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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Forces pause to regroup in longer-breaks push. p46

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TFE '67: Show biz can be a serious business. p68

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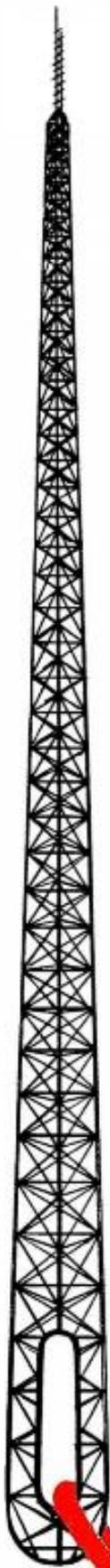
4/11/67

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**“Acapulco is a game, baby,  
and it’s your turn to play.”**



...a Turner, Cliff Robertson and Hugh O'Brian star with Ruth Roman and Stefanie Powers in a contemporary love story set in glamorous  
apulco. "Love Has Many Faces." In color. One of Screen Gems' Post-1960 Feature Films for Television, Volume II. Screen Gems.



# SEW UP

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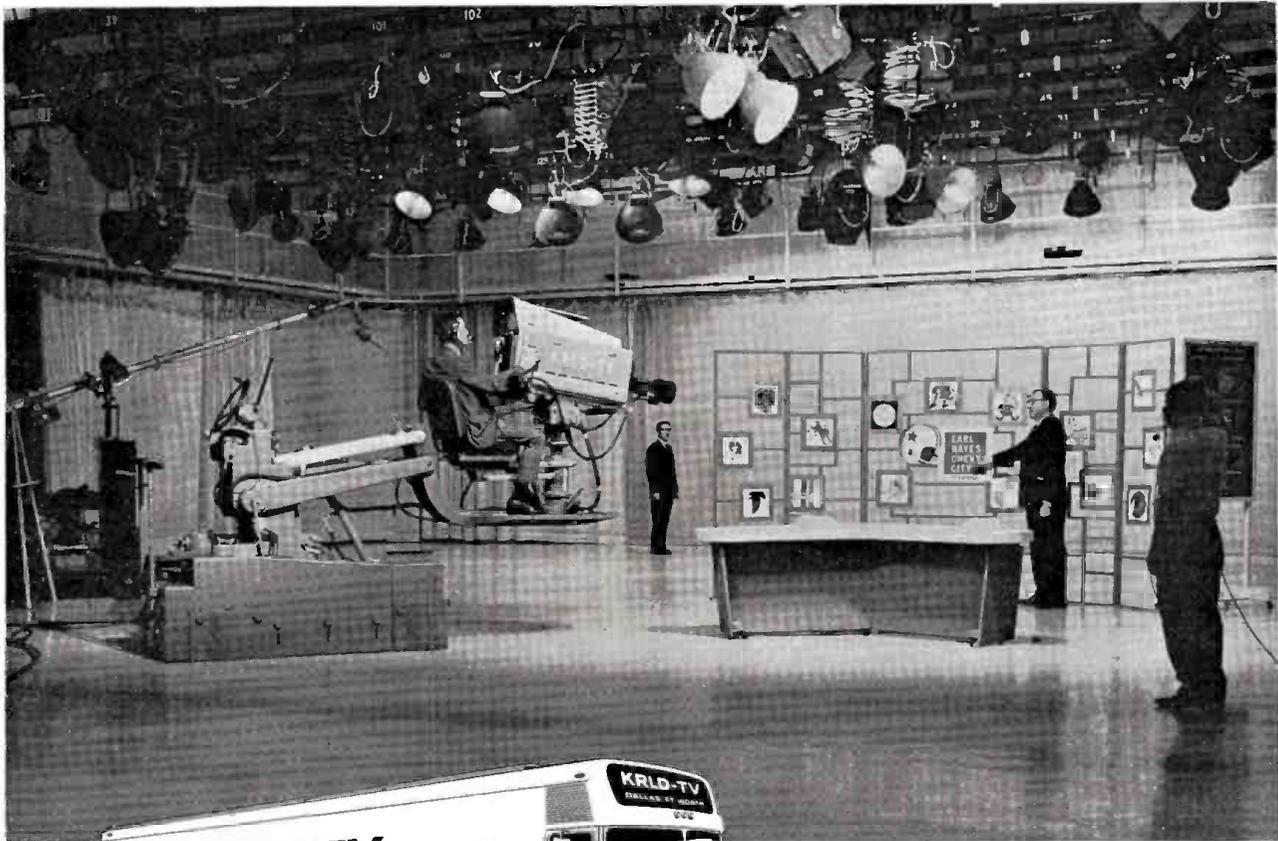


# QUALITY

WAPI-TV	....	BIRMINGHAM	..	<i>The Birmingham News</i>	.....	NBC
WBEN-TV	....	BUFFALO	..	<i>The Buffalo Evening News</i>	.....	CBS
WJRT	.....	FLINT	..	<i>WJRT, Inc.</i>	.....	ABC
WFMY-TV	....	GREENSBORO	...	<i>Landmark Communications Inc.</i>	.....	CBS
WTPA	.....	HARRISBURG	...	<i>Harrisburg Patriot</i>	.....	ABC
WTIC-TV	....	HARTFORD	...	<i>Broadcast-Plaza, Inc.</i>	.....	CBS
WJAC-TV	....	JOHNSTOWN	...	<i>The Johnstown Tribune-Democrat</i>	.....	NBC
WATE-TV	....	KNOXVILLE	..	<i>Nationwide Communications Inc.</i>	.....	NBC
WHAS-TV	....	LOUISVILLE	..	<i>The Courier-Journal and Louisville Times</i>	.....	CBS
WCKT	.....	MIAMI	...	<i>Sunbeam Television Corp.</i>	.....	NBC
WTMJ-TV	....	MILWAUKEE	..	<i>The Milwaukee Journal</i>	.....	NBC
WMTW-TV	....	MT. WASHINGTON	...	<i>Mount Washington TV, Inc.</i>	.....	ABC
KETV	.....	OMAHA	...	<i>World-Herald Corporation</i>	.....	ABC
KOIN-TV	....	PORTLAND, OREGON	...	<i>Mount Hood Radio &amp; Television Corp.</i>	.....	CBS
KSLA-TV	....	SHREVEPORT	...	<i>The Shreveport Journal</i>	.....	CBS
WSYR-TV	....	SYRACUSE	..	<i>Syracuse Herald Journal—Post Standard</i>	.....	NBC
WMAL-TV	....	WASHINGTON, D. C.	..	<i>The Evening Star Broadcasting Company</i>	...	ABC

# SERVICE

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*CLYDE W. REMBERT, President*

It's considered almost certain that Edward P. Morgan will quit as correspondent and commentator for ABC-TV and ABC Radio to become featured newsmen on forthcoming National Educational Television Sunday-night news program. Reportedly he's lured not only by professional challenge, as outlined by Fred Friendly, whose masterminding NET project as consultant to Ford Foundation—which put up \$10 million for it—but also by promise of bigger pay than he's now getting in commercial network assignments. Word is that NET has outbid both ABC and AFL-CIO which sponsors Mr. Morgan's ABC Radio commentaries.

### Million-plus

KBOX-AM-FM Dallas is being sold by H. & E. Balaban Corp. (and others) to Group One Broadcasting Co. (WAKR-AM-FM-TV Akron and WONE-AM-FM Dayton, both Ohio, for \$1,225,000. Principals in Group One are S. Bernard Berk family and Knight newspaper family of Akron. Kbox, established in 1952, operates with 5 kw-D, 500 w-N on 1480 kc.

### Bailing out?

Negotiations are underway for sale of ch. 23 WGBS-TV Miami by Storer Broadcasting to Lapin family, group owners, for figure substantially under Storer's \$715,000 investment in now-dark property. Station operated from October 1954 until April 1957. Lapin interests include construction permits for KIPH-TV Santa Barbara, Calif., WDUV-TV Jacksonville, Fla., and KGPA-TV Phoenix.

### Hollywood eyes wire

At least two large entities in motion-picture production and syndication are exploring prospects for CATV acquisitions as part of long-range programs of expansion and diversification. What could trigger action would be favorable decision by Court of Appeals in United Artists vs. Fortnightly Corp. infringement case favorably decided for UA by U. S. Southern District Court in New York.

*Large-scale entry of independent producers in CATV would reverse recent trend in trading of motion picture companies (Gulf & Western's acquisition of Paramount; Seven Arts' pur-*

*chase of substantial interest in Warner Bros. and CBS Inc.'s entry in motion picture production).*

### How it started

Real story behind report that Chet Huntley, NBC's non-striking newsmen, has eye on Senate is this: Months ago, Senate Majority Leader Mike Mansfield (D-Mont.) announced he didn't propose to stand for reelection when his present term expires in 1971 and that he would like some fellow Montanan like Mr. Huntley to take his seat. At NAB convention in Chicago last week, after being co-recipient of Distinguished Service Award, Mr. Huntley was asked about report he might go into politics. Although he parried questions, he didn't bar possibility. Mansfield retirement plan might open needed door, although Mr. Huntley's voting registration as "independent" would pose problem but not one that's insurmountable in Montana.

### Sitting one out

Wonder why FCC Commissioner Robert E. Lee, patron saint of UHF, didn't attend April 2 meeting of UHF broadcasters held in conjunction with NAB convention? He notified organizers that because of "implications" he considered it inappropriate to attend as planned. Those implications had to do with movement to break away from NAB. Mr. Lee assured UHFers he retained interest in their development and that when they had settled problems among themselves, he would be "glad to become involved in any matter which would contribute" to furtherance of the medium.

### Movie approach

Question asked by many program distributors at NAB convention about network move to longer-form shows is how stations would slot 90-minute or two-hour product in syndication. MCA TV Ltd. found some answers supplied by stations buying its new package of 90-minute *Wagon Train* episodes. Buyers said they would slot show in fringe late afternoon or early evening (4:30-6 or 5:30-7) or as supplement to late evening feature film program. In latter situation specific episodes would be thrown in on own merit just as if they were individual movies in feature film package.

### Q and A

FCC this week will supply answers to 103 questions asked of it by Representative John E. Moss (D-Calif.) three weeks ago (BROADCASTING, March 27). But there's still conjecture about source that planted Mr. Moss's questions. One trail leads to FCC commissioner who has repeatedly raised question of who represents public in FCC proceedings—area that Mr. Moss covered in his list.

*Moreover, several of Mr. Moss's questions related to ABC-ITT merger and to charges that FCC automatically renews stations licenses. Both matters have been treated by FCC Commissioner Nicholas Johnson at length.*

### Out at RKO

Robert J. Leder, scheduled to leave presidency of RKO Pictures Co. this month, is reported forming his own independent motion picture organization to film features in U. S. and abroad. Mr. Leder has been associated with RKO General for almost 12 years, primarily in its stations operations. RKO Pictures is expected to be run at least on interim basis by executive group from RKO General Broadcasting.

### Blanket coverages

There may be CATV in Mexico's future. Telesistema Mexicano, which operates three TV stations in Mexico City, 13 others elsewhere in Mexico and 16 satellites, has begun studying feasibility of installing wire systems in isolated communities now beyond reach of its broadcast properties.

### Giving up?

Major television-station interests are beginning to be resigned to what they say is inevitable loss of some TV frequencies to land-mobile radio. In speeches during NAB convention last week, that outlook was taken by Lester Lindow, of Association of Maximum Service Telecasters (see page 103), and Dwight Martin, chairman of NAB's Future of Broadcasting Committee (see page 96). There are others, however, who think TV can retain spectrum space it now has and land-mobile needs can be accommodated through technical advances. So far most talk of reallocation has been directed to UHF range.



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.

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Major Market Radio



**WIBG**  
**Radio 99**  
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WAGA-TV	WSBK-TV	WJW-TV	WJBK-TV	WITI-TV	WSPD-TV	KGBS	WGBS	WJW	WJBK	WHN	WSPD

# WEEK IN BRIEF

Newest Roper survey for TIO shows increase in number who consider TV as major news source, increase in number of hours spent viewing TV, but drop in approval of entertainment programming. See . . .

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AFTRA strike against networks in second week with situation getting more complicated. NABET, IBEW walk out in support; IATSE pledges support but stays on job; Johnny Carson 'rescinds' his contract. See . . .

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## Broadcasting

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Sunday through Saturday, 7:30 P.M.-11:00 P.M.



Sunday through Saturday, 7:00 A.M.-1:00 A.M.



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Sunday through Saturday, 7:30 P.M.-11:00 P.M.



Sunday through Saturday, Sign-On to Sign-Off



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## AFTRA picks up support from other unions

### STRIKE HEADS FOR CLIMAX AS MEDIATION RESUMES

Growing number of broadcast union members rallied to support of American Federation of Television and Radio Artists on Friday (April 7) as officials of networks and AFTRA prepared to sit down with Federal Mediation and Conciliation Service over weekend in effort to settle strike which began on March 29 (see page 52).

Initial mediation session was set for Friday evening in New York and degree of progress would dictate if talks were to continue. Atmosphere surrounding talks was not considered conciliatory, with management labeling refusal to work by non-AFTRA personnel as "illegal" acts and union maintaining that intensified support from other unions was solidifying its bargaining position.

Management reported that operations at networks and at affected O&O stations were continuing through use of supervisory personnel and said they planned to maintain broadcast schedules, including live TV coverage of various sports events in U.S. over weekend, although National Hockey League playoff game from Montreal on CBS-TV was scrapped. Canadian TV technicians, who would have handled game Saturday (April 8) were reluctant to become involved in U.S. labor dispute. CBS scheduled rerun of Jan. 15 Super Bowl football game between Green Bay Packers and Kansas City Chiefs in place of hockey game.

Joining large number of technical employes at three networks who began to respect AFTRA picket lines last Wednesday and Thursday were members of motion picture cameramen locals in New York, Los Angeles and Washington; motion picture sound men and electricians local in New York and reputedly substantial number of Writers Guild of America members in Los Angeles, Washington and New York at ABC, CBS and NBC.

Spokesmen for unions whose members were refusing to cross picket lines claimed these were individual actions and not directed by unions.

AFTRA spokesmen said that by Friday its entire membership (about 30) at NBC-owned WRC-AM-FM-TV Washington had left their jobs, but that other O&O stations—in Boston, Philadelphia, St. Louis, San Francisco, Cleveland and Detroit were not yet affected. AFTRA contract with ABC-owned WXYZ-AM-

FM-TV Detroit, however, expires on April 15, and union spokesman said if strike is not settled by then, Detroit members will leave their posts.

As in other affected markets, supervisory personnel took over on-air duties at WRC stations. Newscasts were running as scheduled, but live daily TV morning show was scrapped with various one-hour shows being used as filler. Also dropped was half-hour Sunday interview show. On radio side, WRC's midnight-5:30 a.m. program was taken off for duration of strike.

National Association of Broadcast Employes & Technicians and International Alliance of Theatrical Stage Employes were also off job at NBC Washington outlets.

Refusal of some unions to cross picket lines was spotty. Newswriters, not all WGA members, were on job at ABC's WLS and WBKB-TV Chicago, some were on job at CBS's WBBM and most were out at WBBM-TV Chicago, and many were on job at NBC's WMAQ-TV Chicago.

NABET engineers were out at WMAQ, although about half were on job at WMAQ-TV. Some NABET engineers were on, some were off at WBKB-TV, although all were out at WLS-FM and ABC Radio's Chicago studios. WLS's engineers (International Brotherhood of Electrical Workers) were on job.

More fuel was added to Johnny Carson-NBC furor (see page 58) with report that Arnold Grant, Mr. Carson's

attorney, had sent network letter stating that Mr. Carson has no intention of returning to *Tonight* show.

Letter also charged that "Carson, like all television entertainers, was required by the network, as a condition of performing, to become an AFTRA member."

Mr. Grant also maintained that in addition to network's failure to negotiate fee for replays, as he claims is stipulated in Carson contract, there have been other contractual breaches by network and they will be brought up in "a proper forum."

In related move, New York State Supreme Court Justice Vincent Lupiano ruled that court did not have jurisdiction in \$2.5-million suit filed by Videotape Productions of New York against AFTRA (see page 54). Spokesman for Videotape indicated that its complaint would be brought before National Labor Relations Board and to higher courts.

In superior court in Augusta, Ga., officials of Masters golf tournament won temporary restraining order against AFTRA's possible picketing of final two rounds (Saturday and Sunday). Those rounds were to be telecast on CBS-TV by supervisory personnel. Masters' officials said AFTRA had threatened to picket entrances of course to prevent TV-radio technicians from entering.

### Network TV revenues

Network TV revenues for first quarter of 1967 totaled \$401,016,600, according to figures being released today (April 10) by Broadcast Advertisers Reports. Figures represent network sales of time and programing, with distribu-

### Strike affecting TV audience sizes

Ratings for TV shows affected by AFTRA strike were generally lower last week, though weekend variety shows on repeats were considerably harder hit than news shows, according to figures for New York supplied late Friday (April 7) by American Research Bureau.

March 19 *Ed Sullivan Show* was rated at 21.5 with 63.8 sets-in-use; repeat on April 2 was rated 12% lower, at 18.9 with 54.5 sets-in-use. March 18 *Jackie Gleason Show* had 25.9 rating with 61.1 sets-in-use; April 1 repeat was down 40% to 15.5 rating with 51.8 sets-in-use. Over-all decline of sets-in-use is at-

tributed in part to increasing daylight hours, as might be part of *Gleason* decline, since that program goes on half-hour earlier than *Sullivan* show.

News shows were down only marginally on over-all average, especially in terms of absolute numbers of sets. Comparison of Monday-through-Thursday of week of March 19, before strike, and week of April 3, during strike, shows ABC-TV down about 25%, only average of 0.9 rating point; CBS-TV down about 5%; while NBC-TV was actually 14% higher rated, average 0.7 point higher.

## WEEK'S HEADLINERS



Mr. Higgins

**Joseph M. Higgins**, VP-general manager of WAII-TV Atlanta, becomes executive VP of WCIX-TV Miami, effective mid-May. WCIX-TV (ch. 6), now under construction, is scheduled to go on air next August. Sale of

WAII-TV (with WIBC-AM-FM Indianapolis) by Richard Fairbanks and family to Communications Honolulu Ltd. (DeSales Harrison Jr., Paulette B. Harrison and Arthur McCoy) for \$15 million was announced last November (BROADCASTING, Nov. 14, 1966) but has not yet been submitted for FCC approval.

**Russell C. Tornabene**, manager of NBC Radio network news, named director of NBC News, Owned Television Stations. He will consolidate lines of communication between owned stations'

news operations in major cities and news division headquarters in New York with news managers in Chicago, Cleveland, West Coast, Washington and New York reporting to him on local news coverage and programing. **James Harper**, day manager of news at NBC, becomes, manager, NBC News, radio division, also in New York.

**Thomas J. McDermott**, VP and manager of radio and TV, N. W. Ayer & Son, New York, named senior VP and director of media services and programing, that city, in broad realignment of executive ranks. Four new executive VP's elected and appointed "regional general managers" at Ayer: **Louis T. Hagopian**, VP, manager, Detroit, for New York and Detroit; **Bartine A. Stoner**, VP, Philadelphia account service, for Philadelphia and Boston; **Thomas G. Watson Jr.**, VP, Chicago manager, for Chicago; **Brydon S. Greene**, VP, Pacific Coast manager, for West Coast. Also elected executive VP's were **Edward G. Gallagher**, VP-executive director, copy department, Philadelphia, for all creative services, and **L. Davis Jones**,

VP for business development. Others: **John D. Upton**, VP and executive head of New York office, elected vice chairman of board. **Warner S. Shelly** continues as board chairman and **Neal W. O'Connor** as president and chief executive officer. Elevated from VP to senior VP's, in addition to Mr. McDermott, are **Hans L. Carstensen Jr.** (research), **Norman H. McMillan** (planning and marketing), **Harry C. Groome** (finance and administration), and **Robert O. Bach**, director of creative services.

**Harvey Spiegel**, VP, research, Television Bureau of Advertising, New York, named VP, sales and marketing. **James C. Hirsh**, VP for national sales, named VP development and public affairs. Both posts are newly created. Together with **William MacRae**, who is VP and spot TV coordinator, Mr. Spiegel's new function is designed to bring added emphasis to "promotion of spot television." Mr. Spiegel joined TvB in 1955, became director of research in 1959, VP in 1962. Mr. Hirsh joined in 1956, became director of national sales in 1959, VP in 1962.

For other personnel changes of the week see FATES & FORTUNES

tion among networks shown as follows: CBS-TV \$156,657,100, NBC-TV \$131,894,700 and ABC-TV \$112,464,800.

Peak-viewing hours from 7:30 to 11 p.m. EST accounted for \$238,011,600 or 59% of first-quarter total. By month, BAR reported sales as follows: January \$140,771,600; February \$123,451,800 and March \$136,793,200. (Earlier report, see page 36.)

### Telerama denied waiver requests for Cleveland

FCC moved Friday (April 7) to keep CATV-relayed distant signals out of number of communities in Cleveland market by turning down most requests for waivers of rules sought by five CATV companies.

Companies representing 23 systems will have to undergo hearings to prove service won't harm UHF development, in accordance with top-100-market rule. Cleveland is ranked as eighth market.

Major company involved is Telerama Inc., which wants to expand service it now provides into adjoining communities. Commission denied request for waivers to import signals from Detroit; Erie, Pa.; Youngstown and Toledo, both Ohio, and London, Canada.

Akron Telerama Inc., which is re-

lated to Telerama, was turned down in request for waivers which would permit it to import signals from Wheeling, W. Va.; Toledo, Youngstown, Columbus, Steubenville, all Ohio; Pittsburgh and Erie, both Pennsylvania; Detroit; Windsor and London, both Canada.

Lorain Cable TV Inc. was given waiver to import Toledo UHF station, WDOH-TV (ch. 24), because Toledo VHF service is available off air; but was denied waivers to import Detroit, Akron, and Windsor signals.

Waivers were granted to systems in Orrville and Rittman to import Youngstown, Columbus, Steubenville and Wheeling signals, and to another in Wooster to import Youngstown, Wheeling, and Steubenville signals.

### WERE gets UHF grant

Cleveland Broadcasting Inc. was declared winner Friday (April 7) in FCC comparative hearing involving channel 19 Cleveland. Competing application of Community Telecasters of Cleveland Inc. was denied.

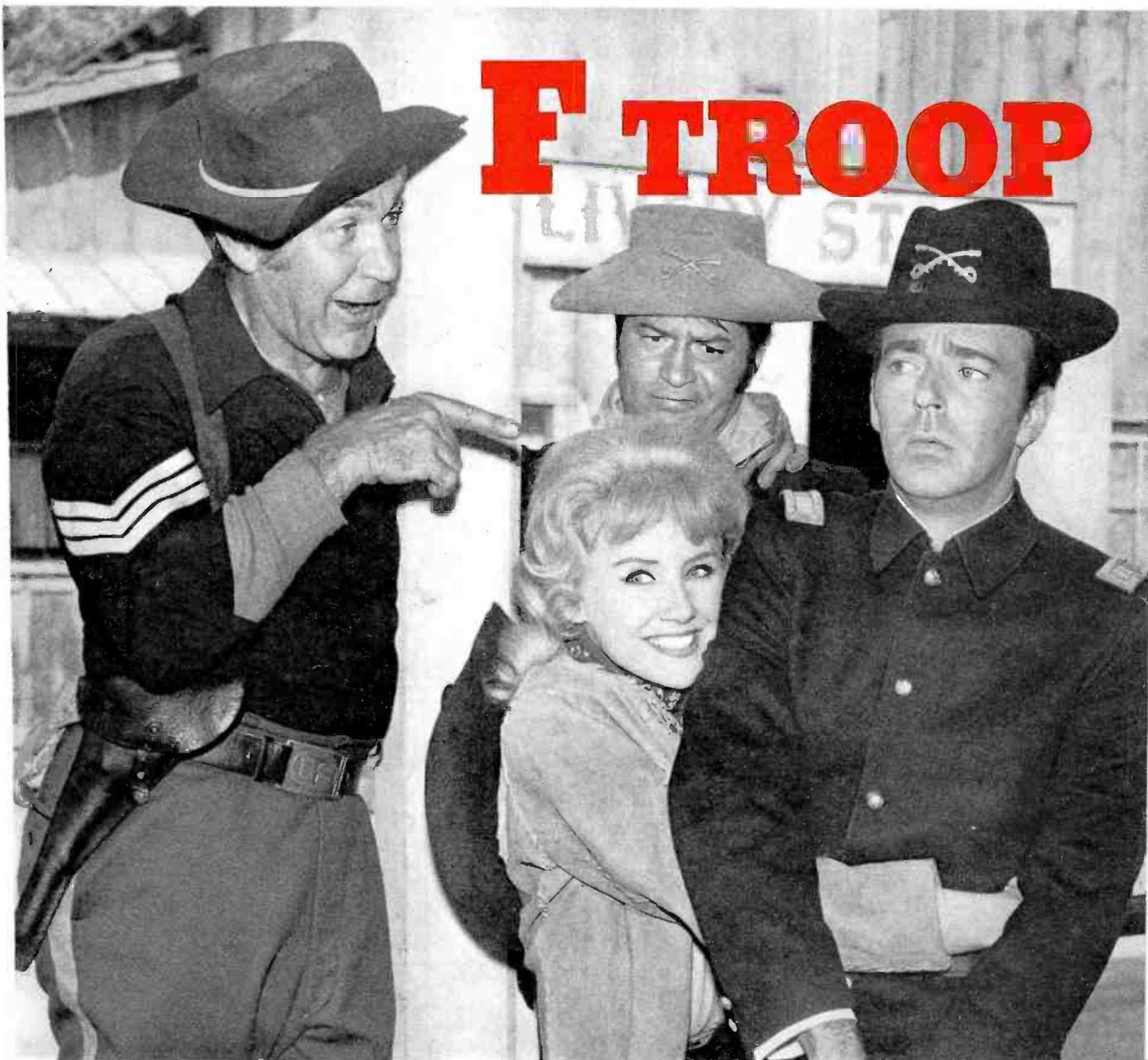
Winner, controlled by family of late Ray Miller, owns WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, both Ohio; and KFAC-AM-FM Los Angeles. Community is principally owned by financier Charles W. Steadman.

### Metromedia angling for Oscar awards if ABC hit

Metromedia Inc. thrust into Academy Award dilemma Friday (April 7) with couple of proposals on how it would cover Oscar presentation tonight (April 10) if ABC-TV was stymied from doing so by AFTRA strike.

One suggestion would have Metromedia-owned KTTV(TV) Los Angeles cover event live on noncommercial basis for Los Angeles viewers only. Other idea is to have KTTV report from Oscar scene via telephone hookup to KTTV, WNEW-TV New York and WTTG(TV) Washington. There would be no video from presentation site itself but Metromedia stations would build 90-minute news specials out of phone reports or wire service coverage with footage of people and movies in contention for awards. News special concept would be open to commercial sponsorship.

Late Friday, however, ABC's apparently unshakeable position is that "anything even resembling a re-creation" of ceremony will not be permitted. Suggestion about live coverage just in Los Angeles had not been vetoed but only because it hadn't been broached at that time to network brass.



# F TROOP

F TROOP stars (left to right) Forrest Tucker, Melody Patterson, Larry Storch and Ken Berry.

*Now recruiting  
for fall  
enlistments!*

F TROOP, one of the most successful network comedies the past two seasons, is available for fall start on local television stations. There are 65 half-hours of frantic buffoonery—31 of them in *color!*

In 19 markets surveyed by NSI in January-February 1967, F TROOP ranked No. 1 in its time period in 15—with ratings as high as 32 in Cleveland, 29 in Detroit and Cincinnati, 28 in Milwaukee, 26 in Chicago, and 25 in Pittsburgh. In the other four markets—where F TROOP ranked a strong No. 2—21 was the lowest rating.

F TROOP is recruiting for fall enlistments. Sign up now—for top ratings!



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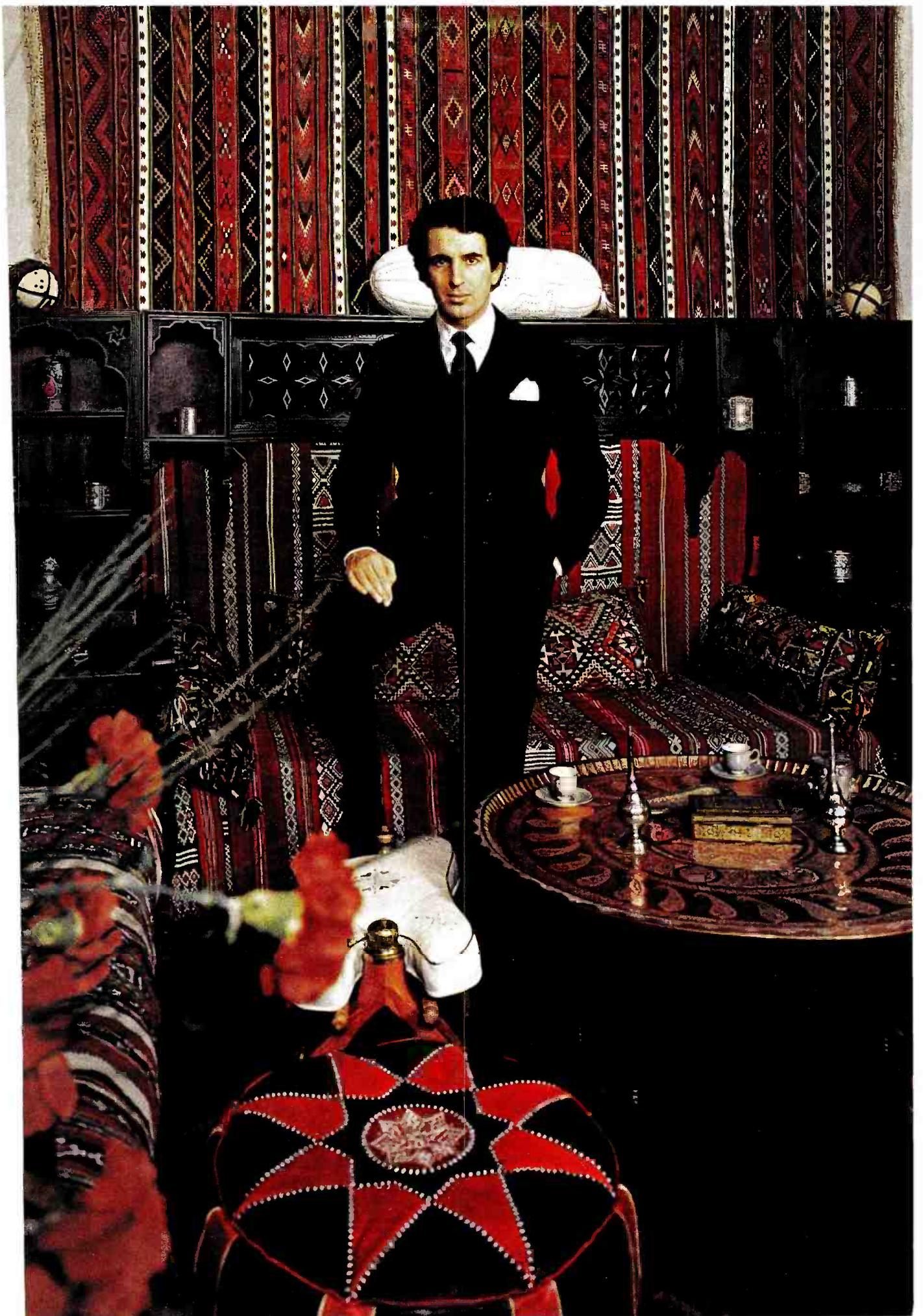


## **The Embassy of Algeria**

His Excellency Cherif Guellal,  
Ambassador of Algeria, in the  
Algerian Room at the Embassy . . .  
another in the WTOP-TV series on  
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Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

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

■Indicates first or revised listing.

## APRIL

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th Street, New York 10036. Telephone PLaza 7-0695.

April 9-12—Fourth annual Hollywood Festival of World Television. Theme is: "The Changing World of Television." Speakers: Marshall McLuhan, Louis Nizer, John Pinto, Paul Roth, Henry Brenner, E. Carleton Hunt, Sid Solow, Dr. Norwood Simmons, Don Harris, Bruce Gordon, Jack Dales, Lee Rich, Mel Stuart, Bernard Weitzman, Rex Sparger, Roy Huggins, Dr. Harold Rosen, Howard Ketcham, Herb Eller and Ed DiGiulio. Award-winning TV programs from 22 foreign countries will be screened. La Costa Country Club, Carlsbad, Calif.

April 10—Annual meeting of stockholders of Wometco Enterprises Inc. Miami.

April 11—Annual meeting of stockholders of John Blair & Co. Blair Building. Chicago.

April 12—Board of directors meeting, New York State CATV Association Country House hotel, Syracuse, N. Y.

April 13—Annual meeting of stockholders of Avco Corp. to elect directors and to transact other business. Hotel Dupont, Wilmington, Del.

April 13-14—College Conference sponsored by International Radio and Television Society, featuring panel sessions, informal talks and luncheon and dinner speeches spotlighting leaders in broadcasting and broadcast advertising. Roosevelt hotel, New York.

April 14—New 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).

April 14—Annual meeting of the Michigan AP Broadcast Association. Capitol Park Inn, Lansing.

April 14—Spring meeting of the Indiana AP Broadcasters. Essex House, Indianapolis.

■April 14—National business conference, under auspices of Harvard Business School Association, on "Business and government: The unresolved issues and the public interest." Six panel sessions include one on "Advertising: Bane or benefit" and another on antitrust laws. C. Wrede Petersmeyer, president of Corinthian Broadcasting, is conference chairman. Panelists include Donald F. Turner, U. S. assistant attorney general in charge of antitrust division; Philip Elman, Federal Trade Commission member; Sen. William Proxmire (D-Wis.) and Marion Harper Jr., chairman and president, Interpublic Group of Companies. Waldorf-Astoria hotel, New York.

April 14-15—Meeting of the Alabama AP Broadcasters. Huntsville.

April 14-15—Two-day forum on defamation and privacy sponsored by the Practising Law Institute. Statler-Hilton hotel, New York.

April 14-16—Region 8 conference of Sigma Delta Chi, professional journalistic society. Statler-Hilton hotel, Dallas.

■April 14-17—Spring convention of the Texas Association of Broadcasters. Sheraton hotel, El Paso.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Luncheon speaker will be R. Peter Straus, president of the Straus Broadcasting Group. University Heights campus of New York University, New York.

April 15-18—Annual national convention of

## REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

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

the western section of the Intercollegiate Broadcasting System. Speakers include Verner Paulsen, program director of KNEW Oakland, Calif., and Ney Landry, supervising engineer of the FCC's San Francisco office. University of California, Berkeley.

April 15-17—Annual spring meeting of Texas Association of Broadcasters. Sheraton Motor Inn, El Paso.

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

April 16-21—101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 17-18—41st annual meeting of the Canadian Association of Broadcasters. Speakers include Right Honorable Lester A. Pearson, Prime Minister of Canada; Jean A. Pouliot, president of CAB, and Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. Royal Oak hotel, Toronto.

April 17-18—Spring meeting, Mid-America CATV Association. Broadmoor hotel, Colorado Springs.

April 17-18—Special dinner-reception and briefing session for staff and elected heads of advertising agency associations throughout the free world sponsored by the American Association of Advertising Agencies. Speakers include William W. Weilbacher, partner, Jack Tinker and Partners, and Thomas Wright, vice president of Leo Burnett Co. Sky Club and New York Hilton, New York.

April 18—Annual shareholders meeting of Plough Inc. to elect directors and to transact other business. 3022 Jackson Avenue, Memphis.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

April 19—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than specified in its license."

April 19—Annual stockholders meeting of CBS Inc. CBS Broadcast Center, New York.

April 19—Educational Television Stations

# "Hello out there, all our friends in Radio Land!"

ROCK HUDSON  
RAY MILLAND  
DURWARD KIRBY  
JANE WYATT  
SHARI LEWIS  
BRANDON DeWILDE  
INGER STEVENS  
DOROTHY PROVINCE  
CARROLL BAKER  
ART LINKLETTER  
GEORGE BURNS  
VINCENT PRICE  
PAT BOONE  
BETTE DAVIS  
MARIA TALLCHIEF  
TALLULAH BANKHEAD  
PHIL SILVERS  
AGNES MOOREHEAD  
PHYLLIS NEWMAN  
BARBARA BRITTON  
HERSCHEL BERNARDI  
PERCY FAITH  
DAVID MERRICK  
JACK BAILEY  
SHELLY BERMAN  
HOAGY CARMICHAEL  
LIBERACE  
VAN HEFLIN  
GISELE MacKENZIE  
IDA LUPINO  
ROBERT REED  
JONATHAN WINTERS  
ED BEGLEY  
CARA WILLIAMS  
GENE BARRY  
ELSA LANCHESTER  
JAN MURRAY  
BARRY NELSON  
MARTHA RAYE  
ANITA LOUISE  
DONNA DOUGLAS  
TED MACK  
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GROUCHO MARX  
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EARTHA KITT  
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LYNN REDGRAVE  
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LANA TURNER  
MELVYN DOUGLAS  
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MERV GRIFFIN

ANDY GRIFFITH  
E. G. MARSHALL  
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PATRICE MUNSEL  
MARY MARTIN  
SANDRA DEE  
JOSEPH COTTEN  
MEL ALLEN  
IRENE DUNNE  
VAN JOHNSON  
SEBASTIAN CABOT  
POLLY BERGEN  
BEN GAZZARA  
GEORGE CHAKIRIS  
EDWARD ALBEE  
SAMMY KAYE  
INA BALIN  
DON KNOTTS  
JOE E. BROWN  
ROD STEIGER  
TAB HUNTER  
JOSE FERRER  
HUGH O'BRIEN  
DOLORES GRAY  
MIKE DOUGLAS

WILLIAM SHATNER  
GEORGE SEGAL  
JANET BLAIR  
RICHARD ARLEN  
THEODORE BIKEL  
VICTOR MATURE  
VAUGHN MEADER  
SPRING BYINGTON  
ROCKY GRAZIANO  
RUTH GORDON  
MARTIN BALSAM  
JULE STYNE  
SALLY ANN HOWES  
LEONARD LYONS  
GARSON KANIN  
JOHN DALY  
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JAN PEERCE  
ELAINE STRITCH  
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RUBY DEE  
WALLY COX  
DOROTHY McGUIRE  
RAYMOND MASSEY  
BENNY GOODMAN  
JOAN FONTAINE  
RODDY McDOWALL  
MITZI GAYNOR  
PETER LIND HAYES  
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EDGAR BERGEN  
GALE STORM  
DONNA REED  
BARRY SULLIVAN  
ELEANOR POWELL  
JOHNNY MATHIS

ALFRED DRAKE  
BRIAN AHERNE  
PAT O'BRIEN  
CORNEL WILDE  
DON DeFORE  
HILDEGARDE  
SANDRA CHURCH  
JACK BENNY  
VAUGHN MONROE  
SKITCH HENDERSON  
GENE KELLY  
PAT SUZUKI  
ANITA COLBY  
WALTER PIDGEON  
GLENN FORD  
ANTHONY PERKINS  
DINA MERRILL  
CLIFF ROBERTSON  
WALTER WINCHELL  
STEVE LAWRENCE  
EYDIE GORME  
CYRIL RITCHARD  
NINA FOCH  
HERMIONE GINGOLD  
ALAN KING  
BERT LAHR  
FRED ASTAIRE  
GARRY MOORE  
BESS MYERSON  
ALLEN LUDDEN  
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JULIE HARRIS  
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BALTIMORE WJZ-TV  
PITTSBURGH KDKA · KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPX  
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

# Now watch WBAY-TV. WBAY-TV has appointed Blair Television!

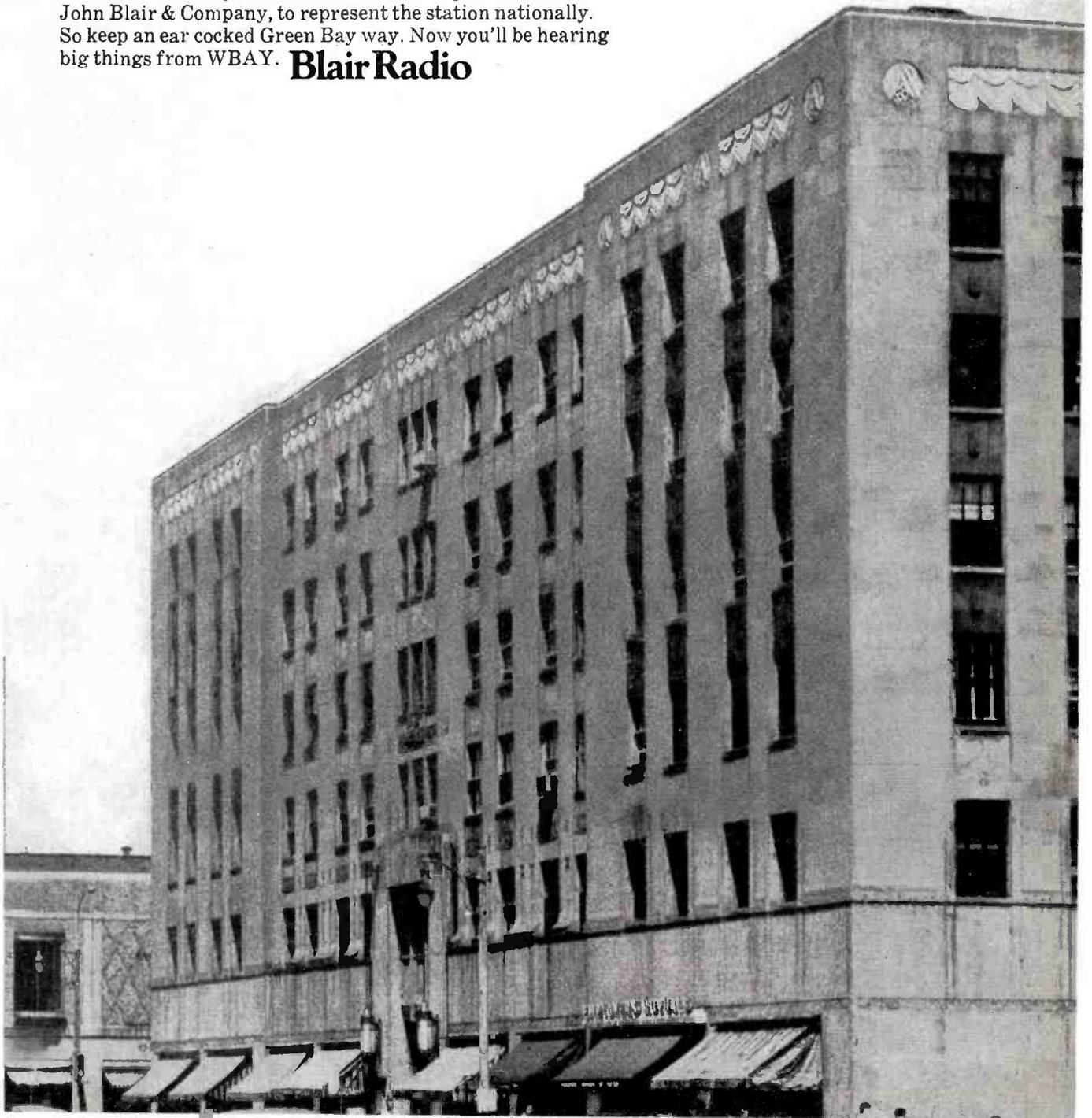
In the Green Bay, Wisconsin television market, it's WBAY-TV's ball game all the way. And the Green Bay market takes in a lot more than the dynamic city where the Packers play. It's composed of seven major population centers, hundreds of small towns, hamlets and large farms. Here in *the land of milk and money*, every important survey proves that WBAY-TV is the number one dominant coverage station. Now WBAY-TV has appointed the broadcast industry's number one station representatives, John Blair & Company, to represent the station nationally.

Now watch WBAY-TV go! **Blair Television**



# Listen to this. WBAY has appointed Blair Radio!

WBAY talks turkey to *the land of milk and money*. A 5,000 watt, CBS Network station, WBAY Radio alone reaches the Green Bay-oriented market of Northeastern Wisconsin. WBAY Radio is 43 years young, enjoys a strong tradition of community service, and is *the* switched-on station for the 18-49 year-old buying public which makes up this big, prosperous Middlewest market. Now WBAY has appointed the broadcast industry's number one station representatives, John Blair & Company, to represent the station nationally. So keep an ear cocked Green Bay way. Now you'll be hearing big things from WBAY. **Blair Radio**





Months ago, these people made  
New York's Warwick a wonderful new hotel...



...now just about everyone is enjoying its  
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Seasoned travelers from the worlds of business, entertainment, radio, TV and sports are enjoying the wonderful new Warwick's spacious rooms, all completely air conditioned, splendidly redecorated and refurbished by famed designer, Ellen Lehman McCluskey.

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You, too, will enjoy the Warwick; you'll like the intimate warmth of the Warwick Bar and the famous Raleigh Room, where luncheon and dinner are served in an atmosphere of sturdy elegance. And after a busy day, the new Executive Sauna Club is just the place to relax and unwind.

Next time you come to town, stay at the Warwick. We know you'll agree that it's a very special kind of hotel.

 **The Warwick** 54th Street on the Avenue of the Americas, New York  
(212) 247-2700 • A Loew's Hotel • Preston Robert Tisch, President

division meeting of the National Association of Educational Broadcasters. Penn Garden hotel, New York.

April 19—Annual meeting of the stockholders of General Telephone & Electronics Corp. to elect directors and to transact other business. California Masonic Memorial Temple, San Francisco.

April 20—Deadline for reply 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.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20—Annual meeting of stockholders of Time Inc. Time & Life Building, New York.

■April 20—Monthly luncheon, Federal Communications Bar Association. Robert L. Werner, executive vice president, RCA, speaker. Willard hotel, Washington.

April 20-21—Meeting of the Pennsylvania AP Broadcasters Association. Host Farm Resort hotel, Lancaster.

April 20-22—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters; Maurie Webster, vice president and general manager, CBS Spot Sales, New York, and Bill Lawrence, ABC, Washington. Maverick hotel, Bend.

April 20-22—Seventh annual convention, Texas CATV Association, Marriott motor hotel, Dallas.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 20-23—50th anniversary annual meeting of the American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 21-29—Seventh annual "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU) and organized by the City of Montreux in collaboration with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 22—Meeting of the Georgia AP Broadcasting Association. Parliament House, Atlanta.

April 22—Final deadline for film entries in the 14th International Advertising Film Festival, to be held in Cannes, France, sponsored by the Screen Advertising World Association. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

■April 22—Northwest regional conference of Sigma Delta Chi, professional journalistic society. Washington State University, Pullman, and University of Idaho, Moscow.

April 22-23—Spring convention of the Louisiana Association of Broadcasters. Shreveport.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

April 24-28—Seventh annual television newsfilm workshop sponsored by the National Press Photographers Association. University of Oklahoma, Norman.

April 26—Annual convention luncheon of the American Newspaper Publishers Association. Speaker will be James McCormack, chairman and chief executive officer of the

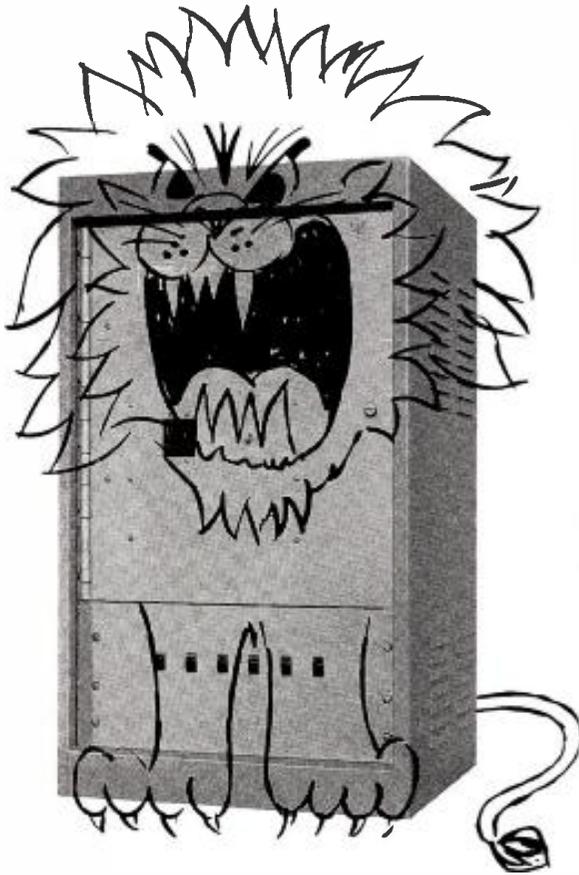
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# WGN

*...the most  
respected call letters  
in broadcasting*

## **WGN CONTINENTAL BROADCASTING COMPANY**

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- **Duluth:** KDAL Radio, KDAL Television
- **Denver:** KWGN Television
- **Michigan:** WGN Televents, community antenna television
- **New York and Chicago:** WGN Continental Sales Company



## your super, not-so-silent salesman

Increasing television station sales — and profits — is virtually a reality with an EMCEE VHF or UHF Translator on the job. Designed to automatically rebroadcast television signals without degradation and without change (except to shift the signal to a new channel), EMCEE Translators provide several key functions in opening up new coverage areas, filling shadows and holes in existing coverage areas, and assuring a stronger color signal for even the Grade B coverage area.

And with the new FCC rulings authorizing microwave feed to television translators, you have an ideal relay system to areas previously unreachable due to topographic or distance factors.

When you consider these market penetration benefits — plus their low cost and hands-off, maintenance-free operational factors — you will readily see why leading broadcasters have specified EMCEE 5 to 1 for over six years!

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DEPT. B-4

### 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

Communications Satellite Corp. Waldorf-Astoria hotel, New York.

■April 27—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. 625 Madison Avenue, New York.

April 27-29—Spring meeting, Kentucky CATV Association. Continental Inn, Lexington.

■April 28—Annual meeting of the stockholders of Chris-Craft Industries Inc. to elect directors and to transact other business. 440 Grand Avenue, Oakland, Calif.

April 29—Region 9 conference of Sigma Delta Chi, professional journalistic society. Laramie, Wyo.

April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Elmer Lower, president of news, special events and public affairs for ABC. Washington State U., Pullman.

### MAY

May 1—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).

May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.

■May 2—Annual meeting of Teleprompter Corp. 50 West 44th Street, New York.

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3-7—16th annual national convention of the American Women in Radio and Television. Speakers include Vincent Wasilewski, president. National Association of Broadcasters. Marriott hotel, Atlanta.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters, and Kansas Governor Robert Docking. Ramada Inn, Topeka.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn. Topeka.

May 5-6—Distinguished awards banquet and region 11 conference of Sigma Delta Chi, professional journalistic society. San Francisco.

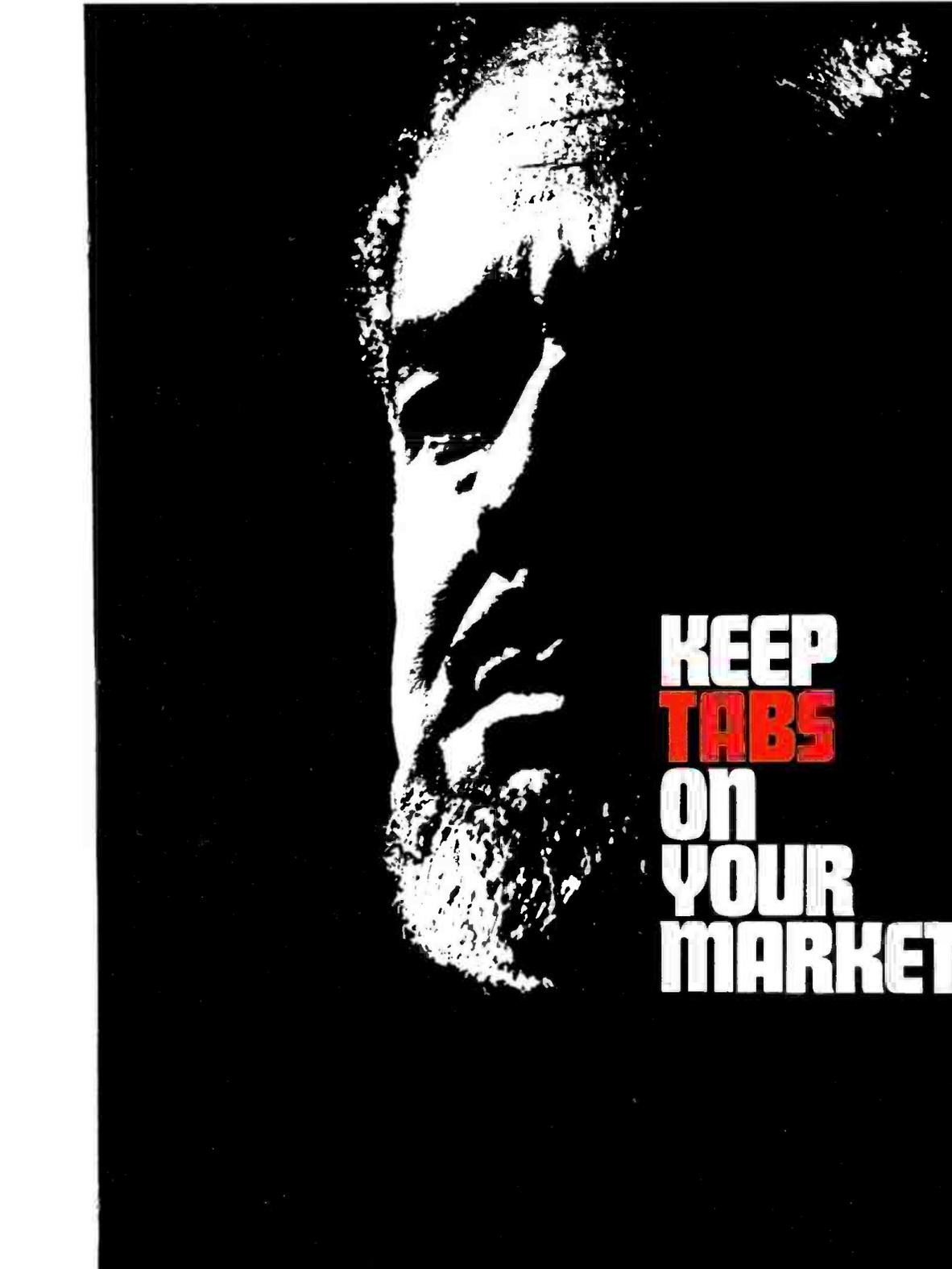
May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

May 8-11—Special exhibition titled "Successful American Advertising II" co-sponsored by ABC Annonbyra AB, Swedish ad agency, and the U.S. Trade Center. U.S. Trade Center for Scandinavia, Stockholm. Agencies wishing additional information on the exhibit can contact Mr. Grunberger, ABC Annonbyra AB, Vasagatan 11, Stockholm C, Sweden.

