.

The quest for the young audience is nothing new. But we can't recall a time when older audiences were so openly shunned—though maybe we're just getting sensitive about it. The young audience, with growing families and endless buying needs, has always been a prime target, and this makes a lot of sense commercially. But you shouldn't think about it too long, because it's apt to get confusing—for instance, it's apt to occur to you that CBS, which deservedly or not has the reputation of having the oldest audiences, also has been number one in billings for the past 13 years.

Anyway, CBS is wooing younger audiences, and undoubtedly some of the programs that NBC and ABC are chopping have also been watched now and then by older folks. We don't dare think where it all may end if the trend continues. Rerun of the Mouseketeers in prime time.

This editorial was written by a graduate of the 18-34 age class.

The seed of CPTV

IN preparing his recommendations for federal support of noncommercial broadcasting, President Johnson has displayed his customary grasp of political realities. His message contained enough approval of "public television" to deflect charges that he is anti-egghead and enough restraint to deprive the anti-federalists of an issue that could be blown into a national campaign.

Mr. Johnson has learned that political projects of sensitive nature are best undertaken a step at a time. If he had proposed, at the outset, as ambitious a program as the Carnegie Commission recommended, he would have presented the Congress with one of its most important assignments of the year, and the debate would have measured up to the issue. As it is, Mr. Johnson's program looks modest. In the federal budget it is nickels and dimes.

Still, the outlines of the Carnegie proposal are clearly to be seen in the President's recommendations, and it is the ultimate objective that the Carnegie Commission drew up that ought to be kept in mind in considering the President's message. If Mr. Johnson's plan were to develop, it would lead to a noncommercial system with the same sort of national Corp. for Public Television that the Carnegie Commission prescribed and the same magnitude of federal financial support for CPTV and individual stations. Indeed it would be an expanded version of the Carnegie report because of the inclusion of noncommercial radio, which the Carnegie Commission did not consider.

In one important respect the President modified a Carnegie recommendation to suit his own style. The Carnegie Commission had proposed the creation of a Corp. for Public Television with a board of 12 members, six to be appointed by the President with consent of the Senate and six to be elected by the presidential appointees. Mr. Johnson wants a

board of 15, all appointed by the President with Senate consent.

The Carnegie Commission assumed, erroneously in our view, that the mixture of presidential appointees and elected directors would minimize the chance for White House control over its CPTV. Mr. Johnson also spoke of the desirability of immunizing the noncommercial system from federal influence over programing, but his concept of CPTV, it seems to us, provides even less assurance of reaching that goal than the Carnegie system would promise.

In whatever form it might be created, a federally chartered national organization to function on the scale envisioned ultimately for either Carnegie's or Mr. Johnson's CPTV would inevitably become susceptible to influence from the centers of Washington power. As we have said before, it strikes us that there would be less danger of political influence if federal money were channeled to the individual stations which could then buy programs from whatever national program sources came naturally into being.

There is little doubt that in one form or another there will be an increase, ultimately a big one, in the funds supplied by the federal government to noncommercial broadcasting. But the funds must be disbursed with fewer federal strings attached than those that either Carnegie or Mr. Johnson would attach to them.

In CATV's future

THE copyright bill that has begun to surface again in the Congress is not to the liking of a good many CATV operators who have aspirations to go beyond the original functions of CATV. These are the operators who assumed they could go on expanding their services indefinitely at little or no expenditure for programing.

If passed in anything like its present form, the bill would expose to varying degrees of copyright liability those cable systems that ventured beyond the original mission of supplying television reception to areas that could not get it otherwise. In principle the bill looks equitable to us.

To a large extent the application of copyrights to the CATV field would put the wire operators on a fairer basis of competition with television broadcasters. Both could deal in a market regulated more by normal economics than by government restraints. Indeed an adoption of the copyright bill as now conceived would obviate the need for much of the direct regulation that the FCC has imposed on cable systems.