May 9—Annual meeting of shareholders of the Communications Satellite Corp. Shoreham hotel, Washington.

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TABS  
ON  
YOUR  
MARKET**

The **A**lan **B**urke **S**how is certainly the most entertaining and the hottest talk show in television. In New York, TABS attracts more than twice as many households in its time slot as do the other two independent stations combined: NSI, Jan-Feb, 1967.\* The current average rating is more than twice as high as when TABS debuted a year ago: Nielsen N.Y. Metro I.A. Ratings, Mar-Apr, 1966 and Jan-Feb, 1967 reports. TABS is available as a weekly two-hour color tape program from



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sunny sands of  
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A NEW KIND OF  
EXERCISE VARIETY SHOW

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■May 9—Joint meeting of chapters 1 (Binghamton, N. Y.) and 2 (northeastern Pennsylvania) of The Society of Broadcast Engineers. Speaker will be Edward M. Noll, author, editor and broadcast engineer. The Colonial Motor Inn, Vestal, N. Y.

May 10—47th annual stockholders meeting of International Telephone and Telegraph Corp. Atlanta Biltmore hotel, Atlanta.

■May 10—Annual meeting of stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

May 11—Annual meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 11-13—State convention of the Iowa Broadcasters Association. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Holiday Inn, Waterloo.

May 12-13—Meeting of the Virginia AP Broadcasters. Roanoke.

May 12-13—Region 1 conference of Sigma Delta Chi, professional journalistic society. Boston.

May 13—Annual meeting of the Chesapeake AP Broadcasters Association. Baltimore.

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

May 16—Broadcast Advertising Club of Chicago, "Broadcasting Man of Year" award dinner. Ambassador West, Chicago.

May 16-19—Annual convention and trade show, National Community Antenna Television Association of Canada. Chantecler hotel, Ste. Adele (Montreal).

May 17-20—Annual spring convention of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Finlen hotel, Butte.

May 18—Annual meeting of the Montana AP Broadcasters Association. Finlen hotel, Butte.

May 18-21—Western States Advertising Agencies Association 17th annual conference. Theme is "The other side of the looking glass"; businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 22-29—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

■May 25—Monthly luncheon, Federal Communications Bar Association. James O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President. Washington.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Robert Pauley, president of ABC Radio, and Vincent Wasilewski, president of the National Association of Broadcasters. Carousel Inn, Cincinnati.

May 25-27—Annual spring meeting and engineering conference of the Alabama Broadcasters Association. Sheraton Inn, Huntsville.

■May 26—Annual meeting of the UPI Broadcasters of Pennsylvania. Marriott motor hotel, Philadelphia.

■May 26-28—Annual convention of Pennsylvania News Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; David Schoenbrun, foreign correspondent, and Tom O'Brien, vice president

for news of ABC Radio. Marriott motor hotel, Philadelphia.

May 27—Regional news seminar of the Radio-Television News Directors Association. Speakers include John H. DeWitt Jr., president of WSM Nashville; William Monroe, Washington director of NBC News; Ernst Wildi, Paillard Inc.; Elmer Lower, president, ABC News; and Joe Dembo, director of news, WCBs New York. Studios of WSM-TV, Nashville.

May 29-June 3—Assembly meeting of the Inter-American Association of Broadcasters. Buenos Aires.

## JUNE

June 6-8—Annual convention, Armed Forces Communications and Electronics Association. Speakers will be Major General William B. Latta, commanding general, U. S. Army Electronics Command; Robert W. Galvin, chairman, Motorola Inc.; Leonard Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on "Digital Communications—the Challenge," concerning television among total digital communications, is one of several scheduled sessions. Sheraton-Park hotel, Washington.

June 8-9—Combined convention of Alaska Broadcasters Association and Alaska AP membership (including newspapers). Speakers include FCC Chairman Rosel H. Hyde. Travelers Inn, Fairbanks.

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Madison.

June 8-10—Summer broadcasting conference on "The professors and the professionals in broadcasting" sponsored by Memphis State University. Memphis State University, Memphis.

June 8-11—Convention of the National Association of Farm Broadcasters. Chateau Frontenac, Quebec City, Que.

June 9-10—Annual spring meeting of North Dakota Broadcasters Association, Edgewater Inn, Detroit Lakes.

June 10—Annual meeting of the California AP TV-Radio Association. Century Plaza hotel, Los Angeles.

June 11-12—Ninth annual meeting of the American Academy of Advertising. Theme of the conference is: "Problems in Advertising Manpower." Shamrock hotel, Houston.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Americana hotel, Miami Beach.

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Minneapolis.

■June 12-14—Second television audience, measurement seminar sponsored by the University of Nebraska. University of Nebraska, Lincoln.

■June 13—Annual stockholders meeting of ABC. New York.

June 13-14—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Marriott Twin Bridges motel, Arlington.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Holiday Inn, Callaway Gardens.

■Indicates first or revised listing.



IMPRESS ON THE MIND OF EVERY MAN FROM FIRST TO LOWEST  
THE IMPORTANCE OF THE CAUSE AND WHAT IT IS THEY ARE CONTENDING FOR.\*

GEORGE WASHINGTON

These words reflect LIN'S attitude toward its responsibilities  
as a public servant.

Day for Decision, the radio program upon which the  
Freedom Foundation at Valley Forge bestowed its coveted principal award for 1966,  
was created and produced by WMAK,  
LIN'S Nashville "top 40" radio station, as an editorial.

First broadcast on all LIN stations,  
Day for Decision was made available by LIN to all radio stations in the nation,  
and subsequently became a 750,000 copy commercial record.

AMERICANS STILL CARE



Responsible broadcasting for responsible listeners

KAAY

KEEL

WAKY

WBBF

WMAK

WAND(TV)

\*Inscribed on reverse of the award medallion



Sandy perched on the wing of a Lear Jet after a thrilling ride in the co-pilot's seat.

# The 1967 World of Sandy Roberts

Sandy's head is above the clouds, but her feet are on the ground.

Sandra Lee Roberts 17, senior at Samuel Ayer High . . . cheerleader . . . student council member . . . B+ student . . . a special guest of Lear Jet Industries, Inc.

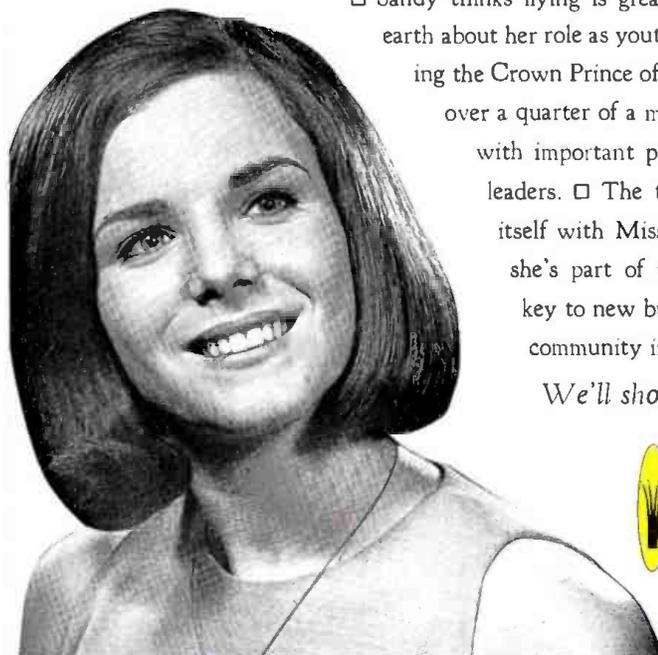
□ Sandy thinks flying is great, but she's down to earth about her role as youth's ambassador: meeting the Crown Prince of Sweden . . . traveling over a quarter of a million miles . . . being with important political and industrial leaders. □ The teen market identifies itself with Miss Teenage America—she's part of it! She could be your

key to new business, increased billing, enhanced community image and improved market position.

*We'll show you how—at no obligation*



Young Swedish Crown Prince Carl Gustaf happily shows Sandy his ship *Alvsnabben* during a recent visit to San Francisco. Sandy's appearance was sponsored by the Pommac Div. of Dr Pepper Company.



**MISS TEENAGE AMERICA®**

*influencing the teens of today...tomorrow's women*

## OPEN MIKE ®

### Mystery solved

EDITOR: I can identify the "Twin City mystery man" (BROADCASTING, March 27). He is Lee Seymour, who was production manager and chief announcer at WCCO Minneapolis. He left the extension division of the University of Minnesota to join WCCO when it took the air in September 1924. Later he joined Majestic Radio, where he worked with Wendall Hall, "the red-headed music man" who wrote "It Ain't Gonna Rain No More." After leaving Majestic, it is my understanding that Mr. Seymour went into the insurance business. . . — *Earl H. Gammons, Madison building, Washington, D. C.*

(Mr. Gammons, a retired CBS Washington vice president, is now a consultant. Mr. Gammons was general manager of WCCO during its early days. Identification of an announcer pictured at the 1929 opening of the Foshay Tower, a Minneapolis-St. Paul landmark, was sought by officials of the Foshay Tower Museum, set for opening April 8.)

### Doing fine

EDITOR: Thought you would like to know that WBOX Bogalusa, La., is doing fine under its new ownership. As you are aware, this station received considerable publicity under its former management (Ralph Blumberg, who defied anti-civil-rights elements, which resulted in economic boycotts). We can report that many of the major accounts are back, as well as practically all of the local accounts.—*W. D. Womack Jr., vice president, WBOX Bogalusa, La.*

### Name expanded

EDITOR: I'm afraid the Connecticut Public Utilities Commission erred in announcing that it was granting a CATV franchise in the Groton-Stonington, Conn., area to the Outlet Co. (BROADCASTING, March 27). Although the Outlet Co. originally applied by itself, the application was subsequently amended to make the applicant the Outlet-BT Co. This corporation is jointly owned by the Outlet Co. and Blonder-Tongue Laboratories Inc., Newark, N.J.—*Gerald Scher, Amram, Halm & Sundlun, Washington, D. C.*

(Mr. Scher is the Washington attorney for the Outlet Co., which owns WJAR-AM-TV Providence, R. I., and WDBO-AM-FM-TV Orlando, Fla. Blonder-Tongue Laboratories is a CATV and television equipment manufacturer.)

### Cool customer

EDITOR: Please enter our order for one copy of your 1967 Yearbook . . . —*Robert B. Ford, assistant director, news bureau, Carrier Corp., Syracuse, N. Y.* (YEARBOOK en route. Copies are \$5 each.)

BROADCASTING, April 10, 1967

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THE QUARTERLY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office  
Copyright 1967, Broadcasting Publications Inc.

## WTRF-TV STORY BOARD

7  
How many?\*

MIXERS . . . a recipe for the older crowd. A "Tired Bloody Mary" is a blend of vodka, tomato juice and Ceritol.

wtrf-tv Wheeling

TERSE VERSE! Chute didn't open—jump/thump!

Wheeling wtrf-tv

DOCTOR'S ADVICE to executive patient. "You are very run down. I suggest you lay off golf for a while and get a good day in now and then at the office."

Wheeling/Steubenville TV

PEOPLE OF THE WORLD will never do anything about nuclear testing until it begins to interfere with TV reception.

Upper Ohio River Valley

COLLEGES in WTRF-TV Wheeling/Steubenville area have doubled enrollment in the last five year. Another booming Ohio Valley Industry.

ALL COLORcasting

A CONFIRMED ATHEIST is the person who hesitates accepting the Cadillac won in a church raffle.

Nation's Ninth Color Market

REMEMBER when women had to bend to pull down their skirts?

wtrf-tv Wheeling

STATUS SYMBOLS . . . you're top man if your wife rides the best snow plow in the neighborhood.

Wheeling wtrf-tv

NEW WHEELING STEEL production facility (employing 700) producing metal containers under an \$8,000,000 government contract.

Nat. Rep: BLAIR Television

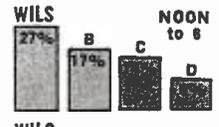
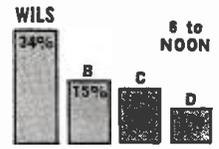
°COLOR TV HOMES? The October-November '66 Nielsen estimates 149,343 Color TV Homes in the WTRF-TV Wheeling-Steubenville Market. Ask your Blair Television Man for more color TV facts and the WTRF-TV audience.



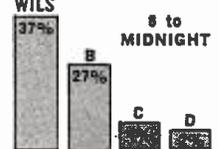
### PULSE RATED

# NUMBER ONE

Now No. 1  
Mid-Michigan  
Radio Station  
three ways:



WILS has more  
male and female  
adult, teen and  
children listeners  
and by a  
wide margin.

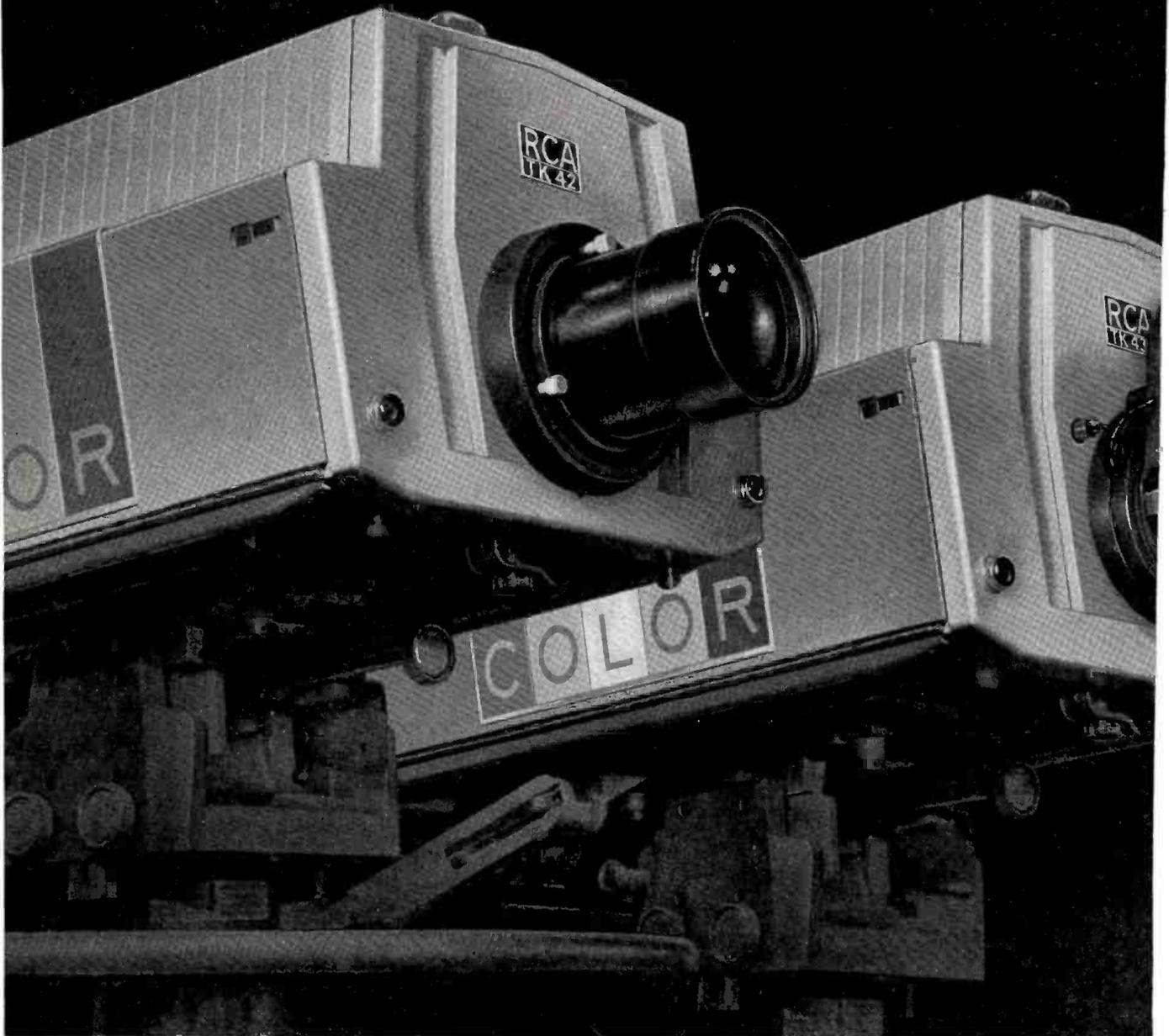


Put your finger on our Lansing Metro  
APRIL-MAY '68 Pulse, Call:

VENARD, TORBET & MC CONNELL

RADIO 1320  
**WILS**  
LANSING  
5,000 WATTS / 24 HOURS A DAY

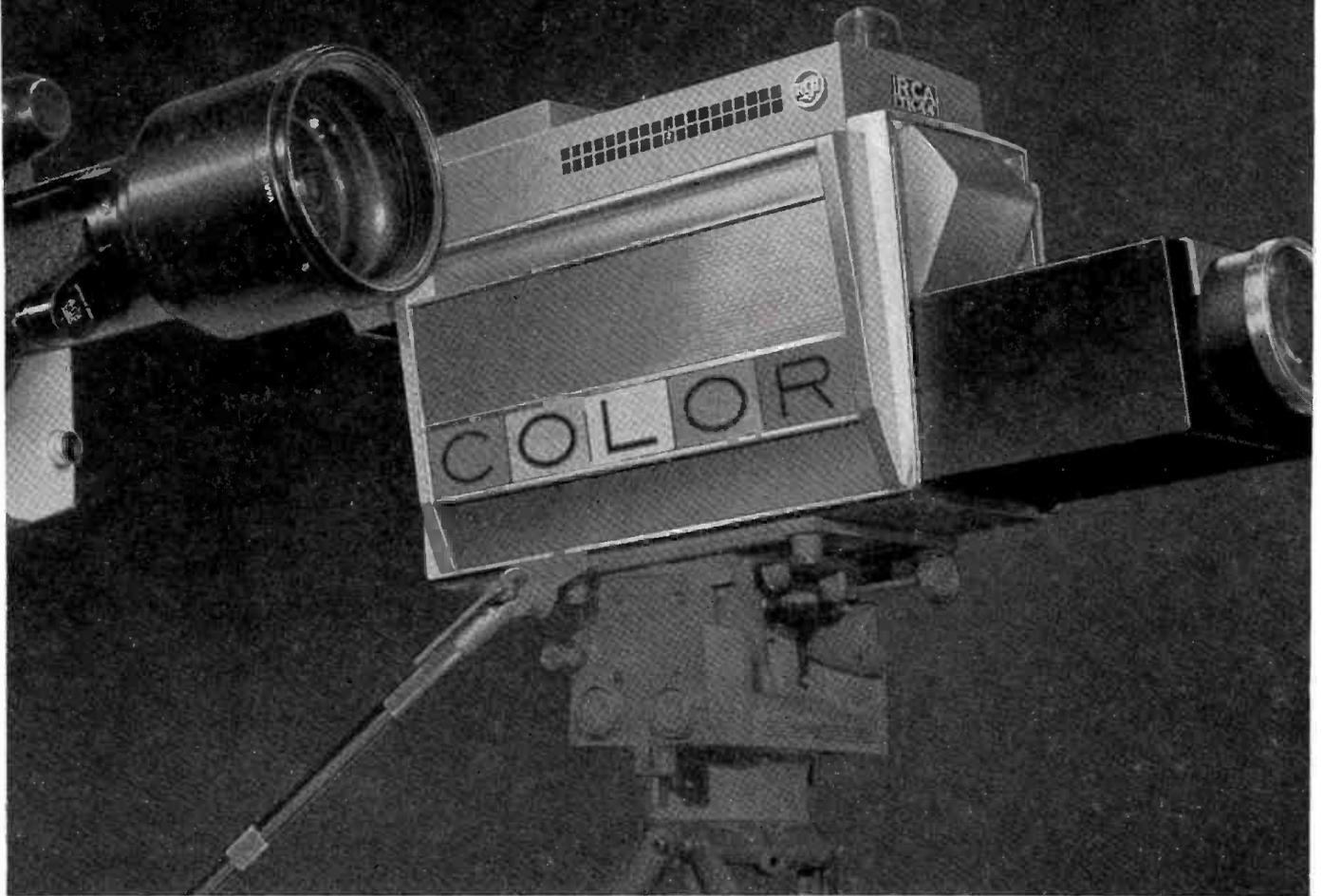
# Now...there are



**THE TK-42 DELUXE STUDIO CAMERA** (with internal zoom) —the finest color camera ever offered—with more built-in operating and convenience features than any other. Big 4½-inch-diameter luminance channel tube (nearly 4 times larger than in other cameras) insures best detail, sharpest pictures. I.O. characteristic (the “knee”) handles wider contrast range—provides most brilliant, most exciting pictures. New Type 4536 Tube gives longer life, eliminates burn-in problems. With new field-effect transistorized preamplifiers and other circuit improvements, provides a dramatic reduction in noise level. Available in 1968—adaptor kits for use of lead-oxide tubes in chrominance channels.

**THE TK-43 DELUXE STUDIO CAMERA** (with external zoom) offers all the fine features of the TK-42 with the flexibility of a 10-to-1 lens system. Permits the use of range extenders to triple focal length—from 1.6 inches to 4.8 inches, or from 16 inches to 48 inches. Can also be used with standard fixed focal length lens. Makes one of the most versatile color cameras available. The 1967 models of the TK-42 and TK-43 incorporate many new developments providing improved color tracking, reduced noise level and lower operating cost—part of RCA’s continuing product improvement program. Available in 1968—adaptor kits for use of lead-oxide tubes in chrominance channels.

# 3 RCA "Big tube" live color cameras...



**THE NEW TK-44 "ISOCON" CAMERA**, an entirely new light-weight color camera for those who want the advantage of "big tube" detail and image orthicon performance in a smaller-size unit. Weighs only 140 pounds (exclusive of detachable viewfinder and lens). Ideal for remote pickups and other field applications as well as studio use. The revolutionary new RCA "3" Isocon tube in the luminance channel combines inherently low-noise characteristic with the recognized advantage of the I.O. characteristic (the "knee") in handling a wide contrast range. Chrominance channels in production models will employ three lead-oxide tubes. The best of both worlds!

Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J. 08102.



**THE MOST TRUSTED NAME IN ELECTRONICS**

## Advertising must strengthen its voice in Washington

Some time ago I recommended that the American Association of Advertising Agencies study the advisability of setting up in Washington what might be called the Office of Advertising Information.

I did not then nor do I now conceive of this office as one that would merely function as a stout goalie kicking out critical shots on our industry. Nor do I see it as one where a button-down executive and pert secretary wait poised for the telephone to ring.

I conceive of this office as a digging, running, offensive operation. Not waiting to scrape a custard pie off its face, but to search out those influential voices in Congress and in the regulatory agencies to make sure that the position of the advertising industry is understood in detail before thinking crystalizes on a solution to a particular problem. I am talking about more than lobbying—I am suggesting a hand-fed library source, a corrector of misinformation.

Now I do not mean to suggest that I have made the sudden discovery that there is a place called Washington. Or that our industry has not had voices in the capital. We have. The staff of the 4-A's has been in and out of Washington on a regular basis for some time.

What I have suggested is that we formalize this operation.

**On the Scene** ■ The idea of advertising having a 24-hour voice in Washington is not unique. The Advertising Federation of America has operated an office there for some time. We also know that a Washington office of the Better Business Bureau will partially represent us, among others.

But I believe the need is large enough and pressing enough that all of us should be there in strength. Ready to cooperate with each other. Ready to act, not merely react.

Since I first recommended this idea the subject has been placed on the agenda of the operations committee of the 4-A's and it has been discussed in detail. As a result a special subcommittee of the committee of the board of government and public relations was formed to study the whole subject and to submit a report for consideration by the operations committee in January.

This special subcommittee consisted of Carl Nichols of Cunningham & Walsh; Bill Colihan, Young & Rubicam; John Devine, J. Walter Thompson Co.; A. M. Frothingham, Ted Bates & Co., and Neil Gilliatt of Interpublic. The subcommittee submitted a full report. It concluded that:

■ The 4-A's current program should be expanded and intensified by assigning at least one staff man (or the equivalent time of more persons) to it on a fulltime basis, operating from the New York headquarters.

■ The budget for government relations should be increased to provide for necessary expenses of staff and member agency people working in the program.

■ Development and maintenance of personal liaison with federal officials and staff is of primary concern and is a prerequisite of an effective information program.

■ Personal liaison activity in Washington is the responsibility of not only the 4-A staff but also of the membership. Agency executives should be called upon to contribute their expertise in discussions with federal officials regarding problems facing our business.

These recommendations represent a very definite step forward. Relatively speaking they stand as a progressive move in the right direction. Whether they go far enough, however, in achieving proper liaison and understanding between the advertising industry and government remains to be seen.

The important point is that attention has been riveted on the subject, action has been taken and further action will be taken if the situation calls for it. It is my personal opinion that we will eventually see an Office of Advertising Information in Washington. Conditions and circumstances will lead us to establish such an operation within the next one or—at the outside—two years.

Is it really necessary?

This is an obvious question by many who ask why such an office was proposed in the first place.

**Good Example** ■ There are many reasons. But perhaps the best example I could cite to underscore the nature of

our problem relates to a Mr. Donald Turner. By now most of you are aware that he is the Assistant U. S. Attorney General who stood before the Federal Bar Association and proposed that federal action be taken to prevent the country's larger companies from spending their advertising budgets in such a way as to prevent smaller newcomers from competing.

Perhaps your first reaction to Mr. Turner's proposal was much like mine. Perhaps just for a moment you felt it was ridiculous—that federal intervention to the degree that this proposal suggests couldn't happen here.

Yet we know it could.

The federal government could force cut-backs in advertising expenditures by large companies. It could, as the National Food Marketing Commission has proposed, amend the Clayton Act to require notice of merger or acquisition.

It could bar the largest food firms from increasing market share, or from expansion by merger, or from forming buying groups. It could tell advertisers not only what to spend but where to spend it and even how to spend it.

**Could Happen** ■ I, for one, no longer see these possibilities as terribly remote. I believe they may happen soon unless you and I and others of the advertising industry realize that personal indignation is not enough to stop it. That going about our business as usual is not enough to stop it. That even making better and more productive advertising is not enough.

We are going to have to re-evaluate our approach to Washington. We are going to have to retire to the attic any lingering belief that government will not remain big or even get bigger.

Government will listen to us if we will but talk. We can be an influence on those issues that affect our business.



Thomas B. Adams concludes his year as chairman of the American Association of Advertising Agencies at its 50th anniversary annual meeting April 20-23 at The Greenbrier, White Sulphur Springs, W. Va. He also is a member of the 4-A's operations committee. Mr. Adams has been president of Campbell-Ewald since early 1958. He joined the agency in 1945 and began as writer and contact man in the radio department. Mr. Adams is past president of Detroit's Adcraft Club.

We get carried away. Into West Virginia, Virginia, Delaware, Pennsylvania, District of Columbia and of course throughout Maryland. Bigger reach! Bigger results!

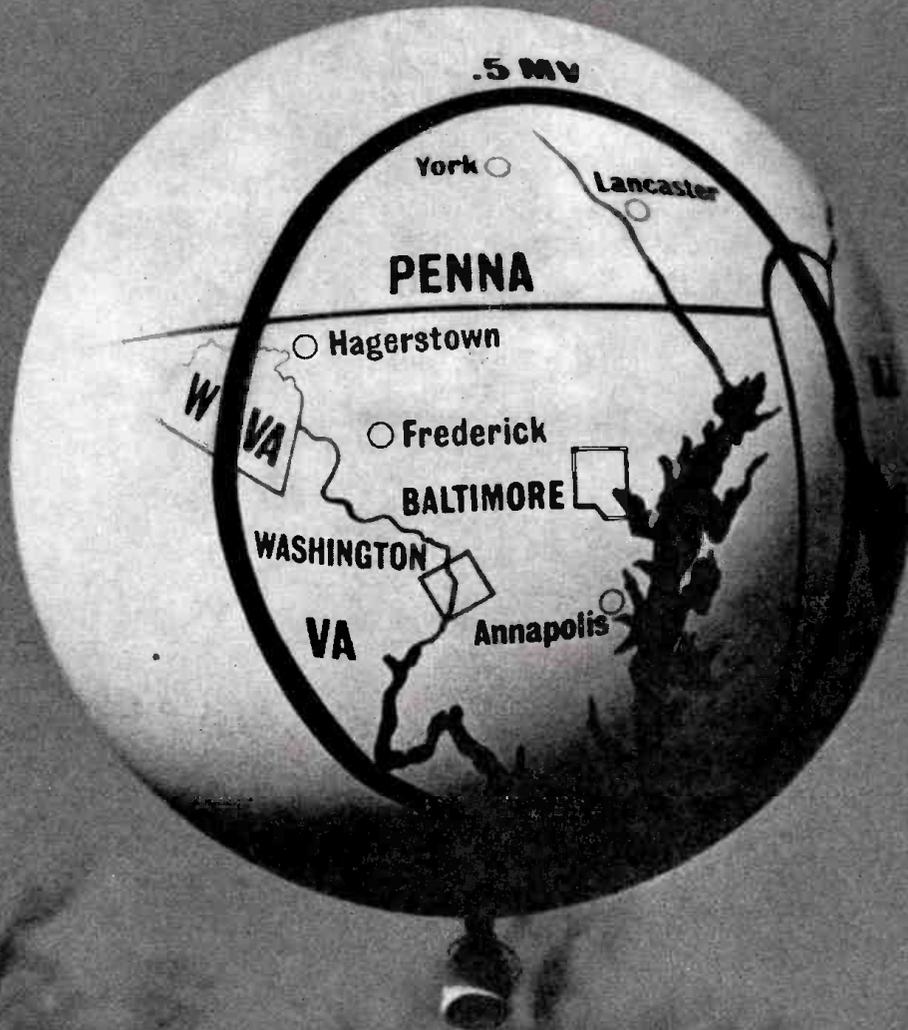
That's one reason in a 12 station market advertisers invest more than 1 out of every 4 local radio dollars on WBAL.\* Get WBAL's full-power 50,000 watts selling for you. Contact your nearby Daren F. McGavren repre-

sentative to find out how far out we go. Or call 301-467-3000 for excellent availabilities. NBC Affiliate/Nationally represented by Daren F. McGavren Co., Inc.

\*Based on latest available FCC Reports

**WBAL Radio, Baltimore  
excitement in the air**

## **WBAL RADIO GETS PRETTY FAR OUT!**

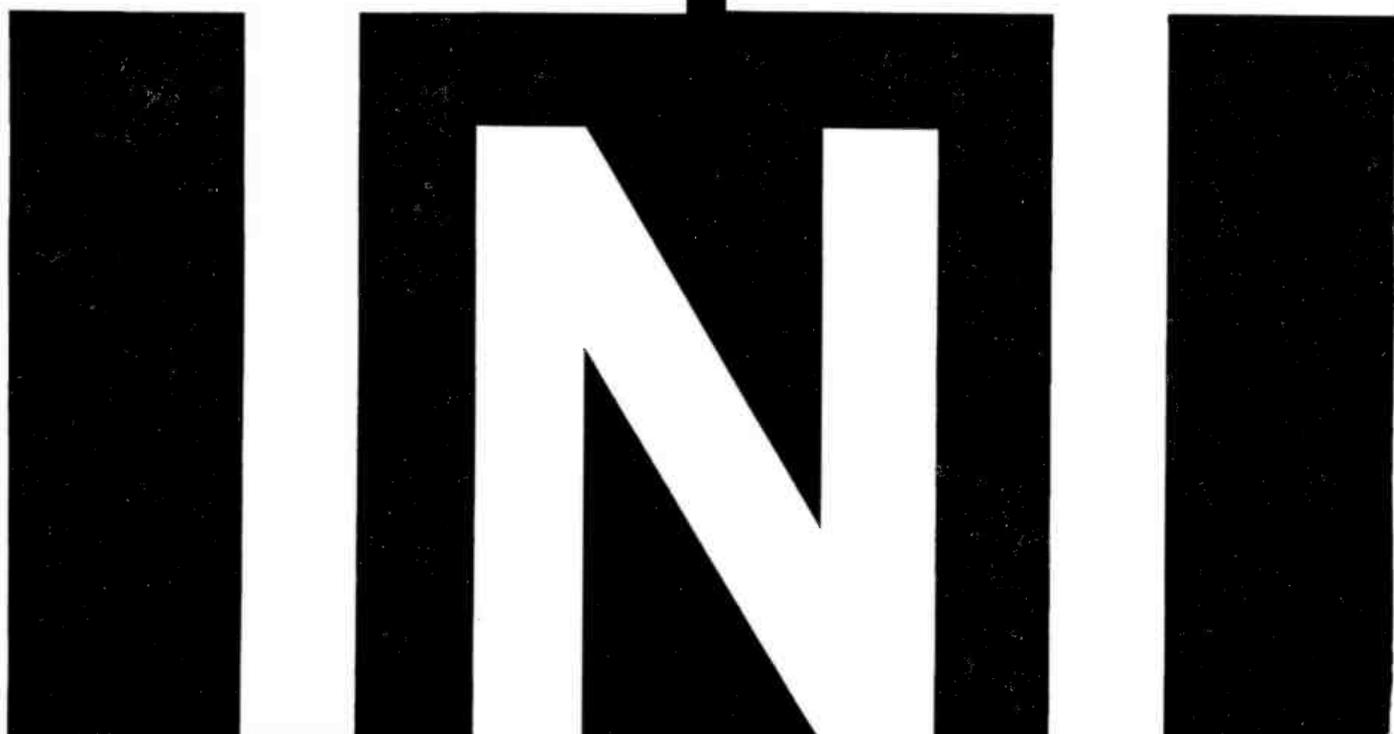




*Desilu's*

**TEN NEW**

**TOPPERS**



**11**

**THE TRIAL**—Starring Anthony Perkins and Orson Welles... strange, weird story of a man condemned to death in an unbelievable travesty of justice.

**JOHNNY YUMA**—Starring Mark Damon, Lawrence Dobkin and Rosalba Neri... booming gun battles climaxed by one of the West's classic shoot-outs.

**TO THE SHORES OF HELL**  
—Starring Marshall Thompson and Richard Arlen... an intrepid Marine major invades Viet Cong-infested jungles to rescue his brother.

**KILLER'S CARNIVAL**—Starring Stewart Granger and Lex Barker... three gripping stories of international intrigue and adventure.

**THE SECOND TRUTH**—Starring Robert Hossein and Michele Mercier... an illicit love affair torn apart by murder.

**THE WACKY WORLD OF JAMES TONT**—Starring Lando Buzzanca and Loris Gizzi... the world's funniest international agent baffles the world's most dangerous criminals.

**RIFI IN AMSTERDAM**—Starring Roger Browne, Aida Power and Evelyn Stewart... a jewel thief tracks down the vicious killers of his four confederates.

**SIGMA III**—Starring Jack Taylor and Silvia Solar... a CIA agent tracks down a mad scientist who has stolen a deadly laser device which was to be used to destroy the U.S.A.

**RENEGADE GUNFIGHTER**—Starring Pier Angeli, Zachary Hatcher and Dick Palmer... a young farmer becomes a merciless gunfighter to avenge the murder of his parents.

**DANIELLA BY NIGHT**—Starring Elke Sommer and Ivan Desny... murder and intrigue await a voluptuous fashion model in Rome.

*Now Available!*

These 10 post-1962 first-run features—8 in color—combine action excitement, romance and suspense to bring to television the most exciting film adventures available. Call Your Desilu Sales Representative *immediately* for full details of this new film package

*Desilu* SALES INC.

BERNARD WEITZMAN

Vice President and General Manager

780 NORTH GOWER STREET

HOLLYWOOD, CALIFORNIA 90038

(213) HO 9-5911

# When Arthur Smith plays his guitar, Batman and Robin play second fiddle.



Arthur Smith does what the Joker and the Riddler have been trying to do for years.

When his show meets head-on with Batman, Arthur clonks the Dynamic Duo in a clash that isn't even close.

Three times as many men and 3½ times as many women watch Arthur as watch the Caped Crusader (153,000 more adults).\*

But Arthur has a history of felling the big ones. Bewitched made the mistake of contesting the Smith magic, and promptly retired to another time period.

Arthur's morning show, Carolina Calling, also stacks up with the big boys. At 7:15 each weekday morning, his show attracts more homes than all programs on the air in San Francisco, St. Louis, Cincinnati, Atlanta, Milwaukee, Kansas City or Washington.†

If you want your competition to play second fiddle in the giant WBTV market, you'll get results with Arthur Smith. Dynamic results!

\*Oct.-Nov. 1966 NSI †March 1966 NSI

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

## WBTV CHARLOTTE

JEFFERSON STANDARD  
BROADCASTING COMPANY  
WBT / WBT-FM / WBTV /  
Jefferson Productions

Represented Nationally by 

# A good report card for TV

But TIO-sponsored survey finds disenchantment with entertainment programing; other measures, however, show TV's lead over competing media

A reaffirmation of television's role as the major news source of Americans, a continued increase in television viewing time—and a noticeable decline in favorable opinion of entertainment programing—are shown in a new survey released last week by the Television Information Office.

Roy Danish, TIO director, in presenting the new data at the National Association of Broadcasters meeting in Chicago Wednesday (April 5), noted there has been a "rising clamor that broadcasting has failed to meet its obligations. Today criticism, both direct and implied, is coming from more sources and getting more publicity."

In the public eye, he said, "broadcasters are trapped in a quagmire of profits."

Still the survey that Mr. Danish presented found television to be gaining strength in some ways while losing it in others.

The study of 1,998 adults, aged 21 or over, was conducted in January by Roper Research Associates and is the fifth in a TIO series.

Among its findings:

- 64% say television is their major news source (up 6% from the 1964 survey).

- 62% favor editorializing by television (up 9%).

- 54% support TV editorializing for candidates for public office.

- 64% feel local television is doing an excellent or good job (up 2%).

- 53% agree that television serves the public interest (down 9%).

- 29% agree that television is a "vast wasteland" (up 9%).

- 80% feel commercials are a fair price to pay for television.

- 80% feel there are too many commercials.

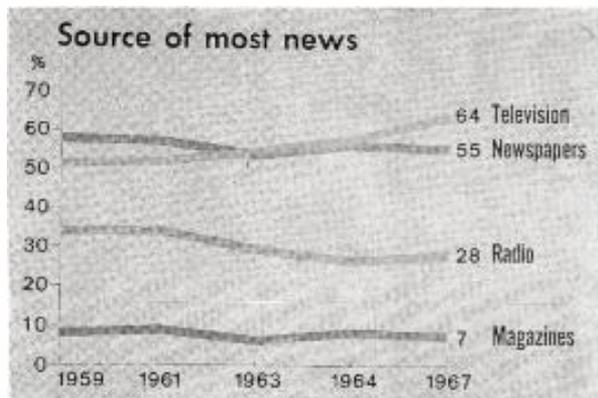
The Roper survey finds "a growing commitment to television as a total

medium, a growing support for television as a source of news and public affairs and a decline in approval of its entertainment fare in the last two years."

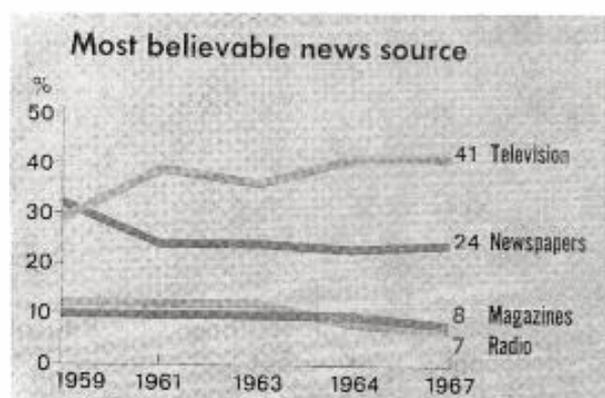
Although the upper educational and economic levels are still less oriented toward television than the rest of the public, these levels show "growing support for television, just as the public as a whole does," the Roper report said.

**News Source Lead** ▪ It shows television increasing its lead over other media as the source of most news. TV went from 58% in the 1964 survey to 64%, while newspapers dropped from 56% to 55% and radio went up from 26% to 28%. (Percentages add to more than 100 as multiple answers were accepted.)

An even larger jump is reflected among the college-educated and upper-income levels on the same question.



Television has continued to gain as the medium most people rely on for their news. The new Roper study shows television with 64% compared to 55% for newspapers, 28% for radio, 7% for magazines and 4% for other people. Roper asked: "Where do you usually get most of your news about what's going on in the world today . . . ?"



Television continues to be the most believable news source and its believability lead is almost the same as it was in the 1964 survey. Roper asked which of four media—radio, television, magazines or newspapers—"would you be most inclined to believe" if they carried "conflicting or different reports of the same news story."

## A GOOD REPORT CARD FOR TV continued

Television rose from 46% to 56% as the source of most news among the college educated, and from 57% to 62% among upper-income levels.

Roper also finds a continuation of a "steadily upward" trend in the number of daily hours spent viewing television. In 1964 the median figure was 2 hours, 38 minutes. It has gone up to 2 hours, 41 minutes.

The median hours of daily viewing went up from 2 hours, 4 minutes to 2 hours, 10 minutes among college-educated, and from 2 hours, 14 minutes to 2 hours, 21 minutes among the upper-income respondents.

Television increased its lead over other media as the one medium (TV, newspapers, radio or magazines) people would most want to keep. It rose from 49% to 53%, while newspapers dropped from 27% to 26%, radio slipped from 15% to 14% and magazines went from 5% to 3%.

**Most Wanted** ■ For the first time, television became the "most want to keep" choice of the college educated. It rose from 34% to 39% while newspapers fell off from 42% to 38%. Radio went up from 11% to 13% and magazines dropped from 10% to 8%.

Among the upper economic levels, television remained at 45% as newspapers dropped from 34% to 33%. Radio held at 13% and magazines went down from 7% to 6%.

The soft spot of the industry, according to the survey, is in entertainment programming. The survey, since 1961, has asked two questions that provide a "rough measure" of entertainment satisfaction.

One question is based on the 1961 quotation of former FCC Chairman Newton Minow about television: "... a vast wasteland... a procession of game shows, violence, audience partici-

pation shows, formula comedies... privates eyes, gangsters, more violence and cartoons..."

The other question is based on a quotation of Robert Sarnoff, NBC chairman, in which he felt television "... serves the public interest... a balanced blend of light and high-brow entertainment, public affairs and news... offers something for everyone..."

**Take Pick** ■ The respondents are shown both quotations, although neither is identified by author, and they are asked to indicate which statement they most nearly agree with.

The 29% who said they agree with the "vast wasteland" statement is higher now than it was in 1961 when the phrase was on everyone's tongue. It was agreed with by 23% then, dropped to 18% in 1963 and rose to 20% in 1964.

Agreement with "serves the public interest" statement on the other hand is lower now (at 53%) than it was in 1961 when 55% were in agreement. The high point of agreement (65%) was in 1963. In 1964, 62% said they agreed.

Answers to this question from college educated and upper-income respondents was not given. Mr. Danish said the Roper firm had not made the cross tabulation and TIO had not requested it.

Television also has found an increase in support for editorializing, with 62% believing stations should have editorials compared with 53% in 1964. Those feeling there should not be editorials on TV dropped from 31% to 23%.

The survey also finds that where stations broadcast editorials the percentage of public in favor of them is even higher than in the over-all sample. Where editorials are now broadcast, 75% say stations should editorialize and 18%

are against the idea.

**Courts and Editorials** ■ Several new questions in the survey this year dealt with TV stations' endorsement of candidates and the public's attitudes toward courtroom coverage by various media.

Less than one-fifth of the public (17%) feels TV stations should endorse candidates regardless of whether or not rebuttal time is offered. However, 37% support endorsement if TV stations are required to offer equal time to opposition candidates.

Since the latter requirement is already an FCC rule, the Roper report interprets the results to mean "54% of the entire public favors candidate endorsement. Among those who have experienced candidate endorsement by television stations, 68% favor it."

In the area of courtroom coverage, Roper finds the public "discriminates sharply on the type of coverage" it feels is proper in a courtroom. If it is just notetaking, no matter what the media, the public is overwhelmingly in favor of it. But when it comes down to bringing in objects, not normally associated with a courtroom—whether an artist's sketch pad, a microphone or TV camera—the public support drops sharply.

The survey shows 77% favoring newspaper or radio reporters taking notes and 74% favoring TV reporters taking notes. Only 48% favor newspapermen taking pictures; 46% favor artists making sketches; 38% favor radio broadcasting the trial; 33% favor TV broadcasting the trial.

Those who oppose TV broadcasts gave as the major reason that such coverage could result in biasing the proceedings, Roper reports. A second major reason, it says, is the coverage would constitute an invasion of privacy.

The findings, according to Roper, show the public in favor of courtroom coverage as long as it "does not disrupt the proceedings or cause the participants in the courtroom to alter their normal performance or to 'play to the audience.'"

**Could Improve** ■ Since the public has had limited, if any, experience with radio or TV courtroom coverage, the report adds, "it is entirely conceivable that their attitudes toward broadcasting courtroom proceedings would become a good deal more favorable with experience—just as their attitudes have, with experience, become more favorable toward editorializing."

In the area of believability of media, little change was reflected between the 1964 and current surveys. Television remained the most believable by 41% while newspapers gained from 23% to 24%, magazines dropped from 10% to 8% and radio dropped from 8% to 7%.

Conversely, the least-believable medium is magazines with 29% up from

### What people think of TV programming

	1961	1963	1964	1967
	%	%	%	%
Agree with "serves the public interest" statement	55	65	62	53
Agree with "vast wasteland" statement	23	18	20	29
Agree with both	9	7	8	10
Agree with neither	3	3	3	2
Don't know or no answer	10	7	7	6

The responses listed above were obtained in answer to two unidentified quotations. One, that television is a "vast wasteland" comes from a 1961 speech by former FCC Chairman Newton Minow. The other, that television "serves the public interest," is from a statement by NBC Chairman Robert Sarnoff. Agree-

ment with the Sarnoff statement, Roper finds, "dropped noticeably" in the new study and a corresponding 9% increase was found among those agreeing with the Minow remark. Roper feels this means the public is "expressing more criticism of the entertainment content of television than in 1964."

## Poll shows public preference for industry self-regulation

Almost two-thirds of the public feels that it is better for broadcasters to regulate themselves than for the government to do the job. That finding highlights a report given at last week's National Association of Broadcasters convention by Howard H. Bell, NAB Code Authority Director.

Drawing on an NAB-sponsored survey by the National Opinion Research Center of the University of Chicago taken in early 1966, and a January 1967 survey by Roper Research Associates, Mr. Bell covered the material in presentations at the radio and TV sessions.

The NAB study, he said, showed 64% felt it was better for broadcasters to police themselves and 28% favored policing by government. The study also showed that 57% said they knew of rules—regardless of promulgation—which broadcasters follow regarding programming. More than half (52%) said they knew of such rules regarding the amount of sex and violence on the air; 49% on making sure commercials are truthful; 48% on showing both sides of a public issue and 33% knew there were rules regarding the number of commercials.

Asked who sets the rules in all these categories, most of the respondents said the FCC or the government. Slightly more than half (55%) felt this was true concerning truthful commercials. This category was also named by the fewest (19%) as having industry-set rules. About one-third of the respondents felt the industry set the rules in the other categories.

Self-regulation was favored by 65% of those who react favorably to TV programming; 65% of those who react unfavorably to TV programming; 63% of those who react favorably to TV commercials and 64% of those who react unfavorably to TV commercials.

On the subject of enforcement, at least six out of 10 thought there was "very strict" or "fairly strict" enforcement of rules: on giving both sides of public issues, 75%; on kinds of programs, 69%; on sex and violence, 64%; on truthful commercials, 64%; on number of commercials, 61%.

**Had Seen Seal** ■ The Roper study showed that 54% could identify the TV code seal as something they had seen before. Those who could identify it were asked what a station

must do when it supports the TV code. A high percentage, 81%, said it must make sure its programs are suitable for the family; 76% said it must present both sides of public issues; 75% said it must make sure commercials are truthful, and 49% said it must limit the number of commercials it shows.

Given a list of six ethical statements or consumer-oriented services, 53% said they had "definitely heard of" the TV code. The highest figure was recorded by the Good Housekeeping seal of approval, of which 90% had heard.

Roper also asked if they knew of any stations in their area that support the TV code. Almost two-thirds (65%) said yes and 54% named one or more channels as code subscribers.

The Roper study also found that 39% of the public—given a choice of how to place four commercials totaling three and a half minutes—favored clustering them together midway in a half-hour program. Equal spacing of the four commercials was favored by 22% and 21% favored setting up two two-commercial islands equidistant in the program.

24% in the last survey. Newspapers, which had been considered least believable with 28% in 1964, gained in believability, dropping to 25%. Radio held at 11% and television, considered least believable by 6% in 1964, is now regarded as such by only 5%.

Roper found the public is still "clearly critical" of certain areas of commercials, while approving other areas. Highly endorsed is the idea of a commercially sponsored system.

**Fair but Too Many** ■ An equal percentage of the public—80%—feels having commercials on TV is a "fair price to pay for being able to watch it" and that there are "far too many" commercials on television. An almost equal number—78%—feel commercials "frequently provide useful information about new products," and 74% think commercials are "often fun and amusing to watch."

Among the negative reactions, 69% think many commercials are done "in poor taste"; 59% feel they are "usually too noisy and too loud", and 54% say they "often advertise things that shouldn't be advertised."

The public among the lowest educational levels, the survey finds, has strong sentiment for more government con-

trol of TV programming. At the highest educational levels, it's noted, "sentiment for less government control is strongest."

Only 18% favor more government control, while 28% say there should be less control, and 40% feel present control is about right.

Roper also notes that criticism of TV for having "bad effects" on children is strongest among people who: do not have a TV set (61%); have a grade school education or less (58%), and who do not have children (56%).

### How do you classify radio programming?

Does radio programming defy classification and description? There was little agreement on this question as it was kicked about last week at the National Association of Broadcasters radio assembly on April 3 by a four-man panel.

Al Waack of Household Finance Corp. and the Association of National Advertisers said he would like to see capsule descriptions of radio station programming. "A station's programming is important to us and we like to learn and know more about it."

Morris Kellner, managing director of Station Representatives Association, took the reverse position. "There is no instant-coffee way to describe programming efficiently." He said it was up to the station representative to give the buyer up-to-date and adequate information about the station.

Lloyd Dennis of WTOP Washington felt there was no simple answer and that certainly a one-, two- or three-word description would never do. He pointed out that a classical music station with a minimum budget was far different from a responsible counterpart with a big budget. He said it was up to the national representative to get to the buyer the information he needs. Mr. Dennis warned that "closet buying might get a lot worse" if buyers use only capsule descriptions of programming to help make their decisions.

William Oberholtzer, manager of media planning at Leo Burnett and a member of the American Association of Advertising Agencies, conceded that "no one wants to be classified, codified and tabulated." But he said that everyone has to submit to some sort of identification procedures and that radio station program descriptions, while not as specific as television data, are an advance.

# Radio: primary, powerful, basic medium

## MITCHELL CALLS RADIO 'GREATEST COMMUNICATIONS INSTRUMENT'

He looked as much like Theodore Roosevelt as Sophia Loren looks like Marjorie Main, but if ever a man spoke softly and carried a big stick it was Maurice Mitchell last week.

Mr. Mitchell, who is now president of Encyclopaedia Britannica Inc., has always been a radio man and last Monday (April 3) he was speaking to more than 1,500 radio broadcasters at the National Association of Broadcasters convention in Chicago about the "primary communications medium—the most powerful advertising medium—the basic medium."

In a one-hour speech, without text, Mr. Mitchell proved to be a salesman par excellence. He sold radio to radio broadcasters and told them their medium alone has the "unique ability . . . to penetrate every crack and crevice of society."

A score of years ago his name was synonymous with the radio medium. Last week, at his first broadcasting meeting in 17 to 20 years, he said it was "humbling to walk through so many bright faces without being recognized."

**Inference** ■ Not once did he come out in open criticism against today's radio salesmen, but the inference of his remarks couldn't be lost.

At Encyclopaedia Britannica, he said, "we spend the bulk of our money in magazines. Over the years it has been less and less effective and more and more expensive. No radio or TV salesman has told me that, but I'm telling

you that." He called direct mail advertising, "economically impossible."

Between magazines and direct mail, he went on, Britannica has spent about \$20 million in the past four years. "So here I am spending \$5 million a year in one medium that's dead and one that's dying and I still haven't seen my first radio salesman."

Mr. Mitchell pointed out that he is now spending \$1 million a year in TV—not because someone sold him an idea, but because he found a program and sought out a network. The series, the *National Geographic Specials*, will begin its third season on CBS-TV next fall.

Although the bulk of Britannica's money is in print, he wanted to get into broadcasting. But salesmen stay away from his door. So, Mr. Mitchell related: "I found a program and with exertion of great energy persuaded a network to let me put it on the air."

**Commission Only** ■ Too many time salesmen today, he said, walk in with a rate card, a little research and ask; "Anything I can do for you today?" He compared this approach to his business where "we have a simple rule—he only gets paid if he sells something."

But of this commission-only salesman Mr. Mitchell added, "when he learns how to sell you can drop him out of a plane anywhere, show him the people and he'll eat."

A real salesman, he continued, "wants to be out where the action is. He doesn't

like to be in an office shuffling papers. . . . He doesn't just like to make contacts, make calls or warm them up. . . . Any damn fool can go in with the lowest rate and highest rating and ask: How much do you want?, but it takes a salesman to go in with the highest rate and lowest rating and come out with something."

Discussing radio in general, he called it the "greatest communications instrument available until they change the human race. It's not distracted by grinning pictures, snow and passing aircraft. Every word you say is on the front page. . . . It's the one instrument the American public knows it can depend on in an emergency."

## Seek own place in sun, David advises radio

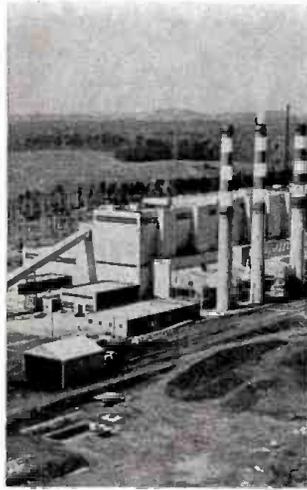
Radio broadcasters last week were told to fight for the advertising budgets that they should have. Radio has been sold too long only in a supplementary role and it must fight for its return to a role as a primary medium, Miles David, president of the Radio Advertising Bureau, told delegates at last week's National Association of Broadcasters convention in Chicago.

He urged broadcasters to join in an "industrywide pacification program" of some antiradio agencies. "The great majority of the advertising community,"

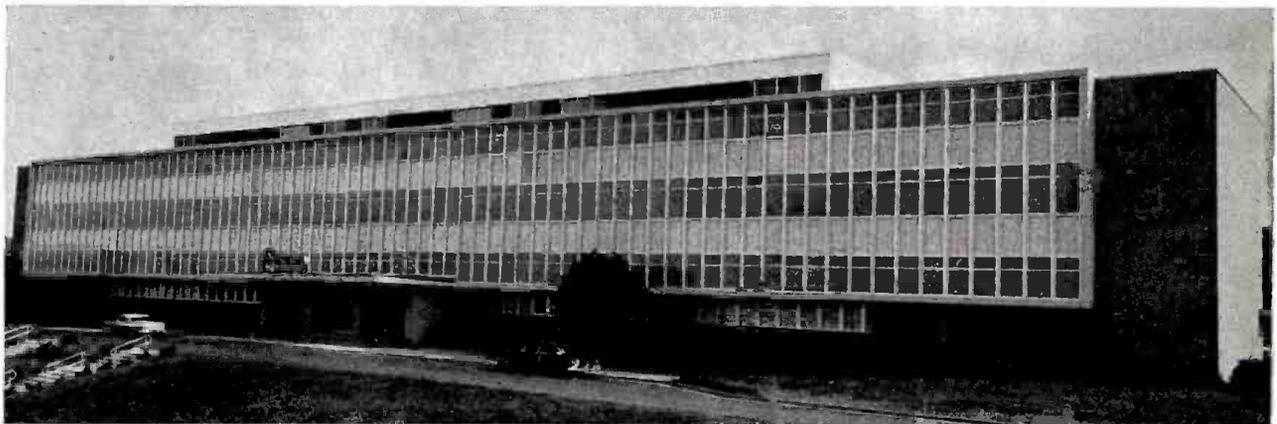
## BAR's network report for week ending April 2

BAR network TV dollar revenues estimates—week ended April 2, 1967  
Net time and talent charges in thousands of dollars

Day parts	Networks	Week ending April 2	Cume April 1-2	Cume Jan 1-April 2	Day parts	Networks	Week ending April 2	Cume April 1-2	Cume Jan 1-April 2
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	72.2	72.2	2,168.8
Sign on 10 a.m.	CBS-TV	108.0	—	1,770.1	6-7:30 p.m.	CBS-TV	203.8	203.8	4,089.4
	NBC-TV	305.5	—	3,820.2		NBC-TV	116.6	116.6	2,850.8
	Total	413.5	—	5,590.3		Total	396.6	392.6	9,109.0
Monday-Friday	ABC-TV	1,590.2	—	20,264.1	Monday-Sunday	ABC-TV	5,404.5	1,335.4	75,250.4
10 a.m.-6 p.m.	CBS-TV	3,378.7	—	46,523.2	7:30-11 p.m.	CBS-TV	6,192.9	1,517.3	83,426.3
	NBC-TV	1,826.8	—	23,951.7		NBC-TV	6,157.1	2,035.6	84,223.2
	Total	6,795.7	—	90,739.0		Total	17,754.5	4,888.3	242,899.9
Saturday-Sunday	ABC-TV	958.0	958.0	12,374.7	Monday-Sunday	ABC-TV	36.7	36.7	903.3
Sign on 6 p.m.	CBS-TV	677.0	677.0	13,799.1	11 p.m.-sign off	CBS-TV	34.6	34.6	609.9
	NBC-TV	265.9	265.9	6,655.6		NBC-TV	383.6	38.4	4,921.9
	Total	1,900.9	1,900.9	32,829.4		Total	454.9	109.7	6,435.1
Monday-Saturday	ABC-TV	269.5	62.0	3,967.8	Network totals	ABC-TV	8,331.1	2,464.3	114,929.1
6-7:30 p.m.	CBS-TV	686.8	42.4	8,914.2		CBS-TV	11,281.8	2,475.1	159,132.2
	NBC-TV	554.9	30.0	7,957.8		NBC-TV	9,610.4	2,486.5	134,381.2
	Total	1,511.2	134.4	20,829.8	All networks		\$29,223.3	\$7,425.9	\$408,442.5



**Charlotte's WSOC-TV**



***The action station in the action city!***

For any advertising campaign aimed South, Charlotte should be among the top three cities on your list. In many respects it warrants the top spot. 75-mile radius population largest in the Southeast. Center of the Southeast's heaviest industrial concentration; second largest distribution city in the Southeast. WSOC-TV's coverage area includes 3 million people with an EBI\* of \$5.9 billion. Among families with children, the college educated, young marrieds, sports lovers, WSOC-TV does a big job for advertisers. Ask us or H-R for the facts.

\*Sales Management, June 10, 1966

NBC/ABC—Represented by H-R



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KFTV(TV), San Francisco-Oakland; WHIC-TV, Pittsburgh.

## 'I'd walk a mile to sample Freberg spots'

Broadcasters who had anticipated listening to a new series of sell-radio commercials created by Stan Freberg at the Radio Advertising Bureau's presentation at the National Association of Broadcasters convention last week found they had to make a slight detour. The session at which the spots were to be played ran 40 minutes long, and, rather than possibly cut into the attendance at the luncheon speech of FCC Chairman Rosel H. Hyde, the Freberg spots were scrapped.

But some 1,000 broadcasters could not be so easily dissuaded from hearing the package RAB was putting out as a Radio Month promotion. They rode—when elevator space was available—or walked to the RAB suite on the 17th floor of the Conrad Hilton hotel, where the Freberg tape was played again, and again, and again.

There will be five all-voice cuts, one voice and music and one music-only cut on the disk, which RAB will have in the mails shortly.

Except for the 60-second music only and the 60-second voice and music, the other spots run varied lengths from 90 seconds to 140 seconds. They are vignettes that don't have to be squeezed into breaks.

In two of them Mr. Freberg portrays Mr. Sneed, the man responsible for the Nov. 9, 1965 power blackout in the Northeast. He is employed by the Disaster Corp. of America and pulled the plug at Niagara Falls.

Only people with transistors knew what was going on, he says "the rest stood there and looked into their candles."

In another spot, he is Marshall McMedium with Les Tremayne as his straight man. Sample dialogue:

Tremayne: "You believe the medium is the message and the message is the medium."

Freberg: "Or vice versa."

Tremayne: ". . . you're a guest in the studio today. . . ."

Freberg: "I'm not a guest in the studio, I am the studio. The guest is the studio, the studio is the guest."

Tremayne: How would you describe yourself: teacher, thinker, philosopher. . . ."

Freberg: "I don't care for any of those labels."

Tremayne: ". . . Oracle?"

Freberg: "Oracle I like."

Asked why he calls TV a cool medium and radio a hot medium, Mr. McMedium replies that radio gives heat, that all those people hold transistor radio to their ears because their ears are cold.

In still another spot, Mr. Freberg plays straight man to Dodo Paraphenalia, a dress designer, specializing in go-go, who is wearing a mini gown of metallic fibers. A radio begins playing and she explains her dress is the radio . . . "the stations come in all over. . . . Lowell Thomas is no problem, but I have to be careful not to sit on Edward P. Morgan and the News."

he added, "is open to new thinking about media and particularly radio. . . . But at a few agencies the minds clang shut when radio is mentioned. At these agencies, they still use 1955 thinking and sometimes 1955 data."

At these agencies, he said, "acquisition of an account using radio almost automatically means a recommendation by the agency against radio."

### Business briefly . . .

**Montgomery Ward**, Chicago, is using *Ellery Queen Minute Mysteries* radio featurette series in 76 markets. Package of 520 one-minute shows is scheduled twice a day, Monday through Friday for 52 weeks. Purchase was through Creative Marketing & Communications Corp., Cincinnati.

**Gold's Furniture Co.**, Los Angeles, through Anderson-McConnell Advertising Agency Inc., Hollywood, returns

to television next month after a 10-year absence. Furniture and appliance chain has scheduled campaign on KABC-TV, KCOP-TV, KHJ-TV and KTLA-TV, all Los Angeles, that will approximate 200 60-second spots monthly. Spots, in color, will feature products of 11 major furniture, appliance and carpet manufacturers.

**Toyota Motor Distributors Inc.**, Torrance, Calif., through Clinton E. Frank Inc., Los Angeles, has allocated estimated \$3 million in 1967 for advertising campaign that includes promotion for dealer-distributor co-op programs and a chain of dealer associations on regional basis. National advertising also will be placed. Media plans call for use of television for dealer associations and radio and newspapers on behalf of the co-op activities. Consumer magazines, however, will be primary medium for national advertising.

## Movie plan hit by 4A's panel

### Increases in commercials proposed by NBC attacked in wire from policy group

The voice of the advertising agency was lifted last week in emphatic protest against NBC's idea of increasing commercial positions in nighttime movies from the present 14 to 16.

In a wire to NBC-TV Network President Don Durgin, the influential broadcast policy committee of the American Association of Advertising Agencies last week said such a move "seems most ill-advised" in the current TV climate and urged a reversal of NBC's intent.

The committee said that at a time "when television is being subjected to intense criticism for overcommercialization, clutter and lack of creativeness in programing, the announcement by NBC that you are considering the addition of two more minutes of commercial time in your feature movies seems most ill-advised."

The 4A's group said it "must be obvious that the other networks will eventually follow your lead in this unfortunate move," and that it was "convinced that the effectiveness of our clients advertising in these movies may well be adversely affected by adding more commercials and we urge you not to make this decision."

NBC said Thursday that Mr. Durgin was drafting a reply. A spokesman noted that the network has made no decision but had informed affiliates and advertisers that if would reserve the right to increase the number of commercials in its Saturday and Tuesday movie nights.

The issue has caught the attention of other networks and their station affiliates well as that of the Association of National Advertisers. Speakers at an ANA TV workshop a few weeks ago departed from their prepared remarks to attack the possibility of expanded commercial time on the networks (BROADCASTING, March 17). An ANA spokesman last week, informed of the 4A's wire, said his organization had enunciated its policy on commercial expansion several years ago. (In 1964, ANA proposed a broad plan for increasing the amount of entertainment time in TV shows while reducing the number of "interruptive elements" especially at the beginning and end of a program and at the station breaks.)

The 4A's committee's wire to NBC was signed by Senior Vice President,

# Frankly, We're tired . . .

. . . **TIRED** of today's new releases coming through rife with "raunchy" lyrics, et cetera. In the past month, six records which were on the national charts far overstepped the boundaries of good taste, and we were forced to ban them.

. . . **TIRED** of "policing" your industry. It is time consuming, not our responsibility, and an outright imposition—on all broadcasters.

. . . **TIRED** of answering complaints from our listeners, civic groups, and civic leaders who blame us for your poor judgment on what is, and what is not, in good taste.

. . . **TIRED** of sincerely promising the FCC that we will do everything to elevate the needs, tastes and desires of the community—only to have one or two records threaten to tear it all down.

## Therefore, we intend to

- . . . 1 **REFUSE** to review effective May 15, 1967 any record submitted to us for air play unless it is accompanied by a valid and actual lyric sheet for both sides.
- . . . 2 **REFUSE** to play record releases which continue, through "gimmicks" intonations, and nuances to either innocently or intentionally offend public morals, dignity or taste.
- . . . 3 **REFUSE** consideration of both sides of a record if one side is adjudged unfit for airplay.
- . . . 4 **URGE ALL RESPONSIBLE BROADCASTERS TO FOLLOW THIS "CODE OF RECORD STANDARDS" IN REVIEWING RECORDS IN THE FUTURE.**

*Frankly, we are tired. We want to be fair. But our success, after all, is often dependent on your success as record producers; but conversely, your success is predicated on radio airplay of your product. Please, let's work together. Clean things up before some unnecessary regulatory action is taken or before the broadcasters' listening audience indignantly tunes out.*

THE *McLendon* STATIONS

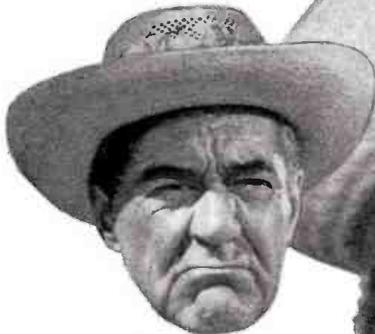
# CRA-ZEE!



NATALIE SCHAFER



TINA LOUISE



JIM BACKUS



ALAN HALE, Jr.



DAWN WE

starring **BOB DENVER** as Gilligan

with

A BOATLOAD OF COMIC ROBINSON CRUSOES  
and a colorful parade of guest stars



# “GILLIGAN’S ISLAND”

a body of land  
completely surrounded by laughter

## AVAILABLE FOR YOUR STATION



SSELL JOHNSON

the Comedy Hit Series that’s  
pulling a 3-season  
national average

rating of **20**

and  
a 3-season

**34.4%**

share of audience

(in a different time slot every year!)

Nielsen—Sept 26, '64-Feb 13, '67

write, wire or phone



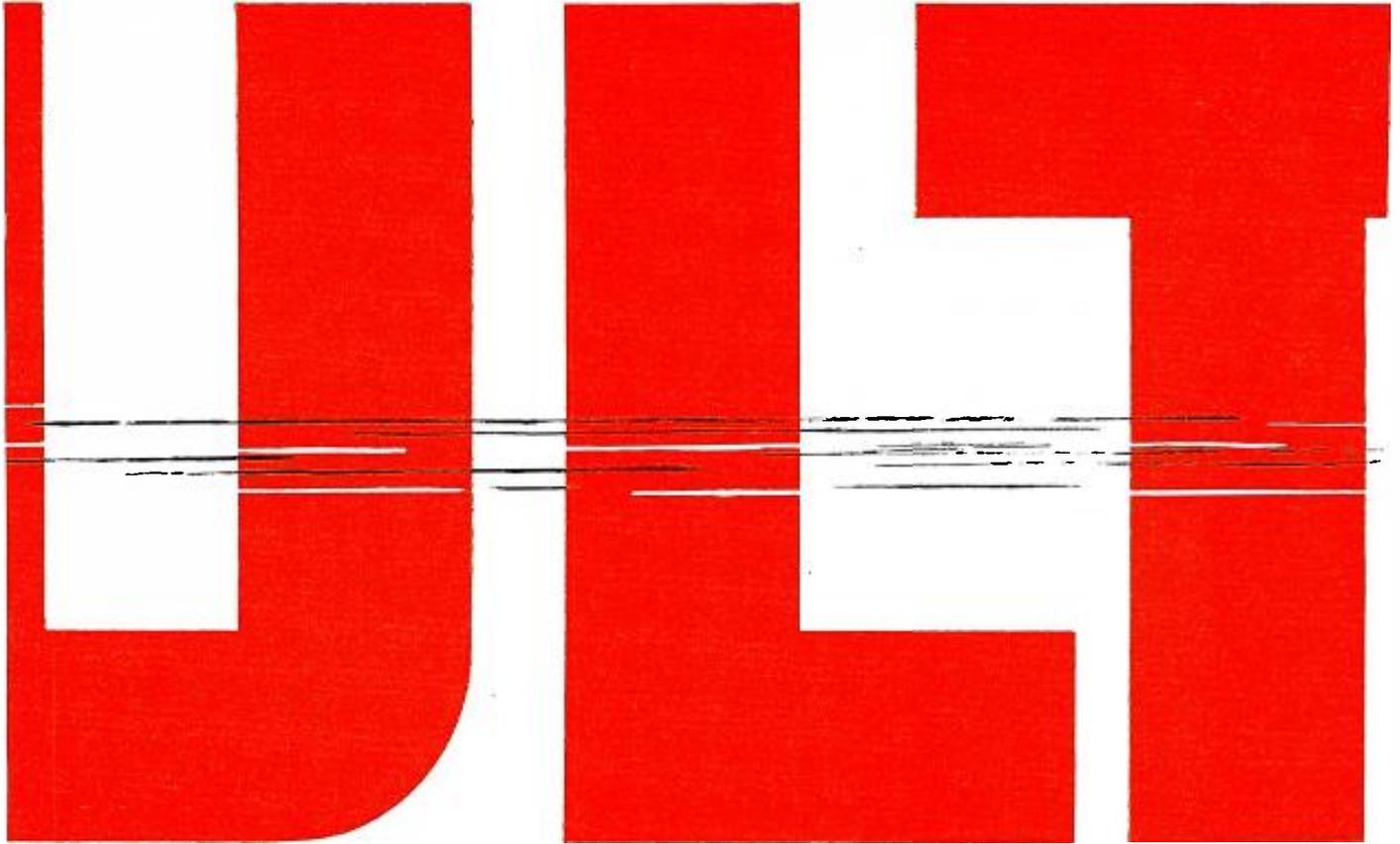
**98 HILARIOUS HALF-HOURS**  
**62 IN COLOR**



a Gladasya Production on CBS-TV Network

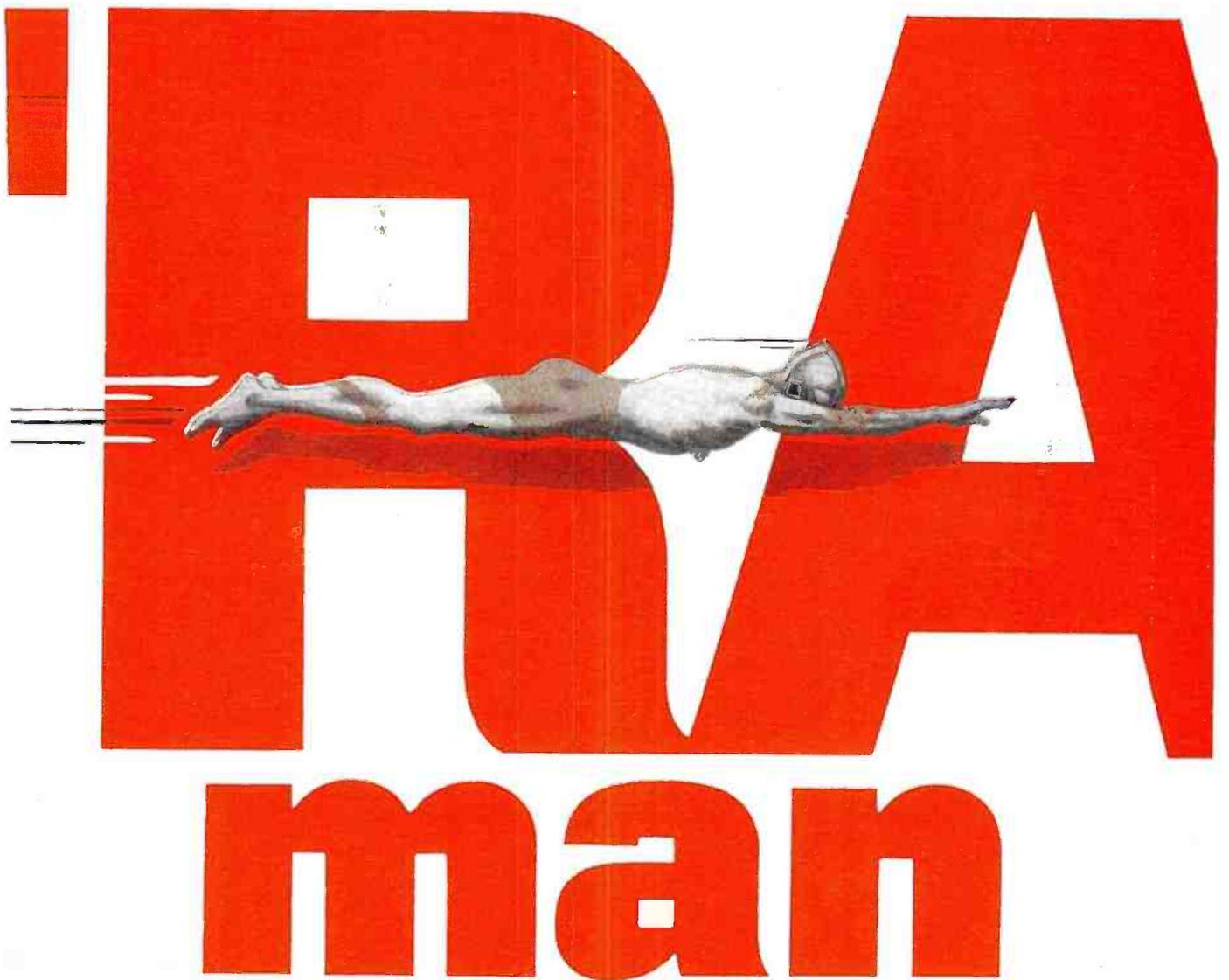
555 Madison Avenue, New York, N.Y. 10022  
area code 212 688 4700

**ENTIRELY NEW**  
in  
**GLOWING COLOR**  
for  
**YOUR STATION**



**LIVE-ACTION**  
**SCIENCE FICTION**  
for the  
**WHOLE FAMILY**

**UNIQUE, COMPELLING**  
**CAMERA TECHNIQUES,**  
**SPECIAL EFFECTS,**  
**OPTICAL ILLUSIONS**  
by the creator of "Godzilla"



# **BRA** **man**

**PROTECTOR OF THE WORLD**

**39 INTRIGUING  
HALF-HOURS**

for full information write, wire or phone



555 Madison Avenue, New York, N.Y. 10022 • area 212-688-4700

laughs!

laughs!

laughs!



girls!

girls!

youth!



girls!



laughs!

youth!

# "HEY

## FOR SALE

inquire  
555 Madison Ave., New York, N.Y.  
phone 212 688 4700



*"...a storm of laughs..."* DAILY VARIETY

*"...likeable and warmhearted..."* BACKSTAGE

IT'S THE **FRESHEST** OFF THE NETWORK!

# LANDLORD!"

starring **WILL HUTCHINS**

as New York's youngest apartment-house owner,

also starring **SANDY BARON**

as his stagestruck roommate,

co-starring **MICHAEL CONSTANTINE**

and

**PAMELA ROGERS**

as the tenants most likely to yell "Hey Landlord!"

in

31 of TV's brightest half-hours

all in **COLOR**

a MIRISCH-RICH PRODUCTION—programmed on NBC-TV network



"...one of the best... a happy-go-lucky comedy..." PHOENIX GAZETTE

"...a clever script with capable performers..." TELE-VUES

# Longer-break issue: a pregnant pause

IDEAS EXCHANGED IN CHICAGO, BUT THERE'S STILL UNCERTAINTY

Spot television's drive for longer station breaks didn't exactly peter out last week in Chicago, but it did appear to rush headlong into a lull.

There seemed no doubt it would be revived, but when the National Association of Broadcasters convention went home the issue hadn't come close to generating the controversy expected of it, and where it would finally end seemed as uncertain as ever.

Nobody doubted that most (though not all) stations would like longer breaks, especially between nighttime network programs, and yet station attitudes were sometimes unsure or ambivalent.

Polling themselves on how many would like longer breaks between network shows, for example, a group of ABC-TV affiliates in a private meeting reportedly filled the air with hands. But when the question got down to how many thought breaks really ought to be expanded, participants said the division was about 50-50.

**Commends Stand** ■ The ABC-TV Affiliates Association adopted a resolution commending the network for resisting efforts to increase commercial time—a resistance that explicitly included opposition to longer break periods—but in the meantime its leaders also planned a mail poll on the same question (see page 86).

Nor were ABC-TV affiliates the



ABC-TV President Thomas W. Moore speaking to the network's affiliates.

only ones that seemed divided. NBC-TV, the only network thus far to suggest that it might give its affiliates more than the present 42 seconds between nighttime programs, was reported unofficially at one point to be reconsidering under pressure from some of its stations. Without explicitly confirming the report, NBC officials acknowledged late in the

week that the prospect—which envisioned the possibility of 52-second breaks—was “an open question.”

In station-rep suites at the convention, reps and their stations talked of longer breaks—and of the need for longer breaks—but mostly the talk was low-key.

Among the reps themselves there was virtually none of the uncertainty that some stations showed toward the advisability of lengthening the time available for spot sale between network shows.

From the reps' standpoint, stations (1) are entitled to longer breaks as a matter of fairness in what they regard as “the competition with networks for the spot dollar,” and (2) must have them in order to accommodate growing advertiser demand for 30-second spots as opposed to 20's.

**The Petry Plan** ■ The plan advanced two weeks ago by Edward Petry & Co. for a complete overhaul of TV's commercial time standards, which among other things called for expansion of station breaks to 92 seconds, day and night (BROADCASTING, March 27), appeared to have substantial support in principle, although even Petry officials acknowledged it was meeting with many differences of opinion on detail.

Nobody seemed to think seriously that it would lead to 92-second breaks, however, and certainly not in

Media and Programs Richard A. R. Pinkham, Ted Bates & Co., the committee chairman, and by other members.

Asked what recourse the committee felt it had, should the plan for increased commercial time go into effect, Mr. Pinkham said that speaking on behalf of this agency, “we won't buy them [minutes in movies].” Mr. Pinkham noted that there was unanimity on this issue among committee members, which, he said, “is unprecedented for a 4A's committee.”

Mr. Pinkham said he applauded the “position of Tom Moore (president of ABC-TV) in opposing the idea, advanced by NBC, that commercials should be increased in movies. That position was affirmed at a TV affiliates meeting in Chicago April 1-2 (BROADCASTING, April 3). The committee's in-

tervention, Mr. Pinkham said, was to “influence thinking at NBC” and, it was hoped, initiate some effect on “the long-range planning of CBS.”

In short, said Mr. Pinkham, “let's not commercialize any further, it's bad enough as it is.”

## Rep appointments . . .

- WBAY-AM-FM-TV Green Bay, Wis.; WGST Atlanta, and KRBC-TV Abilene, Tex.: John Blair & Co., New York.
- WMTW-FM Mount Washington, N. H.: William A. Queen Inc., Boston.
- Kxow Hot Springs, Ark.: Burn-Smith Co., New York.
- KBAK-TV Bakersfield, Calif.: The Meeker Co., New York.

## No lack of sponsors for hockey playoffs

CBS-TV last week reported a near sell-out of commercial time on the National Hockey League series of Stanley Cup Playoffs (April 8, 15, 22).

As of last Thursday (April 6) CBS reported sales to 13 different sponsors of all but five of a total 48 minutes in the three playoff games. Each commercial minute is being offered at a price of about \$16,000. Should the playoffs continue, additional availabilities will be offered advertisers in telecasts on April 29 and May 7.

Participating sponsors include: Pontiac Motor Division, General Motors Corp., Pontiac, Mich., through Mac-

prime time.

Most advocates of longer spot-sales time between nighttime network programs appeared to be shooting for 62 seconds—enough to take care of a one-minute spot or two 30-second commercials instead of the 20-20 or at best 30-10 combinations possible within the present 42-second framework.

Petry company officials, who had said from the start that they didn't regard their plan as the only answer to time-standards problems but were offering it in hope of starting "a dialogue" that would lead to early and constructive action, did not appear concerned about its failure to receive prompt and unequivocal endorsement.

**Motivation Seen** ■ They felt it had already begun to accomplish its purpose of stirring up thought and talk, had already stimulated the filing of other ideas with the NAB code authority and probably would stimulate more.

Whatever the stimulant, the code authority had received approximately 50 responses to its call for views before the convention started, and last week a code board meeting was called for May 17-18. The aim, officials said, was to have code amendments ready to submit for ratification by the NAB television board at its June meeting (see page 86).

If the Petry plan was credited with stirring up talk, its timing was also believed—at least by some other reps—to have contributed to its failure to make a louder noise at the convention. The plan is so far-reaching, in this view, that station men didn't have time to digest it be-

fore leaving for Chicago but, having been exposed to it there, will take to the hustings after they've returned home and mastered its intricacies and implications.

Several other factors were also cited as probable contributors to the station break's failure to come up to expectations as a convention rabble-rouser.

**Current Conditions** ■ Some sources thought the current softness in spot business dampened stations' inclination to agitate for more time that they might not be able to sell—although others argued, often even more strongly, that spot's mushy condition makes longer prime-time breaks even more essential, on the ground that 30's and 60's can be sold where 20's cannot. Other sources thought that many stations genuinely believe, as ABC-TV contended, that this is no time to be adding to television's commercial look.

Whatever their own attitudes, few seemed to doubt that the longer-break question would be revived and pressed.

Where the next move would come from remained to be seen, but the Station Representatives Association's television trade practices committee meets this week or next—as soon as its members can be assembled—to begin considering SRA's position on code revisions. It will do so with the Petry proposal before it.

The code isn't likely to dictate exact break lengths, but it makes a great sounding board and there wasn't much thought in Chicago last week that SRA would fail to get in its licks for more time for spot salesmen to sell.

Manus, John & Adams, Bloomfield Hills, Mich.; Philip Morris Inc., New York, through Leo Burnett Co., Chicago; Wilkinson Sword Inc., Mountainside, N. J., through Ted Bates, New York; U. S. Rubber Co., through Doyle Dane Bernbach, both New York; State Farm Insurance, Bloomington, Ill., through Needham, Harper & Steers, Chicago; The Sherwin-Williams Co., through Griswold-Eshleman Co., both Cleveland; American Tobacco's Roi-Tan, through Gardner Adv., both New York; North American Philips' Nor-elco, through C. J. LaRoche & Co., both New York; John Hancock Mutual Life Insurance, Boston, through McCann-Erickson, New York; Champion Spark Plug Co., Toledo, Ohio, through J. Walter Thompson Co., Detroit; Aluminum Co. of America (Alcoa),

through Ketchum, MacLeod & Grove, both Pittsburgh; Anheuser-Busch Inc., through D'Arcy Adv., both St. Louis; and Simoniz Co., through JWT, both Chicago.

## Turner's economic views refuted in AAF critique

The American Advertising Federation last week released a critique of Assistant Attorney General Donald F. Turner's views of advertising's economic role.

The 30-page report is intended as "a formal rebuttal" of the "advertising-creates-monopoly" theory and the proposal that the federal government

should undertake consumer product information programs asserted by Mr. Turner, who is in charge of the Justice Department's antitrust division. It was prepared by a special committee of the AAF, with Bertram C. Goss of Hill & Knowlton as chairman, assisted by New York attorney Frank Dierson.

The report follows the Association of National Advertisers release last week of a book-length statistical economic study, "Advertising and Competition," under the direction of Dr. Jules Backman (BROADCASTING, April 3).

## Broadcast ad tax debated on TV program

The author of a bill in the California House to tax broadcast advertising defended his controversial proposal on a Bakersfield television discussion program.

Assemblyman Pat McGee (R-Sherman Oaks) appeared on KERO-TV's *Sight Line* program and discussed the measure that would impose a 4% tax to be paid by advertisers for all radio and television commercial time. He said his bill could not be applied to newspaper or magazine advertising because it would contradict the Constitution's free-speech provisions, but that since broadcasting was regulated by the government it did not fall in that category.

He was debated by members of the audience who argued such a tax would impede the growth of broadcasting and UHF television and FM radio particularly and that the added costs to advertisers would be passed on to the consumer in the form of higher prices.

## Headquarters expansion set by Coast agency

Botsford, Constantine & McCarthy Inc. has announced plans for expanding the creative and account service departments and consolidating them and business functions into its San Francisco headquarters.

Doubling its billings from 1962 to an expected \$16 million this year. BCM will move 35 to 40 personnel from the Portland, Ore., and Seattle offices, although client-service offices in those cities will be maintained.

The BCM Los Angeles office will work closely with the expanded headquarters, especially in media and market research. The Los Angeles staff, recently increased to 34, will move this month to larger quarters in the Tishman building, 3460 Wilshire Boulevard. To accommodate the headquarters expansion, BCM leased additional space in its present location at 775 Sansome Street, San Francisco.

# Slogan for salesmen: Know the enemy

Industry should focus on non-TV advertisers  
with less interindustry infighting, says Cash

Television business will grow faster and bigger if its chief sales segments will concentrate more on the "outside" competition and less on taking business from one another.

That advice was offered last week by Norman E. (Pete) Cash, president of the Television Bureau of Advertising, in a report widely regarded as intended to mollify station reps who have been complaining that TVB ought to sell spot TV against network TV (BROADCASTING, March 20).

In a report for the Monday (April 3) television assembly of the National Association of Broadcasters convention, Mr. Cash said:

"While there must always be competition *within* the medium of television, the area for greatest growth lies *outside* the medium in the dollars advertisers invest in less efficient and less effective ways of reaching people."

Growth of TV, he said, "is the assignment you the licensees of television stations created TVB some 13 years ago to maintain and help. This you assigned as our purpose and our objective. Together, there is room for all of us to grow."

Mr. Cash stressed the dangers in current governmental attacks on advertising and called upon broadcasters to "remember that television's current size and its continued growth have created a giant target easily seen . . . and easily hit . . . and so anything that affects advertising may well affect us most."

He reviewed TVB's activities in behalf of spot, including compilation of regular reports on spot-TV spending, presentations on the advantages of spot and a new one now being developed in cooperation with station reps, work with advertisers and agencies and their asso-

ciations and a major project now under way to simplify spot-buying procedures and, most recently, a reorganization of the TVB sales staff putting Harvey Spiegel, vice president and director of research, into the new post of vice president in charge of national sales and sales research (see page 10).

Local television, Mr. Cash said, "has at last begun to grow in a serious way" and is becoming a competitor of spot—in the sense that advertisers who give up spot positions may be unable to get them back from local advertisers later on—"just as spot and network television are competitors."

Perhaps this growth of local "will teach national advertisers the wisdom of longer schedules and fewer short flights," he asserted.

He noted that television business has increased 170% since TVB was formed and said "we are planning for more growth—on all levels."

Referring to the softness in spot sales in the first quarter of this year, Mr. Cash said advertisers sometimes blamed it on the dates on which corporate planning takes place. "If you are to correct the January 'droop,'" he said, "selling must be done April through September."

What was to have been a key feature of the TVB presentation, a film made by WPRO-TV Providence, R. I., showing "spectacular" sales results achieved by a Providence automobile dealer in a series of TV-only campaigns was cut short by audio and video problems in

## COMMERCIAL PREVIEW: Metropolitan Life Insurance

Audio Productions, New York, used a bazooka-sized 1,000 mm lens to achieve a "long-distance close-up" in a series of commercials it produced for the Metropolitan Life Insurance Co. The commercials will be shown on the company's sponsorship of *Saturday Night at the Movies* on NBC-TV starting April

15 (9-11 p.m.).

Audio's production crew focused on a distant hill (l) as a platoon consisting of a Met Life agent and other specialists from the company came into range for a long-distance close-up (r). The commercial makes the point that an "army of experts," including lawyers, physicians, real

estate specialists, economists and tax advisers supports Metropolitan's 30,000 local agents. Though these latter aides may be "invisible" to the consumer, the commercial observers, they play a major role behind each Met Life's agent's call. The agency for Metropolitan Life is Young & Rubicam, New York.



**mash!**



**Want to have our market under your thumb?  
Buy Jacksonville's first full color station.**

wjga-tv  jacksonville

N B C AFFILIATE / REPRESENTED NATIONALLY BY PETERS. GRIFFIN. WOODWARD. INC.

the film projection setup.

The film, to be used by TVB with Detroit car manufacturers and also to be made available to member stations, tells the story of Alfred (Smokey) Cerrone Jr.'s use of television during the past winter to boost car sales far above year-ago levels at a time when car-sales nationally were slumping.

Mr. Cerrone's past successes led him to place a million-dollar order with Chrysler Corp., and his success with television—with 95% of his budget in ID campaigns on WPRO-TV and WJAR-TV Providence, and with no newspaper advertising at all—led him to sell 72 cars at an average price exceeding \$3,000 in a single week in March despite sometimes bad weather, according to TVB.

TVB Chairman Joe Dougherty of Capital Cities Broadcasting, which owns WPRO-TV, wound up the bureau's convention report by suggesting that other stations might have success stories that, like the Cerrone story, could be shared with other stations through TVB.

While TV stations compete with others in their markets, he said, they must also work together in competition with other media in order to build television business as a whole. "It's a battle big enough for all of us," he said. "Let's just be certain we have all our troops with us . . . and let's be certain we know who the enemy really is."

## Computer prowess shown in Y&R exhibit

Delegates to the National Association of Broadcasters convention in Chicago were treated to an ultramodernistic view of the media and creative operations of Young & Rubicam, Inc., in the ultramodernistic National Design Center at Marina City last week.

The futuristic note was sounded by an exhibit of what the agency's computer operation can do in the media evaluation and selection areas. In the spot-television area alone the computers can take a buyer's schedule, print out the discounts and give the advertiser various kinds of tabulations in practically no time.

Sample commercials were on view (Y&R produced 1,124 of them in 1966, of which 112 were international). Data on the burgeoning number of major submarkets and their direct effect on media segmentation were also offered to suggest that analysis and planning are getting more complicated. One statement at the Y&R exhibit that might be questioned in some quarters: Daytime television costs are rising faster than its viewing levels.

## Research session hears ARMS praise

ARMS revisited. That might have been the subtitle of a panel session on new developments in local audience research that took place Tuesday (April 4) at the National Association of Broadcasters convention in Chicago.

Peter Langhoff, president of the American Research Bureau, said that when the All-Radio Methodology Study report was made at the 1966 NAB convention, ARB found itself "low man on the ARMS totem pole." ARMS had measured generic methods of research and the diary system used at that time by ARB had weak correlation with the test sample.

As a result, Dr. Langhoff said, ARB did some "soul searching and head scratching" and accepted the principal findings of ARMS. The research firm reorganized its radio measurement system, went to an all-radio diary and produced reports for 30 markets by the end of 1966. Introduction into 20 more markets will take place in April-May, he added.

For a long time, he said, timebuyers had been dissatisfied with measurements and the ARMS findings "only intensified the despair of the seller with the levels of the measurements."

James Seiler, president of Media-stat, called ARMS a "big jump forward" and said the objectives of his firm are to "bring more advertising money into radio—an influx of new money rather than redistribution of present money."

Frank Stisser, president, C. E. Hooper Inc., felt that ARMS "served an excellent function and was a step forward." The big problem now, he felt, is: "Who is to control the research?"

He maintained researchers have gone "too far in designing information for agencies and timebuyers." The industry now has "agency-designed research which broadcasters are expected to pay for," he charged.

George Sternberg, vice president, The Pulse Inc., described his firm's new projects: CP 67, a full radio study of the whole country with personal interviews in all 3,126 counties with reports due out February-March 1968; the All Media Pulse which is now in the field in New York, Los Angeles, Chicago and Philadelphia, and LQR, local qualitative radio study.

## Agency appointments . . .

■ Sears Roebuck & Co., Chicago, assigns its Allstate automotive battery account to J. Walter Thompson Co.

there. Sears earlier gave JWT its tire account. Ogilvy & Mather, New York, continues with corporate account.

■ Certified Grocers of Illinois Inc., Chicago, names Geyer Morey Ballard there as agency effective immediately. TV will be used.

■ Seattle Teen-Age Fair has appointed West-Pacific Advertising Agency, Seattle, to handle all advertising, public relations and publicity for its annual event. Fair will run June 17 to 25 in Seattle Center coliseum. Extensive use of radio and television is planned for the Puget Sound area.

## Commercials in production . . .

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

WXYZ-TV Detroit, Commercial Videotape Division, 20777 West Ten Mile Road, Southfield, Mich. 48075.

First Federal Savings & Loan of Detroit (services); 12 for TV, on tape, color. William Austin, production supervisor. Agency: Behr, Otto, Abbs & Austin, Detroit.

Bank of the Commonwealth, Detroit (services); two 60's for TV, on tape, color. Dan Waldron, production supervisor. Agency: MacManus, John & Adams Inc., Detroit.

St. Julian Wine Co., Paw Paw, Mich. (wines); one 60 for TV, on tape, color. Wes Gillingham, production supervisor. Agency: Roy Clark Inc., Detroit.

Heller Corp., 1606 North Highland Avenue, Hollywood 90028.

Buick Division, General Motors, Flint, Mich. (Buick cars); twenty-five 30's and 60's for radio, music. Hugh Heller, production manager. Agency: McCann-Erickson, Detroit. John Franck and John Nolan, agency producers.

Jefferson Productions, 1 Julian Price Place, Charlotte, N. C.

Dr. Scholl's Inc., Chicago (foot aids); eight 20's and 10's for TV, live on tape, color. Reg Dunlap, production manager. Agency: West, Weir & Bartel, New York. Dick Tobin, account executive. Carl Rigrod, agency producer.

National Brewing Co., Phoenix (A-1 beer); one 60, one 20 for TV, live on tape, color. Reg Dunlap, production manager. Agency: W. B. Doner, Baltimore. Barry Wiseman, agency producer.

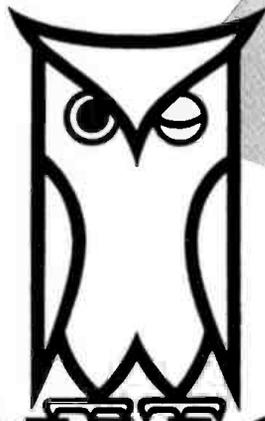
Shield Productions Inc., 919 Ernst Court, Chicago 60611.

Quality Chekd, Chicago (dairy products); twelve 60's, twelve 30's. Jim Dolan, production manager. Agency: Allen, Anderson, Niefeld & Paley, Chicago. Connie Dorman, agency producer.

# Who cares about Mrs. Towers' son in Vietnam?

## WHO SAW HIM IN VIETNAM?

WHO Radio-TV News Director Bob Wilbanks, that's who! Bob talked with Airman Towers and hundreds of other Iowa boys. Sent back exclusive sight-and-sound "Iowa impression" interviews. Another Iowa public service "first" in the tradition of WHO News—four times cited as the "Outstanding Broadcast News Operation in the Nation" by the International Radio-TV News Directors Assoc.

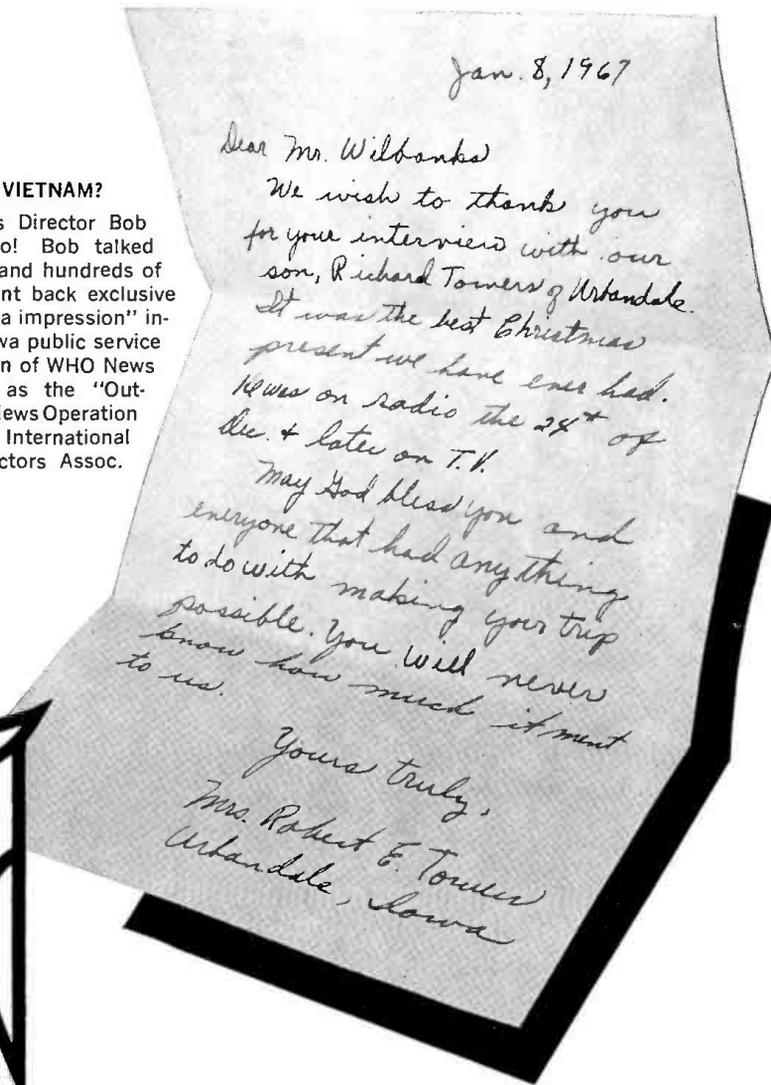


**WHO** RADIO TV *...that's who!*

COLORFUL TV 13 • **NB** IN DES MOINES, IOWA • CLEAR CHANNEL RADIO 1040



Represented Nationally by Peters, Griffin, Woodward, Inc.



Jan. 8, 1967

Dear Mr. Wilbanks

We wish to thank you for your interview with our son, Richard Towers of Urbandale. It was the best Christmas present we have ever had. We saw on radio the 28<sup>th</sup> of Dec. & later on T.V.

May God bless you and everyone that had anything to do with making your trip possible. You will never know how much it meant to us.

Yours truly,

Mrs. Robert E. Towers  
Urbandale, Iowa

# How AFTRA put the heat on

In a week of spreading labor trouble, Carson quits 'Tonight', other crafts begin respecting AFTRA lines, U.S. mediators move to revive talks

The chain of events in the nationwide strike last week by the American Federation of Television and Radio Artists against the networks and their owned-and-operated stations in three cities would have bewildered both a Henry Ford and a Samuel Gompers.

Old-guard capitalists would have shuddered at the thought of a highly paid performer such as Johnny Carson quitting NBC-TV's *Tonight* program and of millionaire Bob Hope threatening to boycott a scheduled telecast of the prestigious Oscar award ceremony. And pioneer labor leaders would have been amazed at the almost unanimous solidarity displayed by 15 entertainment unions pledging "full support" of the AFTRA strike (with members of several key unions refusing to cross picket lines) but puzzled at the action of the powerful International Alliance of Theatrical Stage Employees.

Though eight IATSE New York lo-

cals were part of the group that voted support of AFTRA, the union's international withheld picketing authorization and announced it had offered to intercede with the networks but AFTRA had rebuffed its peace-making overture.

These were only some of the seemingly paradoxical developments that cropped up during the week as AFTRA's strike against the industry began its second week last Wednesday (April 5). Despite severe pressures, networks and stations continued broadcasting throughout, using nonunion personnel and, when necessary, repeat programming.

Management and labor maintained rigid positions against resuming talks until last Friday (April 7) when the U.S. mediation and conciliation service interceded and scheduled a session in New York, starting at 7 p.m. This was the second meeting during the strike period arranged by the government

agency, with the first in Washington on April 1 and 2 breaking up when AFTRA labeled a management alternative offer "regressive."

Negotiations on a new three-year contract to replace one that expired last Nov. 15 began last fall, and agreement was reached on a large majority of the 26 codes under the master contract. The key issues in the dispute center around the weekly salary and commercial fees for O&O newsmen and announcers in New York, Los Angeles and Chicago and the staffing of FM stations at NBC and CBS in New York.

Among the key developments emerging from the strike last week were:

- Fifteen theatrical union locals, many of which are associated with the broadcast field, pledged full support for AFTRA. Shortly after this vote on Wednesday, technicians and cameramen belonging to the National Association of Broadcast Employees and



Brief reunion for the strike-separated Huntley-Brinkley news team took place last Monday (April 3) at the National Association of Broadcasters Chicago convention. And the American Federation of Radio-Television Artists

strike was practically the only topic at the above news conference that followed the NBC pair's acceptance of the NAB's Distinguished Service Award. (See story, page 74).



# 2

**WMAR-TV  
NEWS**

## THREE EXCLUSIVE STORIES ...THREE CONSECUTIVE DAYS.

Our viewers expect to SEE the story on TV. In Color. They expect to SEE it daily on Channel 2 News. And it's there. In Color.

**CHANNEL 2 NEWS** was on the scene immediately when a fugitive was killed and a policeman critically wounded in a running gun battle in the heart of the city.

**CHANNEL 2 NEWS** went to York, Pennsylvania, to report the city-wide garbage strike. Here was a health hazard with the debris piled high along the city streets. Union and city officials resolved the problem.

**CHANNEL 2 NEWS** reported the drowning of two little boys in a private lake in South Baltimore. Then it followed the story to report the fears of the mothers in the neighborhood. The story moved to City Hall for official action to eliminate the hazard.

As we remind our viewers — "you have come to expect it on **CHANNEL 2 NEWS. IF YOU WISH YOU HAD SEEN IT . . . SEE IT ON CHANNEL 2."**

*No Wonder . . . In Maryland  
Most People Watch **COLOR-FULL***

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by THE KATZ AGENCY, INC.





What a difference a year makes. It was just 12 months ago that Johnny Carson took pen in hand and smilingly signed a long-term agreement for his role as host of NBC-TV's 'Tonight' show (BROADCASTING, April 11, 1966). Last week the smile had vanished when Mr. Carson informed the net-

work he considered the contract broken because tapes of old shows were being rerun during the AFTRA strike. Shown above, in happier days, are (seated, l to r): Mr. Carson, Julian Goodman, NBC president, and (standing) Don Durgin, president of the NBC-TV network.

Technicians walked off their jobs at ABC and NBC in some cities. The next day their counterparts at the International Brotherhood of Electrical Workers in New York began a work stoppage. On the other hand, the eight IATSE locals which are vital in the broadcast field (stage hands, film editors, some cameramen), voted support of AFTRA, but the union's international pressed for a settlement of the strike and declined to authorize picketing.

- Leading advertisers and agencies voiced full support of the networks and indicated they would continue their advertising on the basis that networks and affected stations would make equitable arrangements on price rebates for repeat programs.

- Networks and stations made some additional revisions in their programing line-up over the first few days of the strike (BROADCASTING, April 3) and independent producers with planned fu-

ture productions were beginning to feel the effects of the dispute. Coverage of live sports events particularly required readjustments (see page 58).

- Johnny Carson unloosed a bombshell when he announced that he had "rescinded" his contract with NBC because the network had used taped repeats of his program without permission. The network said it had not broken the contract and added that it would welcome Mr. Carson back at the end of the dispute (see page 58).

- Tape commercial production companies, which are not signatories to AFTRA agreements but handle assignments for advertising agencies and producers affected by the strike, reported their business was at a virtual standstill. And one such organization, Videotape Productions, New York, started a \$2.5 million damage suit against AFTRA.

- There was no evidence that any additional newsmen had joined NBC

staffers Chet Huntley, Frank McGee, Ray Scherer and Morgan Beatty who have remained on the air throughout the dispute. Mr. Huntley and his newsman-partner, David Brinkley, met in Chicago on Monday where they received the National Association of Broadcaster's Distinguished Service Award and, in a subsequent news conference, touched upon their divergent views toward the strike.

The week was marked by statements (written and oral) issued by the networks and the union in defense of their respective positions. The networks made it clear that they were willing to resume negotiations or return to mediation, but AFTRA did not commit itself on this point. Before and during the strike there has been a difference of opinion between the union and management on the issues of the strike, the offers made, and in interpretation of the issues and offers.

In separate interviews with union and network officials, BROADCASTING ascertained that there were a number of offers made in the give-and-take of negotiations on a formal and informal basis, and sums reported were likely to vary, depending upon circumstances. But they were agreed that when both sides went into mediation in Washington on April 1 and 2 the initial offers in the O&O newsmen areas were as follows: AFTRA held to a \$325 weekly minimum demand, plus 50% of the commercial fees recaptured by each side until the weekly minimum was achieved, at which time the newsmen would recapture 100%; the networks started with a base minimum of \$300 a week, with newsmen retaining 13% of the commercial fees for the first 18 months of a proposed three-year contract and 25% of the fees for the second 18 months.

From that starting point and after considerable discussion, AFTRA proposed a \$300-a-week minimum, with newsmen recapturing 25% of fees for the first 18 months and 35% for the balance of the contract. The networks countered with an alternative offer of a \$275-a-week basic salary and raised its commercial fees offer to newsmen to 25% for the entire three years of the contract. The mediation session broke up when AFTRA rejected this alternative offer, and later both factions said that their respective proposals were no longer still on the bargaining table.

Donald Conaway, national executive secretary of AFTRA, called the networks' alternative offer "regressive" and claimed it amounted to less than one made last March 8. Network spokesmen called this characterization "inaccurate," insisting they had not suggested any alternative settlement that would yield less overall benefits but acknowledging they were seeking a final offer that would

**Some time buyers  
are shooting at the  
biggest metro market  
in North Carolina...**

**and missing by 90 miles!**

If you want to hit the big metro market in North Carolina, you're right on target if you beam your message to the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in population. First in households. First in retail sales. It's the big three billion dollar market in the rich Piedmont country, the great tobacco-textile-furniture-electronics center. 3 populous metro cities all yours when you buy WSJS Television.

WINSTON-SALEM, GREENSBORO, HIGH POINT

**WSJS Television** 

Represented by Peters, Griffin, Woodward

## Peace returns quickly to Mutual

At least one network, Mutual, has come to terms with the American Federation of Television & Radio Artists. AFTRA's strike against MBS ended on March 31 when agreement was reached on a three-year contract, retroactive to last Nov. 15.

A Mutual spokesman said the agreement calls for a \$300 minimum weekly guarantee for its newsmen, plus time-and-half for overtime beyond 40 hours worked over a five-day period, vacation and other fringe benefits. Its staff announcers have been raised from the old basic rate

of \$195 a week to \$205, \$215, and \$225 in the first, second and third year of the pact, respectively. Staff announcers' guaranteed annual earnings have jumped from \$15,000 to \$17,500.

It was pointed out that Mutual's contract was facilitated because the network does not own any stations, AM or FM, and its method of operation differed from the other radio networks. The pact covers 45 full-time employees and about 15 parttime workers at the network, a spokesman said.

keep the over-all cost at the same level as offers they had made previously.

**O&O Problems** ■ The union has spotlighted the O&O newsmen issue as the critical one. On the other hand, the three networks have contended that the O&O staff-announcers area is at least equally significant, and at NBC and CBS, the FM sector is highly significant.

In the case of local staff announcers, the present base minimum is \$195 weekly. The networks are offering \$10, \$5 and \$10 increases over three years for a base pay of \$220 in the third year. AFTRA demanded \$10 pay rises for each year of the pact for a total of \$225 in the third year. There was also some disagreement varying from city to city on the amount of guaranteed income to announcers beyond their base salary. Network officials pointed out that O&O announcers in New York, Chicago and Los Angeles are well paid, with many earning more than \$25,000 a year. But the union retorted that many announcers had been working for 60 and 70 hours a week without overtime pay though they conceded management appears willing to pay \$70 to \$75 in daily overtime pay.

Both CBS and NBC and the union agreed there was a wide difference over the issue of FM staffing in New York, which is the sole city under discussion at present. (ABC already has an FM agreement covering WABC-FM.) The networks contend that the union's demands would mean the hiring of three or four announcers to perform work that would require not more than two hours a week. The union claims that FM is an extra service in New York and CBS's and NBC's plans to use "automated setups" would tend to reduce employment among its members.

Another divergent view between management and the union centers around the Chicago owned-and-operated sta-

tions. The networks claimed that the stations there had accepted their proposals as far back as last March. The union replied that although most of the issues there were settled, there were still some areas that had not been resolved and were still hanging when the strike was called.

The number of O&O announcers and newsmen involved in the strike is another matter of dispute.

AFTRA claimed that a total of approximately 320 were involved. A check of the networks placed the total at 255, covering 103 at CBS, 86 at NBC and 66 at ABC.