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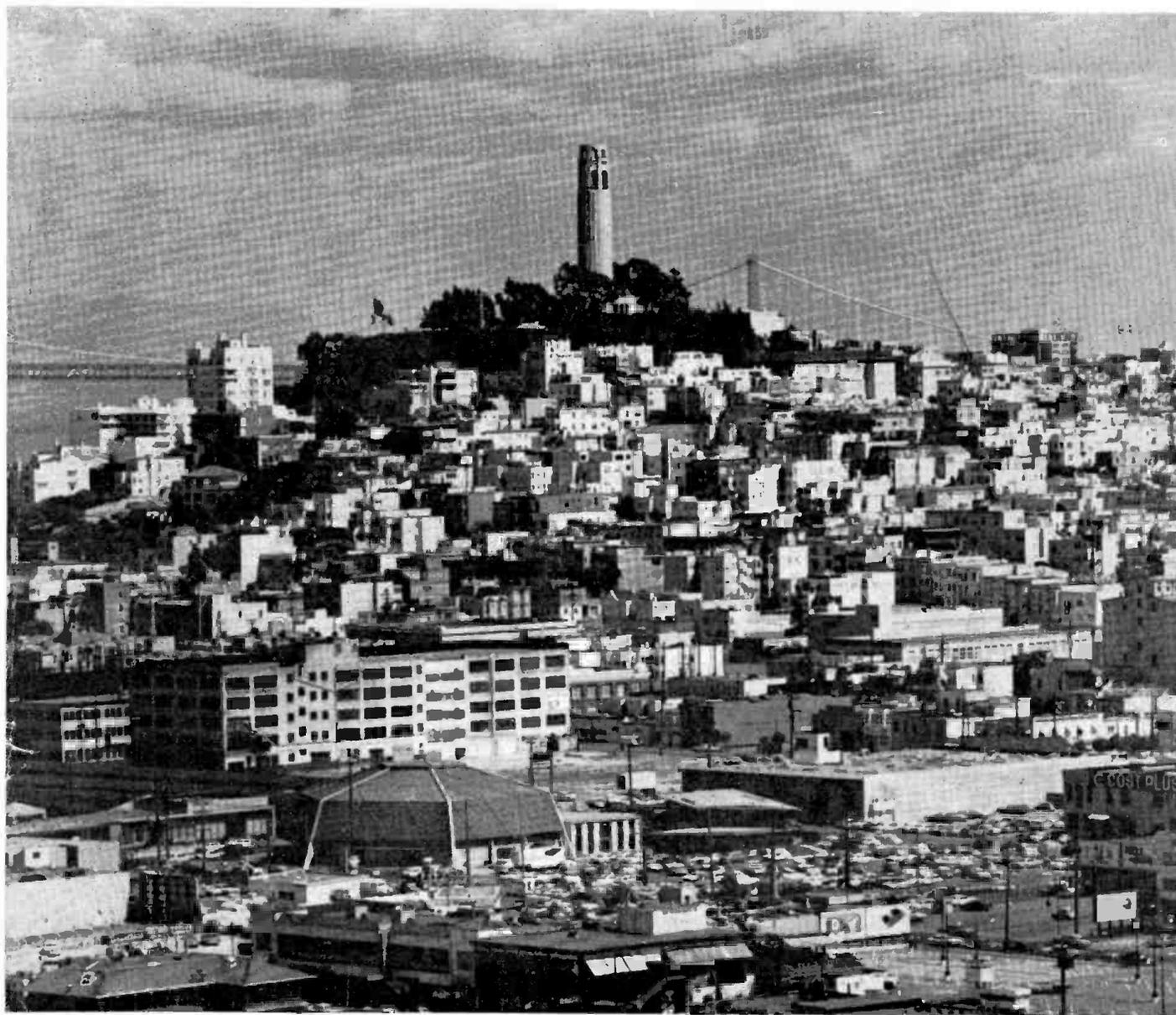
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