The respecting of AFTRA's picket lines by NABET employees at ABC and NBC and by IBEW members at CBS caused some hardship, but the networks reported that operations were continuing on a normal basis with a minimum of fluffs through the use of supervisory workers who had received technical training.

ABC said its technical employees belonging to NABET had stopped work in New York, Chicago and Los Angeles; starting on Wednesday, NBC reported similar stoppages by NABET in New York and Washington. A NABET spokesman claimed that Chicago and Los Angeles employees at NBC also had refused to cross AFTRA picket lines and placed the total number of its disaffecting members at more than 2,000. The networks said they could not provide an accurate figure.

**Fluid at CBS** ■ A CBS official reported that the situation at the network was "fluid" regarding IBEW employees respecting AFTRA's picket lines. He said that a large majority of the 700 members in New York stopped working, but in New York and Chicago there was "an ebb and flow," with some coming to work, others leaving the premises and some who had departed returning to their assignments.

In addition, the networks acknowledged there were instances of writers, couriers and film editors who were not reporting for work, but said these were "isolated" occurrences and did not seem to represent a concerted action on behalf of their unions.

There was a report that editors belonging to IATSE had not come to work at ABC on Thursday but a spokesman for the union in New York emphasized that authorization had not been given to members on whether they should respect the AFTRA picket lines.

In fact, Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, emerged last week as the sole union executive in the entertainment field who publicly called for a cooperative effort to end the strike. Mr. Walsh revealed on Thursday that he had held a meeting with Mr. Conway, national executive secretary of AFTRA, on Wednesday and had offered to intervene with the networks in behalf of AFTRA. Mr. Walsh said that Mr. Conway had not accepted his offer.

"I feel strongly," Mr. Walsh said, "that a cooperative effort should be made to bring about a settlement of the differences which are prolonging this work stoppage."

Mr. Walsh held a meeting of the IATSE general executive board and officers of the union's New York local late Thursday and explained in detail his efforts to intervene in the AFTRA-network dispute. During the meeting, several New York local officials called on the international to issue an order for the respecting of AFTRA's picket lines. Mr. Walsh advised them that the general executive board wanted to consider this matter further and come to a decision soon. In the meantime, he asked IATSE local members to continue to work.

**Advertiser's Viewpoint** ■ The strike as of late last week had not resulted in serious concern on the part of advertisers and agencies. The joint negotiating policy committee of the Association of National Advertisers and the American Association of Advertising Agencies met with network officials and later issued a statement endorsing the network's position. The statement pledged "complete support" to the networks during the strike.

The networks, for their part, will rebate to advertisers savings resulting from the use of repeat programs. NBC and CBS will make their rebates in cash and ABC in the form of bonus minutes. A spokesman for the joint policy committee said "we will have to consider the ABC proposal carefully before accepting it."

A check of several leading advertising agencies last week indicated the strike to date had not hampered their network

Well, why not? You're certainly as capable as a lot of politicians you know. Right? Your knowledge of local, state and national affairs comes right from the same newspapers and magazines and television stations theirs does. Right? And what's more you are the man on the street, you've got the pulse of the people. Now, who can fight that?

Think, though, becoming a politician means that you have to dig deeper, really mingle and find out what the real problems are. It means kissing babies and eating blintzes and shaking hands till your arm falls off. It means making speeches and making promises and compromising and fighting, taking stands and being attacked for those stands. And it means raising money for campaigning, it means dedicating yourself to serve your people and most of all it means getting involved up to your neck.

That's not the kind of politician you're talking about?

Maybe you don't have to go that far. You can start slow. Join a political organization. Help someone else run for office or run for office yourself...in a club. Get a taste of what politics is all about. Become involved. Who knows, your wife may be married to the next Governor of the state.

We want you to get involved.

We are, up to our ears. We are involved in our communities, in our country, in our world. We take sides on important issues. We report them. We editorialize about them and sometimes because there are people who are involved and write letters and talk to other people and make waves, things happen. Not every time, but if more people didn't turn off their minds after they turned off their sets, maybe more things would happen.

#### **Get into politics, at the grass roots.**

- Your office**
- Young Democrats**
- Young Republicans**
- The Jay Cees**
- Your home**

**ABC  
Owned  
Television  
Stations**



WABC-TV, New York  
WBKB-TV, Chicago  
WXYZ-TV, Detroit  
KABC-TV, Los Angeles  
KGO-TV, San Francisco

or spot campaigns and several indicated they were starting to work on the matter of rebates to come up with what they considered to be equitable adjustments. They voiced the view that networks were taking a reasonable attitude toward rebates but said they would match their figures against those of the networks in a few days. They said the tie-up had not hampered plans for new spot campaigns, since stations were still in operation.

Film commercial producers, whose performers belong to the Screen Actors Guild, reported the strike has had no effect, one way or the other, on their business, but tape producers had a different story to tell.

One such company that is feeling the economic squeeze of the strike, Videotape Productions of New York, last Monday (April 3) filed a \$2.5 million suit in the Supreme Court of the State of New York against AFTRA and Mr. Conaway, its national executive secretary. Videotape, which is not a signatory to the AFTRA contracts, charged "unlawful picketing" of its premises, "creating a false impression" of Videotape's connection with the labor dispute, and "interfering" with its business. The court reserved decision on the action.

John B. Lanigan, Videotape president, said business has been completely curtailed. This usually involves a weekly output of about 18 "productions" (each involving several commercials). Videotape, he added, maintains a staff of 160 people. The only work done since the strike took effect had been with hand models with voice over by company executives. If the AFTRA strike continues, he said, the overhead at the

studio "could eat us up."

An attorney for AFTRA said the court had no jurisdiction in the dispute and the controversy rightly should be brought before the National Labor Relations Board. He claimed that AFTRA members were not picketing unlawfully but were merely alerting performers to check with the union before taking an assignment with a struck producer.

James E. Witte, vice president, Tele-tape Productions Inc., Chicago and New York, said that six to seven assignments had to be postponed, and all new business curtailed. Except for a few unfinished jobs, a "reprieve" from AFTRA on tape production of the *Merv Griffin Show* allowing only for New York showing, and a special closed-circuit TV show, Tele-tape would remain idle until the walkout ends, he indicated.

**Losses** ■ Mr. Witte estimated his company's gross loss last week at from \$40,000 to \$75,000. Should the AFTRA strike continue, it could cost the company an average \$75,000 a week. Tele-tape's production volume is about two-thirds in programming and one-third in commercials. The strike effected a work stoppage on ABC-TV's daytime *Supermarket Sweep*, a two-day shutdown of taping in New York of the *Merv Griffin Show* and could possibly interfere with two or three other shows planned for taping sessions in the next three to four weeks.

Mr. Witte said AFTRA hasn't officially struck Tele-tape, and that no one has set up picket lines, but the company is still "left in the middle" despite the fact that it has no contract with AFTRA.

In Chicago, during their acceptance speeches at the NAB annual convention and in the news conference that followed, Chet Huntley and David Brinkley made it clear they continued to occupy differing, if not opposing, positions on the strike, but stressed that they remained friendly.

Mr. Brinkley said he looked forward to returning soon to the program he shares with Mr. Huntley, but refused during the news conference to be drawn into a discussion of the strike or his reasons for remaining off the job. He noted that Mr. Huntley is "doing what he thinks is right and he hasn't asked me to support his position or to take any stand at all."

Mr. Huntley said he did not have the 30 signatures needed to petition for an NLRB election and indicated he was not pressing to get them, adding "what action we will take remains to be seen. It takes time."

Mr. Brinkley revealed he had received a wire from Richard Holland, a UPI staff member in Chicago and a member of the American Newspaper Guild, raising the possibility of a union of print, radio and TV journalists. Mr. Huntley said the idea had "exciting possibilities."

Mr. Huntley commented that he would be "horrified" to think his position had done disservice to his colleagues or had prolonged the strike.

## Pressure builds, but lid stays on

Network brass improvises with few fluffs on-screen; reruns hold ratings

The AFTRA strike and an accompanying series of other labor disaffections failed to blow the lid off the broadcast industry, but managed to churn up a steam of controversy, complications and frustrations.

Supervisory personnel at the networks and at their owned stations in New York, Chicago and Hollywood, stepped quickly into the breach as members of the American Federation of Television and Radio Artists at first left their jobs and later some technicians also vacated their posts. Repeat shows and pretapes took over the schedules where live or taped programs could no longer be supplied. But no serious interruptions in broadcasts were reported, despite complications in getting people and programming on the air.

The pressure cooking last week came

### Stanton memo outlines strike situation

CBS President Frank Stanton issued a memorandum to company employees last Thursday night summarizing the issues of the AFTRA strike and pointing out that over the past four decades it has been "rare indeed when we have not been able to negotiate our differences amicably, speedily and to the satisfaction of all concerned."

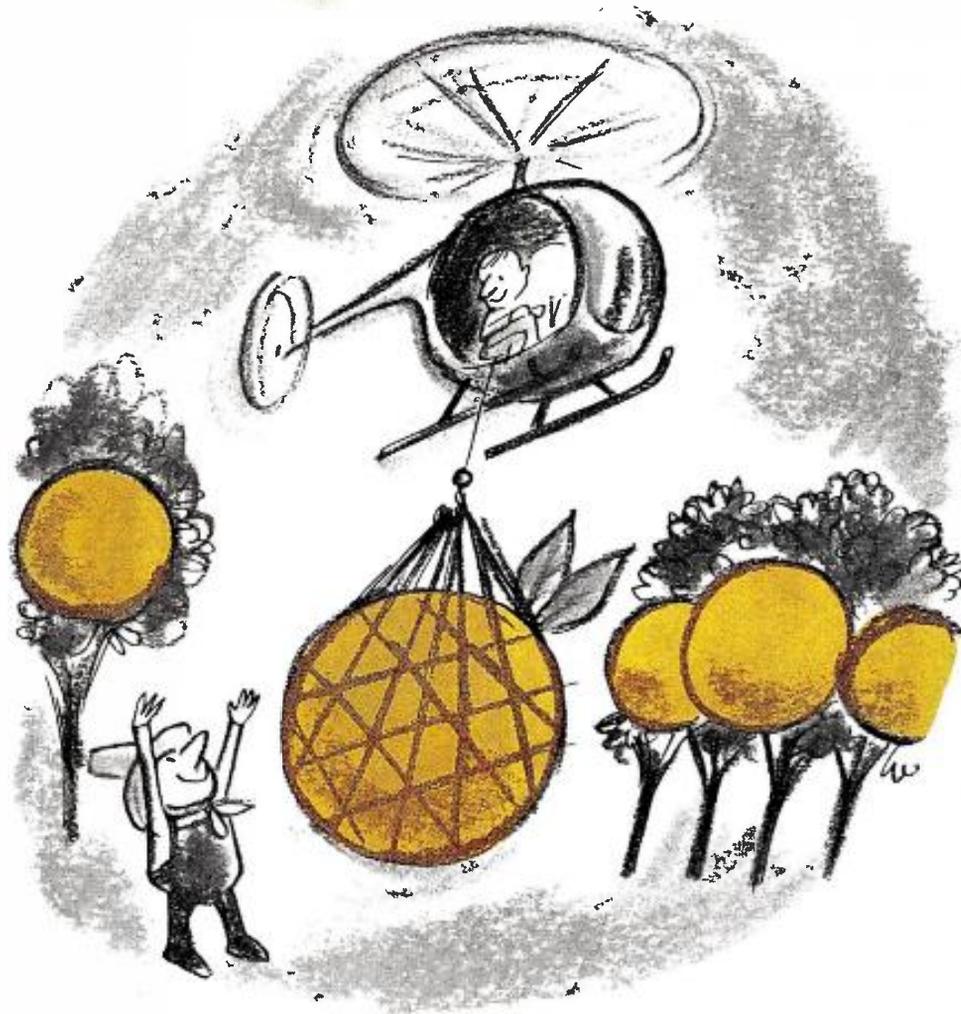
Dr. Stanton told employees of the offer the company has made in the areas of O&O local newsmen and announcers in Los Angeles, Chicago and New York, and cited figures that the networks and American Federation of Television and Radio Artists had demanded prior to the initial mediation sessions in Washington on April 1 and 2 (see page 52). He noted that under the man-

agement offer calling for a minimum of \$300 a week plus 13% of all local fees for the first 18 months and a total of 25% for the second 18 months, a local newsmen with commercial credits of \$250 a week would receive \$322.50 in the first half of the pact and \$362.50 for the second half. Under AFTRA's demands for \$325 base plus 50% of the commercial fees, the same newsmen would receive \$450 per week immediately.

As far as the FM issue is concerned, Dr. Stanton said CBS plans to add the staff announcers required to conduct the new FM operations. The AFTRA demands, he said, "would result in requiring the employment of additional standby announcers even though they would have no duties to perform."

**BEELINE® COUNTRY...**

**AWFULLY BIG IN AGRICULTURE**



... and **BEELINE RADIO**  
**KBEE** is a proven way  
to reach an important part  
of this market

Modesto people buy big — over \$336,445,000 in retail sales last year in Stanislaus County. This is not unusual considering Modesto is the center of one of the nation's richest agricultural areas . . . the county seat of the Number One nationally ranked county in peach production. To reach the people in this big California market effectively, put your sales message on Beeline Radio **KBEE**. **KBEE** is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source:  
Sales Management's 1966 Survey of Buying  
Power, 1959 Census of Agriculture

**McCLATCHY BROADCASTING**  
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE



**KBEE Modesto**  
**KMJ Fresno**  
**KFBK Sacramento**  
**KOH Reno**

for the most part from top-talent names of the broadcast business, Johnny Carson of the high-grossing NBC *Tonight* show and comedian Bob Hope, who took issue with their network bosses.

Johnny Carson became what he described as "an unemployed prince" last week when he quit his estimated \$780,000-a-year job as host of the *Tonight* show.

Mr. Carson charged NBC with "breach of contract" in its use of repeats of the show "without negotiating fees" he said were due him. NBC spokesmen denied the charge, stating Mr. Carson's contract "permitted use of repeats," and added, "NBC looks forward to Johnny's return . . . when the strike is over."

The *Tonight* show grosses NBC an estimated \$20 million a year with its five regular weekday presentations, and an additional \$1.5 million in billing for its Saturday or Sunday night repeats. Mr. Carson's income from the show is estimated at \$15,000 a week, half paid directly to him, half to his Stage C Productions, which doesn't produce anything. His contract was not due to expire until April, 1970.

**History** ■ There have been reports for some time of friction between Mr. Carson and NBC over some of the provisions of his contract, and he has stated several times his intention to leave the show when his contract expires. His attorney, Arnold M. Grant, reportedly approached the network last month requesting modifications in some of its provisions. Shortly after, NBC signed a contract with comedian Bob Newhart, Mr. Carson's highest-rated occasional replacement as host of the *Tonight* show, for several specials and mutually agreed-upon projects. Mr. Newhart's contract would permit him to step in as Mr. Carson's permanent replacement.

Industry speculation as to Mr. Carson's motive for his sudden resignation was mixed last week. One opinion was that he has been looking for an opportunity to step out of his contract in order to concentrate on more lucrative and less-tiring nightclub and theater work. Mr. Carson generally earns an estimated \$20,000 to \$25,000 a week or \$5,000 a night for such performances.

Rehearsals for tonight's ABC-TV *Academy Awards* ceremony (April 10, 10 p.m. EST to conclusion) continued last week despite threats of an actor's boycott of the telecast should it go on while the strike continues. The most publicized opposition came from the program's host, Bob Hope, who told reporters he would not cross AFTRA picket lines.

ABC said last week that negotiations were continuing in the hope of settling the issue of the telecast, but acknowl-



### Piped aboard code board

Mike Shapiro (1), WFAA-TV Dallas-Fort Worth, gets a welcoming handshake to the television code board from Clair McCollough, Steinman Stations, Lancaster, Pa., code-board chairman for the National Association of Broadcasters. Mr. Shapiro succeeded Doug Manship, WBRZ(TV) Baton Rouge, on the board. At its meeting in Chicago Sunday (April 2), the code board set May 17-18 for a meeting in Washington to review reaction to the proposal of simplifying and streamlining the TV time standards. The code board is intent on having a proposal ready to offer for approval by the NAB television board at the latter's June meeting.

edged that everything "was up in the air." Several plans have been proposed, among them the possible postponement of the telecast to next Monday, a week later or even delaying it until the strike was ended. The Motion Picture Academy, however, appeared to be firm last week on the April 10 date for its Oscar awards even if it meant an "audience show" in Santa Monica, Calif., without a telecast.

The network continued to run a series of on-the-air promos last week for the Oscar ceremony. ABC has signed Eastman Kodak as sponsor of the program.

**'Carousel' Stopped** ■ The taping of a two-hour ABC-TV May 7 special, *Carousel*, at NBC studios in Burbank, Calif., was halted because of the strike. Independent producer Norman Rosemont and his attorneys were meeting with AFTRA representatives last week to discuss the work stoppage, involving some 100 performers, in hopes of salvaging the situation.

According to partial reports last week, neither the use of repeats for live programs, nor the substitution of administrative personnel for AFTRA

members on news programs significantly affected the ratings.

The only substantial decline reported was marginal, about 14% in the New York Nielsen, for CBS-TV's *The Jackie Gleason Show*. Rated as 21.6 on March 25, when the show was live. *Gleason* garnered an 18.6 April 1, with a taped repeat.

News shows apparently were even less affected. CBS-TV reported a decline "of about one point," and commented, "people need the news even if it is Arnold Zenker in place of Walter Cronkite."

ABC-TV was to put on a repeat for its *The Newlywed Game* on April 8 (8:30 p.m. EST). The network said no other periods in prime time were affected. But in daytime hours, ABC scheduled repeats for *Supermarket Sweep* (11:11:30 a.m.) and *Everybody's Talking* (noon-12:30 p.m.) and postponed the April 3 start of two new weekday series, *One in a Million* (11:30-noon) and *General Hospital* (3-3:30 p.m.). These were replaced by rerun episodes of *Trailmaster* and *Father Knows Best*, respectively. Supervisory personnel were substituted for *Marlene Sanders and the News* (2:55-3 p.m.) and *Peter Jennings with the News* (5:30-6 p.m.).

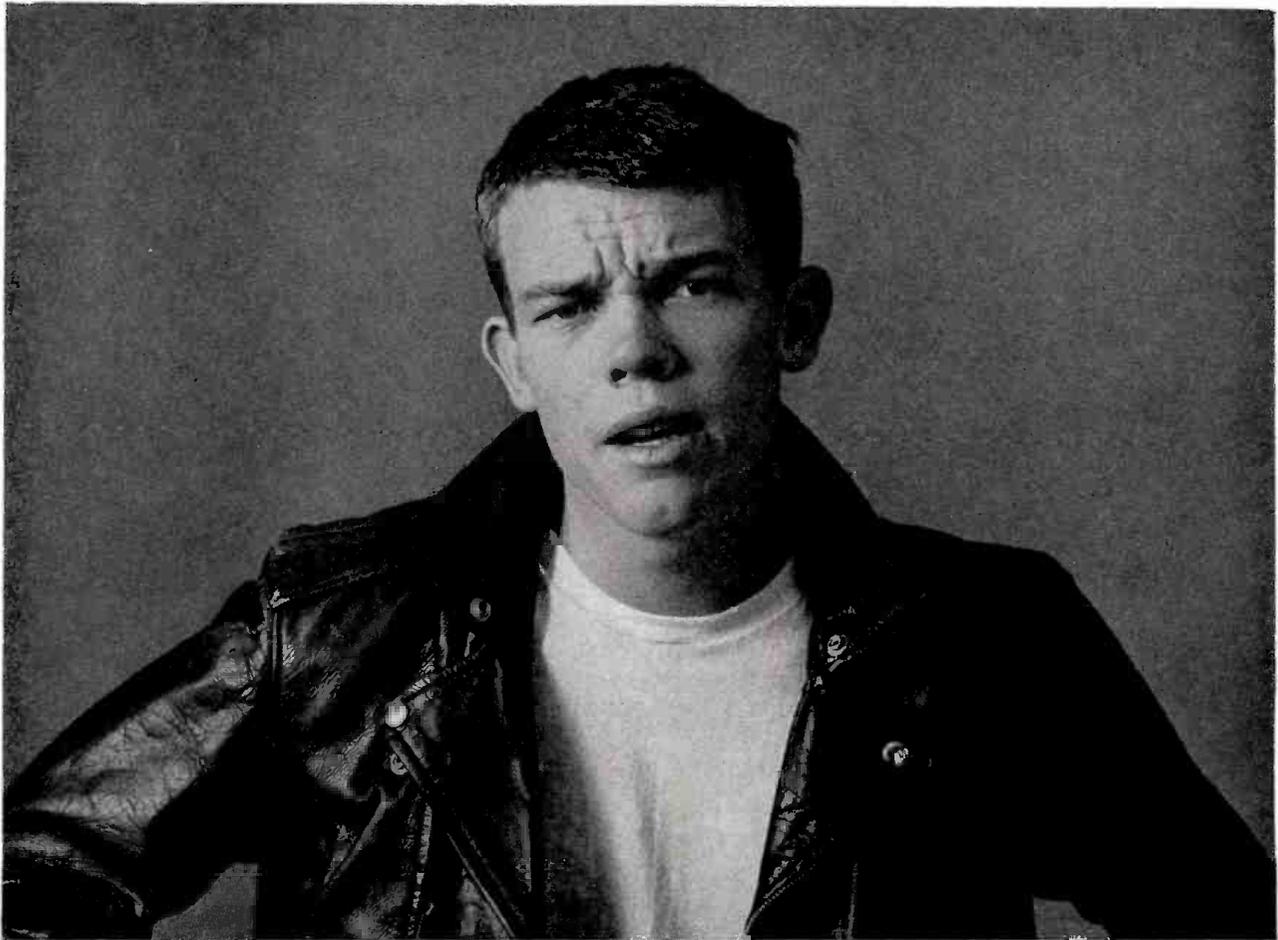
Tapes of ABC radio's *Don McNeill's Breakfast Club*, which originates in Chicago, were broadcast. The network's news report, *Paul Harvey Show*, continued live, but with Tom Casey, director of news in Chicago, and Nicholas George, news editor, dividing the commentary.

**Union Show Withdrawn** ■ ABC Radio's *Edward P. Morgan and the News*, which originates in Washington, was discontinued on the first day of the strike (March 29). The AFL-CIO, which has sponsored the reports for over 11 years, cancelled its commitment for the duration of the strike. ABC said because of the obvious AFL-CIO involvement in union affairs it was granted the withdrawal "privilege." ABC substituted, on a sustaining basis, a news report featuring Ken Scott, of the network's Washington bureau.

CBS-TV was carrying repeats of *The Ed Sullivan Show*, *The Smothers Brothers Comedy Hour*, *To Tell the Truth, I've Got a Secret*, and *The Jackie Gleason Show* in evening hours, and *Captain Kangaroo*, *Search for Tomorrow*, *Love of Life* and *To Tell the Truth* in daytime. Films of *The Millionaire* substituted for *Edge of Night*, and *Playhouse of Stars* for *The Secret Storm*, both daytime.

A CBS-TV spokesman said the network had a reserve of at least another week's pretapes of *Candid Camera*, *The Red Skelton Show*, *The Danny Kaye Show*, *Coliseum* and *What's My Line?*

NBC-TV's regular programing, with



**"WSB picked as the station that did most for youth?  
They don't even play**

**Rocky and the Stone Crushers!"** WSB just received their second Edison Award. The only radio station ever to win the award twice. The award given to the station doing most for young people. Doing what WSB Radio does every day. Pitching in and boosting YMCA, Boy Scout, Little League and 4-H programs. Encouraging good citizenship and scholastic achievement with daily Young American Awards. Broadcasting specially produced programs aimed at stimulating student participation in school activities and education. Plus campaigning hard for better parks and recreation. And helping young people who need help.

WSB is a station totally involved in the Atlanta community. And involved with the community's youth. You can't fool these kids. They know who their friends are. Even if those friends don't happen to play Rocky and the Stone Crushers.

**WSB RADIO**

**A T L A N T A**

**wsb-am 750 . . wsb-fm stereo 98.5**

NBC affiliate. Represented by Edward Petry & Co., Inc.



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIDD AM-FM, Miami; KTVU, San Francisco-Oakland; WJIC-TV, Pittsburgh.

the exception of previously reported repeats and substitutions of shows and personnel during daytime and late-night hours (BROADCASTING, April 3), was virtually intact. NBC said it was not carrying any repeats in prime time.

NBC Radio's *Monitor* and news programs were handled by executives and tapes of *Emphasis* were being repeated.

**Some Bad Bounces** ■ The TV networks' spring sports schedules were being affected to an extent. ABC-TV in particular was hobbled in presenting a basketball game in Boston. In some cases, the immediate effect on sports was to curtail or limit plans for telecasting in color.

ABC's problems in Boston involved the April 2 telecast of the first National Basketball Association playoff at 2-4 p.m. EST between the Philadelphia 76ers and the Boston Celtics. The difficulties began with the necessary substitution of Chet Forte, the program's producer, and Chick Howard, programming director, for the regular commentators, Chris Schenkel and Jack Twyman.

With AFTRA picketing the Boston Garden, site of the playoff, electricians

belonging to the International Brotherhood of Electrical Workers union refused to cross the lines. A result was loss of power and lighting for the planned colorcast. ABC was forced to resort to a telecast using one black-and-white camera instead of the battery of four color cameras it had intended to use. ABC plans to continue the services of Mr. Forte and Mr. Howard in other NBA playoffs (April 9, 16 and 23) with the addition of Jim Spence, ABC sports producer, acting as producer of the basketball games, should the strike be prolonged.

The day before, on April 1, ABC had to substitute Ned Steckel, producer of *Pro Bowlers Tour*, and Jim Colligan, former producer of the show and now on special assignment for next year's Summer Olympics. For Mr. Schenkel and sportscaster Billy Welu to handle an afternoon (3:30-5 p.m. EST) bowling show.

Roone Arledge, vice president and executive producer of ABC Sports, said last week all sports events scheduled for April would be carried as planned. The network schedule includes a golf tournament of champions at Las

Vegas (April 15-16) and a Dallas open invitational golf event (April 22-23).

First effects of the AFTRA strike on CBS Sports, anticipated this past weekend, were loss of announcers and possible loss of color transmission of CBS-TV's National Hockey League-Stanley Cup playoff game in Montreal (April 1, 1:30-4 p.m.) and the 31st annual Masters Tournament from Augusta, Ga., (April 8, 5-6 p.m. and April 9, 4-5:30 p.m., all EST). CBS planned to have nonunion company personnel handle the telecasts if IBEW crews refused to work.

**Show Must Go On** ■ A CBS Sports official said last week that if the network was unable to find management personnel to handle color, the live telecasts would all be in black and white. The regular announcers for the NHL playoff, Jim Gordon and Stu Nahan, would have to be replaced, and those on the Masters golf event, who had not yet been selected, will have to come from outside AFTRA, he indicated.

Continuation of the strike could affect CBS-TV's upcoming NHL playoffs (April 15, 22 and 29), debut of the National Professional Soccer League

## The Helen Gurley Brown touch on TV

Sex in the afternoon? That's what Helen Gurley Brown, who has already made a happy career in the predatory field, is offering television stations across the country. She will serve it conversationally via King Features Syndicate in a projected package of 130 color tape half hours.

The series was introduced at last week's National Association of Broadcasters convention as "a bold new concept." But, asked King Features in its convention promotion, is sex talk too bold for daytime television? Mrs. Brown held a news con-

ference at the Television Film Exhibit to answer this and other questions.

"I'm not sure I'm the great all-fired buddy of the housewife. I've never been one myself," she said. She indicated that her program, *Outrageous Opinions*, which King Features describes as interviews with famous people about their sex lives, may find a more receptive audience at night. Still King Features is selling the package as a daytime strip to run for 26 weeks beginning Sept. 1. And even Mrs. Brown feels that "we've

come a long ways from the day when you couldn't mention sex on a network."

They're going ahead with plans to promote the series as suitable daytime product, while conceding that some stations are likely to slot it in late-night time periods or may even string three half-hour shows together to make 90-minute specials. The programs will originate from New York. To date three have been produced with David Susskind, Pamela Tiffin and Allen Funt.

According to officials of King Features, two "major" advertisers of women's products are interested in sponsoring the series in markets that would encompass 80% of the country. Yet King Features says sponsorship of the sex-talk show is still undetermined because "we know that stations would rather have spot participations."

Mrs. Brown, a self-styled "product of promotion," is the author of both "Sex and the Single Girl" and "Sex and the Office Girl." She's also editor of *Cosmopolitan* magazine. Both the publication and King Features are enterprises of Hearst Corp. and cross-promotion between the magazine and television show, it was indicated, is highly probable.



Helen Gurley Brown (second from r), editor of 'Cosmopolitan' magazine, met the press at last week's NAB convention. She also was the

star attraction at TFE's King Features Syndicate, which is distributing her 'Outrageous Opinions' sex-talk programs.

**ANNOUNCING:**

# McLENDON 25<sup>Inc</sup>

## **FM DIVISION**

**B. R. McLENDON** Co-Chairman of the Board

**GORDON McLENDON** Co-Chairman of the Board

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with station representation permanently and irrevocably restricted to one FM radio station in each of America's first 25 markets. Applications are now being accepted for markets eight through twenty-five, but we must advise all applicants that the most selective programming, engineering, financial and background tests will be exercised. McLendon 25 does not and will never represent AM stations. On April 16, McLendon 25 will announce the formation of the biggest UHF television division which will be similarly, permanently and irrevocably confined to UHF television. McLendon 25 does not wish to represent VHF television stations.

*Gordon McLendon*

THE *McLendon* STATIONS KLIF/AM KNUS/FM • DALLAS / KILT AM KOST FM • HOUSTON / WNUS/AM-FM • CHICAGO / WYSL/AM-FM • BUFFALO / KCND-TV, PEMBINA (WINNIPEG) / WOTM • DETROIT / KAOS • LOS ANGELES / KABL AM-FM over San Francisco / U.S. Sales: X-TRA NEWS over Los Angeles

(April 16 and Sundays thereafter), *Bowling Match of Champions* (April 16), and possibly interfere with the Kentucky Derby (May 6).

Most immediate in NBC-TV's sports plans is the April 15 start of the *Game of the Week*. It was possible that the announcers team, including Curt Gowdy, Pee Wee Reese and Sandy Koufax, plus back-up game announcers Jim Simpson and Tony Kubek, would be out of the booth if the strike continued that long. If it does, management personnel will be used, NBC said.

As complications mounted last week, several on-air fluffs were being reported. In the early-evening April 5 (Wednesday) Huntley-Brinkley news show on NBC-TV, there were several, prompting Chet Huntley to tell viewers, "if you have friends that enjoy silent pictures, we have them tonight."

Viewers noted mismatched video and audio on commercials and film sequences on the network news report and on newscast on the preceding early evening (WNBC-TV New York) news show. At one point in the network show, video of a Polygrip (denture adhesive) commercial was played simultaneously with faint audio of an Anacin commercial.

NBC spokesmen attributed the problem on the Huntley-Brinkley news report to supervisory personnel taking over posts vacated by engineers who walked out of NBC's New York studios in late afternoon. As a result, there were miscues and need to adjust for color and the audio feeds. NBC said difficulties were felt sporadically throughout the evening, persisting as late as 11 p.m. (WNBC newscast), when audio was momentarily lost.

## 'Yogi' and 'Huck' go the syndication route

Two long-running Hanna-Barbera-produced cartoons have been released from advertiser control and are being made available for station-by-station distribution by Screen Gems Inc. The cartoons, *Yogi Bear* and *Huckleberry Hound*, can be structured with available bridges to make a total of 92 half-hour programs. Actually the animation package consists of 276 seven-minute color segments. These include 70 segments of "Yogi Bear," 57 "Huckleberry Hound," 57 "Pixie and Dixie," 28 "Hokey Wolf," and 32 each of "Yakky Doodle" and "Snagglepuss."

Some of the various segments, under the program banner of *Huckleberry Hound*, were first programed on some 150 stations across the country in the 1958-59 season by the Kellogg Co. *Yogi* was spun off from *Huck* in January, 1961 as an individual series, also sponsored by the breakfast-food advertiser.

## Fast-housing news feeds

The first demonstration of "instant rehabilitation" for low-income housing will be available as recorded "actualities" to radio and television news directors.

By calling (212) 533-7444, starting Tuesday (April 11) at 8 a.m., newsmen can receive voice reports as 11 families are moved from a New York tenement to a nearby hotel, clearing the way for an all-stops-out, top-to-bottom refurbishing project. The experiment, an effort to use systems technology to renew substandard dwellings with a minimum of dislocation, aims at moving the residents back into rebuilt apartments within 48 hours.

The New York experiment, it is believed, may interest stations in other communities with slum problems.

Telephone voice feeds will be periodically updated throughout the two-day crash program, and full news and photo coverage will be available from Tuesday to Thursday morning from an on-the-scene headquarters set up at 635 East Fifth Street.

The demonstration is scheduled to conclude with Mayor John V. Lindsay and Robert C. Weaver, secretary of Housing and Urban Development, welcoming the returning tenants.

Kellogg has continued to back the *Yogi Bear* series for the last six years. Last fall the Mattel Toy Co. took over the sponsorship of *Huckleberry Hound*.

Dan Goodman, vice president in charge of syndication for Screen Gems, expects the cartoon product to be programed by stations either as a half-hour strip or as segmented inserts in existing cartoon shows. He feels that the thrust of his sales will come from UHF stations.

## Regional TV network set for Chicago Cubs

For the first time telecasts of Chicago Cubs baseball games will be carried on a regional network. A package of 25 games, including 10 Sunday home games, 13 night road games and two holiday games, is being offered to stations throughout the Midwest by WGN Continental Productions Co., the syndication subsidiary of the WGN Continental Broadcasting Co. A deal between the distributor and the management of the Chicago Cubs was signed and announced at last week's National Associ-

ation of Broadcasters convention.

Though WGN Continental is still setting up the regional network for the games, it's projected that ultimately the play-by-play telecasts will be carried by some 30 stations in at least seven and possibly eight states. An effort is being made to sell the games in Michigan, Indiana, Illinois, Iowa, Wisconsin, Minnesota and Nebraska. There's a chance that a sale also will be made in Oklahoma. If these plans materialize it would give the Cubs exposure on the biggest, most far-flung regional TV network in baseball.

All of the games, both day and night, are to be covered in color. Sponsors of the baseball telecasts are still to be determined, but Hamms Brewing, R. J. Reynolds, Chicago Chevrolet Dealers, Pure Oil, Allstate Insurance and Zenith Distributing all participate in sponsorship of the play-by-play coverage on WGN-TV Chicago. It was indicated that all or some of these advertisers will be offered first crack at sponsorship on the regional network.

The Cub games have been carried on WGN radio for about 10 years and on the station's TV affiliate since 1948. Hamms Brewing has sponsored the telecasts for the last 14 of the 19 years they have been carried on WGN-TV.

## NER plans weekly

## Washington program

The National Educational Radio network has established a Public Affairs Bureau in Washington that will produce a half-hour weekly news program, the *NER Washington Forum*.

Bill Greenwood, previously with the Sims News Bureau, Washington, was appointed director of the bureau, which will produce the series and documentaries in cooperation with American University's WAMU-FM Washington.

The Public Affairs Bureau and WAMU-FM will broadcast live the Senate Communications Subcommittee's hearings on public television April 11-14 and April 25-28. The live coverage will be carried by the Eastern Educational Radio Network member stations. One hour condensations of the hearings will also be produced for release to other NER stations.

An interview with Representative Wayne Hays (D-Ohio) on "The Question of Congressional Ethics" leads off the *Washington Forum* series distributed to NER's 150 member stations. Interviews with Representative B. F. Sisk (D-Calif.), Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission, and Thomas Johnson, assistant news secretary to the President are planned. The series was formed with the aid of two \$30,000 grants from the National Home Library Foundation.



## Paint the town Red, Blue, Green. Color your station successful.

If you're already transmitting network color, the logical next step is a full spectrum of local color news coverage. Watch how color enhances your importance to the community and your usefulness to advertisers! Kodak makes your move to color feasible with the versatile ME-4 System: high-speed Kodak Ektachrome EF Films, a virtually foolproof process, and quality-tested chemistry. The ME-4 System assures color video images of high resolution, low noise and excellent color saturation. Processing service is available in many areas, or you can easily process the film yourself. Naturally, we'll help you set up the process and keep ourselves available for continued service thereafter.

Want more information? Call your nearest Eastman Kodak motion picture engineer.

### Eastman Kodak Company

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200  
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131  
New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055

**Koda**  
TRADE MARK



# Welcome to Canada . . . we'd love to have you come!

If you're an American broadcaster, advertiser, or work with an advertising agency, pack your bags and plan on being in Toronto from April 17-19.

That's when the Canadian Association of Broadcasters is holding its annual meeting in the Royal York hotel and we are inviting you to attend.

The Association itself is comprised of Canada's 316 privately owned TV and Radio stations and the theme of this year's entire meeting is "The Future of Broadcasting." Keynote address will be given by the Right Honourable Lester B. Pearson, Prime Minister of Canada, at 10 a.m. on Monday, April 17. Two days of outstanding speakers will include Dr. Andrew Stewart, Chairman, Board of Broadcast Governors; A. G. Kershaw, Chairman and Managing Director, Ogilvy & Mather (Canada) Ltd.; Dr. James Hillier, Vice-President, RCA Laboratories, Princeton, N. J.; and Lynn Christian, Vice-President and General Manager, WPIX-FM, New York.

For our American guests, there will be no attendance charges at any of our meetings. No fuss, no registration required. Just walk in and join us. It should be an exciting experience you'll not easily forget. Should you wish to remain for the annual banquet on April 19, at which many of Canada's star TV and Radio personalities will perform, there'll be a \$15 fee . . . but that's the only charge to be made.

Be sure and come . . . be sure and bring your wife too . . . because this is Canada's 100th Birthday Celebration year and there's much to see and do across the Border at this time. If possible, stay longer and go on to Montreal to take in the unforgettable sights as the doors open on Expo '67, the most sensational world exhibition ever planned.

The Canadian Association of Broadcasters looks forward to your visit . . . We want to welcome you to Canada, because . . . "We'd love to have you come!"

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# How gamy can you get on TV?

As gamy as in a theater, says Otto Preminger,  
but CBS's Dann disagrees, as film panel  
ranges over movies, long-form shows, syndication

A dispute over the suitability of "adult" movies for television dominated the TFE-'67 film conference of the National Association of Broadcasters convention last Monday (April 3).

The audience verdict, if applause was a reliable indicator, favored the argument that what's saucy in the theater would be no gamier on TV.

The debate, largely between Michael Dann, CBS-TV senior vice president, programing, and Otto Preminger, outspoken independent motion-picture producer-director, was part of an NAB television assembly that drew close to 2,000 conventioners.

The panel, which also included Bill Michaels, executive vice president of Storer Broadcasting Co.; Joseph Barbera, president of Hanna-Barbera Productions, and Carl Reiner, Hollywood producer-writer-director, ranged over a wide area, from network program costs to network program pre-emptions, in addition to the question of cutting or not cutting sexy or other so-called adult material out of motion pictures before they're shown on TV. David Wolper, chairman of Wolper Productions, was moderator.

**Unfair** ■ Mr. Preminger insisted there's nothing that can be shown in a theater that cannot be shown in the home. It is also unfair to the public, he suggested, to give the public less on TV than they could see in the theater. If the broadcaster doubts the TV suitability of a movie, he contended, the answer is "don't buy it" for TV.

Mr. Dann argued that as times and attitudes change television is becoming

more liberal and that this process probably will continue, but he felt that TV would always "remain several steps behind theaters" in this respect. "We feel very strongly that the television audience is different from the theater audience," he asserted.

He denied Mr. Preminger's suggestion that a bad rating by the Legion of Decency would cause or had caused networks to reject a movie, and he was joined by Mr. Michaels in denying Mr. Reiner's suggestion that fear of sponsors' reactions influences such decisions.

**Fear of Government** ■ More important than advertiser reaction, Mr. Michaels said, is fear of government reactions. Various government bodies have "opened up their files" to public protests and the FCC, in particular, has been getting more complaints, he explained.

Mr. Dann and Mr. Preminger also disagreed on whether films could be made with both TV and theatrical exhibition in mind and be successful in both media. Mr. Dann thought they couldn't be; Mr. Preminger insisted they could.

Mr. Preminger contended broadcasters have "an inferiority complex" even though they represent "the most powerful medium of all," and that this leads them to commission "B" pictures" for TV. He offered his services in the production of TV films and said he would be willing to "abide by all television standards."

Mr. Dann renewed his predictions that network movies are here to stay, that it is possible but not likely that network movie nights may be extended

from the present six a week to seven, that the era of 90-minute programs is at hand and that eventually the networks may be offering just two shows a night.

Questioned on the last point and the effect such a development might have on the market for half-hour program production, he said he meant that each network might have "double features" two nights a week, and that this would leave "much room" for "the shorter forms."

He estimated current production costs at \$90,000 to \$100,000 for an "average" nighttime half-hour show and at around \$185,000 for an hour program in explaining why he said, in answer to another question, that syndicators cannot "afford" to become major factors in blue-chip program production again.

**No Editing** ■ Mr. Preminger, who has persistently opposed cutting of his movies by broadcasters, insisted that if a motion picture is too long the producer or the director who made it should do the cutting and should also have the right to select the points for commercial breaks.

He agreed with Mr. Wolper that one solution might be to circulate with each movie, when it is offered for sale to TV, a list of cuts that would be acceptable to the producer.

Mr. Barbera, whose firm was said to have 26 series on networks or in syndication, said it intended to continue to develop new forms. One current Hanna-Barbera plan, he said, is to try to move cartoons "out of the kiddie area to the



On the TFE panel (l to r): Messrs Wolper, Reiner, Barbera, Michaels, Dann and Preminger.

family area," as with the recent *Jack and the Beanstalk* special.

**New Ideas** ■ Mr. Michaels urged TV film buyers to keep their eyes open for new ideas, in business matters as well as programing, and stressed the need for broadcasters to delegate to their film buyers enough authority—and money—to do their job. But the film buyer, he also noted, must be knowledgeable and responsible and must

know the difference between "a time to negotiate and a time to buy."

He said he knew of no sure-fire formula as to when a station should pre-empt network programing but suggested pre-emptions should not be made without "good reason" beyond "immediate" programing. The Storer stations, he said, are more inclined to pre-empt for documentaries than for entertainment programs.

Mr. Reiner, filling in for actor-producer Danny Thomas, who was ill, felt good taste can be too much for a comedy program. "If you don't offend a little bit," he said, "you're not funny." He thought a way should be found to let comedy talent be "a little bit irresponsible," within reason. "Be a little more tasteless, but only put that [authority] into the hands of people with taste," he proposed.

## TFE '67: no carnival this year

Hostesses stay out of the halls, suites bypass  
giveaway lures, as program exhibitors strive  
to attain image of serious businessmen

It was the year the shopping bag disappeared from the Television Film Exhibit. It was the year the TFE floor at the National Association of Broadcasters convention changed into a sober marketplace. But it also was the year, like all other years, when television program distributors, both within TFE and outside the organization, made a few deals, lined up prospects, exposed product, shook hands, promoted contacts and developed leads.

Color features—to no one's surprise—again were much in demand. "Two years ago station guys came to the convention looking for color, last year they were asking for it, and this year they were demanding it." That's the way Bob Neece, midwestern and western sales manager, Desilu Sales Inc., evaluated the convention for syndicators.

Particularly hot items in the feature field were MCA TV Ltd.'s "Universal 123" package and Paramount Television Enterprises Inc.'s "Portfolio I" of 60 movies. Both were new offerings. Among production previously on the shelves MGM-TV's "1-2-3-4-5-6" feature package reportedly was getting a play.

After color features the next greatest demand seemed to be for off-network half-hours. Here, too, if color was available the price went up and the demand accelerated. Network television's decided move to longer-form programing was the background to this latest marketplace development. Few half-hours came off the networks this season. What was made available seemed all the more desirable for the otherwise general, and seemingly growing, scarcity.

The result was brisk traffic for United Artists Television's *Gilligan's Island* comedy half-hours, Warner Bros. Television Division's package of 65 *F Troop*

half-hours and MGM-TV's 58 half-hours of *Please Don't Eat the Daisies*. Even *McHale's Navy*—not a new product—was said by MCA TV to be registering a good deal of interest.

**Personalities Popular** ■ Another highly attractive product line displayed and sought-after during last week's con-



There's no business like play business at an NAB convention. A hard sales method underlines the many promotional stunts and games to be found last week in Chicago. Seven Arts Associated Corp. relaxed potential customers with a putting green. Here Leonard J. Patricelli, executive vice president, WTIC-TV Hartford, tries his skill as Donald Klauber, Seven Arts executive vice president and general manager, looks on. For other film product lures and wiles see picture story, page 77.

vention was taped personality programs. WBC Program Sales Inc. apparently was a busy seller in this area. It chalked up four sales of the *Mike Douglas Show* and three sales of the *Merv Griffin Show*. ABC Films Inc. found buyer interest running high in its *Carlton Fredericks Program* and King Features syndicate is bullish about the future of Helen Gurley Brown's *Outrageous Opinions* series (see page 62).

But if taped and live personality programs are prime commodities can feature film distributors also prosper? That was the key issue for product pushers last week. And the challenge will become even more sharply drawn in the weeks that follow the 45th NAB convention. For the *Joey Bishop Show* is coming to ABC-TV affiliates next week and the United Network's Las Vegas series is next in line, with a CBS-TV late-night personality probably waiting in the wings. It could block out a tremendous amount of station time usually available to film distributors.

"There's no doubt that the addition of more personality programs makes the business of selling feature films more spotty," is the way James C. Stern, vice president and general manager, Allied Artists Television Corp., viewed the situation last week.

Largely agreeing with this estimate, Robert M. Newgard, vice president in charge of syndication sales, Paramount Television Enterprises Inc., pointed out, however, that features have been the staple of local station programing and are likely to remain so. "Other things come and go," he said. "Now personality programs are in vogue. But this will change and if you have a good, well-rounded package of features there shouldn't be any problem."

Still, some program buyers at the convention last week were suggesting

that features—other than maybe one a week that will pre-empt the network—may be squeezed into decidedly fringe time periods on local stations by the influx of personality programs.

**Good Show** ■ Overall, program distributors at the NAB generally felt it was a good convention. The sales traffic, particularly on the TFE floor, was not as heavy as in previous years but it was far more selective. Reported one pleased exhibitor: "There were no drunks coming around asking, 'What do you have for my kids?' I really believe TFE, for example, grew up this year. People came in and asked: 'What's new? What is it that you have that can make me some money?' We were a legitimate business treated in a business way."

Added a visiting station man: "The stakes have become so high in program buying that there's no more room for hell-raising. Why even in a small market a feature package can cost \$20,000. We can't afford to play around and maybe get conned. Fact is, the stakes are so high that we don't even make the decisions alone any more. Our film buys now are made jointly by top management. We travel around the exhibits in a group."

Paramount Television Enterprises Inc., for one, a first-time exhibitor at NAB, saw a steady flow of traffic. According to Bob Newgard, syndication sales vice

### Long or short battle?

After watching scenes from the forthcoming *Legend of Custer* during ABC-TV's presentation of its 1967-68 schedule to affiliates before the NAB convention, Otto Brandt, executive vice president of the King Broadcasting Co., Seattle, made a quick appraisal of the new series. "Whatever else happens," said Mr. Brandt, "it'll have a hell of a last episode."

president: "People came to see us because we were a new company with new people offering a new product."

Also new at both NAB and TFE was Spanish International Network. It was inundated with people, easily the biggest draw among the program distributors. But even here, according to Rene Anselmo, executive vice president, sales were "secondary." Instead, Spanish International wanted to gain recognition, have a chance to display its somewhat exotic product such as *Bullfights from Mexico* and *Soccer from Mexico*.

The bullfights especially aroused buyer interest. But the interest was not

easily converted into sales. "We could sell our bullfights in 150 markets today without any problem," reported Rene Anselmo, "but the stations tell us that the NAB will throw them out because it would violate the code." Instead, Spanish International apparently did its best business with UHF stations that are not code members.

Maybe the little program supplier, the real independent, has the best perspective on how the convention went and what it accomplished. "The convention was excellent for me," said Sandy Frank, president of Sandy Frank Program Sales Inc., a TFE member. "It gave me a chance to present myself to the industry at large. It gave me a chance to present myself to stations. It allowed me to welcome friends I already knew and it gave me new-prospect leads particularly among UHF stations. Just by being a part of the convention, by being associated with it, it has to help my sales."

**Postmortem** ■ After the party was over, nearly everyone involved agreed that it was time to call it a day. But there was still one more piece of business that could not be avoided. Events of the preceding four days had to be reviewed and evaluated. So at 11 a.m. last Wednesday (April 5), about 35 weary representatives of member companies of TFE '67 trudged into the

## MOST SUCCESSFUL "TIME SALES" PROMOTION EVER OFFERED

Offer your clients a Las Vegas Safari and see how easy it is to:

**MOVE "HARD TO SELL" TIME  
BOOST GROSS SALES  
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- \* Clients get free trips to Las Vegas, plus advertising.
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- \* Extra sales for your salesmen at regular commission.
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This is a proven promotion. Used year-after-year to boost sales ... increase revenue in slow periods. Get the facts. Absolutely no obligation.

... and we have the testimonials to prove it!

"... fantastic ... everyone had a terrific time ... only too happy to recommend ..."

Wayne L. Turner, Sales Manager, CJIC Television, Sault St. Marie, Ont.

"... cemented excellent relationships with important local advertisers ... everyone enthusiastic ..."

Jack Townsend, Promotion Director, KELO-LAND Stations, Sioux Falls, S.D.

"... tremendous image builder and financial success ... most successful promotion ever tried ... most signed up for next trip ..."

Orville Kope, General Manager, CHAT TV, Medicine Hat, Alberta

write, or phone collect:

RICK WILLIAMS, GROUP SALES



Las Vegas, Nevada 89109  
Phone (702) 735-5111

## The sequel to a 1966 filmbuying expedition

How do you buy a desirable film when the price is too steep? Grab it on the rebound no matter how unlikely the ricochet. That's what Mal Kasanoff, vice president and program director of KGBT-TV Harlingen, Tex., did. Film buyer Kasanoff is the energetic man BROADCASTING followed with camera as he made the rounds of film-sellers at last year's NAB convention. He journeyed to Chicago to buy six John Wayne features, it was found (BROADCASTING, April 4,

1966), but settled for a more economical package of 28 Blondie movies. Last week the Texas broadcaster was back at another NAB convention with a sequel to his 1966 expedition: "The Blondie pictures beat our afternoon competition," he reported. "Meanwhile the guy handling the John Wayne features called and said that since I had publicized the thing, he had to make a sale and to name my price. I did and now I've got six John Wayne pictures to play."

Lower Tower suite of Chicago's Conrad Hilton hotel and held an hour meeting. After it was over most agreed that little had been definitely decided but it was a heck of a group therapy session.

Minor complaints (especially about the panel chosen for the TFE '67 film conference) were voiced. Methods for enforcing even better control of traffic on the TFE floor were discussed. The possibility of setting up a permanent national TFE organization, with a full-time, paid director or chairman, was suggested and is to be considered. Election of officers was brought up and then postponed until a subsequent meeting to be held in New York in about a month.

Essentially, though, the film exhibitors were in a mood of accord. They were satisfied that proper steps had been taken to stop the carnival atmosphere that most felt permeated past TFE showings. The meeting had the self-respecting look and the sober feel of Alcoholics Anonymous.

Afterwards Wynn Nathan, chairman of this year's TFE and general sales manager of Wolper Television Sales, told BROADCASTING that the no-carnival, more-business-like conduct of TFE this year (a development of critical concern to convention swingers) was very much by design.

"We want to be accepted as businessmen not as peddlers," he explained. "We wanted to establish a sort of shopping complex on the TFE floor and show that we're all there with our little stores."

Mr. Nathan, who says he's not a candidate for re-election, expressed satisfaction over the more selective traffic patterns experienced by TFE this year. "We got more station owners and managers and more rep people," he pointed out. "We kept the girls out of the halls and operated the whole thing within the bounds of decency."

The exhibits were run on a strictly enforced daily schedule of from 10 a.m. to 7 p.m., Mr. Nathan reported. Ex-

hibitors were instructed not to keep open later. This more dignified stance of TFE is in keeping with its maturity as a going organization. This year's convention saw 10 new TFE members for a total of 29. Mr. Nathan says that at least five more members may be added for next year's convention, a growth that would probably necessitate TFE expanding to another floor of space.

## Radio syndicators on the scene, too

Present and active during last week's National Association of Broadcasters convention were some dozen radio program distributors. Unlike most of their television film counterparts, they were not grouped together on one floor but instead were scattered throughout the Conrad Hilton and in neighboring hotels.

New to the convention was Bill Buckingham, a free-lance correspondent from Pennsylvania. Last year Mr. Buckingham covered the action in Vietnam, focusing on the fighting as seen and described by GI's, and came back with 65 four-minute taped eye-witness accounts. He packaged the reports into a 13-week radio news feature series.

At the convention, Mr. Buckingham announced plans to return to Vietnam to produce another series for radio. He offered station buyers tape reels of 10 segments each to begin early in June. They will be delivered with dubbed music openings and closings.

Broadcast Media Associates, Hollywood, was offering a package of new radio features of varying lengths with well-know personalities. Included were *Viewpoint*, with Bill Leyden (30 or 60 minutes daily); *Mike Roy's Kitchen* (30 minutes daily); *Juke-Box Jury*, with Petter Potter (60-minutes daily, with six promos); *The Final Hours*, with Del Moore (five-minutes daily)

and *One For the Book*, with Sam Balter (five-minutes daily).

Among other radio program distributors exhibiting were General Media Associates, Mark Century Corp., Commercial Recording Corp., Kristom Productions Inc., Nightingale-Conant Corp., Pams Inc., Pepper Sound Studios, SESAC Inc. and Triangle Program Sales.

## Rill offers film package with ads

Sleeper at last week's Television Film Exhibit undoubtedly was Rill International Films Ltd. The New York-based program distributor came to the National Association of Broadcasters convention unheralded, in fact essentially unknown. It had only one package of product to offer, 13 "first-run" features with such hardly block-busting titles as "Casablan" and "Marizinia." Yet, thanks to a somewhat new selling concept, Rill International left Chicago with an unspecified amount of business sold and reportedly with more than 60 possible deals pending.

The distributor's method of selling product calls for the coupling of licensing agreements with an advertising plan. "What we do," explained Mrs. Irving R. Rill, company president, "is simply tell the station that by buying our film package it's entering in an agreement with a national advertiser who is in a position to place his budget in the TV station and its AM-FM radio affiliates. The advertising allocation will be equivalent to the price the station pays for the purchase of the films."

According to Irving R. Rill, the company's director of sales, the advertiser will buy time direct from the station. Once Rill International signs a film-licensing agreement with the station it no longer will be involved in the book-keeping of the transaction. Time will be purchased for the advertiser through its advertising agency. The station can sell spots on television only or can spread the buy among its radio affiliates if there are any. The spots do not have to be exclusively for the Rill International feature film program.

"We're giving the station a chance to add revenues to all three of his properties," Mr. Rill explained. "This is a way for television stations to generate advertising billings for their FM's."

**No ID** - The Rills last week would not identify the advertiser involved in the plan. But from an outside source it was learned that the advertiser tied in with Rill International is Jeffrey Martin Inc., Union, N. J., on behalf of Compoz, a pharmaceutical product. Also left unanswered by the Rills was

# Be heuristic about the Eastern Iowa Market.

Then you'll have the courage of our convictions.

Investigate. Try to find someone who's unemployed. You can—but it takes digging. Unemployment ratio for Iowa in 1966: 1.4%—about a third of the national figure.

Try to find someone who can't read or write. You can—but it's harder in Iowa than in any other state. Apart from our highest-in-the-nation literacy rate, Iowa is about 30% ahead of the national average in number of doctorate degrees granted on a population basis—and 100% ahead of the national average in number of doctorate degrees. Iowans also surpassed residents of all other states in armed forces mental tests: 94.9% passed in 1965 (last data available).

Try to find people on their way to a rumble. Try to find young men whose last visit to a barber is beyond memory.

Try to find a place in the state more than twenty minutes away from the countryside. We haven't really looked for such people or places; nothing short of the rack would force us to reveal the answers if we had them. However, to fill a statistical vacuum you may have been unaware of, and inspired by a passion to share our bounty with the Outside

World, consider these data:

Iowa's industrial output rose 13% in 1966, to \$10.2 billion—four times what it was in 1950 and twice as much as 1958. Manufacturing employment is up 8.7% (1966 over 1965). Personal income is up 9.4%, to \$6.4 billion. Income from farm marketing is up 11% to \$3.3 billion. Note that industrial income is 3.1 times farm income.

The Eastern Iowa market constitutes 60% of Iowa's population and purchasing power. It includes Cedar Rapids, Iowa City, Waterloo and Dubuque—four of Iowa's eight largest population centers.

For a definition of heuristic, and other trenchant memorabilia, drop us a note, or see the man from Katz, our national reps.

## The WMT Stations

Mail Address: Cedar Rapids, Iowa.  
WMT, WMT-FM, WMT-TV;  
K-WMT, Fort Dodge.  
*Represented by The Katz Agency.*

the advantage to the advertiser in this concept. But one station program buyer pointed out last week: "It's probably a way for the advertiser to reduce the cost of his spots."

Irving Rill is a trained advertising agency man. At various times he worked for Grant Advertising and on such accounts as General Electric International, Colgate-Palmolive and Coca-Cola. In the 1950's he helped the late Matty Fox distribute a library of feature films from RKO Pictures to television stations as part of what has since been referred to as "a barter deal" with International Latex Corp. Mrs. Rill, most recently a housewife, formerly was associated with WLAC-TV Nashville.

Last week Mr. Rill made a special point to disassociate his current concept from any hint of barter. He claimed that motivation for his plan was the "overpricing of product" in today's marketplace and the "prohibitive prices" advertisers have to pay for spots. "We're trying to provide as much of a service as we are trying to be a distributor," Mr. Rill said. He indicated that other products would be added to the company's library and that negotiations were going on with other advertisers to join the plan.

Rill International has been in business about a year. It spent that time putting together its "First Run Feature Films" package, which includes a total of 13 movies, five in color, with two foreign-made using dubbed voices.

## SESAC suit is planned

All-industry radio group to file antitrust suit against music-licensing firm

The All-Industry Radio Station Music Licensing Committee last week used a forum at the National Association of Broadcasters convention in Chicago to announce it wants to "institute active litigation" against SESAC Inc.

In announcing the move Tuesday (April 4), Emanuel Dannett, committee counsel, said that "it's time we felt we should stop complaining [about SESAC] and do something."

Mr. Dannett later told BROADCASTING that the committee plans to file a civil antitrust suit against SESAC, charging the music-licensing firm with illegal price-fixing and block-booking.

The main thrust of Mr. Dannett's report was to give a summary of the new agreement between the committee and the American Society of Composers, Authors and Publishers settling a three-year-old music-license lawsuit. The settlement provides for about 6.5% reductions in the stations' ASCAP fees (BROADCASTING, April 3).

He also noted that Broadcast Music Inc. is still receiving less than ASCAP based on the stations' use of music. BMI recently negotiated new contracts for TV.

Out of Line ■ Mr. Dannett was applauded by some 1,000 broadcasters at the session when he reported that the committee has had "endless letters from stations about the fees being paid to SESAC as being out of line." Attempts to go through the Justice Department or Federal Trade Commission, he added, haven't produced satisfactory results.

Sal Candelora, office administrator for SESAC, said the firm "recently got a clean bill of health from Justice and FTC for the umpteenth time." Attorneys for SESAC said they had no comment on a possible suit.

Mr. Dannett said the committee will send out letters, probably this week, asking all radio stations to support the law suit through pledges. It will ask each station to contribute 10 times the one-minute rate that is in effect for the greatest number of hours during its broadcast day.

During the ASCAP law suit and negotiations, between 1,100 and 1,200 stations supported the committee with similar financing.

Under the SESAC contract, the committee claims, stations in effect must buy the whole repertory or nothing. Mr. Dannett cited a 1958 court decision in which Judge Sylvester Ryan of the U. S. Southern District Court in New York said the SESAC operation amounts to block-booking of the form outlawed by the courts and that SESAC's per-piece rates are such that broadcasters are offered "no genuine economic choice" between per-piece and blanket licenses.

## Liberals have talent, Buckley complains

William F. Buckley Jr., one of the leading spokesmen of the conservative movement, believes that the networks and stations generally tend to give more attention to the liberal than the conservative view. But he believes the reason involves talent rather than ideology.

Mr. Buckley, in a news conference at the National Association of Broadcasters convention in Chicago last week, said liberals, has succeeded in developing the "best verbalizers." And since the medium "favors those who express themselves well," there are more liberals than conservatives on the air.

Mr. Buckley said there are "other conservatives able to express their views well. But they don't come out of the Columbia School of Journalism like a cataract" as he feels the liberals do.



## Telecast opens C&W Hall of Fame, Museum

The country-music stars appeared in black tie at the WLAC-TV Nashville on-air presentation of the Country Music Association's opening of its Music Hall of Fame and Museum.

Bill Jay, WLAC director of news and public affairs, and Eddie Hill, morning MC of the *Country Junction* program, were hosts.

From left, two leading country music stars, Eddy Arnold and Minnie Pearl, talk to Russell Stoneham, director of live programs, CBS, New York, and T. B. Baker Jr., executive vice president and general manager WLAC-TV.

Program was sponsored by the Life and Casualty Insurance Co. of Tennessee, which owns WLAC-TV.



## Development Time: 13 Years

Thirteen years. A boy can become a man in that length of time. Or, a man can become a radiologist. ■ Thirteen years of formal training—college, four years of medical school, and a year of internship to become a physician; then 3 to 4 years of specialized study and work in a hospital department of radiology—all needed to be eligible for examination by the American Board of Radiology. Why? Simply because a radiologist must know when certain x-ray shadows are not as they should be. And, know why. ■ That means before becoming a radiologist he must first be fitted with "other hats," including those of general physician, and consultant, and must have specialized knowledge in anatomy, physiology, pathology, cardiology, gastroenterology, bronchology, urology, neurology, orthopedics, pediatrics, and gynecology. In addition, he



must master a working knowledge of radiobiology, physics, mathematics, and engineering. ■ All this because radiology involves much more than "taking x-rays." The radiologist must study x-ray images and translate them into a medical diagnosis that greatly aids your personal physician in his treatment of illness or injury. The radiologist is also skilled in the therapeutic applications of x-ray and other sources of radiation—using them for treatment to help arrest a cancer, for example. ■ An increasing number of medical students and interns are choosing radiology as their area of specialization. General Electric is proud to be working with them in this highly gratifying and rewarding career—supplementing their time-earned skills with the finest and most advanced diagnostic and therapeutic x-ray equipment.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

# Chet-David: reunion in Chicago

Huntley: broadcasters are obligated to present more analysis, in-depth probing; Brinkley: give nonnews shows longer time to attract an audience

Chet Huntley and David Brinkley, separated by a picket line since March 29, got together again for a half-hour, off-air performance last Monday (April 3). It was just long enough for them to urge an audience of broadcasters to try more imagination and nerve in their efforts to expand the scope and reach—and acceptability—of news and nonnews programming alike.

There is a need that broadcasters have not yet fulfilled, Mr. Huntley said, "for probing more deeply . . . sometimes, for more analysis, for weighing, for reflection." Broadcasters, said Mr. Brinkley, should bear with nonnews shows in which they have faith, as they have with news programs, and give the public a chance to acquire a taste for them—and not panic if first ratings are poor.

The members of the NBC News team, which has become an institution of American broadcasting, expressed their opinions in accepting the National Association of Broadcasters' Distin-



David Brinkley

guished Service Award.

Their appearance gave them an opportunity to dispel any rumor that their conflicting position on the strike of the American Federation of Television and Radio Artists had caused friction between them. Mr. Huntley, who has crossed picket lines to continue his

newscasts, said it appears to be a disappointment to some newspapers that "David and I are too proud to fight—or that I am getting too old." Mr. Brinkley, who has gone out on strike, said he hopes to be working with Mr. Huntley again "soon."

**Good Morning** ■ Mr. Brinkley (who began his remarks with a "Good morning, Chet") drew on the experience of the 10-year-old *Huntley-Brinkley Report* in arguing that broadcasters' first appraisals of a program's worth are not necessarily valid—and that patience may result in not only profits but the professional satisfaction that good programming provides.

He noted that television news has come a long way in less than 20 years. "But before we all wallow in a warm bubble bath of self-congratulation and vain piety," he said, "we might also remember that . . . it was discovered that daily news programs can make money. And do. And so this service is not performed at any great financial sacrifice.

"When Chet and I started . . . the audience was small, commercials were few, and the program was losing money," Mr. Brinkley said. "But NBC stuck with it, kept it on the air, took the losses, continuously worked to improve it. Income picked up. The early losses were recouped a hundred times, a thousand times, maybe a million times over."

He said the same technique could be applied to programs in fields other than news—that is, "put them on, make certain they are well done, and I mean by the highest standards, leave them on, take a few losses for a while (and we can afford to lose a dollar here and there) and give the public time to discover them and learn to like them."

**Not for Art Alone** ■ Mr. Brinkley stressed he wasn't proposing art for art's sake. "It's idle to stand before this audience and talk about pouring all the profits into programs the literary quarterlies might define as cultural, uplifting and morally edifying." That, he said, is not going to happen—"and I'm not sure it should."

But a "surprising number" of the shows on which broadcasters are willing to gamble, he said, "will develop into winners and pay their way."

In stressing the need to guard against ratings-dictated death sentences, he said: "It takes time for tastes and habits to form and crystallize in a country as big and diverse as this one. But we put programs on and force them to live or die by the public reaction of the first few weeks. . . . Tastes—and especially acquired tastes—don't develop that fast."

The meaningful programs "we all know we ought to have . . . can be successful on commercial television, competitive television . . . if we are willing to make the effort to see that they are done well and then leave them on long enough for an audience to find them and warm up to them."

The suggestion received the support of FCC Chairman Rosel H. Hyde, who said he had listened to it "with great sympathy." In a news conference following his convention speech, the chairman said he had advanced a similar suggestion a year ago [last fall].

**Broadcasters Obligation** ■ Mr. Hunt-



Chet Huntley

ley stressed what he said was the obligation of broadcasters to provide more analysis and in-depth probing in noting that the "majority" of the 200 million Americans get most of their news by radio or television.

In discharging this obligation, Mr. Huntley said, broadcasters may have to

rely less on film. "We must also shed our prejudice against what we cynically have come to call 'the talking head.' It will mean risking the painful charge of dullness. It is going to mean that somehow we must find ways and means of getting at the very souls of men."

He noted that filmed documentaries represent an enormous investment of time, effort and money. When the documentary has been broadcast, "we tell ourselves that the final and definitive word on that subject has just been spoken and we are precluded, therefore, from coming back to it for two years or so. However, the issue . . . is still there, stubborn and defiant."

He also said reliance on film tends to narrow the range of possible subjects to those offering the opportunity to show "interesting facades and lovely landscapes, interspersed with action and conflict," with the result that "we arbitrarily rule out a long and imposing list of awesome subjects and conclude that they were just not meant for television or radio. What an incredible confession of weakness."

**Don't Fear** ■ In urging broadcasters to overcome their fear of dullness—and the price they pay for it in ratings—he said it is "ironic that 15 million of almost anything will get you almost anything in this country except a time period. . . . Fifteen million circulation is quite a zenith for a publication," he said, "but 15 million in a television or radio audience you find your old friends in the sales department shuffling their feet and looking the other way as you meet them on the elevator."

He said that although broadcasters cannot film or tape the insides of the minds of men, "we can prevail upon them to reveal their minds through talk . . . language. This is something we can do far better than the press."

Mr. Huntley also revealed in a news conference following the awards ceremony that he might be considering a new career for himself—in politics. He did not attempt to knock down a rumor that he was considering running for the Senate from his native Montana. Rather, he said his candidacy was "a remote possibility."

## ABC Radio reveals more program plans

Reports of sales gains shared honors with plans for new programs in the ABC Radio network's presentation to its affiliates in Chicago April 2.

President Robert R. Pauley said "current figures indicate that since 1960, ABC Radio has doubled its share of total radio-network billings from 17% to 34%."

He said that in addition to *ABC Ra-*

## Huntley-Brinkley text

For developing reporting techniques, for dedication to qualities of truth, and for their service to the public. These are the points cited by the National Association of Broadcasters in presenting its Distinguished Service Award to Chet Huntley and David Brinkley.

The text of the presentation follows:

"For their contributions to broadcast journalism, individually and as a team, for the past ten years . . .

"For the development and refinement of reporting techniques in their radio and television broadcasts that have given new depth and meaning to the reporting of news to the American public. . . .

"For their dedication to the qualities of truth and responsibility in presenting with clarity and interest the important events of the day . . .

"And for their service to the public, which has reflected honor not only upon themselves but also upon the media of free expression they have represented throughout their careers . . . —*gratefully and respectfully presented by the members of the National Association of Broadcasters, April 3, 1967, Chicago.*"

*dio's World of Sports* series of 24 live three-and-a-half-minute sportscasts each weekend, set to start June 3 as replacement for *ABC Reports* news-features (BROADCASTING, April 3), ABC Radio will launch a new weekly public-service wrapup of national and world events on May 7.

**Controversial Show** ■ Another new program, *The World of Melvin Belli*, featuring the well-known lawyer in five-minute daily discussions of subjects described as ranging "from sex and politics to mothers-in-law and ambulance chasers," will be offered to stations by ABC Radio on a syndication basis. The program, characterized as "far-ranging" and "controversial," is produced by ABC-owned KGO San Francisco.

Mr. Pauley also reported work is nearing completion on a new million-dollar news facility in New York that will further expand ABC Radio News' worldwide communications system.

The affiliates also were told that P. Lorillard's Kent cigarettes had signed for approximately one-fourth of the new *ABC Radio's World of Sports*.

# Copyright's rocky road

## Heated floor debate delays

## House action; bill amended to exempt educational TV

The long-simmering controversy over the revision of the nation's copyright laws spilled onto the floor of the House of Representatives last week and encountered so much bitter debate that completion was held off until Tuesday (April 11).

Vociferous opposition to segments of the bill covering juke box operations, CATV, educational TV and disputes over which committees had jurisdiction over parts of the bill prolonged the debate, originally scheduled to be concluded Thursday (April 6). The intensity of the action last week indicated more warfare was certain to break out when the House resumes its consideration. Renewed attempts to delete the juke box and CATV provisions are sure to reappear.

As it was, backers of the legislation had to stave off an early move to kill the bill and then saw the House accept an amendment overriding their attempts to have educational television covered by the copyright liability. In its place the House voted to give ETV a blanket copyright exemption.

The House will resume its deliberations on the bill at the same time a Senate subcommittee with a similar bill will resume its hearing. At the Senate inquiry, representatives of the National Association of Broadcasters will try to detour attempts by the record industry and performers to obtain per-play performance fees, and educational broadcasters will fight limitations on the exemptions they now enjoy and which the House handed them last week.

**Complex** ■ The acrimony over the copyright bill, which one member termed the "most complex" he had seen in almost 19 years in Congress, began early last week as the House Rules Committee took up the measure. The bill, which has been in the works for over a decade, had been approved by the House Judiciary Committee late last year only to die in the last-minute crush for adjournment. A similar measure was again approved early this year by the Judiciary Committee and referred to the Rules Committee, which decides if and when to schedule a bill for floor action and determines the amount of debate on it.

At a Rules Committee session that

proved to be a preview of the clash on the floor, Judiciary Committee members defended the bill, but encountered apparent doubt on the part of the Rules Committee and violent opposition from Representative Byron Rogers (D-Colo.), a dissident member of the Judiciary Committee. The leaders of the bill's defense were Representatives Robert W. Kastenmeier (D-Wis.), who was chairman of the subcommittee that struggled with the bill for years; Richard H. Poff (R-Va.), the leading minority member of the subcommittee, and Emanuel Celler (D-N. Y.), the chairman of the full Judiciary Committee. Representative Poff cited the 150 witnesses that appeared at hearings on the bill and the long time spent on it and said the resulting legislation was a "middle course, the fairest course."

**Special Interests** ■ However, Representative Rogers assailed the bill as a measure for the special interest of the American Society of Composers, Authors and Publishers and Broadcast Music Inc. He challenged the defenders of the bill to show any part of it that was in the public interest. They answered the measure would protect the property rights of the creative talent of this country and thereby insure the continued flow of the products of these people.

The Rules Committee passed the measure 11-4 and ruled it could be amended after three hours of debate in the House. The House took up the measure the next day and found itself embroiled in numerous arguments in the course of a nine-hour session that was finally halted by the House leadership.

During that elongated debate, the bill was surrounded by four different attacks on as many aspects of the measure. Representative Rogers fought to retain the exemptions the juke-box industry currently enjoys. Representative B. F. Sisk (D-Calif.) expressed concern over the narrowing of the exemption the ETV stations now have and said he feared the public would have to bear the burden of the additional costs facing ETV stations if they had to pay copyright fees. He sponsored the successful amendment that gave ETV complete exemption. Representative Arch Moore Jr. (R-W. Va.) and Basil Whitener (D-N. C.) led the opposition against applying copyright liability to CATV operators. And the bill faced an attack by members of the House Commerce Committee who claimed the Judiciary Committee had usurped Commerce's jurisdiction by proposing legislation that would in effect regulate ETV and CATV, which the Commerce members felt was in their domain. The Commerce Committee members making the argument were Representatives Harley O. Staggers (D-W. Va.), chairman of the

## AP surveys stations

Member stations of the Associated Press have been asked to appraise the wire service in an effort to determine the format most suitable for their needs. A questionnaire from 1967 AP Performance Committee surveys the present use of news material and aims at supplying new demands—for example, greater regional news. Deadline for replies is April 15.

The questionnaire asks stations to evaluate the present coverage on the big stories: Vietnam and foreign news, presidential news, congressional and other Washington news, space shots, civil rights and sports. Information on the use, length and number of the five-minute summaries and the sports features is also requested. Replies should be mailed to Ted McDowell, director of news and public affairs, WMAL-AM-FM-TV Washington 20008.

commerce group; Torbert Macdonald (D-Mass.), head of its communications subcommittee; John Moss (D-Calif.) and John Dingell (D-Mich.). Another vigorous opponent of the entire measure was Representative Wayne Hays (D-Ohio), whose early effort to kill the measure was defeated 252-126.

**ETV Issue** ■ The first big battle the bill's defenders faced after the opening argument centered around educational TV, whose nonprofit exemption they sought to narrow. They said they were concerned about the extensive use of copyrighted material by ETV national networks that would deprive copyright owners of a large market. To mollify some of the critics, Representative Kastenmeier proposed an amendment that would enlarge the geographic area in which ETV stations would be exempt. But opponents, who maintained such a public service should be protected and that the matter was a regulatory matter to be handled by the Commerce Committee, won out and the Sisk amendment to exempt ETV gained approval.

At one point Representative Hays said that if Judiciary successfully passed this bill and thus carried out an alleged raid on the jurisdiction of the Commerce Committee he would move to deny the Judiciary group funds next year. He also clashed with Representative Celler, one of the deans of the House. At another point Representative James Howard (D-N.J.) wondered whether the ETV jurisdiction justifiably belongs to the Commerce Committee and asked if it might not be more logi-

cal to have the Education and Labor Committee consider such matters.

On the CATV issue Representative Kastenmeier introduced six amendments, five of which had been sought by the National Association of Broadcasters, to "clarify" some aspects of the CATV proposals. These would prohibit CATV's from altering program content during as well before and after a program, to grant greater exclusivity for broadcasters who had obtained a license from a copyright owner, and designate "major commercial networks," rather than merely "major networks" as specified in the bill referring to "adequately served" areas. Representative Kastenmeier also suggested an amendment that would grant CATV's the right to originate local sports contests, a move that was decried by the opponents of CATV restriction as a "sweetener."

**FCC, Too** ■ The FCC, in a letter to Representative William Springer (R-Ill.), had also proposed the exclusivity and "commercial network" amendments sought by the NAB. The FCC, in reply to Representative Springer's questions at a Commerce Committee hearing earlier, had also advocated the ETV amendment proposed by Representative Kastenmeier, an increase in the number of recordings ETV stations could make on copyright material, an expansion of exempt CATV origination to include public-affairs programming and greater exclusivity for sports.

However, when the debate was shut off last Thursday night, the House had not yet acted on the Kastenmeier CATV amendments. It had acted a short while before to reject a motion by Representative Whitener to kill the entire CATV proposals and was about to act instead on a motion by Representative Richard L. Ottinger (D-N.Y.) to merely recommit the CATV section to the committee.

The lengthy debate was punctuated with charges the Judiciary Committee had not been diligent in its years of consideration of the bill. Critics said it had failed to hear all sides despite the voluminous testimony and had failed to tie in a lot of loose ends to the bill, pointing to the fact the backers were still trying to amend the bill on the floor. There were also charges of extensive lobbying by all industry interests concerned. Some pointed to the NAB amendments introduced, other members talked of last-minute letters, telegrams and phone calls on various issues and still other members admitted making phone calls and sending messages to other House members on behalf of their pet projects.

The action will resume Tuesday at the point where the House was considering the motions to either delete or amend the CATV section. And Representative Hays has also threatened to move to kill the entire bill later.



The stage is set. The marquee is lit. A potential buyer is on hand. "Welcome to TFE-'67," says the mini-dressed hostess from Independent Television Corp. The meeting is accidental, but the greeting is still friendly. The girl

is on her way to an elevator. TFE officials this year discouraged hostesses from approaching buyers in hallways. Decorum for TV-film distributors was the rule for the convention. (All photos by Jim Taylor.)

## The many lures of TFE '67

Program exhibitors use variety of gimmicks to draw film buyers to their suites

If you're a program pitchman at a National Association of Broadcasters convention you can spiel, you can show, you can sell, sell, sell, but in the long run you probably need something more.

There's likely as not to be a lure, a magnet to draw the buyers into the tent and, once in, a further attraction to keep him there. Medicine men did it from the back of a wagon with a demonstration, evangelists do it with threats of fire and brimstone, broadcast advertisers do it with a story or a song-and-dance. The point is, for program suppliers at an NAB convention there's always the product—good or bad—always the sales line—good or bad—and nearly always there's got to be a gimmick.

There were more than 50 television program suppliers at last week's NAB in Chicago. Few played it straight: a cut-and-dried sales presentation with only a smile and a cup of cheer to package the pitch. One such purist was Rill International Films Ltd., a new company and first-time member of the Television Film Exhibit. Rill relied on a promotional poster, a promotional brochure and a somewhat new concept (see page 70) to get its sales job done.

Comments company sales director Irving R. Rill: "We're dealing with station people who are sophisticated businessmen and they should be han-

dled in a sober manner."

But that's surely a minority opinion. Speaking, best perhaps, for the majority was Desilu Sales Inc.'s vice president and general manager Bernard Weitzman. "I think that all exhibits should be built around a theme," he said. "After all we're in the entertainment business, we're expected to put on a show. Why shouldn't we go for the best?"

And many of product-pushers—specifically the film distributors on the TFE floor—did go, if not for broke, at least for an impressive fling. Desilu was a prime case in point. It decked its fifth-floor suite in Chicago's Conrad Hilton hotel with new wall-to-wall



The scenery is western, a familiar locale for Warner Bros. Television Division. The dude is salesman Bill Seller and his pitch is for 'F Troop.'

carpeting, air conditioners, hushed lighting and five backroom ice cases.

Theme for the exhibit was an "International Pageant" and it was pegged on a beer cellar stocked with brew from 37 different countries and girls from six nations. It was a project that took seven months to complete and, according to company officials, was mostly for that oh, so intangible, but oh, so important thing called image.

There was a foreign flavor, too, of course, to TFE's Spanish International Network exhibit. The come-on was a long, dark, tunnel-like pathway to a room that was Mexican in motif. A color television set was in the middle, playing a bullfight program in exquisite color (off an Ampex 2000 high-band video-tape recorder in a side room). A table was laden with food and margaritas were served. Off the main room mariachi musicians and a fiery singer performed.

And there were many more gimmicks ranging from placard-decorated walls to a piano-playing girl at National Telefilm Associates. But gone from the TFE floor were the trinket giveaways and the coaxing hostesses. Instead a controlled TFE prize room was set up. Only TV-station personnel were welcomed and they registered for some 50 daily door prizes and such grand prizes as a Mustang car and a trip for two to Hawaii, about \$10,000 worth of gifts in all.

It was all involved in the business of making business. Observed Spanish International's Rene Anselmo: "We didn't spend eight months planning our exhibit so that we could write business on the convention floor. We wanted to say this is Mexico. It's not a backwards country. It can turn out good product." (See pictures from TFE exhibit, pages 78, 79.)



The beer cellar at Desilu Sales was elaborate. There were brews from 37 different countries displayed on the shelves and duplicates for more

pleasurable purposes behind the bar. Vice President Bernard Weitzman, and Sales Manager Bob Neecee (seated) enjoy the effect.



MGM-TV had a high-powered presentation to give. The medium used was a three-way split screen using film and slides.



The TFE prize room handled the giveaways exclusively. TV station people registered and their lotteries went into a rotary bin. Earl Hickerson and Jim Thomas, both WCEE-TV Rockford, Ill., try their luck.



Teledynamics Corp. (Bill Burrud Productions) had lots of travel-adventure to sell. Background travel photos, exotic hostess are the props. Executive VP Tony Azzato talks to possible buyer, Len Stevens, WPHL-TV Philadelphia.



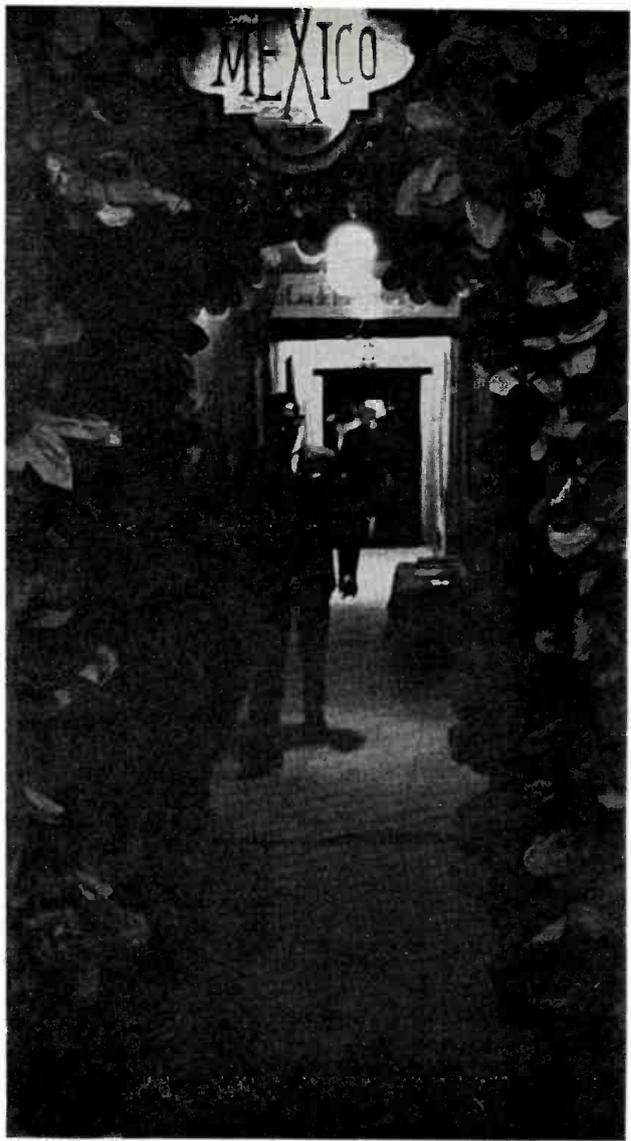
'Establish your track record, and have a look at ours,' said WBC Program Sales. The gimmick: a slot-car contest. Vying for color-TV-set prize are Tom Parrington, WKY-TV Oklahoma City, and Bob Wilson, KXTV(TV) Sacramento.



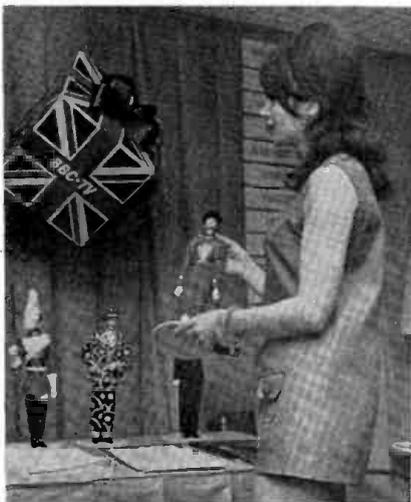
North American Television's exhibit told the new company's product story in billboard and brochure form. Sales Manager Richard W. Dinsmore was on hand to fill in the gaps for two delegates from the Philippines.



The promotion at Trans-Lux Television Corp. was a home-viewer participation game called 'Pick a Show.' Explaining it to Neal Edwards (c) of WMAL-TV Washington, while a hostess listens, is Art Manheimer.



This is the pathway to what was easily the most popular exhibit. It's the Spanish International Network's tribute to Mexico. Most days this corridor was jammed with people. The exhibit could handle 70 at a time.



Hostess at Peter M. Robeck & Co. sets up doll display. The theme is decidedly English to go along with distributor's British-produced packages.



The walls are plastered with posters at Allied Artists. VP James Stern sells to Doug Elleson, WVUE(TV) New Orleans. Film buyer in center is Mal

Kasanoff of KGBT-TV Harlingen, Tex., man BROADCASTING featured in coverage of last year's TFE-NAB. Also shown is AA-TV's George Dietrich.

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## Bureau criticizes language survey

The FCC Broadcast Bureau has turned thumbs down on a proposed sale of a TV station whose programming would include a heavy schedule of foreign-language broadcast. The bureau last week recommended denial of an assignment of license of KTRG-TV Honolulu, and its auxiliary station, KUT-67, from Hawaiian Paradise Park Corp. to Friendly Broadcasting Co., owned by United Broadcasting Co. President Richard Eaton. Friendly has proposed an 84½-hour broadcast week with approximately 50% Japanese and Filipino language programming and 50% of it as English programming.

The bureau alleged that the proposed specialized programming was not properly related to the supposed needs of the community served and that Mr. Eaton's proposed measures for control and supervision of the station were inadequate.

Specialized programming, the bureau said, is that programming which meets the needs or interests of a "defined" segment of the community as opposed to the community as a whole. Furthermore, Friendly, having proposed such a format, had obligated itself to show an "actual, unfulfilled need" for its programs.

A Friendly representative, the bureau said, in a 30-person survey of Honolulu officials, did not "attempt" to interview a "true" cross-section of the community population; rather, the bureau claimed, he had talked only to those persons from whom he could expect a "desired" response. Regarding the actual, unfulfilled need, the bureau found that there was "no probative evidence" to reflect what percentage of Americans of Japanese ancestry residing in Honolulu did not speak or comprehend English. The extent of present Japanese-language programming on existing stations "would appear to meet" that need for specialized programming, the bureau added.

**Another Element** ■ The bureau also noted that Mr. Eaton's "past history in the operation of his other stations cannot be ignored." Notices of violations, forfeitures and short-term renewals, the bureau said, "serve to indicate a less than scrupulous regard on the part of Mr. Eaton to comply with the [rules]." Though he would have adequate supervision and control over KTRG-TV, Mr. Eaton's history, the bureau cited, would "create a doubt whether the assurances he has made would be fulfilled in actual operation."

Friendly disputed several of the points offered by the bureau:

Friendly challenged the bureau's

findings on the grounds that its method of survey included a representative sample of responsible local leaders, both in Honolulu and in the Japanese community, and that the "purity" of its survey should not be dismissed because there exists a "clear and substantial [defined] community," based on available Census data, for whom such specialized programming would provide a "significant convenience."

Friendly dismissed the greater portion of charges against Mr. Eaton's past history as "mere allegations" that have not been proven and cited an improvement in the overall operation of his stations since 1964.

## FCC seen retreating from religious issue

FCC Commissioner Lee Loevinger regards the commission's new program reporting forms for radio and television as representing a quiet retreat from a position of requiring broadcasters to promise to carry a minimum amount of religious programming.

The commissioner expressed the view in an appearance before the Catholic Broadcasters Association, which was meeting in Chicago last week in connection with the National Association of Broadcasters convention.

The commissioner two years ago had charged that the commission program reporting forms then in use breached the constitutional wall between church and state in asking applicants to report on the amount of religious broadcasting they proposed to carry (BROADCASTING, Feb. 1, 1965).

Since then the commission completed a job began in 1960 of revamping program reporting forms, and questions concerning religion are not specifically asked. Broadcasters are queried only on "news," "public affairs," and "all other programs exclusive of entertainment and sports."

This last category is generally taken to include agricultural, instructional and religious programs, since these, along with news, public affairs, entertainment and sports, are the types of programming defined in the instructions to the forms.

However, Commissioner Loevinger said the new forms do not require broadcasters to make any promise specifically regarding religion, as he said the previous radio-TV form did.

Thus, he said, the commission has been able to draw back from the constitutional issue that had been raised by objectors.

# New payment method sought in contracts

Talk now at NBC: basing station compensation on minutes of advertising sold by the networks

A new network-affiliate approach that would give affiliates a share of the revenues from any increases in network commercial time is being urged by NBC-TV stations and considered by NBC-TV officials.

Such an approach, unlike anything in network-affiliation contracts today, was discussed by representatives of NBC-TV affiliates and NBC-TV authorities last week for possible inclusion in the new NBC-TV affiliation contract currently being developed.

Officials said one way it might be done—although they insisted their discussions had not reached any specific plan, including this example—would be by basing station compensation on commercial minutes instead of hours or fractions of hours, as is now the case at all three networks.

There was speculation, however, that "guaranteeing" affiliate participation in revenues from extra network commercials might carry a corollary responsibility for the affiliates to help bear the burden of unusual costs encountered by the network—a prospect not likely to generate much enthusiasm among stations. Many affiliates, of all networks, have been muttering for years about having to help pay network expenses and wondering, not entirely in fun, whether the time won't come when in effect they'll be buying network programming outright.

**Station Fears** ■ In pushing for assurances of extra compensation if networks sell extra commercials, affiliates are responding to fears that networks will start selling more time but keeping all the extra revenue themselves. Worse yet, they contend, under affiliation contracts like those now in force at CBS-TV and being offered by ABC-TV, a network could increase the number of commercials and, if it failed to sell all of them, actually pay the stations less than they now receive.

This might come about, they explain, because current contracts (1) do not impose any limit on the number of commercials a network may offer, and (2) in the new CBS and ABC versions,

pay affiliates according to the percentage of commercial positions actually sold.

In the new ABC-TV contract (see page 86), for example, if the network sells two of three available commercial minutes in a half-hour show, stations are paid on a two-thirds basis.

If the number of commercial positions were increased to four but the number of sales remained at two, affiliates are concerned lest their payments would be cut to a one-half basis—even though they would still be carrying the same number of network commercials as before.

The question takes on greater significance, according to many affiliates, since NBC has indicated it may increase the number of commercial minutes in network movies from 14 to 16 next fall—a move that, according to most observers, would almost certainly be followed by the other networks.

**Less Compensation** ■ If that happened and both of the extra minutes were not sold, affiliates fear, stations might wind up getting paid only on a 14/16 or 15/16 basis even though in the past they received compensation on a 100%—14/14—basis.

Network authorities acknowledge that such possibilities raise a problem but say it's "a matter of ethics" to see that affiliates don't receive less compensation in cases of this sort. CBS-TV network authorities have said they tried to write such a guarantee into their new contract, adopted a year ago, but couldn't work out the wording.

The example being cited last week—basing compensation on network commercial-minute sales rather than on the proportion of available minutes sold within program periods—was said to be one way of getting around this problem.

It wouldn't keep the network from increasing the number of available commercial minutes, but stations would be paid for each one the network sold, not on the percentage of total availabilities sold.

If the network increased the number



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of commercial positions in movies to 16 but still sold only 14, the stations would still be paid for 14. If the network sold 15 or 16, affiliates would be paid for 15 or 16, and if the network sold only 12 the stations would be paid for 12, whether they represented 12/14 or 12/16 of the availabilities.

**Consideration Promised** ■ Whether this or any other formula giving affiliates a share of the revenues from an increase in network commercials would be adopted remained problematic last week.

The idea of including some such guarantee was broached to NBC officials last Wednesday (April 5) during the National Association of Broadcasters convention in Chicago, and the NBC executives agreed to consider it. It was known that some NBC officials had themselves been thinking along the same lines before the meeting.

Participants insisted, however, that there was no discussion of the minute-base or any other specific way of achieving such a guarantee.

It was noted that this sort of approach might work both ways. For instance: If affiliates share in network revenues from extra commercials, should they not also be willing to share any unusual costs encountered by the network?

Some authorities thought this prospect alone, if the network should insist on it, would dampen many affiliates' enthusiasm for a guaranteed share of revenues from extra commercials.

The Chicago meeting was between network authorities and Harold Grams, KSD-TV St. Louis, chairman of the board of delegates of the NBC-TV affiliates, and A. Louis Read, WDSU-TV New Orleans, former chairman and ex-officio member of the board, who also are on a special committee of affiliates named to draw up proposals for the new NBC-TV affiliation contract (BROADCASTING, March 27).

**Network's Decision** ■ Messrs. Grams and Read reportedly told NBC that although initially there was no affiliate opposition to an increase to 16 commercial minutes in NBC-TV movies, some grumbling had developed. The decision to stay at 14 or go to 16 remained one for NBC-TV to make.

Much of the session was said to have dealt with procedures for consultation between the affiliates' special committee and NBC. Network officials said they would be glad to consider recommendations submitted by the committee but that the drafting of the new contract would have to be done by NBC alone, not by a mixed group of network and affiliate representatives.

NBC officials said they expected to meet their original timetable of completing work on the new form by around the first of June.

## Radio's time of big change

### Mark Century panel tells broadcasters to prepare for unprecedented growth

Radio broadcasters were advised last week to get with it, in both programing and sales, if they want to speed the tempo of radio business.

The advice came from a panel assembled by the Mark Century Corp. for its sixth annual programing and sales seminar, held Monday (April 3) in Chicago during the National Association of Broadcasters convention.

The changing nature of radio, its audiences and its buying and selling techniques, and the need for broadcasters to keep abreast of these changes, were stressed by Kent Burkhart, vice president and general manager of WQXI Atlanta; Philip Nolan, programing manager of Westinghouse Broadcasting Co.; Thomas C. Harrison, president of the radio division of John Blair & Co., and Martin S. Simmons, executive vice president and treasurer of Stern, Walters & Simmons, Chicago agency.

**Growth Period** ■ Opening the seminar, Mark Century President Milton Herson voiced confidence that radio is entering "a period of unprecedented growth and prosperity" but cautioned that it is up to the individual broadcaster to "be prepared so that he participates in this growth."

As evidence of Mark Century's confidence he cited its purchase of WFEA Manchester, N. H., currently pending FCC approval, and said the company is now negotiating to acquire other stations.

Mr. Burkhart, tracing variations in top-40 programing over the years, predicted that "top-40 will continue to lead radio for the next decade" but said it "will be the true top 40, not like most top-40 stations today."

The "true" or original top 40, he noted, was "created for mama and papa, not for Dave Clark fans," and its closest contemporary descendant is today's middle-of-the-road music sound. On WQXI, he said: "I play only the records that I consider to be acceptable to the adult ear, whether country, rock-and-roll, race or polka."

**Create, Don't Imitate** ■ Radio broadcasters, Mr. Burkhart admonished, should "stop being imitators and create something" of their own.

Mr. Nolan stressed that "programing

serves its own end, and that of sales, by creating an atmosphere of believability." Both the station's and the advertiser's "rapport" with the audience can be jeopardized, he warned, by "the jerky commercial" or anything else that's badly done.

"We all know of stations that rank well below the number-one spot that still deliver where it counts—they move merchandise," he declared. "It's because some people do listen—and they believe."

Sales and programing people can and should profitably work together in building sales, as in planning and producing speculative commercials and campaigns, but "what people hear and when they hear it" must remain a program decision, Mr. Nolan asserted.

**Computers** ■ Mr. Harrison, representing one of the leading station-rep firms, urged radio men to adjust to "new techniques of doing business" if they want to get ahead in national sales.

"With media-selecting computers practically on top of us," he said, "we will have to equip our salesmen with more complete, more meaningful information about markets, stations and advertisers' problems. We must present these facts in a form the computers will accept, and in a manner which will make radio's over-all national dollar expand."

Broadcasters must understand not only their own business but also the many different businesses of their clients and prospects, Mr. Harrison asserted. "Show the advertiser the exact appeal of your station, and how its appeal parallels his consumer goals, and you will get more national dollars," he said.

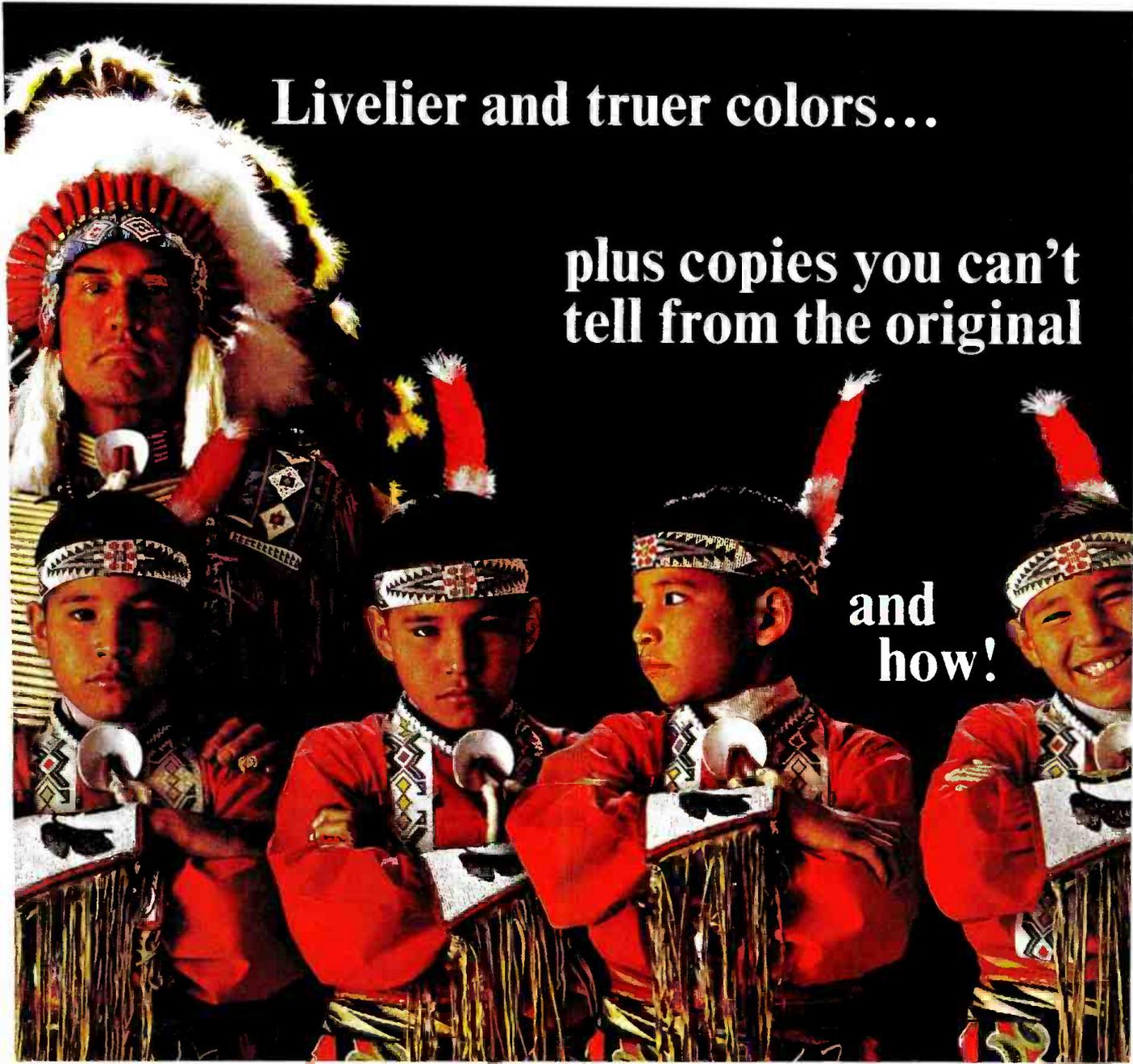
Mr. Simmons, who said his agency's use of radio is growing at a faster pace than radio's over-all growth rate, noted that how much and where radio is used depend upon individual client needs, with decision refined further by "applying judgment to the numbers."

"We've yet to find a workable substitute for experience in evaluating audience research data," he reported.

He cited a spot-radio campaign his agency conducted for Kalamazoo Pant Co., which contributed to a 50% gain in sales of the Kazoo line of pants for teen-agers, as evidence not only of radio's sales power but also as an example of the need to "look a lot deeper than just the [ratings] in buying time."

"Radio is, and probably will continue to be, the strongest single medium with which to reach teen-agers," he said. But he emphasized the need for stations to keep agencies informed about changes in programing and staff, for instance, and about DJ participation in local promotions.

Marvin Kempner, president of Mark Century Sales, led the seminar.



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# An alternate ETV plan from NAB

Wasilewski fears President's bill would establish 'government propaganda agency'; offers a different method to channel aid to ETV

Establishment of a public television system as envisioned by the President of the United States and the Carnegie Commission "has the potential of becoming a government propaganda agency. We should not merely hope that this will not happen, we should make certain that it will not happen."

Having received applause from his audience on that point, Vincent T. Wasilewski, president of the National Association of Broadcasters, went on to outline NAB's plan for creation of such a system by building on the "solid foundation which already has been achieved for the present system of educational television." NAB would retain the grant-in-aid program and have ETV's join a corporation to which the funds would be channeled.

The speech, delivered to a standing-room crowd of about 2,000 at the opening luncheon of the NAB's 45th annual convention, also described as "nefarious" an attempt by record companies and recording artists to get copyright fees each time a record is aired.

**Magic Slipper** ■ Educational television since the Carnegie report, Mr. Wasilewski said, has been looked upon as a "Cinderella which has been starved and meanly treated, but when fitted with the magic slipper of government gold will be transformed into the most beautiful sister of them all."

The philosophy, as pronounced by President Johnson and the Carnegie Commission, he went on, is to keep the educational TV system separate from government. However, the creation of a board of directors—appointed by the President—as envisioned by Carnegie "would concentrate enormous power" in the board and its staff.

This board, he went on, would be charged with spending government tax revenues that could total \$250 million a year. "For local stations to maintain their independence under such conditions will be close to impossible," he said. "They will be dependent on the central organization which will have a monopoly on the money."

Reliance on traditions or the "behavior of men of good will" will not be sufficient to guarantee the system freedom from government interference over programing, Mr. Wasilewski said.

"We strongly doubt that either the Carnegie Commission's or the President's method of appointing men to the corporation achieves sufficient insulation."

NAB's proposal would be for a system that provides money for facilities as well as operations and programing. "Basic to our plan," the NAB president added, "would be legislation to make available sufficient federal funds to create and support a viable public television system similar to that envisioned by the Carnegie Commission."

**State-by-State** ■ Mr. Wasilewski said NAB proposed disbursing the federal funds through the states for distribution to noncommercial TV's. All non-commercial stations would be eligible to join and have a vote in an incorporated nonprofit association. These members would elect a national board of directors and they would also assign a



NAB President Wasilewski

certain percentage of the funds they receive to the public television corporation. In turn, the corporation would disburse the money in a manner similar to the Carnegie plan.

He said the NAB plan would allow for control that is "democratically based and decentralized" and insures "maximum protection against federal government interference over programing." It also is a "logical extension" of the present grant-in-aid program and it puts the operation of the system in the hands of fulltime professionals, who can be more effective than "a loose, politically flavored, parttime advisory board."

**A Copyright Scheme** ■ Hitting at the record industry's attempt in Congress to get still another bite from broadcasters in the way of new copyright fees, Mr. Wasilewski charged it would "upset the traditional practices of decades in this industry . . . it would breach all known copyright concepts."

He called the approach, now before the Senate Judiciary Subcommittee studying copyright revision, a "scheme" that NAB will fight "with all the vigor at our command."

NAB supports the copyright bill proposed by the House Judiciary Subcommittee, he reminded the broadcasters. But that support will be withdrawn and NAB will oppose the bill if the "nefarious provision is inserted."

The NAB president also hit out at the American Bar Association's Reardon Report, which seeks to restrict the flow of pretrial information through contempt powers. NAB's position, he said, is that "contempt power should never be used against media for anything . . . outside the courtroom."

The NAB's Freedom of Information committee, he added, is preparing a set of guidelines for covering public events. These guidelines will be "advisory and not obligatory—but we feel they can accomplish much in easing the problems in this area without the necessity of resorting to contempt power," he said.

## Skills Bank gets job listings

The Broadcast Skills Bank, a joint industry effort sparked by Westinghouse Broadcasting Co. to improve Negro job opportunities, received station requests for nearly 100 positions last week. It was the second year that BSB had a booth at the National Association of Broadcasters convention and the inquiry rate was running double 1966. Highest demand was for engineers and secretaries, including many requests from the South.

# ABC-TV affiliates get contract fill-in

## They have option of signing new agreements in July, or after present pacts' ending

ABC-TV affiliates got the word on their new affiliation contracts straight from the brass's mouth last week, in a session generally described as amicable and unspectacular.

Reports from affiliates afterward indicated that the real horse-trading, if any, will come in private negotiations between ABC-TV officials and affiliates in fixing the terms of individual station contracts.

The new form, described as intended to bring station-compensation formulas abreast of current network sales practices (BROADCASTING, March 27, April 3), is due to go into effect July 2. Stations with contracts running beyond that time may switch to the new contract or continue on the old one to the end of its term.

Although some affiliates felt the new station-compensation formula would pay them less than the present one, most of those queried said the new system would provide somewhat higher compensation on equivalent volumes of business.

**Like CBS's** ■ The new ABC-TV contract was widely regarded as patterned after the one put into effect by CBS-TV a year ago, except that ABC-TV's compensation rates were said to average 3% to 5% less than CBS's.

John O. Gilbert, ABC-TV vice president in charge of affiliate relations, presided over the contract meeting, held Sunday (April 2) in Chicago preceding the National Association of Broadcasters convention.

The question of lengthening breaks between ABC-TV nighttime shows beyond their present 43-second limits was raised by affiliates in a separate session but was shot down at least temporarily, by the network's insistence that television's commercial time should not be expanded, whether in network movies or between network shows.

In a private meeting the affiliates indicated by a show of hands almost unanimous desire for longer nighttime breaks, according to station participants, but they said that in discussing whether breaks should be lengthened the affiliates appeared almost evenly divided.

Several stations reportedly urged that

piggyback commercials be eliminated completely from prime time. One affiliate said that if this could be done "we'd hold the line [on break lengths] till hell freezes over."

The ABC-TV affiliates advisory board, headed by Burton B. LaDow of KTVK(TV) Phoenix, plans to survey all affiliates on the question of longer breaks in time to have the results for study at its June meeting.

**Hold the Line** ■ ABC-TV Network President Thomas W. Moore's announcement of plans to reduce clutter and hold the line on commercial time (BROADCASTING, April 3), made at an April 1 session, brought on-the-spot commendation from Lawrence H. (Bud) Rogers II of Taft Broadcasting and later a formal resolution from the affiliates association.

The resolution commended Mr. Moore "for his forthright, enlightened and positive stand in the common interests of the public, broadcasters and advertisers in reducing clutter and resisting efforts to increase commercial time."

ABC-TV officials estimated that the network's clutter-reduction project, including a shortening of credits and promotions and elimination of billboards

### ABC-TV honors affiliates

Plaques marking 10 years of affiliation with ABC-TV were presented to seven stations at the annual meeting of ABC-TV officials and affiliates April 1 in Chicago. They were accepted by John B. Walton Jr. on behalf of KVII(TV) Amarillo, Tex.; Victor Sterling, WPTA(TV) Roanoke-Fort Wayne, Ind.; John Slocum, WLWI(TV) Indianapolis; Eugene S. Thomas, KETV(TV) Omaha; Ramsey Elliott, KOVR-TV Stockton-Sacramento, Calif.; Robert Roth, KONO-TV San Antonio, and Fred Vance, KGUN-TV Tucson, Ariz.

except on sponsored programs, would reduce nonprogram material by as much as one-sixth, making this time available for program content. The changes have already been started and will be fully in effect by the fall of 1968, according to officials.

Mr. Moore said ABC-TV "will resist any move to further diminish the effectiveness of our time. Our big problem is to bring back the little, tiny things we have already given away. We are working to the day when there will be content and commercial, without waste and clutter."

**Fewer Interruptions** ■ He said limitations on program interruptions were an issue for the industry as a whole, through the code review board, but that ABC-TV would maintain a prime-time standard of no more than three interruptions in a half-hour program and no more than five in an hour show.

He said he hoped, however, that broadcasters would "move in the direction of two interruptions in half-hour programs and four in one-hour programs" and pledged that "we will support the industry's adoption of such a standard."

Opening the meeting, the first of two on April 1, Leonard H. Goldenson, president of ABC Inc., cited rising costs of news, sports and general programming that accompany ABC's growth. He also noted that ABC has committed itself to an outlay of more than \$140 million through 1970 to equip all of its New York and Hollywood facilities for color.

He said the company's news budget had risen from \$3.5 million six years ago to \$25 million last year and \$30 million this year and will reach \$40 million in 1968 when extensive national political conventions, campaign and election coverage will be added to normal news operations.

**Higher Costs** ■ Nighttime programming expenditures, Mr. Goldenson said, are increasing 10% a year and reached \$135 million in 1967, while daytime programming costs are up to \$26 million a year and sports-program budgets have been boosted to \$38 million from last year's \$20 million.

The second April 1 session, open to guests as well as affiliates, was devoted primarily to a three-hour original musical revue introducing the network's 1967-68 schedule (BROADCASTING, April 3).

The revue, titled "A Very Special Season" and written and produced by Contempo Productions, New York, was widely acclaimed by both affiliates and guests.

Introducing ABC newsman Peter Jennings at the public sessions, Mr. Gilbert said ABC's news budget for next year would be "just under \$50 million."

## Witnesses set for ABC-ITT hearing

First witness in the FCC hearing on the merger of ITT and ABC opening today (April 10) will be Dr. Raymond Saulnier, former economic adviser to President Eisenhower. He has been called by the Department of Justice at whose request the FCC ordered the hearing.

Other witnesses, expected to take up the first two days of the expedited hearing, will be ITT officials Robert E. Chasen, Jack H. Volbrecht, Stanley Luke, Robert H. Kenmore, Hart Perry and Harold S. Geneen, president of the international communications company, in that order.

The schedule of witnesses was hammered out at a half-day prehearing conference last Thursday (April 6) in Washington before FCC Chief Hearing Examiner James W. Cunningham. Mr. Cunningham's directive from the FCC is to conduct the hearing quickly and certify the record to the commission. He will not issue any initial decision in the case.

Lionel Kestenbaum, chief Justice attorney, submitting "a small complaint," said an ITT lawyer, in a two-hour, telephone interview "improperly" tried to get a government witness to change his statement. The witness is Dr. Albert G. Hill, Massachusetts Institute of Technology. Mr. Cunningham said he was sure this wouldn't happen again. Marcus Cohn, Washington lawyer for ITT, said he was not the lawyer involved and that he had not known of the incident.

Under pressure from the commission, Mr. Cunningham is aiming to have the parties put on their direct cases during this week. Next Monday, he said, parties would meet to decide rebuttal witnesses. Mr. Cunningham said he hoped to have the case completed by the end of the second week.

Among other matters concluded at the prehearing meeting last week was the potentially embarrassing one of confidential ITT documents. ITT agreed that all but one document could be placed in the public record; this was a table showing 1965 sales and profits of various ITT subsidiaries, and a five-year projection of sales and profits for these divisions. The other parties agreed to this move.

It was also decided that the FCC's Broadcast Bureau would follow the Justice Department in placing its case in the record. The Broadcast Bureau's interest, it is understood, is in the effect of the merger on the objectivity of ABC news coverage—a subject that has been raised by several of the commissioners. The bureau has said it wants

to examine Elmer Lower, president of ABC News, and the presidents of ABC-TV and ABC Radio, Thomas Moore and Robert Pauley, respectively.

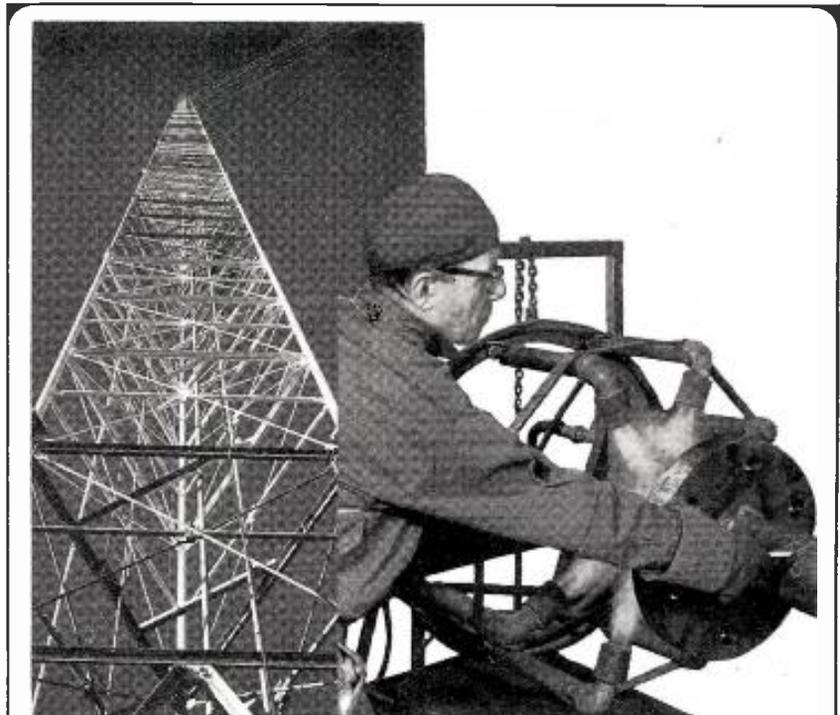
Leonard H. Goldenson, president of ABC Inc.; Simon B. Siegel, executive vice president; Jules Barnathan, vice president in charge of operations and engineering; Martin Brown, treasurer, and George Sebastian, network color-TV engineer, are all expected to be called to testify later this week.

The proceedings result from a petition by the Department of Justice for a hearing on the merger. Justice claims that there are anticompetitive factors involved in the joining of ITT and

ABC. The Justice Department request came a month after the commission approved the merger in a 4 to 3 vote.

## Fellows's scholarships

Jack B. Williams, a junior at the University of Oregon, Eugene, Ore., and John L. von Soosten Jr., a senior at Ithaca College, Ithaca, N. Y., have received the 1967 Harold E. Fellows scholarships. The scholarships are awarded annually by the National Association of Broadcasters in memory of Mr. Fellows, a former NAB president.



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# UHF's own trade organization

**NAB promises to cooperate with special interest groups after Chicago meeting at which just about every faction has a chance to speak their piece**

The National Association of Broadcasters convention in Chicago proved to be the spawning ground last week for an organization dedicated to working for UHF television—but with the cooperation of the NAB.

Word that a new group would be established that would work in close conjunction with NAB came on Tuesday (April 4), after members of the UHF movement said they were prepared to set up an organization completely outside of NAB.

It was a meeting Tuesday between NAB officials, including President Vincent T. Wasilewski, and UHF representatives led by Sterling (Red) Quinlan, of Field Communications, that apparently cleared the air of bitterness that had developed between the two groups. The participants agreed that most UHF interests could be protected under the NAB "umbrella."

**Steering Committee** ■ Mr. Quinlan said work would begin immediately on creating the framework and machinery of the new group. He said a steering committee would be established probably this week, to work on such matters as constitution, bylaws and dues proposals, and to announce formation of the group to all UHF broadcasters. More than 120 UHF stations are operating.

The decision to form a new group grows out of the conviction of some

UHF broadcasters that not only are their problems different from those of VHF stations but that their interests are not being adequately represented by NAB.

Among points they cite are FCC regulations relating to predicted coverage curves, which affect the size of their market, the extent of protection to which they are entitled from CATV's, the need to persuade set manufacturers to equip all-channel sets with continuous-band tuners, and the alleged failure of rating services to adequately measure the audience of UHF stations.

More than 100 representatives of UHF stations, applicants and construction permittees, in a meeting Sunday (April 2) at Marina City in Chicago, voted to set up a separate UHF organization, inside the NAB if possible but outside it if necessary. Some 300 invitations were mailed to UHF broadcasters.

The reported vote was 49 in favor of an organization within the NAB if possible and 57 in favor of a separate group outside the NAB umbrella if necessary. Four votes were cast against the creation of any kind of separate UHF group. Sentiment at the meeting was overwhelmingly against a proposal for broadening the group to include all nonaffiliated stations.

The meeting was arranged by Mr. Quinlan; Robert Adams, a UHF broad-

cast consultant, and Leonard Stevens, WPHL-TV (ch. 17) Philadelphia. Field's WFLD(TV) (ch. 32) is an NAB member; WPHL-TV's membership has lapsed.

In their remarks to the UHF broadcasters, they stressed what they said were the "differences" between UHF and VHF and accused the NAB, in effect, of foot-dragging in dealing with the problems confronting UHF.

But at Tuesday's meeting, representatives of both sides "endorsed the concept of close intra-industry cooperation for all types of commercial television stations," according to an NAB announcement. Present at the meeting were (for the UHF group): Messrs. Quinlan, Adams, Stevens and Lawrence Turet, of Field Communications, Milwaukee; (for NAB): Mr. Wasilewski; John F. Dille Jr., joint board chairman; Robert Ferguson, NAB TV-board chairman; John T. Murphy, NAB TV-board vice chairman, and William Carlisle, vice president for station services.

**Need Help** ■ "We want their [NAB's] endorsement and support in connection with UHF matters, which we think need pushing," Mr. Quinlan said. "With their help, these matters can be done quicker and better."

The NAB president said the association "looks forward to cooperating" with the new organization. But he and Mr. Quinlan also made it clear that the new organization would be on its own in areas where its interests conflict with those of other NAB members. NAB follows that policy in working with, say, the Clear Channel Broadcasting Service, whose interests conflict with those of other associations to which NAB members belong.

Mr. Wasilewski said there was complete agreement that meetings of the



"The timing is right," said Sterling C. (Red) Quinlan, Field Communications. And apparently the UHF opera-

tors he addressed agreed; they voted to set up their own organization within NAB.



Richard C. Block, Kaiser Stations, raised a lonely voice in opposition to the proposal.

UHF group could be held each year in conjunction with the NAB convention and with NAB cooperation. The group itself plans to meet several times each year, and to invite NAB observers so that the association will be constantly apprised of the group's problems and progress.

UHF forces were regarded as getting a further boost in efforts to gain NAB support in the election of Norman Bagwell, WKY TV System Inc., to the TV board. Two of WKY's five stations are UHF—WVTV(TV) Milwaukee, and KHTV(TV) Houston (see page 102).

**No Special Request** ■ The Tuesday session headed off a request on the part of the UHF group for an early meeting of the NAB's TV board to consider a proposal for the creation of a separate organization within the NAB. The board's next meeting is June 25-July 1.

Mr. Quinlan, following the meeting of the UHF operators Sunday, had said he would ask for the early board meeting, even though such a request had not been specifically discussed at the UHF meeting. Mr. Carlisle, after being informed of Mr. Quinlan's plan, notified Messrs. Stevens and Adams, whom he bumped into at a social function Sunday night, that any early board meeting was out of the question and that he would regard the request for one as an "ultimatum." However, he suggested a "quiet meeting" among representatives of both sides to discuss the matter of a separate UHF group.

That Sunday night incident was typical of the friction and what both sides now say was the "misunderstanding" that afflicted their relationship since word was first leaked several weeks ago of plans for a separate group. Mr. Quinlan said Tuesday night that it had not been an intention to start a "rump movement," a phrase used in some trade-press reports on the proposed group. "There had been misunderstanding on the part of the NAB regarding our position," he said.

But, while he expressed pleasure at the atmosphere and results of the meeting with the NAB officials, he also said: "We'd have had a real donnybrook if they had closed the door [on us]—we would have gone a separate route."

**Dissents** ■ Although the vast majority of those UHF broadcasters in attendance at the meeting April 2 endorsed the idea of a separate UHF group, some influential voices were raised against it. Richard C. Block, of the Kaiser stations, which has four UHF stations and a construction permit for a fifth, argued that it would be a serious mistake to "emphasize" the differences between UHF and VHF stations. These differences, which favor VHF, are "being eroded," Mr. Block said. "We are all in the television busi-

## A hip grace at an old timers' dinner

Conventioners attending the annual Broadcast Pioneers banquet in Chicago last week stood, bowed their heads and prepared to listen to the standard blue-plate invocation. Father Paul O'Connor, president, Xavier University, Cincinnati, surprised them. What they heard, generated laughs and applause:

"Almighty God, our Father and our Friend, we know that Your memory of hotel banquet halls is pretty grim, ever since that first Christmas eve when an innkeeper at the only hotel in town slammed the door right in Your Mother's pleading face.

"And here we are today, 20 centuries later, on a continent that the innkeeper never knew existed, speaking a language he never heard, and our very first thought before we sit down to our banquet tables is to

stand in reverence and salute Your undying name. We are especially happy to make this prayer, O' Lord, because this time we are not in church and not in trouble. As a rule when we speak to You, we are either kneeling against the background of a stained-glass window, or buckling on a life preserver. It is either the routine of religion or the rush call for help. But today it is different. Today we want You to bless our joy as we stand poised for a few hours of genial festivity. Bless us then, O' Lord, and in Thy goodness, grant that the food may be well flavored and reasonably warm, the service smooth, and—if it isn't asking too much—especially with all these people at the head table who make their living by talking—if it really isn't asking too much, may the speeches be short. Amen."

ness," he said, adding that the all-channel bill, adopted by Congress to equalize competition between VHF and UHF television is "wonderful."

To form a separate group, he said, seems to be a sign that "there's trouble in UHF. The public is going to dismiss you. You will be considered second rate."

William Putnam, president of Springfield Television Broadcasting Corp., long a prominent spokesman for UHF interests, "deliberately" stayed away from the April 2 meeting, he said later, because he was completely at odds with the proposal under consideration. He said he can "conceive of nothing more harmful" to UHF than to make it appear that "UHF is a queer animal."

Mr. Putnam, like Mr. Block, feels the all-channel bill has helped the cause of UHF. To demonstrate that UHF's can make money, he produced a profit-and-loss statement for his WWLP(TV) Springfield, Mass., showing income before taxes last year of \$394,743, which represents a 22% return on gross. Springfield owns three other UHF's and holds CP's for two more.

Mr. Putnam himself, however, organized and heads a small UHF group called ACT—All-Channel Television. However, he distinguished ACT from the group being organized by stating his organization was designed to represent UHF interests in FCC proceedings. He feels the proposed group is an "economics group—they're talking about ratings" and of the need to spread the UHF story on Madison Avenue.

## Educators in poor house

### That's present status of radio side of educational broadcasting stations

Educational radio, overshadowed during the last decade by its more glamorous big brother, ETV, has begun to flex its muscles. The muscles aren't well developed yet, but the enthusiasm of its members is working to overcome that defect. All educational radio wants, its spokesmen say, is one tenth, or one-twentieth of what the U.S. government and the private foundations are preparing to give to ETV.

At the present time, educational radio spends a minute (by TV comparisons) \$60,000 yearly on national programming. Out of this niggardly sum, the National Education Radio Center in Champaign-Urbana, Ill., supplies its 150 affiliates with 35,000 hours of programming yearly.

Based on returns from 135 ER stations to a 25-page questionnaire, the total annual budget of 346 educational radio stations is slightly over \$5.5 million—but almost half of the stations operate on yearly budgets of less than \$20,000.

The figures are from the first nation-

wide survey of educational radio stations. The study was underwritten by a \$38,000 grant from the Ford Foundation, and will become an integral part of the ER presentation to the Senate committee, which begins its hearings on the President's request for \$20 million for educational broadcasting this week. It was prepared by Herman W. Land Associates, New York.

The 230-page study points up the growth of ER, and its dazzling future, provided educational radio can get some of the federal funds to be earmarked for educational broadcasting.

**Roll Call** ■ Of ER's 346 stations, 311 operate on reserved noncommercial FM channels (with 134 broadcasting a mere two to five miles with 10 w of power); 15 operate on commercial FM bands, and 20 are AM stations that represent the remnant of decades-old licenses to land-grant colleges.

The vast majority of ER stations are licensed to colleges and universities; 50 are owned and operated by school systems, and the remainder are held by private or community organizations.

The beggarly state of ER is shown by a host of needs—manpower, facilities, the lack of interest on the part of parent administrations, the lack of research.

Only one third of the ER stations attempt to determine the size of their audiences. Over one-half conduct no audience research at all.

What is the potential of ER? Aside from cultural programs (principally classical and semi-classical music, drama, literature) for its regular audience, and enrichment programs for school children; the brightest star in ER's future is seen coming from the use of multiplex channels on FM. Already programs are being beamed closed circuit to doctors, nurses and hospitals in New York, Pennsylvania, New England, California, Utah.

**Other Plans** ■ In Florida, a school system would like to program to Latin migrant farm workers in Spanish. In Indiana, Purdue University would like to feed refresher courses to its engi-



### A welcome to Watson

Carl Watson, (l) NBC, the newest member of the National Association of Broadcasters radio code board, is greeted at the code board's Chicago meeting Sunday (April 2) by Richard Brown, KPOJ Portland, Ore., chairman. The board passed an amendment saying presentation of narcotic addiction or use of hallucinogenic drugs should not be depicted as "desirable or socially acceptable." The amendment will be presented to the NAB radio board at its June meeting for ratification.

neers without the need for them to gather periodically on college campuses. In Michigan, the University of Michigan would like to provide a special program for senior citizens in old people's homes. In Minnesota, the state plans to reach its teachers directly and simply for refresher courses and in-service education.

This bright dream could be realized for less than \$35 million. All that's needed, according to Jerrold Sandler, executive director of NER, is \$25 million for the improvement of station facilities, \$6 million to \$8 million to improve facilities and hire personnel for the national programing center, both amounts spread over a number of years, and about \$1 million a year to operate the center.

If that would come to pass, it's obvious that educational radio advocates would no longer refer to their systems as "the hidden medium."

## Chicago meet set for NAB chairman search

The search for the next board chairman of the National Association of Broadcasters is continuing, with "several names under consideration." Joseph Baudino, Westinghouse Broadcasting Co., Washington, chairman of the selection committee, which is made up of the eight board members whose terms ended last week, said the committee would meet again in Chicago April 28 at O'Hare Inn.

The only announced candidate for the position is Grover Cobb, KCVB Great Bend, Kan., radio board chairman.

Other committee members are: John F. Dille Jr., Communicana Group of Indiana, current board chairman; Otto Brandt, KING-TV Seattle; Glenn Marshall, WJXT(TV) Jacksonville, Fla.; Jack W. Lee, WSAZ Huntington, W. Va.; John Lemme, KLTF Little Falls, Minn.; Hugh Turner, KTIM San Rafael, Calif., and Cecil Woodland, WEJL Scranton, Pa.

## Label mixup at the FCC

The FCC acknowledged last week that it had applied the wrong label to the expedited hearing it ordered on one of the key issues in a consolidated proceeding involving the legality of the CATV channel-service tariffs that telephone companies are offering.

The commission had been conducting the hearing, which involves three telephone groups, as if it were a rulemaking proceeding. But in an order issued last week the commission decided that the proceeding was adjudicatory.

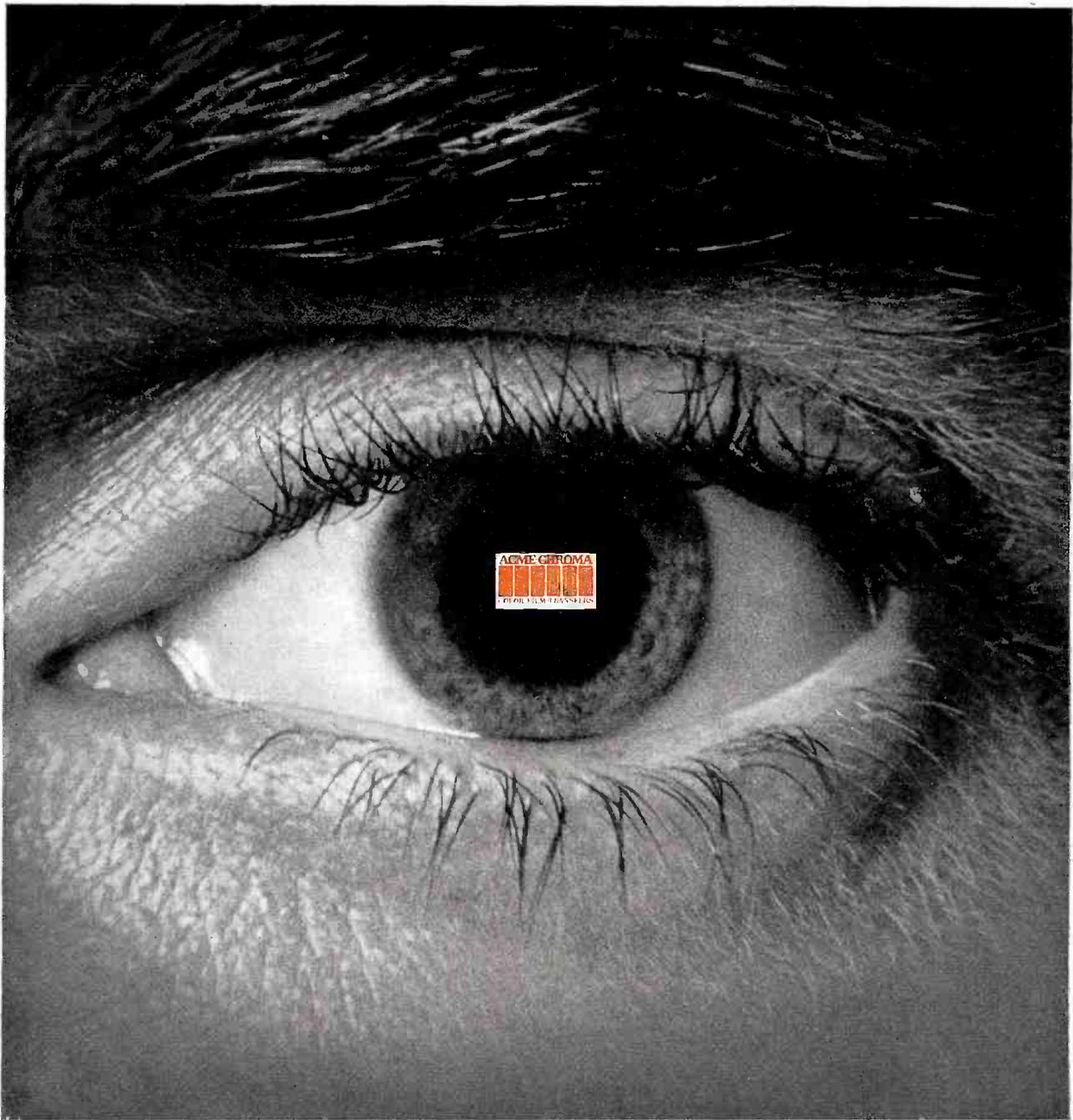
A rulemaking involves the application of law or policy, and includes the approval or prescription of rates. An adjudication is an agency process for the formulation of an order.

At issue in the hearing is the question of whether Section 214 of the Communications Act applies to the carriers in their service to CATV systems and, if so, what action should be taken for violations of that provision. Section 214 requires carriers to apply for a certificate of convenience and necessity before building or extending their lines more than 10 miles.

Since the issues contemplate that the commission might take remedial action, including the issuance of a cease-and-desist order, the commission said the proceeding involves adjudication.



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## Houston, Providence V sales filed at FCC

Applications for FCC approval of the \$37.8 million transfer of the ownership of KTRK-TV Houston and WPRO-TV Providence, R. I., were filed last week.

KTRK-TV, on channel 13, is being sold by John T. Jones and his associates to Capital Cities Broadcasting Co. for \$21,289,500 (BROADCASTING, Jan. 9). Capital Cities, because it already has its portfolio of five VHF stations, is selling channel 12 WPRO-TV to John B. Poole and group for \$16.5 million (BROADCASTING, Feb. 27). Mr. Poole is a Detroit attorney; he and his group own WJRT-TV Flint, Mich.

The applications indicate that for tax purposes, Mr. Poole actually is buying the assets of the Houston channel station and in return will exchange the Houston assets for the assets of the Providence station plus \$5 million.

Capital Cities bought the Providence television station and WPRO-AM-FM in 1959, paying \$6.5 million. The radio stations are not included in the present transaction.

Mr. Poole, who is 75% owner of Poole Broadcasting Co., licensee of

WJRT-TV, bought the Flint station in 1964 for \$6 million.

Poole Broadcasting balance sheet as of Jan. 31, 1967 shows total assets of \$6,462,844, with current assets at \$1,210,120. Total current liabilities are listed at \$995,939; long term debt, \$4,118,634 and earned surplus, \$742,031.

For 1966, Capital Cities reported broadcasting income of \$36,627,125 and net profit of \$5,785,056 (\$2.08 a share).

Not included in the present transaction is KTRH-AM-FM Houston, also owned by Mr. Jones and his associates,

## Educators told to stress selling

Educators must help broadcasting students gain a better appreciation for the commercial side of the business, Eldon Campbell, WFBM-AM-TV Indianapolis, told the Association for Professional Broadcasting Education in Chicago April 1. The APBE meeting was held on the eve of the National Association of Broadcasters convention.

Mr. Campbell noted that college students see "something uncommonly un-

interesting in selling." He urged the educators to help them see the exciting side of broadcast advertising too.

George Henderson, WSOC-AM-TV Charlotte, N. C., reminded them that "profit is not a dirty word." He said the tendency often is to ignore the selling side of the business but "it is the most exciting part of broadcasting."

Arch Madsen, KSL Salt Lake City, pointed out that broadcasting's chief public service "is to serve as a stimulant to the rest of the economy." He told the educators: "We're looking to you to produce new leadership for our industry."

Jack Lee, WSAZ-AM-TV Huntington, W. Va., asked for more exposure of the creative side of selling among the students in radio-TV. The real creativity "is in packaging a farm program or stock market report so it can be sold," he explained.

The APBE delegates gave spirited applause to the talk by FCC Commissioner Lee Loevinger at the luncheon session. Mr. Loevinger sharply disagreed with former CBS News President Fred Friendly whose recent book suggests government intervention might be the answer to better TV programming (BROADCASTING, April 3).

Dean Behrend, Opinion Research Corp., Princeton, N. J., cited surveys showing most broadcast students prefer to work for a "major corporation" if they don't choose government or teaching. This means a very tight future labor market for smaller stations, he said, urging more prerecruiting at the high-school level.

## Changing hands . . .

**APPROVED** ■ *The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 122).*

■ WMTS-AM-FM Murfreesboro, Tenn.: Sold by Joyce R. Erhart to Mary Reeves, Tom E. and Billie Perryman for \$275,000. Mary Reeves is president of Henderson Broadcasting Corp., Tom Perryman is vice president and Mrs. Billie Perryman is secretary-treasurer. Henderson is licensee of KGRI-AM-FM Henderson, Tex. WMTS operates daytime only on 810 kc with 5 kw. WMTS-FM operates on 96.3 mc with 3.6 kw.

## New TV station

Channel 14, Sioux City, Iowa will begin construction this month. The station will operate with an ERP of 324 kw visual and 64.6 kw aural from an antenna 1,150 feet above average ter-

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rain and 1,000 feet above ground. Permittee is Medallion Broadcasters Inc. Channel 14 is expected to go on air in early September with network and color programming.

**KITR(TV) San Bernadino, Calif.**, expects to begin telecasting in early June. Station will operate with an ERP of 257 kw visual and 51.3 kw aural from an antenna 2,510 feet above average terrain and 308 feet above ground. Permittee is Faith Center Church, a non-denominational organization, which will televise religious and sacred programming. KITR's affiliate station is KHOF(FM) Los Angeles.

## Varied comments on proposed ID rule

Broadcaster response last week to a proposed FCC rulemaking regarding station identification underscored the dichotomies the rule might effect if it were ever put on the books. The commission has proposed that AM, FM and TV licensees be prohibited from broadcasting "station-identification announcements, promotional announcements or any other broadcast matter" that either lead or attempt to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

Comments from Old Pueblo Broadcasting Co. and New Hampshire-Vermont Broadcasting Corp. exemplified the apparent contradiction between a station's identification with its city of license and the community it serves; comments from Marcus Cohn, Washington communications attorney, and Storer Broadcasting Co. viewed the broadly phrased rule as out of step with both its historical origin and its relation to the present broadcast needs of the public.

Old Pueblo, licensee of KOLD-TV Tucson, Ariz., alleged that KZAZ(TV) Nogales, Ariz., used "misleading" promotional advertising to shift the station's concentration of service from its city of license to the Tucson market. Specifically the Nogales station's press releases and newspaper ads were cited: KZAZ "is planned to be responsive to the needs of Nogales and of all of southern Arizona with emphasis on Tucson as the major community of the region" and "KZAZ produces more local live color in Tucson than anyone else in the world." Old Pueblo noted that not all stations are or can be assigned to metropolitan areas and that these non-metropolitan-area stations often "intrude" on larger and more lucrative markets as a competitor. The commis-

sion must be more vigilant, Old Pueblo said, "to preserve the integrity of service outside metropolitan areas."

New Hampshire-Vermont Broadcasting, licensee of WNHV White River Junction, Vt., maintained that it services a tri-town area in the Upper Valley region of the Connecticut River and that the residents of the area have a "homogeneity of interests" regardless of their place of residence. WNHV said it felt not only "justified, but indeed obligated" to state its role as a "service vehicle" to both the town to which its license refers and to the region that its signal covers.

Attorney Marcus Cohn attacked the proposed rule saying it would create confusion among broadcasters as to their responsibilities. He said that the commission proposal is "anachronistic" in that it ignores "contemporary reality" and attempts to "perpetuate artificial distinctions" based upon political boundaries that have little or no relation to public broadcast needs.

Further he noted that the rule represents an "improper regulation of economic competition" between stations and that it would benefit larger, more powerful stations licensed to large communities at the expense of smaller stations. The attorney said if a station serves a nearby larger market, there is no reason why it should not be allowed to advertise this service and to obtain

revenues because of it. The "real emphasis," he said, should be that stations provide local service to their principal community and to other communities within their "primary service contours."

Storer Broadcasting commented that the vagueness of the proposed rule may void it under process standards since it is concededly formulated as a basis for the levying of fines and forfeitures, and that implementation of the rule could be accomplished only on an ad hoc basis.

The absence of precise definitions, Storer said, would place an unnecessary and unfair burden on the industry. The company maintained the commission already has sufficient legal ammunition with cease-and-desist powers to prevent deception concerning station location. Storer further brought into question the present significance that is placed on station identification claiming that in 1927 the rule was established solely to facilitate technical monitoring and that it has achieved a secondary function of identifying a licensed community to a station's listeners.

Other broadcasters who filed comments were WPVL Inc., KPOJ Inc., King Broadcasting Co., Spartan Radiocasting Co., Independent Music Broadcasters Inc., National Association of Educational Broadcasters, Metromedia Inc. and Charles River Broadcasting Co.

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# Hyde seeks support for LBJ's ETV bill

## BUT HE HEDGES ON MECHANICS OF APPOINTING CPTV DIRECTORATE

FCC Chairman Rosel H. Hyde, in a move apparently foreshadowing the position of the full commission, last week expressed his support for administrative efforts to boost noncommercial television to a level comparable to that of its commercial big brother. But his support was given in terms broad enough to leave room for maneuver on critical details.

The chairman, speaking at a luncheon meeting at the National Association of Broadcasters convention in Chicago, stressed, as he has in the past, his view that noncommercial television can and should become a viable supplemental system. It could, he said, provide "a competitive spur to the commercial system" and become "a place where new ideas and experimental techniques could be tested."

There are three keys to the success of such a system, he said—adequate financing, free of annual review; independence from government control of the corporation that would administer the system; and autonomy on the part of the stations involved, combined with an effective networking operation.

These are the principles laid down both in the President's bill and in the report of the Carnegie Commission on Educational Television, which led to the administration proposal. However, Chairman Hyde didn't express his views on how those principles might be put to work; implementation, he said, remains "a challenging problem."

**Postponed Decision** ■ He noted that the President has "wisely" left to the proposed corporation the question as to how the system might be financed. The Carnegie Commission's suggestion of an excise tax on television sets touched off a flurry of controversy.

And in a news conference following

his speech, the chairman declined to say whether he thought a corporation under the control of 15 directors each appointed by the President—as provided for in the administration bill—would be the best vehicle for maintaining the noncommercial system's independence of the government. NAB President Vincent Wasilewski, in a speech on Monday, expressed fears the system might become "a government propaganda agency."

Chairman Hyde said the question as to whether the proposed structure of the corporation would be "adequate" to meet the objectives of independence set by the President might require "further study." But he also said the character of the individuals named as directors might be "relevant" to a discussion of the matter. He thought that political considerations could be divorced from the selection process.

It was considered likely that these are among the questions the commissioners will face when they go before the Senate Communications Subcommittee to testify on the President's bill this week (see page 95).

Chairman Hyde asked the NAB to support the "purposes and principles" of the proposed system—a step the association did not take in resolutions adopted Wednesday.

**What's in a Name?** ■ The chairman also made his contribution to the semantical confusion that surrounds noncommercial television as a result of the Carnegie Commission's action in dubbing the system it proposed "public television." (Mr. Wasilewski called that action "a deft theft" of commercial broadcasting's "birthright.") Chairman Hyde suggested that the noncommercial system be called "civic broadcasting."

For good measure, he referred to commercial television as "private enterprise" television.

Chairman Hyde praised commercial broadcasters as the "true pioneers in supporting noncommercial broadcasting"—in millions of dollars of cash contributions as well as in the donation of plant and equipment. But he said, "we are just at the threshold position." And he urged broadcasters to continue their help, through state and local as well as national organizations.

He said broadcasters should support noncommercial television not because such a system would relieve them of the responsibility to present public-service programming—"I emphatically reject that reason and I know you do too"—but because it would be "tragic" if there were only one source of broad information on public issues.

Furthermore, he said, commercial television will remain the one "most watched by the American people"; and it is vital that important facets of programming to meet the nation's total needs be on the system that more people watch.

**Main Reason** ■ But the essential reason broadcasters should support the cause, he said, is "because it is right in principle. As the President has made clear, the effort to secure this breakthrough in the noncommercial field is vital to the full development of the American system of broadcasting."

The chairman made clear in his speech and the news conference that none of these views represented any change from those he has long held regarding broadcasting. Far from accepting former Chairman Newton N. Minow's description of television as a "vast wasteland," he told a questioner, he views the medium as "profoundly beneficial." He said broadcasting "involves viewers and listeners in national and international affairs." However, he also said he is "not satisfied" with television—no one should be satisfied "all along the line," he said.

At the same time, he noted that the proposed pay-television rulemaking currently pending before the commission would provide a supplementary competitive service—not a substitute. He indicated that a decision may be sometime off in the future. The three-member committee of commissioners studying the matter is expected to report to the commission in a matter of weeks. However, Chairman Hyde said the next commission action might merely look to further

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proceedings, such as an oral argument.

The speech was Chairman Hyde's third at an NAB convention. His previous appearances were in 1953 and 1954, during his first tour as chairman.

## NAB labor clinic keeps to strikes in general

About 500 broadcasters concerned with their own labor problems, both existing and potential, seemed unconcerned with the American Federation of Television and Radio Artists strike against the three radio and TV networks last week.

The broadcasters attended the annual National Association of Broadcasters labor clinic Wednesday (April 5) at the NAB convention in Chicago.

They heard panelists discuss many labor areas, got a briefing on a new NAB booklet telling how to live with a strike but did not ask any questions about the AFTRA strike.

The panelists were Lawrence Berger, KHVH-AM-FM-TV Honolulu; Milton D. Friedland, WICS(TV) Springfield, Ill., William Rust, WHAM Rochester, N. Y. and Arthur H. Simmers, WTRY Troy, N. Y.

The topics covered included collective bargaining, decertification of union proceedings, pros and cons of handling union personnel and experiences when a station first has to deal with a union.

Mark Georgeou, NAB labor counsel, reviewed the past year's developments in labor relations and secondary-boycott pressures. He and William Walker, NAB director of broadcast management, introduced the "11th Hour," a new publication designed to help stations that face a strike or are struck.

## Gardner, Hyde to lead off House hearing on ETV

The Senate Communications Subcommittee hearing into educational television will begin Tuesday (April 11) with testimony from Secretary of Health Education and Welfare John W. Gardner and FCC Chairman Rosel H. Hyde.

The opening session will also be addressed by Roger Stevens, chairman of the Foundation on the Arts and Humanities, and Ralph Paeiwonsky, governor of the Virgin Islands.

The inquiry, with John O. Pastore (D-R. I.) as chairman of the subcommittee, will delve into all aspects of ETV and various plans to finance an expansion of ETV operations. It will hear from a host of educators, broadcasters, former FCC officials and members of the Carnegie Commission on

Educational Television.

The second session will hear from James R. Killian Jr., chairman of the Carnegie Commission, and Oveta Culp Hobby, Edwin Land and Leonard Woodcock, all members of the commission. Also scheduled are McGeorge Bundy and Fred W. Friendly of the Ford Foundation, and John W. Kiermaler, president of WNDT(TV) Newark, N. J. educational station.

The following sessions will also be addressed by Everett Case, president of the Alfred E. Sloan Foundation; John E. White, president of National Educational Television; E. William Henry,

former FCC chairman; Newton Minow, another former FCC chief; Jack McBride, of the University of Nebraska and chairman of the educational stations division of the National Association of Educational Broadcasters; C. Scott Fletcher, executive consultant of NAEB's educational stations division, and Fred Harrington, president of the University of Wisconsin.

Representatives of the television networks, the Communications Satellite Corp., the National Association of Broadcasters, and William O'Connell, the President's adviser on telecommunications, will also appear.

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# Crystal ball sees nothing but upheavals

## Future of TV panel also sees need for surrendering television spectrum space to land-mobile users

Given the look into the future provided them by panelists at the final session of the National Association of Broadcasters convention last week, broadcasters may have left Chicago wondering whether there is more peril than promise in their future.

FCC authorization of pay television as a regular service was regarded as a foregone conclusion. So was the surrender to land-mobile forces of some spectrum space now allocated to television.

Educational television, which in the past had always served as something that broadcasters could feel good about helping out, took on the overtones of a possible propaganda agency for government and, worse, a competitor of commercial television.

Even communications satellites—always a symbol of a brave new world of promise and profits—was discussed in

the context of a controversy involving broadcasters on the one hand and the Communications Satellite Corp. on the other.

**One Broadcaster** ■ Dwight W. Martin, WDSU-AM-FM-TV New Orleans, who is chairman of the NAB's Future of Broadcasting Committee, was the only broadcaster on the panel discussing Broadcasting's Future World. Others on the panel were James McCormack, chairman and chief executive officer of the Communications Satellite Corp., and William G. Harley, president of the National Association of Educational Broadcasters.

Mr. McCormack, as the expert on satellite communication, offered a note of encouragement to any broadcasters concerned about direct satellite-to-home broadcasting rendering local stations obsolete. He said a direct broadcasting system, employing home antennas cost-

ing about \$50, could be developed within three years. However, he said a host of technical and sociological arguments militate against the establishment of such a system. He noted, for instance, that it might not be wise to permit local stations "to be outflanked by national and regional network broadcasting."

Mr. Martin, however, was not always so encouraging. "I would not be realistic if I did not recognize that pay television on a national or quasi-national basis will be authorized by the commission," he said.

That matter, which has been before the commission for 15 years, is finally coming to a head. And although the NAB has consistently opposed pay TV, he said, perhaps it would be best if the commission authorized it. "If we are correct in our firm belief that it will not benefit the public, then it is inevitable that it will fail, and the spectre will be put to rest forever."

**Land Mobile Problem** ■ There was the same note of resignation in his remarks regarding the problem of the "overcrowded spectrum" and the "legitimate requirements of the land-mobile services," which are not being met. "It may be . . . that we broadcasters will be required to reappraise our requirements and the use which we are making of those portions of the spectrum allocated to us." He suggested that broadcasters adopt a "sensible" approach featured by a "willingness to give where we will not be hurt."

He also expressed concern about the administration's proposal to aid non-commercial television (like others at the convention, he regretted the Carnegie Commission on Educational Television's use of the term "public television" to describe noncommercial television; the connotation does a disservice to commercial television, he said). "The possibility of a politically dominated, tax-supported instrumentality being a factor in the dissemination of news and commentary" must be avoided, he said.

It was Mr. Martin, also, who raised the question as to the degree that non-commercial television will merely duplicate that which commercial television is now doing. He said he was sure that educational broadcasters and their "most enthusiastic supporters" would work "to avoid such duplication." Nevertheless, it remains a problem, he said.

**Precedent Set** ■ Mr. Harley, whose presence on the podium represented commercial broadcasting's new interest in the noncommercial side (he was the first NAEB officer ever to address an NAB convention meeting) sought to reassure his audience. "Educational broadcasting is another world of radio and television," he said "It will enter into the record of broadcasting's accomplishments the long-sought diversity in programing that should be available



Broadcasting's future, worldwide, was discussed from three different points of view in a panel at the NAB convention. The participants (l-r): William G. Harley, president of the National Association of Educational Broadcasters; James McCormack,

chairman and chief executive officer of the Communications Satellite Corp.; Dwight W. Martin, WDSU-AM-FM-TV New Orleans, and John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors, who presided.

## Registration: 5,223

Even a shortage of network personnel could not deter the National Association of Broadcasters from setting a new attendance mark at the annual convention in Chicago last week. A record 5,223 were registered for the convention, up from last year's figure of 5,036. It was estimated that several hundred network executives did not attend because of the strike of the American Federation of Television and Radio Artists (see page 52).

In addition to the official registrants there was an estimated 3,000 to 3,500 on hand to man the equipment exhibits, sell programming and staff the hospitality suites.

to American audiences."

There will be some overlapping in the content of the two services. But he was ready to concede that ETV cannot and should not attempt to compete with commercial broadcasters in news and public affairs programming; the commercial broadcasters do that "superbly," he said. "We should put our emphasis elsewhere."

True, the report of the Carnegie Commission and the Ford Foundation proposal for aiding ETV with profits from a domestic-satellite system may, he said, make cooperation between the two services more difficult. But "peaceful coexistence among broadcasters" remains "necessary and possible."

"We share concern about government control," he said. Furthermore, "we are all 'government watchers' of a sort" and can help "provide the kind of independence and the kind of criticism that keep free institutions healthy and serviceable."

**Local Service** ■ Noncommercial broadcasters share their commercial colleagues' concern, also, for the maintenance of local station management and service, as well as for diversity of support "so as to maintain a comparable level of independence and freedom."

His was one of the few voices during the convention that mentioned the Corp. for Public Television without expressing concern over its potential as a propaganda arm of the government.

In answer to a question from the floor he said there seems to be "confusion" over the corporation, which would be the centerpiece of the non-commercial system proposed in the administration's aid-to-ETV bill. He said drafters of the bill had told NAEB officials the corporation would not be

an operating agency; it would not run a station or a network. Rather, it would make grants to stations for programming that would also be made available to other outlets. The stations themselves, he said, would have the option of taking or rejecting programs offered them.

Mr. McCormack held out the promise of an international communications satellite system that, by 1970, will be able to offer broadcasters "continuous, live, worldwide TV transmission at well under 1% of [their] total costs." And he suggested that, with such a prospect in view, U. S. broadcasters consider the formation of an International Association of Broadcasters.

**Domestic Satellites** ■ But Mr. McCormack was more concerned with domestic satellites and the conflicting positions that NAB and Comsat have taken in response to the commission's inquiry on what kind of domestic system should be created, if any. NAB has advocated a single-purpose system tailored to meet the needs of broadcasting—a position Mr. Martin supported in his talk (BROADCASTING, April 3). But Comsat is pushing for a multipurpose system for the transmission of all kinds of domestic communications.

Such a system, Mr. McCormack, said, would, from the beginning, be inexpensive for broadcasters, and the initial costs will continue to decline over the years, as general communications become an ever-increasing fraction of total use of the system. In addition, a multipurpose system will afford "flexibility and security."

But it isn't just the broadcasters Comsat is concerned about; it's Comsat. "To be quite candid," Mr. McCormack said, "if we cannot have the large block of broadcast traffic as an initial backlog of business for the multipurpose system, our difficulties are greatly increased in justifying, at any given time, a full scale and economical system for general communications."

Mr. McCormack also took advantage of the platform offered him to reply to the Ford Foundation charge that Comsat, because of its determination to own and operate the domestic system, is seeking to become a monopoly (see page 104).

He called the charge "nonsense" saying: "There could not be livelier competition than that which routinely takes place in the aerospace and electronics industries." Comsat, "far from being an evil octopus, is a youngster trying very hard to employ private funds and private initiative to do exactly what the Congress and the President told it to do: to maintain the leadership granted to us, under extraordinarily complete regulation, to the benefit of the United States and the world more generally."



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# FM catching the bridal bouquet

## Major rep firm tells NAFMB it's eyeing field for both representation and station ownership

FM, for years on the verge of everything—acceptance by rating services, acceptance by advertisers and acceptance by the mass audience—is now on the verge of having a major station representation firm, which heretofore has stayed clear of FM stations, not only getting ready to enter the FM field as a rep but possibly as a station owner.

The message came from John C. Butler, radio sales manager of Peters, Griffin, Woodward Inc., New York, to the annual National Association of FM Broadcasters convention in Chicago.

He said PGW, now 35 years old, "has been built on AM" and that it isn't going to give up AM dollars to FM, TV or any other medium. But "we must recognize the inevitable," he added, "FM is here as radio. . . . FM deserves major representation" and PGW is "on the verge" of going into the field.

His talk was given to a record 334 delegates at the convention—an increase of 36 from last year, and was in accord with other major developments announced at the sessions:

- The Pulse Inc.'s announcement that

it would cut by 50% the cost of its surveys to independent FM stations (BROADCASTING, April 3).

- The announcement by the Radio Advertising Bureau of its FM service; how it would operate and how much it would cost (see page 100).

- The summary report of NAFMB's programing study conducted among all commercial FM licensees (see page 100).

Setting the tone for the convention, Elmo Ellis, WSB-FM Atlanta, NAFMB chairman, noted that FM is "blossoming out in ways we can't even fathom." FM, he said, "has passed through the pioneer stage of competing for a mere cultural minority. . . . Timebuyers and media experts who have been agonizingly slow to recognize this new giant in the broadcasting garden are now beginning to accept the fact that a radio station with FM in its call letters can be a leader in the community."

**High Price Tags** ▪ The interest of PGW in representation of FM stations was expressed after Mr. Butler told his audience that "FM is ready to hit." Speaking of the medium in larger mar-

kets, he noted that "when you see stations sporting for-sale signs of \$1 million, you have to reflect on this."

PGW, he added, for the past six months has done extensive research into FM and the studies will probably lead the firm into FM representation. "Before too long we'll be in FM," Mr. Butler said, "not just as reps, but hopefully to buy a couple stations and really learn the business."

Praising the FM broadcasters for the work they had already done in reaching into the advertiser's pocketbook, he said "you're to be complimented on your sales pitches and promotions." AM's have to face the fact, he went on, "that you took the dollars away because you have circulation."

Agreement that the medium is considered a part of radio also came from two other reps at the meeting: Jack Masla of Jack Masla & Co., New York, and Herbert E. Groskin of Herbert E. Groskin & Co., New York.

**Harbinger** ▪ Mr. Masla pinpointed the turning point for FM's from a non-saleable item to a marketable commodity as 1965 when research services began publishing AM and FM figures in the same book. Before that he said, FM's "sold time by the seat of their pants, blue sky and promise. They had nothing else to sell."

However, the FCC's 50% nonduplication rule, which went into effect on Jan. 1, he said, has caused "confusion among agencies as to what FM is and where its going. . . . suddenly competition in many markets doubled. Audiences became more fragmented."

Concerned that FM's, now emphasizing audience size, may be losing their image of reaching a "quality audience," Mr. Masla suggested a series of demographic studies by stations with similar programing and a multimarket study by NAFMB. Development of new demographic material, he concluded, is the "next step in FM's battle for recognition as a major competitor for advertising dollars."

The advertiser and agencies are aware of FM's growing strength and are "expecting higher rates," Bill Graham, media supervisor, N. W. Ayer & Son, Philadelphia, said. An increase, he went on, will probably be justified and met without too much complaint if FM maintains its restriction on number of commercials and continues its technical superiority over AM. The unanswered question, he said, is: will FM still have a class audience?

**Look at Programs** ▪ In a programing session, David Bennett, director of FM, Triangle Stations, Philadelphia called FM "an industry of trial and error that exists on brinkmanship. . . . the only industry existing without basic research. He said there were three basic ways to develop programing: "sponta-



Officials of the National Association of FM Broadcasters and their luncheon speaker Robert V. Cahill (l), legal assistant to FCC Chairman Rosel Hyde, discuss the speech given at the NAFMB convention in Chicago;

March 31. (L-r): Mr. Cahill; Elmo Ellis, WSB-FM Atlanta, NAFMB chairman; Edward F. Kenehan of Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington, NAFMB secretary, Ed Meehan, WPBS(FM) Philadelphia, chairman.

# What's the value of a Byline?

Years of a man's professional life can pass before he rates a byline.

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neous ideas—most are terrible”; “creative marination—let the ideas stew”, and “imitation.”

In a session on promotion, Ronald Schmidt, KLEF(FM) Houston pointed to two methods of getting promotion—either trade-outs or hard work. He said the two major dailies in Houston no longer trade so he has moved to neighborhood papers and specialized publications.

Mr. Schmidt noted that he received space in the *Daily Court Review*, a periodical for lawyers, by airing a five-minute series, *The Living Law*, produced by the American Bar Association.

As an example of true trading, he described how KLEF's appearance at the annual home and hi-fi show in Houston was accomplished for a cash outlay of less than \$60: “We traded for a \$480 booth space . . . we went to a wallpaper store, traded out for \$170 worth of a wild, wine-red, flocked, Victorian wallpaper, spent \$27 at a lumber yard . . . we borrowed some furniture and decorations from one of our advertisers in the antique business, borrowed a hi-fi console from another advertiser, took the harpsicord from [my] home. It cost \$30 to rent the carpet, so the total expense was less than \$60 for the whole works . . . the cost per thousand [based on attendance of 160,000] was approximately 4/100 of a cent.” The station personnel who manned the booth were paid off by sending them “to take their family to dinner on Sunday at one of our restaurant trades.”

**Why So High?** ■ A comment on the high cost of FM auto receivers was

made by Lynn A. Christian, WPIX-FM New York, chairman of the “Drive with FM” campaign. He said the prices “are out of line” when an FM auto radio goes for about \$169 and an AM auto radio costs about \$60 or \$70. In the currently soft auto market, he added, salesmen are “reluctant to push higher-priced FM sets.”

The defense of the set cost came from Harold J. Laurent, chief engineer of the auto electronics division, Bendix Radio Corp., Baltimore. FM auto radios, he said, offer the “greatest selectivity, sensitivity and frequency stability of any FM set on the market—dictated by the life they lead.” The refinements in auto sets over home sets, he added, raise the cost.

He also looked ahead to the 1968 auto model year and said that all car manufacturers will have integral FM multiplex packages available. By the 1969 model year, he went on, FM auto set sales will reach one million and will be up 2.5 million by the 1974 model year.

**Awards** ■ Also announced at the convention were the winners of the third annual Armstrong Awards for excellence in broadcasting. The 16 winners—seven first and nine second—were selected from 178 entries. Each of the first-award winners received \$500.

Separate awards went to commercial and noncommercial stations in each category. The programing categories were: news programing, educational programing, public and community service programing and musical programing.

The first-place commercial station winners: KPEN(FM) San Francisco, WGEE-FM Indianapolis, and WPRB-FM Princeton, N. J. First-place noncommercial winners: WBUR-FM Boston; WBGOFM Newark, N. J.; KPFC(FM) Los Angeles (two firsts).

The second-place commercial winners: KBCA(FM) Los Angeles; KPCC-FM Pasadena, Calif.; WFBM-FM Indianapolis; WGAY-FM Washington (two seconds).

Second-place noncommercial winners: WUHY-FM Philadelphia; WBAI-FM New York; WRVR(FM) New York; KUFO-FM Clayton, Mo.

## FM's sign up for new RAB service

FM broadcasters got the breakdown last week on how much it would cost and what they'll get for their money in a new FM service of the Radio Advertising Bureau. The cost to members of the National Association of FM Broadcasters is half of their NAFMB dues and apparently the price is right, for nearly 30 broadcasters signed up for the service at the Sunday (April 2) NAFMB Chicago session where it was announced.

The first FM station to sign for the service was WTFM(FM) Lake Success, N. Y.

As outlined by Mr. David, the new service, created by RAB and NAFMB, will include: a sales publication, *FM Salesman*, to be started June 1; an

## NAFMB gives results of FM programing survey

The National Association of FM Broadcasters unveiled its programing study at the association's annual meeting in Chicago and in the process took a crack at a similar survey previously announced by the National Association of Broadcasters.

Conducted in January and covering 1,550 FM licensees, the NAFMB survey shows that 72% of the stations are affiliated with AM's; 48% carry some stereo shows; 39% have network affiliates, and 42% have a subsidiary communications authorization (BROADCASTING, March 27).

Alex Smallens, WABC-FM New York, was to deliver the report but was kept in New York by the AFTRA strike. His report was given by Abe Voron, WQAL(FM) Philadelphia, NAFMB president.

Mr. Voron quoted Mr. Smallens as calling the NAB's survey a generalized study that was “of little use

to members of the FM industry and their advertisers.”

The main purpose of the NAFMB study, Mr. Voron said, was to channel business into FM by making it easier to buy FM. Advertisers, agencies, record companies and equipment manufacturers have been seeking the type of information that the study provides, he said.

The findings are based on 808 responses (52.1%) and were broken down by days of week and day parts. The top-50 markets were pulled out in two sub-groups of the top-20 and 21st-50th markets.

Pop-personality was described by 36% as being their overall format; 33% said it was background music; 23% described it as fine arts, and talk by 2%. Broken down by market size; background music was the format of 24% of stations in the top-20 markets; 37% in the 21st-50th markets,

and 35% in other markets; pop-personality by 32% of the top-20 market stations; 22% in the 21st-50th markets and 39% in other markets.

The fine-arts format showed up in 35% of top-20 market stations; 32% in the 21-50th markets, and only 18% in the other markets.

Less than a fifth of all respondents (18%) said they used an FM programing service, with 20% in the top-50 markets and 17% in other markets saying they used such a service.

More than eight out of 10 stations (83%) said the program was more important than the announcer and slightly more than one-fourth (27%) said they were vertically polarized. Among the stations in the top-20 markets, vertical polarization ran up to 38% and was at its lowest, 23%, among stations in the 21st-50th markets.

FM fact pocket guide to be produced each January; a breakdown of advertiser expenditures in FM, first by account category and later by advertisers, and annual FM selling-sounds awards. In addition, members will be able to take part in the RAB's annual sales clinics and management conferences.

The reduced rate, guaranteed for three years, also is available to FM's affiliated with AM members of RAB.

Based on monthly volume, the reduced rate will cost stations from \$5 to \$12.50 a month. Stations not qualifying for the reduction can get the service for \$10 to \$25 a month.

## Less power may be alternative

Cox warns FM Day audience that opposition to 50-kw class C's could backfire

The industry opposition to an FCC proposed rulemaking that would have class C FM stations all going to 50 kw could result in an order reducing FM's power and altering the FM allocations table.

FCC Commissioner Kenneth A. Cox, speaking to the National Association of Broadcasters' convention on FM Day Sunday (April 2), said there is need for "full use of the channels." He noted NAB's protest over the proposed rule-making and said "if there is too much opposition" perhaps the commission should order a reduction in the power of the stations and revise the allocations table to allow for more stations.

Speaking to a shirt-sleeve crowd in the humid Great Hall of the Pick-Congress hotel, Commissioner Cox described the "FM front as really quite peaceful at the moment." From the FCC's point of view, he added: "We're optimistic about your future."

However, he was wary of what the future would bring as more FM stations get larger audiences and the temptation grows to increase the amount of commercials being carried. As audiences grow and more advertising dollars become available, he said: "You'll have a choice of increasing the number of



David Polinger (l), WTFM(FM) Lake Success, N. Y., agrees with Miles David, RAB president, on new service.

commercials or increasing rates." When this choice faced AM's years ago, he added, some "took the wrong road."

If some FM's prove they can get in and stay in the black without giving over 30% of their time to commercials, the commissioner continued: "You may get the word through to AM's."

In the drive to make it big, he said: "We may lose sight of the special promise of FM." If by the time every home has FM, you have "just become a mirror of AM, you'll have missed the boat," he added.

**Choosing a Rep.** ■ In a session on how to pick a national representative, Gary Gielow, KPEN(FM) San Francisco, called the panel title an "optimistic" comment implying that "business is here—how do we get it?" He recalled that in 1960 his station had a "handful" of national accounts and that last year it had 173 major accounts, of which 34 came through national rep.

He offered several guidelines to choosing a rep. Get one: who is established and well staffed; who is aggressive and competitive; who has coverage of all buying markets; who treats FM as radio; who is compatible with the station format; who doesn't have another station in the market, and who considers your station important.

A similar set of guidelines was suggested by Dave Morris, KQUE(FM) Houston. A station, he said, should look for the amount of research available to the rep; where his offices are; whether he is sold on FM and can sell it to others; whether he is financially solid, and what are his plans for FM's future expansion.

**Rep Speaks** ■ The lone rep on the panel, James Schulke of Quality Media Inc., New York, said that FM is continuing its progress toward becoming part of the general radio budget. The dollars are coming, he added, from spot radio, which is the "most susceptible."

Radio, he said, "has greater acceptance as an advertising medium because of better research and increasing television costs." FM acceptance, he added,

will come only after a trench-like battle, "buyer by buyer, media supervisor by media supervisor, associate media director by associate media director."

Discussing how audiences can be enlarged, Joseph A. Kjar, KSL-FM Salt Lake City, said that whatever turns up on the national scene is "nothing more than a composite of what each of us has done in our own market."

Everett Dillard, WASH(FM) Washington, pointed to figures from that market showing 96% of the people listen to radio at least once a week.

Stations should be programed, he said: "So more people want to listen more of the time, more days of the week."

**New Listeners** ■ A switch from talk programing on AM-FM to talk on AM and stereo rock 'n' roll on FM produced new listeners for WOR-FM New York, according to Kenneth Cowan, director of information for WOR-AM-FM-TV.

The programing switch was made last July, he said, because the station had to comply with the FCC's 50% nonduplication rule and "we couldn't see competing with ourselves."

The move was designed to get two audiences for two stations and it worked, he said: "We hadn't robbed Peter an AM to pay Paul on FM."

Still ahead, he added, is the job of "persuading agencies that we're a big boy, that we're growing more competitive with AM."

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# Smaller markets mull problems

Stations' ownership of satellite terminals urged;  
ratings for secondary markets dissected at NAB session

Stations in secondary television markets ought to build and own their own communications-satellite receiving stations, says William C. Grove, vice president and general manager, KFBC-TV Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo.

Addressing a secondary-market television session on April 2 at the National Association of Broadcasters convention in Chicago, Mr. Grove noted that there will be great economics in satellite transmission and "it seems to me that it naturally follows that the same factors that made it necessary for secondary market stations to make their investment in their own intercity microwave so they could bring network programming to their audiences will apply when the method of transmission changes from terrestrial facilities to satellite."

But Mr. Grove said that Bell System's comments and proposals to date on TV program distribution by means of satellite "omits five whole states in the sparsely settled western part of the country. . . . Thus, it is apparent that

the Bell System has no plans of serving these secondary markets with the new, improved and economical service. It seems to me that we, therefore, must immediately make a strong showing to the FCC that we should be permitted to construct and own our own satellite receiving stations."

Mr. Grove said that costs would be less if networks and stations had a hand in owning and operating the systems.

**Ratings Problems** ■ At the same session, the two major ratings services had their respective books thrown back at them by Marshall H. Pengra, general manager of KLTV(TV) Tyler, Texas. Mr. Pengra conceded that in the larger markets the services could be considered adequate but that in the "secondary television markets we have to live with ARB and Nielsen methodology geared to large metropolitan areas with three stations."

Mr. Pengra reported on a number of complaints based on a "fast questionnaire" he sent out to 60 secondary-market stations. (He received 28 replies—"higher than the percentage of diary

returns ARB and Nielsen get in secondary markets.") Prime among the secondary-market station grievances were that CATV homes were not properly weighted for they tend to be more cooperative in returning diaries and that even then, those diaries are not properly edited.

Another, more familiar complaint was that there was substantial disagreement in the reports of the two services. "A difference of 3,000 to 5,000 homes is tremendous in a secondary market, but it's not in a big city."

Thus, even one diary is of extreme importance in the smaller markets. Mr. Pengra cited the example of diary he examined that was kept for one week only and in that one week the set had not been on at all. It had a weight, he said, of 1,078 homes.

As a check on the two services, Mr. Pengra commissioned MARC Inc., to do a special survey using an in-home aided-recall interview technique carefully weighted over all strata including nontelephone homes. The results showed differences in delivered homes ranging between 40% and 60% above what was reported by the two services. He recommended a study of ratings in the secondary markets by the NAB secondary market committee.

Ways by which stations in secondary markets could increase income were explored by William A. Patton, general manager, KATC(TV) Lafayette, La. "With expenses up and rates stabilizing, every new source of income is worth exploring," he said. Mr. Patton offered the following suggestions for increasing nonbroadcast income:

- Rent tower space for two-way radio.
- Rent studios for such things as play rehearsals by community groups, for recording sessions, for special meetings.
- Sell agencies on the use of the station's production staff and facilities for commercials.
- Work with political candidates in the area.
- Make mobile units available for lease—not only to local advertising agencies, but also to other stations and for store openings and the like.



After the election: a new NAB TV board

Two incumbents and four new members of the National Association of Broadcasters television board pose for a formal picture following their election last Wednesday (April 5) at the NAB convention in Chicago. The incumbents—Charles Tower, Corinthian Broadcasting, New York, and Carl Lee, WKZO-TV Kalamazoo, Mich.—were re-elected to their second two-year terms.

Front row (l-r): Norman Bagwell, WKY-TV Oklahoma City; Mr. Lee,

and Eldon Campbell, WFBM-TV Indianapolis. Back row (l-r): Mr. Tower; Harold Essex, WSJS-TV Winston-Salem, N. C., and Hamilton Shea, WSVB-TV Harrisonburg, Va.

Also nominated for the board were: Eugne Wilkin, WGAN-TV Portland, Me.; William Putnam, Springfield Broadcasting Co., Springfield, Mass.; Fred Weber, Rust Craft Broadcasting Co., Margate, N. J., and Guy Main, WCIA(TV) Champaign, Ill.

## Shriver asks backing for OEO's campaigns

The war on poverty has a packaging or image problem and broadcasters can help, Sargent Shriver, special assistant to the President and director of the Office of Economic Opportunity, said last week.

Addressing the management luncheon on April 5 at the National Association of Broadcasters convention, Mr.

Shriver said that while the efforts of the Peace Corps in underdeveloped areas of the globe were met with understanding and enthusiasm by most Americans, domestic efforts to combat essentially the same ills have met with indifference or hostility.

He urged broadcasters to do two things when they go back to their communities: join the local action agency fighting poverty, and put on one program on what's happening in the poverty area in their home towns. "Knock it if it's bad, but at least the community will have been aroused to the problem," he said.

At the luncheon, the NAB awarded a certificate of recognition to the American Women in Radio and Television. It was accepted by Julie Chase Fuller, AWRT president.

## Rigid opposition may be unrealistic

The pressures being generated by land-mobile radio users for additional spectrum space are so severe that broadcasters had better resign themselves to the fact that merely "unyielding" opposition to demands for space will not remain "effective or realistic" indefinitely.

This is the view a spokesman for a powerful segment of the broadcasting industry—Lester Lindow, executive director of the Association of Maximum Service Telecasters—expressed in a speech to some 175 member-station representatives at the association's meeting at the National Association of Broadcasters convention in Chicago last week.

"Our adversaries" who are seeking for land-mobile users the spectrum space now assigned to television "are numerous, important, powerful and persuasive," he said. "The pressures they are generating are greater now than they have ever been in history. . . ."

"In time we will have to consider alternatives" to unyielding opposition, he went on, "particularly if new technical developments emerge which can ease this situation."

**Big Appetite** ■ Mr. Lindow said the land-mobile users—whose appetite for more channels is "voracious" and the equipment manufacturers allied with CATV interests are "spearheading" the attack on television frequencies. He also noted that congressional committees, when quizzing the FCC about any subject, invariably ask commissioners about—or advocate—the allocation of spectrum space to land-mobile users.

He observed that the President's director of telecommunications management, in a report on spectrum usage, referred to television and radio virtually

exclusively as "entertainment" media.

In other matters the association's board of directors elected the following officers: Jack Harris, KPRC-TV Houston, president; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C., first vice president; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, second vice president; Harold Essex, wsjs-TV Winston-Salem, N.C., secretary-treasurer, and Mr. Lindow, assistant secretary-treasurer.

The directors elected are: Roger W. Clipp, WFIL-TV Philadelphia; Mr. Crutchfield; John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, WEWS(TV) Cleveland; Mr. Essex; Mr.

Harris; A. M. Herman, WBAP-TV Fort Worth; C. Howard Lane, KOIN-TV Portland, Ore.; Terry H. Lee, Storer Broadcasting Co., Miami Beach; Mr. Lindow; Arch L. Madsen, KSL-TV Salt Lake City; James M. Moroney Jr., WFAA-TV Dallas; John Murphy, Avco Broadcasting Corp., Cincinnati; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; Ward L. Quaal, WGN-TV Chicago; William B. Quarton, WMT-TV Cedar Rapids, Iowa; A. Louis Read, WDSU-TV New Orleans; Laurence E. Richardson, Post-Newsweek Stations, Washington; Mr. Rogers; Harold Stuart, KVOO-TV Tulsa, Okla., and Robert F. Wright, WTOK-TV Meridian, Miss.

## Who plays second fiddle?



Neither Harden nor Weaver. Both are first-chair men, complementing each other perfectly as they fill the breakfast and commuting air with laughs, music and repartee. Washingtonians listen to Harden & Weaver, the two early Americans—mornings six to ten.

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# TV-radio satellite wanted

Filings for domestic system show industry unity;  
NBC joins advocates for 'dedicated' space links  
while Ford pushes for a NASA-run experiment

Broadcasters closed ranks last week and urged the FCC to authorize a privately-owned domestic satellite system for broadcast use only. NBC for the first time specifically opted for the dedicated system idea, first suggested by ABC. Although CBS did not file last week, it previously had maintained that the FCC has the power to authorize a TV-radio satellite system.

In an earlier filing, the National Association of Broadcasters also pumped for the creation of a system devoted solely to the distribution of TV and radio programs (BROADCASTING, April 3).

In corollary filings, several educational organizations suggested that the

FCC might very well authorize an educational satellite system.

By far the most significant element of the filings last week were the recommendations by both Comsat and the Ford Foundation for a pilot domestic system. The similarity ended there, however, since Ford urged that the National Aeronautics and Space Administration be given the job of establishing and operating a demonstration test, while Comsat, in an early filing, said that it should be authorized to conduct the experimental system (BROADCASTING, April 3).

The filings last week were the third round in the study of domestic satellites instituted by the FCC last year.

NBC's statement stressed that it had been keeping an open mind on the idea of a TV-radio-only system, but that it has now concluded that a specialized system should be authorized as soon as possible.

Among the reasons why NBC felt a dedicated system is necessary:

- A domestic system, no matter what form it may take, will be used most of the day on a continuous basis.

- TV transmissions are one-way, from network to affiliates; this permits simpler equipment than would be required for a combination system.

- Substantial savings over the \$45 million spent annually by the networks for interconnecting affiliates would be

## NBC sweeps Pioneers' special citations in Chicago

Presentation of special citations to NBC and two of its former officials, the Hall of Fame award to the late Commander Eugene F. McDonald Jr., and citations honoring nine deceased broadcasting pioneers highlighted the 26th annual dinner of the Broadcast Pioneers in Chicago, Tuesday (April 4).

In addition to NBC, special awards went to Niles Trammell, former NBC president, and Harry Bannister, for-

mer NBC vice president for station relations, now NBC consultant.

The award to Mr. McDonald, founder of Zenith Radio Corp. and first president of the National Association of Broadcasters in 1923, was accepted by his nephew, Eugene Kinney, vice president of special affairs for Zenith.

The nine memorial citations were presented to Campbell Arnoux, WTAR-AM-FM-TV Norfolk, Va.; Fred-

erick J. Ball, of Pierson, Ball & Dowd, Washington; Andrew G. Haley of Haley, Bader & Potts, Washington; Harold V. Hough, WBAP-AM-FM-TV Fort Worth-Dallas; Robert T. Mason, WMRN-AM-FM Marion, Ohio; John M. Outler, WSB-AM-FM-TV Atlanta; Paul H. Raymer of Paul H. Raymer Co., and Frank M. Smith, Capital Cities Broadcasting Co.

At left, the three special citation plaques are displayed. (L-r): Mr. Trammell; John T. Murphy, Avco Broadcasting Corp., Cincinnati, Pioneers president; Julian Goodman, NBC president, and Don Mercer, director of NBC station relations, who accepted the award for Mr. Bannister.

The Pioneers cited NBC for being "first with radio, first with television, first with color . . . from the first radio network broadcast in 1926 to the first live three-continent global telecast in 1966, NBC's growth has kept pace with its achievements."

Announced at the meeting was a \$500,000 contribution drive by the Broadcast Educational Fund Inc. to create a permanent Broadcast Industry Reference Library. The library will be established in the NAB's to-be-built headquarters in Washington.



realized.

▪ A single-use system would be more economical, conserve frequencies and reduce the complexity of satellite and terrestrial facilities.

▪ Because TV transmissions are widebeam, whereas other forms of communications use narrow-beam, point-to-point services, a multipurpose system would require two different designs.

▪ Terrestrial receiving terminals for a TV system can be simpler and less costly than the complex terminals needed for a multipurpose system; in fact they could very well be unattended. And in most cases terrestrial receiving terminals for a TV system could be located at or near broadcast transmitters, thus reducing costs of interconnecting receiving terminals and broadcast transmitters.

NBC also suggested that it is possible that the TV networks might organize a specialized carrier to operate such a TV-only system, or lease such a system from Comsat or whatever other carrier the FCC finally decides should operate it.

For noncommercial users, NBC said, there could be preferential rates. It warned, however, that this decision should not be made now, since the whole broad question of financial support to noncommercial broadcasting is under study by the Congress.

**Space-Age Advances** ▪ ABC, which advocates and in fact initiated the whole domestic satellite question, stressed the legitimacy of a broadcast satellite system, likening it to the radio frequencies granted by the FCC to taxicabs, airlines, railroads, pipelines, CATV microwave systems and other private businesses without the intermediary of a common carrier.

In a step-by-step analysis of the objections to a single-purpose system, ABC pointed out that there is sufficient space along the equator to accommodate a TV-only system without interfering with other systems, and that broadcast-only use would conserve spectrum space.

As for noncommercial TV, ABC suggested that the networks could by contract agree to transmit ETV programs at no cost to educational stations.

Speaking of the Ford plan, ABC questioned whether the FCC has authority to confer on any corporation, profit or nonprofit, the right to impose a surcharge, over and above a normal return, on commercial networks for the benefit of ETV.

Satellite communications and the financing of educational TV are "two separate and distinct problems," ABC said.

**Unbiased Test** ▪ The proposal last

week by the Ford Foundation was that the FCC should authorize the National Aeronautics and Space Administration to operate a test system in order to elicit information for commission consideration. Ford suggested NASA because, it said, the agency not only has the experience, but it would be non-partisan in the current proceedings which are aimed at giving the FCC information on whether a domestic satellite system should be authorized, and if so, who should operate it.

If NASA were authorized to conduct the experiment, Ford said, it can ex-

pect the cooperation of both private and governmental parties who are interested in domestic satellites.

The FCC should not permit Comsat to operate a demonstration project, Ford said, because this could be interpreted as anticipating the commission's final decision.

Ford said its plan, which proposes a broadcast-only, privately-owned system with profits devoted to educational TV, would contribute \$20 million annually to ETV. This contemplates a larger ETV income than the Carnegie Commission report urging the establishment

## Musician? Yes indeed. And more.



As a guitar pickin' virtuoso Jim Evans is worth hearing. And as host of an entertaining ten to two daytime daily musical show he's an audience-building, cash-register-bell-ringing genius. He wears well, say Washingtonians. Even without strings.

# wmal radio

5000 powerful watts. Washington, D.C.

of a Corp. for Public Television with an endowment of \$25 million. Such an endowment, Ford noted, would bring bring to CPTV only \$1,250,000 yearly.

The Ford plan for satellite use, the foundation stated, could be an integral part of the proposals for underwriting CPTV's program expenses, by providing additional finances.

Again opposing the Comsat viewpoint that it alone has the legal authority to own and operate satellite systems—and that a domestic system should be capable of serving all users, not just TV—Ford contended that this would give Comsat a monopoly of domestic satellite communications. Ford termed this “unprecedented,” and said it would involve Comsat in a conflict of interest between a domestic system and its international operations. [This was termed “nonsense” by James McCormack, chairman of Comsat, in his speech to broadcasters in Chicago last week at the National Association of Broadcasters convention].

**Multiple System** ■ AT&T, standing by its advocacy of a multipurpose system integrated with land lines, attacked the Ford plan on a number of counts: a single purpose system, would “inevitably” pre-empt domestic satellite usage [by other communications users] for the foreseeable future.”

A separate TV system would also eliminate the savings in common costs inherent in a multi-propose system, AT&T said. Moreover, it added, a single system for TV service in the 4-gc and 6-gc bands “would create an intolerable interference problem on the ground and in orbital space.”

Pointing out that the Ford Foundation had amended its original prospectus for a domestic satellite system, in which it increased its capital cost by over 25% and its annual cost by almost 50%, and reduced savings by 25%, AT&T flatly said that the financial contribution to public television by the Ford proposals would be “trivial.”

AT&T principally is urging the employment of high-capacity satellites

using frequencies above 12-gc, the company stated, and it believes that a domestic system can be initiated and realized at an earlier date than that envisaged by Comsat.

Highlights of other filings:

■ The National Association of Educational Broadcasters urged that the domestic satellite question must be “interrelated” with congressional action on ETV.

■ The National Education Association recommended that an exclusive satellite system for noncommercial, educational broadcasting be established for transmitting not only cultural and educational programs but also for computer linkage, documentation and other forms of nonbroadcast education.

■ The Adult Education Association of the U. S. urged the immediate development of a multichannel, noncommercial domestic satellite system.

■ The state of California reported that an engineering study concluded that educational TV could save a substantial sum by sharing satellite chan-

## Is there a Dub-bird in the family?

The ominous possibilities of public television were dramatized for members of the Society of Television Pioneers (“We Ain’t Got No Noble Purpose”) at their annual breakfast meeting in Chicago last week.

Soberly bedecked with black mortar boards to emphasize both the educational aspect of the society and the educational aspects of public television, members watched their perennial president, W. D. (Dub) Rogers, president of Rogers Broadcasting Co., and mayor of Lubbock, Tex., rise to a small platform with table and phones. Mr. Rogers was wearing an academic robe and a 10-gallon hat and he sat

behind a sign that read “WLBJ—The Flagship Station.” The time is 1969. Mr. Rogers, in an accent unaffectedly reminiscent of the Pedernales picked up one of his phones and began a sort of southwest version of a Shelly Berman skit. Some samples:

“Hello . . . hi, Rosel, harya, pardner. You know who this is, don’t you?”

“Ha! Ha! That’s right. The big television mogul himself. How’s our network going, Rosel? (pause)”

“Did you catch me on Pedernales last night? . . . Makes that *Bonanza* crowd look like a bunch of kids, don’t it?”

Dials phone again.

“Hello, Nick . . . Nick, this is you-know who . . . Nick, Ros tells me you’ve been bugging him again . . . Nick, boy—let me tell you something: You’re getting a reputation, boy. Up on the Hill, they’re referring to you as Grumpy . . . you remember Grumpy?—Grumpy—in Snow White and the Seven Dwarfs? Well, now you don’t want people to call you that . . . Yes, you bet I know who Snow White is . . . I’m Snow White.”

In his formal report to members, Mr. Rogers announced that the Code Authority of the Society of Television Pioneers concluded a five-day meeting in Acapulco and took the following actions:

■ On and after April 15, three minutes of prograding will be permitted in every 15-minute segment of advertising;

■ In the interest of sanitation and the general encouragement of healthful habits, those on television drinking whiskey directly from the bottle should wipe clean the neck of said bottle following such draught;

■ Sex should not be referred to in a fashion which will encourage its indulgence during prime time hours.

As is customary at each annual meeting, members re-elected by voice vote the entire slate of officers.



nels with commercial users, on a time-sharing basis.

▪ The American Newspaper Publishers Association argued that a domestic satellite system can be owned by an entity other than Comsat.

▪ Airinc. and the Aviation Transport Association urged that Comsat be excluded from owning a domestic system and that the FCC should authorize one or more private systems, or at least a new entity. It also asked that a separate system for aeronautical services might be established, or that 8 mc to 10 mc in a multipurpose satellite be reserved for aviation needs.

▪ Dow Jones & Co. Inc. asked that the Ford plan be rejected, as discriminatory, and that no private broadcast system be authorized.

▪ ITT World Communications opposed both the broadcast-only system idea and that of Comsat. The company said it was in favor of the AT&T plan in which Comsat would own the satellites, the common carriers and the ground stations.

▪ Western Union opposed both the Ford and ABC plans, supported the idea of a multipurpose system owned and operated by Comsat with the earth stations owned and operated by the carriers.

▪ General Electric noted that a domestic satellite system could be used to transmit to mobile services as well as to fixed points.

## KLAV gets renewal without planned hearing

Arthur Powell Williams, owner of KLAV Las Vegas, had his license renewed when the FCC granted his petition for reconsideration and grant without hearing.

The license renewal was designated for hearing after Mr. Williams paid a \$1,500 forfeiture for failure to comply with licensed operator requirements and for operation of the station by Mr. Williams's corporation without prior consent of the FCC to an assignment of license from Mr. Williams. The hearing was to determine whether the corporation was still unlawfully operating the station, whether Mr. Williams broadcast advertising concerning a lottery and whether representations made by him to the commission were false, evasive or lacking in candor.

In its unusual move the commission granted Mr. Williams's petition because, though he was found to be inattentive to his "responsibilities as a licensee of a broadcast facility," there was no "sufficient showing . . . of misconduct in addition to that for which the forfeiture was paid" to necessitate a license-re-

newal hearing. Because Mr. Williams had assured the FCC that all violations had been remedied and that steps had been taken to insure future compliance with the rules, his license was renewed.

## Missouri bill would strengthen strikers

The Missouri Broadcasters Association is up in arms over a pending bill in the Missouri legislature that the organization claims would affect the state's entire communications industry. The

bill, reported out of the House Labor Committee with a "do pass" recommendation, would prohibit employment of nonunion workers during strikes as well as prohibit use of supervisory personnel to keep communications in operation.

William Clark, association president, said: "Such legislation is unnecessary in view of the existing legislation prohibiting strike breaking." He noted that though some programming is continuing during the current strike by the American Federation of Television and Radio Artists, any work embargo against the state's stations would halt all operations.



## Horn of a dilemma?

Only if you try to find a logical alternative to John Wilcox. He modulates WMAL-Radio into Washington homes and cars between the afternoon hours of two and six each day. The melodies are familiar, the talk is bright and the commercials hit home.

# wmal radio

5000 powerful watts. Washington, D.C.

# Equipment: upgrading is key

Exhibitors express pleasure with floor action; interest runs high but some see fewer orders as stations focus on improving current gear

"Last year it was innovation, this year it's perfection."

Thus E. C. Tracy, RCA's division vice president for the broadcast sales division, described the National Association of Broadcasters 1967 equipment exposition. The annual four-day market probably generated less firm business than the record 1966 show for big-ticket items like color cameras and high-band tape machines—but certainly no less interest.

The smaller and more-specialized manufacturers in many cases reported the 1967 show to be their best yet, however, it was indicative of the trend at many stations to upgrade their hardware all along the line now that they have begun to digest their major color expenditures of last year.

Often, too, this upgrading has been precipitated by color, some exhibitors explained, because color and its exacting engineering demands showed up the weak points elsewhere in their systems.

Other sales areas bright and brisk: FM gear, audio products and UHF television.

Still more additions to new business last week in Chicago were the community-antenna-television and educational closed-circuit television-system markets. Both areas showed significant growth this year, exhibitors reported. CATV interests were shopping vigorously among the suppliers of small cameras and other such gear suggesting that many operators are thinking seriously about adding their own programming to their systems.

**Cablemen Happy** ■ The CATV manufacturers themselves reported their best NAB convention yet as far as their sales were concerned. Generally they have exhibited about three years, found the welcome cold the first year, reserved last year and "pretty well accepted" this year, as one defined it. Not all exhibitors agreed, however.

Another significant trend noted by exhibitors is the growing number of foreign buyers attending the show as well as foreign-based manufacturers offering products. An irritation: foreigners taking photographs one year, turning

up with cheaper copies of exhibited equipment to sell the following year. One such photographer was observed last week pulling components out of the back of a high-band video-tape machine, shooting them from various angles at close range.

**Less Is More** ■ A frequent observation by station engineers shopping the show was the spiraling sophistication of the equipment, a general miniaturization and compacting of more and more circuits into single modules. Automation

devices were observed closely as operating costs continue to soar.

There was no question in the minds of the major manufacturers that an iffy general economic outlook had slowed down firm commitments for the more expensive types of gear. But none pretended he was sorry he came to the show.

One of the major exhibitors noted that a change in the general economic outlook always has an immediate effect on the broadcast equipment business. High-priced broadcasting hardware has come to be a somewhat discretionary purchase. "Most of it is replacement business these days," one exhibitor said.

**Big Show** ■ But the big radio-TV suppliers are spending enormous sums to show their stuff in Chicago and still making it pay off. An RCA representative said his company's total expenses in connection with the NAB show would come to \$500,000. RCA's exhibit, he went on, with all its signal-switching facilities, cost considerably more to construct than a multistudio TV-station installation.

Charles H. Colledge, division vice president and general manager of RCA's broadcast and communications products division, said response to all RCA equipment, but particularly to new equipment, "was excellent." He reported sales expected to result from the show should run to about the same level as last year.

Color cameras and the high-band color recorders—especially cameras—were the strongest magnets on the equipment floors last year. They again attracted attention from all quarters but it was of a different sort.

Color-camera purchasing is on the downhill side of its 1966 peak just now but technical refinements continue to reduce size and improve color quality. One example of the continuing progress: RCA demonstrated its prototype of the new TK-44 lightweight color camera (140 pounds). They will be available commercially next year for about \$80,000.

**Comparisons** ■ Shopping for new color cameras is considered and planned, observers noted. With the new



The equipment exhibits that took up 50,000 square feet in the four exhibit halls of the Conrad Hilton attracted a lot of attention. Having a pretty girl on the scene didn't harm the attendance at any display.

Norelco PC-70 models in the field along with many RCA TK-42 and General Electric PE-250 cameras, engineers come to the show with experienced eyes for the lavish "live studio" displays where more critical comparisons may be made.

This year Sarkes Tarzian was able to demonstrate its new Polychrome color camera, another entry in the light-weight race. Its debut in 1966 was marred when an optics supply problem prevented operation.

If any color camera drew the most constant flow of attention at the 1967 show—even competitors had to admit—it was the much refined Marconi Mark VII distributed by Ampex Corp. Crowds regularly jammed the Ampex exhibit area last week as they did those of RCA and GE nearby.

Thomas Davis, vice president and general manager of the Ampex audio-visual communications division, indicated the convention would result in \$4.5 million in sales for the company. Leading the Ampex sales spurt would be VR-1200's VR 2000's tape recorders and the Mark VII color cameras.

'Taking the Plunge' ■ General Electric was one major exhibitor that was exultant over surprisingly strong business this year, including sales of the PE-250 color cameras and other high-priced items like UHF transmitters. As one official noted: "It looks like a lot of smaller stations are going to take the color plunge."

GE sales went at such a good pace last week the broadly diversified company expects 1967 sales will hit still another new high for broadcast gear. "We had thought 1966 was the peak year," another executive said, "but there's no indication of that here."

Visual Electronics reported 1967 also has been a better convention market for actual signed orders than last year. Sales of the Norelco PC-70 camera were reported definitely better. Visual also cited very brisk business for its line of rebuilt (high-band color) color recorders, a new color film scanner, video switching gear and the AM-FM transmitter lines.

Sarkes Tarzian reported very good sales and considerable interest in its automatic programming equipment and its commercial-traffic-availabilities computer as well as a new microwave-system receiver. The firm also has been doing good business with complete package-distribution system installations.

Audio equipment-manufacturer Collins Radio Co. cited many off-the-floor sales this year and estimated that total dollar sales should about equal the 1966 record. Collins also reported good interest in its automatic FM transmitter (FCC approval for such operation has been petitioned) and its new line of

### Things to come

As in previous years, BROADCASTING will provide complete coverage of the National Association of Broadcasters convention equipment exhibits. Item-by-item descriptions of products and processes displayed in Chicago last week will appear in the next issue, April 17.

monitors and its custom-TV audio console system.

Floor Action ■ Gates Radio Co. de-

scribed the show as a complete success, with considerable business written on the floor. The company said its automation systems, FM antennas and FM exciters had led its sales parade.

Continental Electronics estimated it would get six orders for its Prolog program-automation systems and that four sales of its 50-kw AM transmitter, listing at \$95,000, had been consummated though not necessarily begun at the convention.

Large numbers of exhibitors, acknowledging they had completed no sales at the convention, explained their prime purpose at the exhibit was to show, not to sell and that on this basis

## Can you identify the instrument?



Ask Felix Grant. He's the man musicians turn to when they want to get the facts.

Washingtonians turn to Felix for "The Album Sound," WMAL-Radio's 8 p.m.-to-midnight answer to ennui. They've been doing it since 1953.

# wmal radio

5000 powerful watts.  
Washington, D.C.

it had been a complete success.

CBS Laboratories made a splash with its new automatic-loudness controller. No price has been set for the equipment but \$750 is a tentative tag. It should be ready for delivery in the fall, according to CBS Labs salesmen. A dozen of the units, were ordered at the Chicago convention.

**Sour Notes** ■ There were some notes of discontent in the equipment halls from exhibitors who wanted more space to show their wares, thought they deserved it, but couldn't get it.

A CBS Labs representative, for example, complaining about lack of space, said that CATV companies, with long

exhibit areas, have more space than they deserve, "considering it is supposed to be a broadcasters' show." He added he had applied to the NAB for more area this year, but without satisfaction. One exhibitor, referring to the CATV men as "nothing but hardware-peddlers," said a number of "legitimate" exhibitors planned to apply again to the NAB for relief and more elbow room in the future.

NAB spokesmen said they had received some complaints about the space situation before the show, that the shortage was not a new situation and that there wasn't much they could do about it.

## Sales top \$3 million for EMI color gear

EMI color television equipment, designed for both American and European standards, has been introduced in London. Reportedly, sales have exceeded \$3 million in the six-week British campaign to supply the BBC, which starts color service later this year, and other British and European broadcasters that start transmitting color in 1969.

The EMI color TV line uses solid-state techniques and includes color cameras, slide scanners, mixing and switching equipment, encoders and decoders, vertical aperture correctors and other ancillary equipment.

## U.S. said to back presunrise deal in treaty

### COTTONE REPORTS STATE DEPARTMENT MEXICO STAND

In its treaty negotiations with Mexico the U. S. Government is firmly committed toward obtaining a specific provision allowing presunrise operations, members of the Daytime Broadcasters Association were told last week at their annual meeting in Chicago.

According to participants at the meeting, Ben Cottone, DBA general counsel, reported that State Department officials have a specific proposal providing for presunrise operations starting as early as 6 a.m. on Mexican clear channels. The proposal reportedly would cover regional daytime channels as well as class II daytime channels.

The Mexicans were told that such a provision is essential and were warned by State that without it the U. S. Senate would not ratify the treaty, Mr. Cottone reported. The Mexicans are said to be in agreement in principle that some sort of presunrise operations be allowed but that details should be worked out in further, separate discussions.

The agreement could take the form of an exchange of notes between the two countries covering all the details, Mr. Cottone said. He pointed out that when completed and ratified the treaty would be a continuing one. To keep abreast of technological developments and to handle problems as they arise, a technical committee, similar to the one that exists with Canada, is to be set up between Mexico and the United States.

**Clear Complication** ■ However, the U. S. effort to obtain presunrise operating permission for the daytimers could be complicated by the conflicting interests of another group of U. S. broadcasters serving as advisers to the U. S. negotiating team—the clear-channel-station operators.

The concessions that the U. S. is pre-

pared to make in return for a presunrise provision have not been disclosed. But clear-channel stations are certain to oppose any proposal for permitting Mexican stations to operate on U. S. clears at night. Members of the Clear Channel Broadcasting Service, in their meeting at the convention, voted to oppose any duplication of the U. S. clears (see page 113).

In a separate annual report to members, J. R. Livesay of WLBH Mattoon and WHOW Clinton, both Illinois, and DBA board chairman, reviewed developments over the year. He noted that approximately 270 stations in the U.S. are on Mexican channels.

## Need for FM translators supported in 13 filings

Broadcasters and translator associations were in agreement last week that there was a need for the FCC to establish rules for FM broadcast translators.

Accord came from 13 groups who said that there was a definite need for FM translators; that boosters using on-channel, adjacent and nonadjacent channel allocations should all be permitted, and that existing FM licensees or translator groups should operate the facilities. The group proposals on translator power requirements differed, however. The proposed options ranged from

## Production problems can hang up new gear

Prototype peril—that's the affliction NAB equipment exhibitors fear most in rushing new product for the big show. The attacks are especially critical when the manufacturer returns home and tries to crank up the production line. The "sell" units simply won't perform like the model.

Few companies would appear to be susceptible this year to this disease of hardware brinksmanship, based on the larger number of actual production models displayed and the expectations of prompt delivery in most lines. But it's the plague that struck Westel Co., for one.

Westel is the developer of the tiny studio-TV tape recorder and the one-man backpack portable recording camera which captured the interest of the 1966 NAB equipment exhibit. Westel's miniatures were conspicu-

ously absent this year.

"We goofed last year. We were premature." So admits Robert L. King, Westel general manager. Westel, however, "will begin shipment of production-run equipment before the end of this year."

He explained that the new line also will have color capability, a feature not included in the original versions. All that is lacking is a tiny color camera for the backpack unit but even that isn't too far away on the horizon "because everyone is working on them," Mr. King said.

The Westel official was pleased that competitor Ampex introduced its new backpack portable VTR system this year. "It vindicates our own market concepts of a year ago," he said, "and is further proof of the need for such a device."

one watt to 100 watts with general agreement that no arbitrary limitation be placed on translator power as there now exists on TV translators. Rather, as the Colorado Translator Association said; "Let's not get tied to one-watt units; some areas need more."

Commenting were group broadcast owners: Bonneville International Corp., Family Stations Inc. and Screen Gems Broadcasting of Utah Inc.; broadcasters: The Bulletin Co., Lewis Clark Broadcasting Co., Tyrone Broadcasting Co., Radiohio Inc. and Blue Ridge Broadcasting Corp., and International Electronic Development Corp., People's TV Inc. and Colorado Translator Association, Upper Green River TV Association, National TV Translator Association and the town of Alma, Colo.

### Apply rules to all CATV's—NAB

The National Association of Broadcasters has urged the FCC to eliminate the distinction it makes in its CATV rules between sparsely settled markets and those the top-100.

NAB members, in their convention in Chicago, adopted a resolution declaring that the "alarming number of waivers" the commission has granted has rendered "meaningless" much of the Second Report and Order, which embodies the CATV rules.

Under the rules, CATV's must seek commission permission in a hearing before relaying distant signals into any of the top-100 markets. The resolution says the commission should extend the provisions of its regulations to all markets on an equal basis.

The action came a week after the commission granted eight applications for waivers which permitted the importation of distant signals into 25 communities in the Harrisburg, Pa., area (BROADCASTING, April 3).

### Technical topics . . .

**Low-cost TV camera** ■ A solid-state television camera that costs about \$400 has been put on the market by Ampex Corp., Redwood City, Calif. The camera, model CC-6007, is said to be compact and designed for ease of operation.

**Agency appointment** ■ Houston Fearless Corp., Los Angeles, has appointed Siteman/Brodhead Co., Beverly Hills, Calif., to handle advertising for its full line of products. Initial emphasis will be placed on two complex units: the Card System, a microfilm storage, retrieval and display unit that holds more than 70,000 pages, and the Colormaster, a new 16-mm color film processor.

### FCC rules were on the firing line in Chicago

FCC engineering rules and interpretations of those rules came under heavy attack last week at a radio-television technical session at the National Association of Broadcasting convention.

Philip Whitney, WINC-WRFL(FM) Winchester, Va., one of the panelists in the discussion, charged that FCC inspectors sometimes have trouble interpreting the rules. Mr. Whitney said that many commission rules are archaic and suggested that since the FCC expects

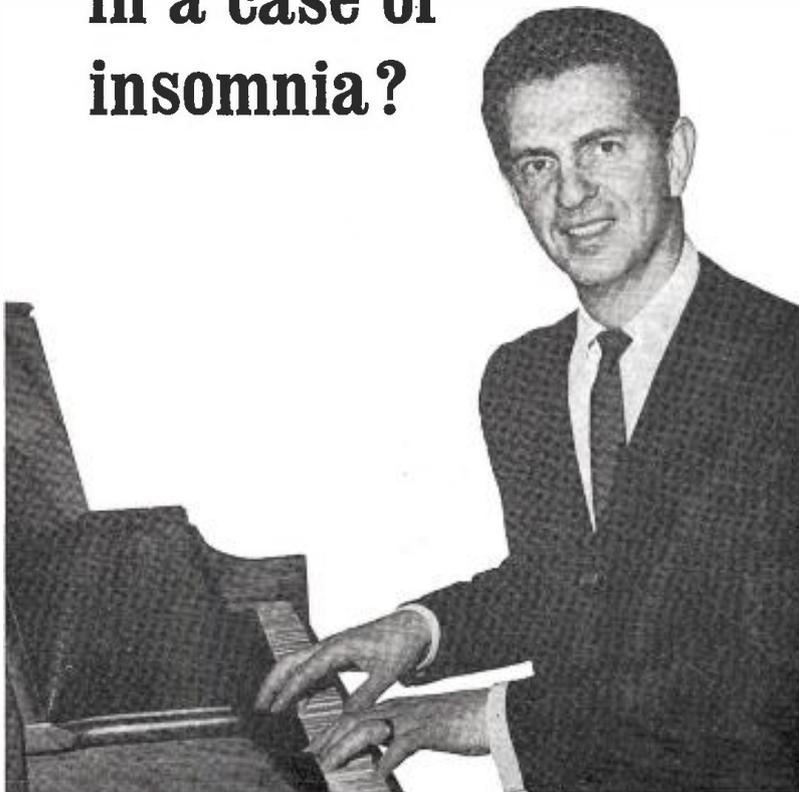
broadcasters to keep up with developments, the same should be expected of the FCC.

Harold G. Kelly of the FCC TV applications branch, conceded that "some of our rules are rather archaic. I hope our inspectors will use some discretion."

Malcolm M. Burleson of Metromedia, Inc., Washington, gave an instance where an FCC inspector gave a citation for a rule violation, and another FCC inspector later issued a citation countermanding the first ruling.

Asked an engineer from the floor: "If we're expected to live with interpretations of the rules, how are we to know what the interpretations are?"

## How many sheep in a case of insomnia?



Wool gatherers, lobster shifters, insomniacs, and other night owls in the Washington market find Bill Mayhugh (midnight to six a.m.) a good reason for staying awake. In fact doctors prescribe him instead of stay-awake pills. Trouble is, he's habit-forming. Especially for sponsors.

## wmal radio

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# Castro static on AM band

## New superpower stations in Cuba worry stateside radio broadcasters

The Association on Broadcasting Standards was alerted last week to a whole lot of trouble brewing in the Caribbean and it petitioned the U. S. government to do something about it.

Harold Kassens, assistant chief of the broadcast facilities division of the FCC, told ABS the interference danger in new Cuban superpower transmitters is real, present, and without ready solution.

The ABS, an organization that looks after the interests of class III regional broadcasters, adopted a resolution asking the FCC and other U. S. government agencies to continue to check and verify reports of Cuban standard broadcast activities in violation of the North American Regional Broadcasting Agreement.

Cuba recently bought six superpower transmitters from Czechoslovakia and is reported to have seven powerful stations in operation or under construction

(BROADCASTING, Feb. 27). One of them has been broadcasting at 600 kc with 150 kw, three times the power of the strongest AM signals allowed by the FCC in the U. S.

Another is using 50 kw at 670 kc—the clear channel allocation of WMAQ Chicago. Two other active transmitters are operating with 30 kw, another planned for Havana will reportedly use 150 kw and two more are expected to use 60 kw.

**More Interference** ■ The current and potential interference problem presented by the new Cuban operations is said to be substantial.

While superpower from the south has blown up into a hazard the ABS seems to feel it has the same problem licked, at least for the present, within U. S. borders. The efforts of some clear channels to have the FCC authorize superpower operation (power in excess of 50 kw) currently seem to be stymied. The matter has been postponed indefinitely at the FCC due to the press of other matters and budget considerations according to George Dietrich, executive director of ABS.

With the superpower issue in abeyance ABS has grown increasingly concerned about the prospect that the commission may approve the applications of some stations for presunrise operation.

**Presunrise Quandry** ■ The FCC is

said to be contemplating acceptance of a presunrise plan, with the only obstacle being agreement of the Canadian government. Reportedly it would allow all class III stations and some class II operators to broadcast at 500 w with non-directional antennas before sunrise.

William J. Potts, attorney for ABS, speaking to the association in Chicago last week, suggested that if the FCC approved the plan, it would be ignoring destructive interference problems involved and would be indulging in political expedience rather than technically sound change.

Still another problem facing the ABS is the FCC's proposal to change its method of computing a station's maximum expected operating value (MEOV) which bears on eventual signal strength and thus on coverage area.

The ABS fears that adoption of a new MEOV formula might unnecessarily freeze coverage patterns, but it is holding formal comment till the commission's new deadline for filing in the proceeding July 14.

Last week the association re-elected George Comte of WTMJ Milwaukee, president; James Schiavone of WWJ Detroit, vice president and Frederick Houwink, of WMAL Washington, treasurer.

ABS membership now comprises about 90 stations. The organization's budget is believed to be between \$75,000 and \$100,000.

## EIA reports imported TV-radio sets keep increasing in number

More than 50% of all radio sets sold in the United States last year came from foreign sources, the Electronic Industries Association has reported.

In 1966, 47,584,000 radio receivers were sold at factory levels to distributors, up 9% over 1965, EIA's marketing services department announced. Of these, 25,785,000 were imports, but many were to U. S. manufacturers with the radio receivers being placed on the market under U. S. name brands.

EIA also said that 14,217,000 radio sets with FM were sold last year—40% over 1965. The 1966 figures include 653,000 auto radios with FM and 228,000 tuners compared to 636,000 and 250,000 in 1965. Although no FM import figures were given, it is understood that over 7 million were imported.

FM sales, EIA stated, accounted for 35.6% of total radio sales in 1966; they accounted for only 23.1% of total sales in 1965.

Television sales in 1966 totaled

12.7 million sets, up 12.3% from 1965's 11.4 million sets.

The black-and-white TV market last year totaled 7.7 million sets, down 11% from 1965, EIA stated. Imports accounted for 19% of these, with two-thirds of this percentage

representing receivers entering the U. S. under American brand names.

Total color-TV sets hit 5 million, with only a small number of imports. Total color sales were nearly 50% over the 1965 totals.

EIA figures by set categories:

	TOTAL U. S. MARKET FACTORY SALES (Add 000)			
	RADIO		TELEVISION	
	1966		1965	
	AM	FM/AM-FM	AM	FM/AM-FM
Table, clock and portable	24,112	10,667	25,988	5,701
Radio-phono combinations	312	2,252	56	1,557
Monochrome TV-radio-phono combinations	7	48	13	102
Color TV-radio-phono combinations	17	369	7	242
Tuners (estimate)		228		250
Automobile	8,919	653	9,401	636
Total	33,367	14,217	35,465	8,488
Total U. S. market	47,584		43,953	
Total imports (Included above)	25,785		19,627	
	Monochrome		Color	
Portable and table	1966	1965	1966	1965
Console	6,586	7,256	901	322
Phono-radio combinations	1,061	1,382	3,725	2,123
Total	55	115	386	249
	7,702	8,753	5,012	2,649

## Fink expects TV to be all-UHF

The political reality of all TV service being in the UHF band in a "matter of time, perhaps 10 years," was envisioned for broadcasters last week by Donald G. Fink, general manager of the Institute of Electrical and Electronics Engineers, speaking in Chicago.

He told a luncheon meeting of the Broadcast Engineering Conference Wednesday (April 5) that within the decade it seems likely that "UHF-equipped receivers will be so universally in service that the relocation of television service to the UHF channels will be politically possible, if not indeed probable."

Such a move, he went on, "would greatly alter the present industry structure, so largely based on the scarcity of VHF channels. The prospect is therefore, hardly attractive to the managers of VHF stations."

In another area, Mr. Fink anticipated home receivers getting signals directly from satellites and when that comes, he said, it would "at one crack" make earth-borne broadcasting and to some extent CATV systems obsolete.

As envisioned by the IEEE official, the TV sets of the future will not have a tuning knob. It will have a telephone-type dial "that can select any one of several hundred satellite channels, signals relayed directly from virtually any point on the globe."

The initial use of satellite-to-home feeds, he predicted, "will undoubtedly employ some existing receivers, a small



IEEE's Fink  
Expects many changes

BROADCASTING, April 10, 1967

dish antenna and a conversion unit that selects certain satellite-relayed channels and converts them to one of the channels for which the receiver was designed."

When these technological breakthroughs come, Mr. Fink said, "it will open the opportunity to cater to regional and special interests." It will break down international barriers, and from the broadcasters point of view, it will amount to a removal of channel scarcity as a limitation on broadcasting, he maintained.

## Clear-channel group sticks to its guns

Members of the Clear Channel Broadcasting Service last week reaffirmed their determination to oppose duplication of the clear channels and to seek higher power for the clear-channel stations.

Twelve member stations of the association adopted resolutions stressing the aims they have long pursued, in a meet-



### Whose walls come tumbling down?

Washington's. Bill Trumbull, we have it on good authority, can tell a cornet from a trumpet—even though his ability to read music is somewhat limited. The same is never said about his way with a commercial.

Try him. Any week-end.

## wmal radio

5000 powerful watts. Washington, D.C.

ing at the National Association of Broadcasters convention in Chicago. The group also voted to continue its representation on the broadcaster committee advising the U. S. delegation in U. S.-Mexican talks on a new treaty covering use of the AM band.

CCBS effort to obtain FCC approval to permit clear-channel stations to operate with more than the present limit of 50 kw appears dim, at least for the time being. The commission has abandoned plans for permitting experimental use by clears of more than 50 kw.

The group in other matters adopted a resolution honoring Edwin W. Craig, WSM Nashville, for his work in helping found the CCBS in 1934 and naming him chairman emeritus. He was also re-elected chairman, his post throughout the life of the organization.

Ward L. Quaal, WGN Chicago, was elected president and chief executive officer, and A. M. Herman, WBAF Fort Worth, treasurer. Executive committee members elected are Victor Sholis, WHAS Louisville, Ky.; George Wagoner, KFI Los Angeles; John H. Dewitt Jr., WSM; Dr. David E. Palmer, WHO Des Moines; Arch Madsen, KSL Salt Lake City, and Messrs. Quaal and Herman.

Roy Battles is executive director of the group; John Campbell, WSM, chairman of its engineering committee, and George F. Leydorf, engineering consultant.

## Membership drive set by engineer group

Now is the time for all broadcast engineers to come to the aid of their four-year-old and still far-from-flourishing industry-wide professional society. That was the message delivered by Charles Hallinan, chief engineer, WKOP-AM-FM Binghamton, N. Y., to members of the Society of Broadcast Engineers at last week's National Association of Broadcasters convention in Chicago.

Mr. Hallinan, re-elected to his second term as SBE president, noted that although total membership of the organization was 550, only 50 people had joined in the last year. He called for the enlistment of at least 1,000 new members in the year ahead.

"Our real weakness is in chapter activity," Mr. Hallinan said. He listed 15 SBE chapters across the country, including the newest one in Seattle, but pointed out that only three—Scranton, Pa.; Phoenix, and Binghamton—were active. Plans for opening a chapter in New York City were briefly discussed.

Members also were given the results of the annual election of officers. Besides Mr. Hallinan, Joseph A. Risse, chief engineer, WUSV(FM) Scranton, was elected executive vice president. Directors elected were Fred Bartlett,

chief engineer KGHL Billings, Mont.; Ken Benner, formerly chief engineer, Ksvc Richfield, Utah; Al Chismark, director of engineering, WHEN-TV Syracuse, N. Y.; Albin Hillstrom, chief engineer, KOOL Phoenix; William Kelly, director of engineering, WNEW-TV New York; Leslie Learned, director of engineering, Mutual Broadcasting System; Leo W. Reetz, R. F. engineer, American Broadcasting System, and John T. Wilner, vice president, radio-TV engineering division, The Hearst Corp.

## Sales force redeployed by McMartin Industries

McMartin Industries of Omaha has reorganized its field sales force. All area companies will handle the firm's broadcast products, consisting of their full line of FM monitors and SCA multiplex receivers.

Appointments: G. DuVall Co., Chicago, to cover eastern Wisconsin and northern Illinois; John F. Thompson Co., Ormand Beach, Fla., to cover the state; Estersohn Associates, Philadelphia, to cover eastern Pennsylvania, southwestern New Jersey, Delaware, Maryland and Washington, and Elliott Associates Inc., Atlanta, to cover Alabama, Georgia, Mississippi and Tennessee.

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## FINANCIAL REPORTS

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### Wolper officers to sell some Metromedia stock

David L. Wolper, president of Wolper Productions Inc., subsidiary of Metromedia Inc., New York, and four of his associates are preparing to sell 25,788 shares of Metromedia stock. The shares were registered with the Securities and Exchange Commission last week, but will not be sold immediately.

Wolper Productions, an independent producer of documentary programs for television, was purchased by Metromedia Jan. 5, 1965 for \$3.6 million, paid in Metromedia stock.

The selling stockholders consist of David L. Wolper, owning 52,164 and selling 20,000; Harvey Bernhard, owning 3,999 and selling 2,000; Jack Haley Jr., owning 6,665 and selling 1,665; Sylvan Covey, owning and selling 1,391, and Mel Stuart, owning 2,732 and selling 732. Messrs. Bernhard, Haley, Covey and Stuart are associates of Mr.

Wolper.

Metromedia reported in its filing that 30% of its revenue comes from TV, 30% from outdoor advertising, 16% radio, 14% direct mail and 10% from other sources. In its 1966 annual stockholders report, Metromedia announced gross revenues of \$132,058,793, net income \$6,576,898 (\$3.05 a share) (BROADCASTING, Feb. 20).

Metromedia closed at 51 last Thursday on the New York Stock Exchange.

### Chris-Craft reports on TV outlets' showing

In its annual report to stockholders, Chris-Craft Industries Inc., Oakland, Calif., reported that its television stations—KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul—have maintained firm positions in their local markets during 1966, with KPTV the strongest, increasing 49% in pretax earnings over 1965.

KCOP experienced a decrease in sales and earnings in 1966. Decline was felt to be caused by a reduction in the early part of the year in national spot advertising. Yet, KCOP showed stronger in the fourth quarter with a 30% increase in pretax earnings over 1965.

Pretax profits for WTCN-TV showed a moderate gain in 1966. The station said it is entering 1967 with a three-year contract to televise Minnesota Twins baseball.

### Tele-Tape's figures look twice as good

Tele-Tape Productions Inc., Chicago, has reported record sales and earnings for the first half of the fiscal year ended Dec. 31. Volume rose 121% for the firm and earnings were up 152%.

The video-tape production firm disclosed that February's revenues will pass \$400,000, a record level and about one-third of the total for the entire

first half. A spokesman for Tele-Tape said gross volume for the current quarter and half is expected to substantially surpass all previous totals.

Board Chairman W. J. Marshall said that the firm's conversion to color was well underway. He said Tele-Tape had purchased over \$900,000 worth of equipment to achieve the conversion during the past seven months and said another \$450,000 of additional equipment was on order for delivery late this spring.

Tele-Tape is active in the production of television commercials. Its program department has worked on such specials as *Mark Twain Tonight* and *Singer Presents Herb Alpert and the Tijuana Brass*. The company also tapes the *Merv Griffin Show* in New York.

For the six months ended Dec. 31:

	1966	1965
Earnings per share	\$1.15	\$0.54
Net sales	1,279,569	578,546
Net income	168,694	67,065

## GAC earnings up 43% in '66

General Artists Corp., New York, reports 1966 earnings increased 43% over 1965. Revenues went up 11% and per-share net earnings represented a gain of 47%.

GAC said last week the 1,000 clients it represents earned some \$76 million on bookings the company arranged in 1966, up \$10 million over the year before.

The talent agency, in addition to representation of individuals, serves as sales agent for a number of TV series including *The Jackie Gleason Show* and *Lost in Space*, both CBS; *The Hollywood Palace*, *Rat Patrol*, *Voyage to the Bottom of the Sea*, *Newlywed Game* and *Dream Girl*, all ABC; *Kraft Music Hall* and *Pat Boone Show*, both NBC.

For the year, ended Dec. 31:

	1966	1965
Per share earnings	\$0.76	\$0.52
Net revenues	6,131,728	5,505,162
Net income	422,729	296,566

## Trans-Lux profits up 17%

Trans-Lux Corp., New York, diversified company with television program syndication, stated in its annual report that improvements in operations throughout all major segments of the company resulted in a gain in profit before taxes, of approximately 17%. Pretax profits were \$872,958 in 1966 as against \$744,193 for 1965.

For the year ended Dec. 31:

	1966	1965
Earnings per share*	\$0.76	\$0.67
Gross revenues	7,545,336	7,935,122
Net income	543,232	478,631

\*Based on the 718,037 shares of common stock outstanding.

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## Harris-Intertype merges with electronics firm

Merger of Harris-Intertype Corp., Cleveland, and Radiation Inc., Melbourne, Fla., has been announced.

The proposed merger, which has been approved by the boards of both companies, calls for an exchange of three-quarters of a share of Harris stock for each share of Radiation common. The transaction is estimated to be approximately \$39 million. Harris-Intertype is listed on the New York Stock Exchange;

Radiation Inc. on the American Stock Exchange.

Harris-Intertype is primarily a manufacturer of equipment for print media, although it also owns Gates Radio Inc., Quincy, Ill., manufacturer of broadcast station equipment. Radiation Inc. concentrates on electronic products.

In the fiscal year ended June 30, 1966, Harris-Intertype reported shipments of \$170,028,000 and earnings of \$11,612,000 (\$2.51 a share). Radiation Inc. for the fiscal year ended Aug. 26, 1966, reported sales of \$45,958,000 and earnings of \$1,060,000 (92 cents a share).

## Everyone's a sales virtuoso on WMAL-RADIO in Washington

The radio personalities of the preceding pages all make music for the Nation's Capital's most loyal audience.

And the intermissions—world, local and sports news and commentary—are equally rewarding.

For good listening day and night, Washingtonians set their dials for WMAL-RADIO.

If you want to lead in sales . . . call your McGavren man for details.

# wmal radio



*The Evening Star  
Broadcasting Company*

*5000 powerful watts  
630 Kilocycles  
Washington, D.C.*

## Financial notes . . .

■ Technicolor Inc., Hollywood, reported last week a 15.4% increase in income before taxes in 1966. But after-tax income the same year from operations totaled \$3.5 million or \$1.03 a share, compared to \$3.8 million or \$1.14 per share in 1965. Net sales in 1966 amounted to \$95.4 million and in 1965 were \$96.4 million. Company income was said to be adversely affected by writeoff of inventory accumulated by its Marshall Burns division. However, Technicolor's major business—its photographic operations—reportedly continued an uptrend during the year.

■ Trans-Lux Corp., New York, has declared a quarterly dividend of 15 cents per share on common stock, payable March 31 to stockholders of record

March 20.

■ Collins Radio Co., Dallas, has announced its quarterly dividend payment of 15 cents per share payable April 17 to shareholders of record March 27.

■ John Blair & Co., New York, independent national station rep, has announced a dividend of 20 cents a share payable May 15 to stockholders of record April 14.

■ The Outlet Co., Providence, R. I., has declared a dividend of 16¼ cents a share on common stock, payable May 2 to stockholders of record April 18.

■ American Research Bureau Inc., wholly owned subsidiary of C-E-I-R Inc., has begun construction of a two-story, \$185,000 addition to its national headquarters building in Beltsville, Md.

Dr. Peter Langhoff, president of the radio and television audience measurement firm, reported that the addition will be 20,000 square feet.

■ Gross Telecasting Inc., owner and operator of WJIM-AM-FM-TV Lansing, Mich., has declared a quarterly dividend of 40 cents a share on the common stock, payable May 10, to shareholders of record April 25. The quarterly dividend of 7½ cents a share was also continued on the class-B shares.

■ Filmways Inc., New York, has declared a 20 cent dividend plus a 2% stock dividend, both payable May 11 to shareholders of record April 21. Lee Moselle, president, said the new cash increase—up from 1966's 15 cents and 1965's 10 cents—"reflects improved earnings of the company."

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Clapp

**Roger Clapp**, associate media director for Rumrill-Hoyt Inc., New York, named VP and media director, succeeding **James P. Clinton**, VP who assumes new account responsibilities.

**Eugene H. Beals**, director of European trade promotion for California Cling Peach Advisory Board at Frankfurt, Germany, named advertising-promotion director of California Raisin Advisory Board, Fresno, Calif.

**Robert Lelle**, **Gerald Weinstein**, both executive art directors, and **John Hussey**, associate director of information management, with Benton & Bowles, New York, elected VP's.

**Malcolm Gurbarg**, VP at Ketchum, MacLeod & Grove, New York, named creative director. **Walter Kaprielian**, VP and art supervisor, named associate creative director.

**Marc Lippman**, account executive at Lippman Advertising Associates, Buffalo, N. Y., also named executive VP with responsibility for new business development with emphasis on TV and newspaper.

**Norman Posen**, account executive for KALI San Gabriel, Calif., joins KDAY Santa Monica, Calif., as general sales manager. **Tom Longman**, account executive for KFVB Los Angeles, joins sales staff of KDAY.

**Richard Warner**, account executive

and local sales manager of WQAM Miami, appointed general sales manager of WRYT Boston.

**Martin L. Low** named VP-production, **Gaston Braun** becomes general manager and **Robert J. Koster** appointed production manager, Galfas Productions Inc., New York, producer of commercials.

**Raymond C. Bishop**, with Whitehall Laboratories division of American Home Products Corp., New York, named assistant VP for sales.

**T. Kent Webb**, manager of public affairs for Union Carbide Corp., New York, becomes manager of PR department, which handles corporation's print and television advertising. **George Sykes**, manager of PR department of Union Carbide, appointed director of public relations.



Mr. Kasander

**Paul Kasander**, with Filmex Inc., New York, named VP, administrative director, business development.

**Sig Rehbock**, executive VP at Young, Smith & Dorian, New York, joins Hicks & Greist there as senior account supervisor.

**Frank L. Svoboda**, director of interline sales for American Airlines Inc., New York, named director of commercial sales.

**Don Bosco**, account executive for WDTM(FM) Detroit, joins WHFI(FM) Birmingham, Mich., as sales manager.

**Eugene R. Reilly**, with WFGA-TV Jacksonville, Fla., appointed national sales manager.

**Robert C. Finnie**, with Grey Advertising, New York, joins Wells, Rich, Greene Inc. there as account supervisor.

**Robert L. Young**, account executive with KNBR San Francisco, appointed manager of NBC Radio Spot Sales, that city. **Edward H. MacAulay**, manager of NBC Radio Spot Sales on West Coast, resigns in order to devote his full time to formation and development of Gomac Enterprises, radio and television representative and consultant firm specializing in sports and sports packaging. Address for Gomac is presently at Suite 1204, Russ building, San Francisco.

**John Gelzer**, national sales manager of WGR-AM-FM Buffalo, N. Y., also assumes other duties, including management-sales services at WGR-AM-FM-TV.

**Robert L. Livingston**, local sales manager of WMAL-TV Washington, appointed to newly created post of sales promotion and development manager.

**James R. Stevenson**, account executive, CBS Television Stations National Sales, New York, appointed manager of Los Angeles office, succeeding **Samuel F. Hill Jr.**, resigned.

**Frederic (Bud) Sinclair**, freelance writer and PR consultant, appointed PR director of Rich Advertising Co., Buffalo, N. Y.

**James A. Garrison**, formerly with Doyle Dane Bernbach and Grey Ad-



Mobile color TV van for American Broadcasting Company

## Let F&M help you convert your facilities to **color**

"How much will it cost? How long will it take?"  
Get answers to these questions and any others  
that may be bothering you from F & M Systems.  
We can point out ways to cut costs and speed the  
conversion to complete color facilities.

We can help you cut costs by using your  
present plant and equipment wherever possible.  
Because of our experience, we can reduce engi-  
neering costs which are an important part of the  
cost of any conversion.

We can save your time because we have  
experienced crews to put on your job. The work  
moves forward rapidly and with professional  
competence.

But maybe you're not converting to color now.  
Maybe you're planning a UHF station . . . or  
maybe an educational TV system . . . or a mobile  
unit . . . or maybe you just want to modernize  
some obsolete facilities.

We can help you, too. Call us today!

**F&M SYSTEMS CO.**

■ A DIVISION OF FISCHBACH AND MOORE, INCORPORATED  
P. O. BOX 20778 AREA CODE 214, CH 1-2121 DALLAS, TEXAS 75220



# Why do so many corporations contribute to America's colleges?

1. ( ) they want to help the colleges

You were right if you checked No. 2.

American corporations want to make sure there will be enough college-trained leaders to fill the management jobs open today and in the future.

This is good insurance for business.

And the need, we must remember, isn't getting smaller.

World trade is developing fast; business is getting more competitive, more complex; science is introducing new products and processes rapidly.

College-trained men and women are needed, in increasing numbers, to plan and direct the activities of business.



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

2. ( ) they need the leaders colleges train

But the colleges can't do the training job alone. They need classrooms, laboratories and facilities, yes. But even more, they need backing to maintain a staff of top-notch teachers.

This is the human equation that makes the difference in reaching the **margin of excellence** needed in the U. S.

This is everybody's job, but especially industry's.

Of course American business wants to help the colleges, so you were also right if you checked No. 1. College, after all, is business' best friend.

## GIVE TO THE COLLEGE OF YOUR CHOICE

SPECIAL TO MANAGEMENT—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for:

"The Rationale of Corporate Giving",  
Box 36, Times Square Station  
New York, N. Y. 10036



vertising, both New York, appointed advertising and sales promotion manager of Sea & Ski Corp., San Francisco.

**Thomas Hooson** and **Patrick J. McGrath**, account executives, Benton & Bowles, New York, named management supervisors for Procter & Gamble products.



Mr. Frankenthal

**Charles P. A. Frankenthal**, account supervisor for Needham, Harper & Steers, Chicago, elected VP.

**James Yuill**, executive VP of Dreher Advertising Inc., New York, named president. **William Briggs**, with Dreher, New York, named executive VP. **Lou Hanke**, VP-creative director of Dreher, New York, becomes senior VP.



Mr. Beece

**Patrick D. Beece**, VP at MacManus, John & Adams, New York, named to newly created post of director of client services.

**Donald B. Cameron**, account executive, Basford Inc., New York, takes similar post in public relations, J. M. Mathes Inc., that city.

**James H. Elson**, production associate for ABC-TV's *Stage '67*, joins TV-radio department of N. W. Ayer & Son, New York, as executive supervisor for new *Bell Telephone Hour* series starting in September on NBC-TV.

**Carl P. Kent**, account executive with McCann-Erickson, Detroit, named senior account executive.

**Jim Lacy**, account executive for Erwin Wasey Inc., Los Angeles, joins Anderson-McConnell Advertising Agency, that city, as account executive.

**Robert Sabo**, traffic manager for KTLA(TV) Los Angeles, appointed account executive in local sales.

**John E. Kinnamon**, film editor at WRC-TV Washington, appointed account executive.

**Rick Murphy**, sales manager of KTHO-AM-FM Tahoe Valley, Calif., appointed account executive at KNBR San Francisco.

**Tom Ashley**, researcher and sales presentation writer for KNX Los Angeles, named coordinator of sales research and development for KNBC(TV), that city.

**Ed Levy**, filmmaker, signed to exclusive contract committing all of his TV commercial work to Elektra Film Productions, New York. He will con-

tinue to write, produce and direct for TV and motion pictures.

**Alan Baldridge**, with WCST Columbus, Ind., joins Gardner, Stein & Frank, Chicago, in newly created post of copy director.

**Ed Auxer**, with Fred A. Niles Communications Centers, Chicago, joins Lillienfeld & Co. there as writer-producer.

**Art Burnham**, assistant operations director and production chief for WAVI and WDAO(FM) Dayton, Ohio, joins radio and TV department of Kircher, Helton & Collett, that city, as writer.

**Mary Alice Whittington**, with media department of Clinton E. Frank Inc./Cincinnati, Cincinnati, appointed media buyer.

**Jan Francis**, radio and television publicist in Peoria, Ill., appointed women's market representative for F. & M. Schaefer Brewing Co., Brooklyn, N. Y.

**Al Yallen**, with KWIZ Santa Ana, Calif., joins sales staff of KGBS Los Angeles.

**Marcella Hein**, sales traffic manager for KFI Los Angeles, joins media staff of Burt Cochran Advertising, that city.

**Neil Rockoff**, on sales staff, John Blair & Co., New York, joins newly created marketing and sales develop-

ment department, Henry I. Christal Co., same city.

**Michael Cerone** and **Paul Ryan**, both independent film producers in New York, join production staff of Mel Blanc Associates, Hollywood.

## MEDIA



Mr. Davis

**Thomas L. Davis**, VP and general manager of WAAF Chicago, named VP and station manager of WCIU-TV, that city.

**Edward M. Allen**, general manager of Cable-Vision, Lafayette, Calif., named VP and general manager of Western Communications Inc., which will control operation of several San Francisco area CATV systems. **Cecil Webb**, operations manager of Western TV Cable, which has franchise to operate CATV system in San Francisco, appointed general manager. Both Western Communications and Western TV Cable are subsidiaries of The Chronicle Publishing Co.

**Gerald A. Cleveland**, assistant superintendent of schools in Syracuse, N. Y., named board chairman of Empire State FM School of the Air, nonprofit educational FM radio network at Syracuse



## APBE names officers and board for '67-'68

**Roy E. Morgan** of WILK Wilkes-Barre, Pa., was re-elected president of the Association for Professional Broadcasting Education last week on the eve of the NAB convention in Chicago.

New APBE board and officers: (seated, l to r): **Walter B. Emery**, Michigan State University, East Lansing; **Henry H. Fletcher**, KSEI Pocatello, Idaho, secretary-treasurer; **Arthur Hungerford**, Pennsylvania State University, University Park,

VP; President **Morgan**; **Marianne Campbell**, Avco Broadcasting, Cincinnati; (standing, l to r): **Sherman P. Lawton**, University of Oklahoma, Norman; **Owen S. Rich**, Brigham Young University, Provo, Utah; **Eldon Campbell**, WFBM Indianapolis; **Harold Niven**, assistant to NAB president and APBE executive secretary, and **Hugh Cordier**, University of Illinois, Urbana. Director **Douglas L. Manship**, WJBO Baton Rouge, was on trip abroad and not present.

University, that city, effective July 1. **George W. Bingham**, WKIP-AM-FM Poughkeepsie, N. Y., re-elected vice chairman.

**Lynwood J. Judkins**, with WMVA-AM-FM Martinsville, Va., named VP-general manager.

**J. Albert Dame**, executive VP and general manager of WCPA Clearfield, Pa., named VP and station manager of WEEP-AM-FM Pittsburgh.

**Don Gill**, program director at KLOE Goodland, Kan., named manager of Kcow Alliance, Neb. **Johnny Allen** becomes program director at KLOE.



Mr. Siegel

**Morton M. Siegel**, general manager of WFMD-AM-FM Frederick, Md., named VP and general manager of WINE and WGHF (FM) Brookfield, Conn.

**John M. Slocum**, general manager of WLWI(TV) Indianapolis; **Perry Samuels**, general manager of WWDC-AM-FM Washington and **Howard Kester**, general manager of KYA and KOIT(FM) San Francisco, elected VP's. All are Avco Broadcasting Corp. stations.



Mr. Engles

**David A. Engles**, with Seven Arts Television, Los Angeles, appointed West Coast manager of Mutual Broadcasting System, that city.

**John Thomas**, director of operations for Teleprompter Corp., New York, appointed general manager for Martin County Cable Co., Stuart, Fla.

**Albert J. Files**, general manager of WCHS Charleston, W. Va., named

general manager of KDAY Santa Monica, Calif. Both are Rollins stations.



Mr. Marcocci

**Carl J. Marcocci**, sales manager of WYRE Annapolis, Md., named VP and station manager.

**Robert J. Baumgartner**, manager of KAUS Austin, Minn., and KMMT(TV) Walker, Minn., appointed manager of WSPA-TV Spartanburg, S. C.

**Joseph W. Benes**, formerly with KTMS, KGUD and KMUZ(FM), all Santa Barbara, Calif., appointed general manager of Cable TV of Santa Barbara Inc., that city.

## PROGRAMING

**Don Joannes**, western sales manager for MGM-TV, appointed western division sales manager for Paramount Television Enterprises Inc., Hollywood.

**Burt Alexander**, with National Television Associates Inc., Beverly Hills, Calif., joins Wrather Corp. there as executive assistant to Arthur A. Jacobs, VP in charge of motion picture and TV production.

**James S. Carbery**, director of program acquisitions, Seven Arts Television, New York, resigns from Seven Arts Associated Corp. He will announce his future plans shortly.

**Lawrence Lippman**, with L&L Eastern Effects Inc., New York, named VP. **Lou Leighton**, with Coastal Film Service, New York, joins L&L there as supervisor for company's theatrical, industrial and documentary optical department. Both Coastal and L&L are divisions of Berkey Video Services Inc.

**Jim Stewart**, in charge of public relations for "Disney World," proposed \$600 million recreation- and entertain-

## ABC-TV affiliates elect

**Burton B. LaDow**, KTVK(TV) Phoenix, was re-elected chairman of the ABC-TV Network Affiliates Board at a meeting April 1 in Chicago. **Ben K. West**, KOCO-TV Oklahoma City, was elected vice chairman.

**Morton S. Cohn**, WLOS-TV Asheville, N. C.-Greenville, S. C. and **George A. Koehler**, WFIL-TV Philadelphia, were elected to the board and named secretary and treasurer respectively. **Donald L. Perris**, WEWS(TV) Cleveland, also was elected to the board.

ment-oriented development near Orlando, Fla., appointed publicity director for Walt Disney Productions, Burbank, Calif., succeeding **Jim Conner**, who has been assigned to coordinate all studio and Disneyland publications.



Mr. Bell

**J. Raymond Bell**, with Columbia Pictures Corp., New York, elected VP for public relations. Among other things he will handle corporate public relations for company's subsidiary, Screen Gems Inc.

**Alan Levi**, producer-director, named VP in charge of production for Lori Productions Inc., Los Angeles.

**Richard M. Denham**, promotion manager for Columbia Records, Washington, appointed manager, programs, for WRC Washington.

**Hal Brown**, with American International Television Inc., New York, named assistant television sales manager. **Chrys Blionas**, traffic manager-TV booker for AIT, New York, named administrative assistant in charge of sales and contracts. **Gloria Bernstein**, with Trans-Lux Television Corp., New York, succeeds Miss Blionas.



Mr. Thrall

**Richard C. Thrall**, assistant program manager for KDKA-TV Pittsburgh, named program director of WLWC(TV) Columbus, Ohio.

**John Atkinson**, commercial production manager at WPRO-TV Providence, R. I., appointed program director at WTVD(TV) Durham, N. C.

**John O. Richmond**, executive in TV division of Technicolor Corp., joins DeLuxe Labs., Hollywood, as director

## "Selectivity" in Supply and Demand!

There are many financially qualified buyers who are seeking individual service in locating a broadcasting property.

These buyers may be interested in stations that are advertised for sale, but primarily they want properties that are qualified in their specific desires and want their buy handled with personal interest and care.

You too, should you decide to sell, should also want personalized and selective treatment. I would like to talk with you if you want a sincere specialist at selling broadcasting properties. Check my ad in the March 27 Broadcasting Magazine, page 182 and you'll see what I mean by "Satisfaction" in being Selective.

John D. Stebbins  
**J. D. Stebbins Company**  
 775 Bank Lane Post Office Box 30  
 Lake Forest, Illinois 60045

of industrial relations for company's West Coast operations.

**Paul Drew**, with WQXI Atlanta, appointed program director of CKLW Windsor, Ont.-Detroit.

**Mike Shapiro**, special events coordinator for 20 Century-Fox, New York, appointed assistant exploitation manager.

**Jere Chamberlin**, formerly with Campbell-Ewald Co., Detroit; Gardner Advertising Co., St. Louis, and MacManus, John & Adams, Bloomfield Hills, Mich., joins Gerald Schnitzer Productions, Hollywood, as executive producer.

**Ed Scherer**, producer with NBC, New York, named producer/director for WDCA-TV Washington.

**J. C. Sheers**, film producer and writer, joins Westinghouse Broadcasting Co., New York, as production supervisor.

**Thomas Lazarus**, account executive for Charles Schlaifer & Co., Los Angeles, appointed executive coordinator of advertising for Universal Pictures Co., New York.

**Ernest P. Santell**, assistant director, Wilding Inc., Chicago, joins The Filmmakers, same city, as production coordinator.

**Darel Bargar** named music director at KMA Shenandoah, Iowa, succeeding Dale Eichor.

## NEWS



Mr. Reeves

**Warren Reeves**, night news editor at wsoc-TV Charlotte, N. C., named news director for WITN-TV Washington, N. C.

**Ernie Greup**, program director of WTVD(TV) Durham, N. C., appointed director of public affairs.

**John Wenberg**, with KMAQ Maquoketa, Iowa, appointed news director.

**Ron Karle**, with Lansing (Mich.) State Journal, joins AP bureau in Detroit. **Richard T. Potsabay** joins AP staff in Buffalo, N. Y.

**Richard Griffith** joins WINA-AM-FM Charlottesville, Va., as newscaster.

**Donald E. Clark**, TV newsfilm photographer with WVEC-TV Hampton-Norfolk, Va., joins WAVY-TV Portsmouth-Norfolk-Newport News, Va., as newsfilm photographer.

## FANFARE

**Robert W. Favaro**, PR director of KMSP-TV Minneapolis-St. Paul, joins

John Lamb Co., as associate PR director and account executive.

**Claude Bartel**, financial analyst for NBC International, New York, appointed administrator, domestic business affairs for NBC Enterprises, same city.

## EQUIPMENT & ENGINEERING

**George Lang**, chief engineer of WGN Chicago, retires May 1. He will continue as technical consultant. **Woodrow R. Crane**, chief engineer for WGN-TV, appointed chief engineer for WGN-AM-TV.

**Joseph P. Ulasewicz**, manager, broadcast and communication products marketing for international division of RCA, New York, named manager of international sales department of RCA broadcast and communications products division, Camden, N. J.



Mr. Ulasewicz

**James H. Butts**, chief engineer and program director for KBTW(TV) Denver, appointed sales representative of RCA equipment in broadcast sales department, RCA broadcast and communications products division, that city. **Edward L. Scanlon**, manager, plant personnel, for RCA plant in Lewiston, Me., appointed manager, plant personnel, for new RCA color television picture tube manufacturing plant at Scranton, Pa.

**Clyde Hunt**, VP, engineering, WTOP-AM-FM-TV Washington, was hospitalized in Chicago April 2 following diverticulitis attack. Mr. Hunt was attending National Association of Broadcasters convention.

## CCBS names Quaal

**Ward L. Quaal**, president of WGN Continental Broadcasting Co., Chicago (group owner), elected president and chief executive officer of Clear Channel Broadcasting Service at National Association of Broadcasters convention in Chicago last week (see story page 113). As chief executive officer, he succeeds **Edwin W. Craig**, who was named chairman. Others elected: **Roy E. Battles**, executive director; **A. M. Herman**, WBAP-TV Fort Worth-Dallas, treasurer; **Johnnie S. Campbell**, WSM Nashville, chairman, engineering, committee, and **George Leydorf**, Birmingham, Mich., consulting engineer.

**Wally Rubin**, formerly with Fada Radio Co., Belleville, N. J., and Rytel Corp., Encino, Calif., appointed national sales manager of Tape-Athon Corp., Inglewood, Calif.

**Arthur D. Gaines**, formerly with Clairtone Sound Corp. of Canada and Hill Electronics Corp. of Pennsylvania, appointed manager of Concord Electronics Corp., Los Angeles.

**Raymond J. Kroner**, regional sales manager for Altec Lansing Corp., Kansas City, Mo., appointed product manager of commercial sound at firm's office in Anaheim, Calif.

**Allan T. Wang**, manager, manufacturing cost control, for electronic tube division of Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed to newly created post of operations controller. **J. Lee Lockard**, controller of Sylvania's entertainment products division at Batavia, N. Y., appointed to newly created position of manager of procurement and materials.

**Donald R. Herdine**, senior industrial sales engineer for Lenkurt Electric Co., Chicago, named central district industrial sales manager in Dallas.

**Ray Gaul**, production manager for De Luxe Laboratories' General Film Laboratories division, Hollywood, named plant superintendent. **Ned Johnston**, assistant production manager, appointed assistant plant superintendent. **Ellis Mills**, customer service manager, appointed production assistant. **Ken Trefsgger**, in television department, named customer service manager.

**Dr. William E. Glenn**, with General Electric Research Laboratories, Schenectady, N. Y., joins CBS Laboratories, Stamford, Conn., as staff scientist.

**Frank J. Herbek**, accounting administrator, Raymond International Inc., New York, named controller, Manhattan Sound Co., same city.

## INTERNATIONAL

**Lord Derby**, chairman, TWW Ltd. (Wales and West of England television), Cardiff, appointed chairman of newly formed executive board to deal with all programing matters and engineering concerned with colorcasting and change-over to 625 lines (UHF) service in Britain.

**A. M. Beresford-Cooke**, head of planning and construction, Independent Television Authority, London, appointed deputy chief engineer. **A. L. Witham**, senior engineer (lines), ITA, appointed head of planning and propagation. **T. S. Robson**, senior engineer (transmitter planning), ITA, appointed head of station design and construction.

H. W. Boutall, senior engineer (contracts), ITA, named deputy head of station design and construction. Appointments follow reorganization of Authority's planning and construction department into two new departments: planning and propagation, station design and construction.

Marce Munro, director of English network TV for Canadian Broadcasting Corp., Toronto, appointed director of news and public affairs. Douglas Nixon becomes director of television, and Bruce Raymond succeeds Mr. Nixon as TV program director.

John Chartiers, with UPI Canada, named executive assistant, sales and administration. Ray Macchini, newspaper manager for Canada, becomes executive assistant, news and pictures. Fred Darrell and Matt Price, with UPI Canada for over 25 years, named business manager, and operations and communications manager, respectively.

Peter Van Harten named bureau manager for Toronto. Norman R. Severud becomes bureau manager in Vancouver, B. C.

## DEATHS



Mr. McNally

He was director of The Minneapolis Star and Tribune Co. During his career he was author, playwright, drama critic, overseas correspondent and newspaper editor. Mr. McNally, accomplished pianist of concert calibre, was also author of two best sellers. He is survived by his wife, Lois, and two sons.

William J. McNally, 74, board chairman of Midwest Radio and Television Inc., which operates WCCO-AM-FM-TV Minneapolis-St. Paul, died apparently of heart attack April 2 at winter residence in Scottsdale, Ariz.

John T. Schilling, 70, founder and long time manager of WHB Kansas City, Mo., died Wednesday (April 5) at his home of heart attack. When WHB stations were sold by Cook Paint and Varnish Co. to Storz in 1954, Mr. Schilling became manager of KMBC-AM-FM also in Kansas City, and also owned by Cook company. He retired in 1961.

Mike Hunnicutt, 58, announcer for WAUG Augusta, Ga., died of circulatory ailment April 1 in University hospital in Augusta. He also had been with WRC-TV, WMAL-TV, WOL, WWDC, all Washington, WKRC Cincinnati, and WAKN Aiken, S. C. He is survived by his wife, Polly, and two sons.

Mrs. Myrtle Hazzard Venard, wife of Lloyd George Venard, president of Venard, Torbet & McConnell Inc., New York, station representation company, died suddenly in New York on April 4. She apparently suffered heart attack.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 30 through April 5 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. 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.

#### New TV stations

##### FINAL ACTIONS

\*San Diego—San Diego State College. Broadcast Bureau granted UHF ch. 15 (476-482 mc); ERP 219 kw vis., 43.6 kw aur. Ant. height above average terrain 1,880 ft., above

ground 168 ft. P. O. address: San Diego State College, San Diego. Estimated construction cost \$328,442; first-year operating cost \$283,298. Studio location San Diego, trans. location 13 miles east of San Diego center on Mt. San Miguel. Geographic coordinates 32° 41' 48" north lat., 116° 56' 10" west long. Type trans. GE TT-56A, type ant. GE TY-95C. Legal counsel Norman Epstein, Inglewood, Calif.; consulting engineer John C. Merino, San Diego. Principal: board of trustees. State of California for San Diego College is licensee of \*KEBS(FM) San Diego. Action March 29.

\*Bridgeport, Conn.—Connecticut Educational Television Corp. Broadcast Bureau granted UHF ch. 49 (680-686 mc); ERP 380 kw vis., 75.9 kw aur. Ant. height above average terrain 610 ft.; ant. height above ground 473 ft. P. O. address: 266 Pearl Street, Hartford, Conn. 06103. Estimated construction cost \$332,469.08; first-year operating cost NA; revenue none. Geographic coordinates 41° 16' 43" north lat.; 73° 11' 08" west long. Type trans. GE TT-57-A. Type ant. GE TY-24-E (modified). Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer Cyril M. Braum, Silver Spring, Md. Principals: To be administered by board of

trustees. Ernest A. Johnson, president. Ann. March 31.

Columbus, Ga.—Coastal Television Corp. Broadcast Bureau granted UHF ch. 54 (614-620 mc); ERP 174 kw vis., 34.7 kw aur. Ant. height above average terrain 610 ft.; ant. height above ground 509 ft. P. O. address: Box 2370, Richmond, Va. 23218. Estimated construction cost \$426,760; first-year operating cost \$193,800; revenue \$167,500. Geographic coordinates 32° 29' 56" north lat.; 85° 06' 06" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-24 DM. Legal counsel Fisher, Wayland, Duvall & Southmayo, Washington; consulting engineer Paul Godley Co., Uppermontclair, N. J. Principals: Col C. Hancock Reed, board of directors, R. E. Warren Jr., secretary and B. C. Howard, vice president. Action March 29.

\*Providence, R. I.—State Board of Education, State of Rhode Island and Providence Plantations. Broadcast Bureau granted UHF ch. 36 (602-608 mc); ERP 240 kw vis., 47.9 kw aur. Ant. height above average terrain 600 ft.; ant. height above ground 529 ft. P. O. address: Roger Williams building, Hayes Street, Providence. Estimated construction cost \$407,309; first-year operating cost \$207,645; revenue none. Geographic coordinates 41° 48' 18" north lat.; 71° 28' 24" west long. Type trans. GE TT-56-A. Type ant. GE TY-25-D. Legal counsel Krieger & Jorgensen; consulting engineer George P. Adair Engineering Co., both Washington. Principals: To be administered by board. Dr. William P. Robinson Jr., commissioner of education. Action March 31.

Chattanooga—Jay Sadow. Broadcast Bureau granted UHF ch. 81 (752-758 mc); ERP 195 kw vis., 38.9 kw aur. Ant. height above average terrain 980 ft.; ant. height above ground 348.3 ft. P. O. address: 270 North Crest Road, Chattanooga. First-year operating cost \$87,000; revenue \$95,000. Geographic coordinates 35° 12' 34" north lat.; 85° 16' 39" west long. Type trans. RCA TTU-10A. Type ant. RCA 27 DH. Legal counsel Scarfeld, Bechhoefer & Baron; consulting engineer Jules Cohen & Associates, both Washington. Principals: Col. Jay Sadow will be general manager; his wife, Sylvia, will be program director and Jack Wallace will be technical director. Action March 22.

Fond du Lac, Wis.—KFIZ Broadcasting Co. Broadcast Bureau granted UHF ch. 34 (590-596 mc); ERP 200 kw vis., 20 kw aur. Ant. height above ground 480 ft.; above average terrain 478 ft. P. O. address: 18 West First Street, Fond du Lac 54935. Estimated construction costs \$378,000; first-year operating

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costs \$222,000, revenue \$225,000. Geographic coordinates, 43° 48' 34.5" north lat.; 88° 22' 52" west long. Type trans. GE TT-56A. Type ant. GE TV 24-D. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer David L. Steel Sr., Washington. KFIZ Broadcasting is licensee of KFIZ Fond du Lac and applicant for new FM station there. Action March 29.

#### OTHER ACTIONS

■ Review board in Chicago, television broadcast proceeding, Docs. 15668 and 15708, granted joint petition filed March 30 by Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council and extended to April 14 time to reply to exceptions to initial decision. Action April 3.

■ Review board in Baton Rouge, television broadcast proceeding, Docs. 17005-6, granted petition to enlarge issues filed Dec. 19, 1966, by Capitol Television Broadcasting Corp. to extent of adding issues to determine whether Romac Baton Rouge Corp. submitted complete and accurate information in response to commission's application form, and has continued to keep commission advised of substantial and significant changes as required by Sec. 1.65 of rules, and to determine in light of evidence whether Romac possesses requisite qualifications to be licensee. Board Member Berkemeyer dissenting to failure to add trafficking issue. Board Member Nelson abstaining. Action March 30.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 29 designated Hearing Examiner David I. Kraushaar to serve as presiding officer in proceeding on TV applications of Rowan Television Inc., and Romac Macon Corp., both Macon, Ga.; scheduled prehearing conference for April 19, and hearing for May 29. (Docs. 17316-17).

■ Hearing Examiner Charles J. Frederick on March 29 in proceeding in TV application of Central Coast Television, Santa Maria, Calif., granted petition of Broadcast Bureau and continued date for filing proposed findings from March 31 to April 10, and replies from April 21 to April 24. (Doc. 16430). By separate order, granted petition of Key Television Inc. and reopened record and scheduled further hearing for April 4 in proceeding on TV applications of Adirondack Television Corp. and Northeast TV Cablevision Corp., both Albany, N. Y., granted petition of Broadcast Bureau and accepted late filing of proposed findings; dismissed petition for extension of time filed by Broadcast Bureau (Docs. 16737-38).

■ Hearing Examiner Jay A. Kyle on April 4 in proceeding on TV applications of WTCN Television Inc., Minneapolis, et al., granted petition of applicant Twin City Area Educational Television Corp., and time for petitioner to file its petition to amend its application is extended to and including April 7 (Docs. 15841-43, 16782-83).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 3 in proceeding on TV applications of Gamma Television Corp., Memphis, et al., granted request of applicant Memphis Broadcasting Associates and continued prehearing conference from April 4 to April 12 (Docs. 17258-60).

#### CALL LETTER APPLICATIONS

- Medallion Broadcasters Inc., Sioux City, Iowa. Requests KMEG(TV).
- Nebraska Educational TV Commission, Bassett, Neb. Requests KMNE-TV.
- Clark County School District, Las Vegas. Requests KLVX(TV).
- Piedmont Triad TV Inc., Greensboro, N. C. Requests WUBC(TV).

#### Existing TV stations

##### APPLICATION

■ KAKS-TV Omaha—Seeks CP to replace expired CP which authorized new commercial TV. Request waiver of Sec. 1.534(b) of rules. Ann. March 30.

##### FINAL ACTIONS

■ KGSC-TV San Jose, Calif.—Broadcast Bureau granted mod. of CP to change ERP to vis. 204 kw, aur. 20.4 kw. Action March 30.

■ KPLC-TV Lake Charles, La.—Broadcast Bureau granted mod. of license covering change in name to Calcasieu Television and Radio Inc. Action March 30.

■ WJRT-TV Flint, Mich.—Broadcast Bureau granted mod. of license covering change in name to Poole Broadcasting Co. Action March 30.

■ KBMA-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CPs to change ERP to 1070 kw vis., 209 kw aur., trans. location to Belleview Avenue, and increase ant.

BROADCASTING, April 10, 1967

height to 1050 ft. Action March 30.

■ Erie, Pa. Educational Television of Northwest Pennsylvania Inc.—Broadcast Bureau granted mod. of CP to change ERP to 275 kw vis. and 28.8 kw aur., and ant. height 880 ft.; conditions. Action March 30.

■ WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted mod. of license to change name to WEAU Inc. Action March 30.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: WAGA-TV Atlanta; WAPI-TV Birmingham, Ala.; WMSL-TV Decatur, Ala.; WSB-TV Atlanta; WTCC-TV Savannah, Ga.; WAIL-TV Atlanta; WHNT-TV Huntsville, Ala.; WSAV-TV Savannah, Ga.; WSFA-TV Montgomery, Ala., and WTVM(TV) Columbus, Ga. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WKRQ-TV Mobile, Ala.; WALB-TV Albany, Ga.; WCOV-TV Montgomery, Ala.; WOWL-TV Florence, Ala.; WTVY(TV) Dothan, Ala.; \*WAIQ(TV) Montgomery, Ala.; \*WCIQ(TV) Mt. Cheaha State Park, Ala.; \*WETV(TV) Atlanta; \*WGTV(TV) Athens, Ga.; \*WVAN-TV Savannah, Ga.; WBRC-TV Birmingham, Ala.; WMAZ-TV Macon, Ga.; WRDW-TV Augusta, Ga.; \*WBIQ(TV) Birmingham, Ala.; \*WDIQ(TV) Dozier, Ala.; \*WEIQ(TV) Mobile, Ala.; \*WJSP-TV Columbus, Ga.; \*WXGA-TV Waycross, Ga. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WRBL-TV Columbus, Ga., and WALA-TV Mobile, Ala. Action March 31.

#### OTHER ACTIONS

■ Commission, by memorandum opinion and order, denied request of Consolidated suant to Sec. 1.592(b) of rules and dismissed Nine Inc., for interim authority filed pursuant to request of Comint Corporation. Commission held that public interest lies in continuing existing service of Mid-Florida Television Corp. [WFTF(TV)], pursuant to its order released Nov. 19, 1965, subject to appropriate conditions to protect rights of parties. Simultaneously, commission designated for comparative hearing eight mutually exclusive applications for CP for new TV to operate on ch. 9, Orlando. Commission held that this was too important matter to warrant dismissal of any applications on technical ground that some of applicants specified present facilities of station WFTV (TV). Choice among applicants should be based on merit rather than by attrition. Commission also held that communication by private citizens in restricted proceeding was not prohibited ex parte presentation because it was not by an "interested person," and was served on all parties. Action was taken March 29 by Commission en banc, by Commissioners Hyde (chairman), Bartley, Lee, Loevinger and Wadsworth, with Commissioner Cox dissenting.

■ FCC by order set aside its action of Dec. 15, 1966, authorizing CP to Beacon Television Corp., and vacated permit for the construction of new television broadcast station to operate on ch. 41, Tulsa, Okla. Action March 31.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on March 29 in proceeding on application of Hawaiian Paradise Park Corp. (assignor) and Friendly Broadcasting Co. (assignee) for assignment of license of KTRG-TV Honolulu, extended time for filing proposed findings from March 29 to April 3, and replies from April 10 to April 14 (Doc. 16889).

■ Hearing Examiner Jay A. Kyle on March 30 in proceeding on TV renewal application of Lamar Life Insurance Co., Jackson, Miss., granted request of United Church of Christ, et al., intervenors herein, and corrections to transcript made part of record (Doc. 16663). In proceeding on TV renewal application of Lamar Life Insurance Co., Jackson, Miss., granted request of Office of Communication of United Church of Christ, et al., intervenors, to extent that they may have made available for inspection and copying certain station logs, transcripts, scripts and tapes of programs and to records showing station's programming during period from May 1, 1965, to date (Doc. 16663).

#### CALL LETTER ACTION

■ KCMH, Monterey-Salinas TV Inc., Monterey, Calif. Granted KMBY-TV.

#### New AM stations

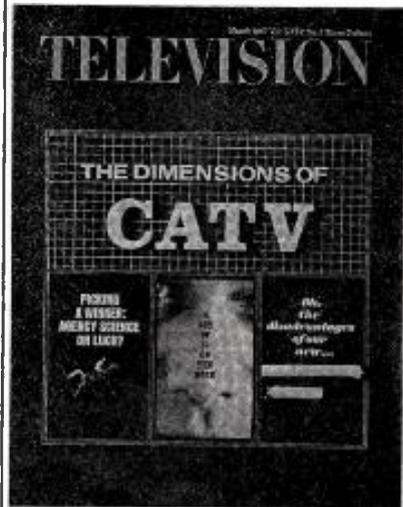
##### APPLICATIONS

Clanton, Ala.—Clanton Broadcasting Corp. Seeks 1590 kc, 1 kw-D. P. O. address: 1200

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Mt. Pleasant Road, Clanton 35045. Estimated construction cost \$7,750; first-year operating cost \$22,800; revenue \$32,600. Principals: W. Royce, president, secretary and treasurer and George L. Faulkner, member of board (80% and 10% respectively) and Henry D. Waites, vice president (10%). Mr. W. Royce Faulkner is owner of trailer park and general manager of Radio Alabama Inc., licensee of WNUZ Talladega, Ala. Mr. George Faulkner is foreman of Avondale Mills. Mr. Waites is sales manager for WRFS Alexander City, Ala. Ann. April 5.

Scottsboro, Ala.—Dr. Ralph M. Sheppard. Seeks 1130 kc, 1 kw-D. P. O. address: Box 6, Scottsboro 35768. Estimated construction cost \$12,150; first-year operating cost \$18,000; revenue \$30,000. Principals: Dr. Sheppard is in real estate and owns WCNA-FM Scottsboro. Ann. March 31.

Clarksville, Ga.—R. J. Co. Seeks 1500 kc, 5 kw-D. P. O. address: Box 307, Buford, Ga. 30518. Estimated construction cost \$20,602.84; first-year operating cost \$26,500; revenue \$31,220. Principals: Robert P. and Jacqueline A. Joseph (each 50%). Mr. Joseph is 60% owner, general manager and president of WDYX Buford. Mrs. Joseph is 15% owner and secretary of WDYX. Ann. April 5.

Mount Pleasant, Iowa—Mount Pleasant Radio Co. Seeks 1190 kc, 500 w-D. P. O. address: c/o J. T. McCable, Harlan House hotel, Mount Pleasant. Estimated construction cost \$39,215; first-year operating cost \$44,500; revenue \$60,000. Principals: Vern A. McDonough (25%), James J. Delmont and Frank J. Herges (each 30%), et al. Mr. McDonough is sales executive for realty company. Mr. Delmont is 25% owner and vice president of Delher Productions Inc., TV producers. Mr. Herges is 10% owner of supper club, 50% owner of package store and president and 75% owner of Delher. Mr. Delmont is 25% owner of new AM application in River Falls, Wis. and 20% owner of same in Chariton, Iowa. Mr. Herges is 25% owner of new AM application in River Falls and 7% owner of new UHF application in Rochester Minn. Mr. McDonough is 19% owner new AM in Chariton, Iowa. Ann. April 5.

Carson City, Nev.—Carson City Broadcasting Corp. Seeks 1250 kc, 1 kw-D. P. O. address: 3 Topaz Drive, Carson City 89701. Estimated construction cost \$24,621.40; first-year operating cost \$50,000; revenue \$65,000. Principals: See Carson City, Nev. in New FM stations. Ann. April 5.

Blowing Rock, N. C.—Mountain Broadcasting Corp. Seeks 580 kc, 500 w-D. P. O. address: 211 South Depot Street, Boone, N. C. 28607. Estimated construction cost \$42,951; first-year operating cost \$35,000; revenue \$45,000. Principals: Glenn W. Wilcox, president, Edward G. McGoogan, vice president, Richard W. Arcles, secretary-treasurer and Roy H. Boone (each 25%). Mr. Wilcox is president and 98% owner of travel agency. Mr. Arcles is assistant vice president of distributing company. Mr. McGoogan is vice president of distributing company. Mr. Boone is vice president of distributing company, president and 25% owner of equipment company and vice president and 25% owner of investment company. Ann. April 5.

China Grove, N. C.—China Grove Broadcasting Co. Seeks 1140 kc, 500 w-D. P. O. address: Box 465. Estimated construction cost \$19,200; first-year operating cost \$35,606.25; revenue \$42,000. Principals: Radford N. Butler, chairman of board and Dorothy

D. Childers, secretary-treasurer (each 23%), Richard H. Taylor, vice president (33%), Ray A. Childers, president (10%) and Jane Butler, vice president (16%). Ray Childers has pending AM in Spray, N. C. Mr. and Mrs. Childers and Dr. and Mrs. Butler have interest in WKTE King, N. C. Mr. Taylor is announcer and TV personality with WBT and WBTW(TV) Charlotte, N. C. Ann. April 5.

Jeannette, Pa.—Albert A. and Verna M. Callisti, John K. Seremet and L. Stanley Wall d/b as Albert A. Callisti & Associates. Seeks 1530 kc, 1 kw-D. P. O. address: 300 Clay Avenue, Jeannette. Estimated construction cost \$24,656; first-year operating cost \$36,000; revenue \$60,000. Principals: Mr. A. Callisti (42.1%) is general manager of WTRA Latrobe, Pa. Mrs. V. Callisti (42.1%) is real estate broker. Mr. Seremet (7.90%) is in production with specialty products manufacturer. Mr. Wall (7.90%) is sales manager for WTRA. Ann. April 5.

Ligonier, Pa.—Laurel Highland Broadcasting Co. Seeks 1530 kc, 0.25 kw-D. P. O. address: Box 251, Bedford, Pa. 15522. Estimated construction cost \$19,355.90; first-year operating cost \$18,000; revenue \$60,000. Principals: William A. Jordan, general partner, president and general manager, Carl W. Amick, George G. Gayman, Charles M. Mackall Jr., Robert P. Sneed and Robert B. Miller (each 16%). Mr. Jordan is president, director, 17.6% stockholder and general manager of WAKM(FM) Bedford, Pa. Mr. Amick is beef breeder and producer and is vice-president, director and 3% stockholder in WAKM(FM). Mr. Gayman is salesman of animal feed and vice president, director and 8.33% stockholder in WAKM(FM). Mr. Mackall is retired salesman and 3% stockholder in WAKM(FM). Mr. Sneed is chief assessor of Bedford county, self employed draftsman and his 4.1% interest in WAKM(FM). Mr. Miller is president and owner of contracting firm. Ann. April 5.

Knoxville, Tenn.—Tennessee Valley Advertising Agency Inc. Seeks 1190 kc, 10 kw-DA-D. P. O. address: Box 9090, Knoxville 37920. Estimated construction cost \$61,090; first-year operating cost \$75,000; revenue \$80,000. Principals: Caswell O. Walker (100%), et al. Mr. Walker is 25% owner, vice president and director of WSWV Pennington Gap, Va. Ann. April 5.

Mountain City, Tenn.—Johnson County Broadcasting Inc. Seeks 1390 kc, 0.5 kw-D. P. O. address: Mountain City. Estimated construction cost \$11,222; first-year operating cost \$15,920; revenue \$33,400. Principals: Thomas Atkinson, president and treasurer (54%), Staurt Clifton Droke Jr., vice president (42%) and Frances Anne Atkinson, secretary (4%). Mr. Atkinson is manager of WKOY Bluefield, W. Va. Mr. Droke is self employed in broadcast equipment and supply. Mrs. Atkinson is housewife. Ann. April 4.

Blacksburg, Va.—Lester L. Williams. Seeks 1430 kc, 1 kw-D. P. O. address: Box 471, Rocky Mount, Va. 24151. Estimated construction cost \$30,000; first-year operating cost \$48,000; revenue \$50,000. Principals: Mr. Williams has interest in WXTI Rocky Mount, WODY Bassett and WODI Brookneal, all Virginia. Ann. April 4.

#### OTHER ACTIONS

■ Review board in Cumming, Ga., standard broadcast proceeding, Docs. 16301 and 16312 granted petition to amend application filed Feb. 23 by Hall County Broadcasting

Co. and accepted amendment. Denied motion to dismiss application with prejudice and strike petition to amend application filed Feb. 29 by Sawnee Broadcasting Co. Action April 3.

■ By memorandum opinion and order, commission approved agreement to reimburse out-of-pocket expenses of William S. Halpern and Louis N. Seitzer, d/b as Burlington Broadcasting Co. (Doc. 13931) and Burlington-Ocean Broadcasting Co. (file number not assigned), applicants for CP for new standard broadcast stations at Burlington and Mount Holly, New Jersey, respectively, and dismissed applications; granted application of West Jersey Broadcasting Co. for CP for new standard broadcast station to operate on 1480 kc with 5 kw power—DA-D at Mount Holly. Commission also dismissed application of the Mount Holly-Burlington Broadcasting Inc. (Doc. 13933) for failure to presecute and terminated proceeding. Commissioner Cox not participating. Action March 29.

■ Review board in Boardman, Ohio, standard broadcast proceeding, Docs. 15190-1, granted petition filed March 28 by Boardman Broadcasting Co. and extended to April 13 time to file reply to exceptions to Supplemental initial decision (FCC 67D-9, released Feb. 17). Action March 30.

■ By memorandum opinion and order, commission denied motion for stay filed by KISD Inc., in hearing on application of Sioux Empire Broadcasting Co. for CP for new standard broadcast station at Sioux Falls, S. D. (Doc. 17174). Commissioner Cox dissented. Action March 29.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on April 4 in proceeding on AM application of Hiram A. Goodman, tr/as Goodman Broadcasting Co., Madison, Ala., granted motion of applicant and reopened record, received applicant's exhibit 4 in evidence, and re-closed record (Doc. 16860).

■ Hearing Examiner H. Gifford Irion on March 29 in proceeding on AM applications of J. T. Parker Jr. and William R. Livesay, both Kingsport, Tenn., granted petition to amend of J. T. Parker Jr. to reflect financial matter (Docs. 17024-25). On April 3 in proceeding on AM application of Norman W. Hennig, Tucumcari, N. M., scheduled further prehearing conference for May 16, and canceled present hearing date of April 19 (Doc. 17175).

#### Existing AM stations

##### APPLICATIONS

KSEW Sitka, Alaska—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. April 4.

WPTX Lexington Park, Md.—Seeks CP to change hours of operation from daytime to unlimited using power of 1 kw, 5 kw-LS; install DA-2; change ant. trans. and studio location to St. Andrews Church Road at intersection with Indian Bridge Road, near Lexington Park, Md. Ann. March 30.

WCAB Rutherfordton, N. C.—Seeks CP to change frequency from 1520 kc to 590 kc; increase power from 250 w to 500 w; change ant. trans. location to U. S. #64, 1.7 miles northeast of city limits, Rutherfordton, N. C. Ann. April 5.

WSKT Colonial Village, Tenn.—Seeks CP to increase power from 250 w to 5 kw. Ann. March 30.

KSFA Nacogdoches, Tex.—Seeks CP to change hours of operation from daytime to unlimited, using power of 500 w, 1 kw-LS. Ann. April 4.

##### FINAL ACTIONS

WLPH Irondale, Ala.—Broadcast Bureau rescinded renewal of license pending further consideration of application. Action March 31.

KIMO Hilo, Hawaii—Broadcast Bureau granted CP to change location of auxiliary trans. to 1650 Kalaniale Avenue, Hilo, change studio location to 175 Banyan Drive. Action March 31.

■ Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: WACT Tuscaloosa, Ala.; WALG Albany, Ga.; WARF Jasper, Ala.; WBIE Marietta, Ga.; WBML Macon, Ga.; WCHK Canton, Ga.; WCTA Andalusia, Ala.; WDWD Dawson, Ga.; WERH Hamilton, Ala.; WFOM Marietta, Ga.; WGSV Guntersville, Ala.; WHOD Jackson, Ala.; WIYN Rome, Ga.; WJBY Gadsden, Ala.; WKEU Griffin, Ga.; WLET Toccoa, Ga.; WMGY Montgomery, Ala.; WMOG Brunswick, Ga.; WOOF Dothan, Ala.; WRCD Dalton, Ga.; WSFT Thomaston, Ga.; WTUG Tuscaloosa, Ala.; WVLD Valdosta, Ga.; WKAC Athens, Ala.; WEYY Talladega, Ala.; WAGF Dothan, Ala.; WAUG Augusta, Ga.; WBLA Augusta, Ga.;

# Broadcasting

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WBLJ Dalton, Ga.; WBYG Savannah, Ga.; WCRY Macon, Ga.; WDAK Columbus, Ga.; WENN Birmingham, Ala.; WFEB Sylacauga, Ala.; WGST Atlanta, Ga.; WHE Griffin, Ga.; WHYD Columbus, Ga.; WJAT Swainsboro, Ga.; WJMW Athens, Ala.; WLEB Carrollton, Ga.; WLOP Jesup, Ala.; WMLS Sylacauga, Ala.; WMTM Moultrie, Ga.; WPLK Rockmart, Ga.; WROS Scottsboro, Ala.; WTOC SCA Savannah, Ga.; WULA Eufaula, Ala.; WWWB Jasper, Ala.; WAMI Opp, Ala.; WYAM Bessemer, Ala., and WFPM Ft. Valley, Ga. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAAX Gadsden, Ala.; WABT Tuskegee, Ala.; WANA Anniston, Ala.; WARI Abbeville, Ala.; WBAF Barnesville, Ga.; WBHB Fitzgerald, Ga.; WBIB Centreville, Ala.; WBMK West Point, Ga.; WBTS Bridgeport, Ala.; WCOH Newnan, Ga.; WCRL Oneonta, Ala.; WDEC Americus, Ga.; WGEA Geneva, Ala.; WEIS Centre, Ala.; WFDX Huntsville, Ala.; WGHC Clayton, Ga.; WGPC Albany, Ga.; WGUN Atlanta, Ga.; WHEP Foley, Ala.; WHRT Hartselle, Ala.; WJAZ Albany, Ga.; WJJC Commerce, Ga.; WKIG Glennville, Ga.; WLAG LaGrange Ga.; WLAW Lawrenceville, Ga.; WLFA Lafayette, Ga.; WMAZ Macon, Ga.; WABF Fairhope, Ala.; WAGC Centre Ala.; WAPI Birmingham, Ala.; WATM Atmore, Ala.; WBOA Bay Minette, Ala.; WBHP Huntsville, Ala.; WBLO Evergreen, Ala.; WBSA Boaz, Ala.; WCLA Claxton, Ga.; WCRI Scottsboro, Ala.; WCRT Birmingham, Ala.; WDGL Douglasville, Ga.; WDUN Gainsville, Ga.; WEZQ Winfield, Ala.; WGFS Covington, Ga.; WGOK Mobile, Ala.; WGSR Millen, Ga.; WGYV Greenville, Ala.; WHOS Decatur, Ala.; WIGO Atlanta, Ga.; WJBB Haleyville, Ala.; WJOI Florence, Ala.; WKUL Cullman, Ala.; WLAQ Rome, Ga.; WLBA Gainesville, Ga.; WLYB Albany, Ga.; WMJM Cordele, Ga.; WMLT Dublin, Ga.; WMSL Decatur, Ala.; WNEG Toccoa, Ga.; WNUZ Talladega, Ala.; WPAX Thomasville, Ga.; WRAG Carrollton, Ala.; WRGA Rome, Ga.; WROM Rome, Ga.; WSB Atlanta, Ga.; WLPH Irondale, Ala.; WSOK Savannah, Ga.; WTGA Thomaston, Ga.; WTQX Selma, Ala.; WAJM Montgomery, Ala.; WMOO Mobile, Ala.; WMVG Milledgeville, Ga.; WNEK Macon, Ga.; WOKS Columbus, Ga.; WPRN Butler, Ala.; WRCK Tuscumbia, Ala.; WRLD West Point, Ga.; WSAV Savannah, Ga.; WSGN Birmingham, Ala.; WSN Cumming, Ga.; WTBF Troy, Ala.; WTJH East Point, Ga. and WGML Hinesville, Ga. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAZE Clearwater, Fla.; and WJOT Lake City, S. C. Action March 30.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WABB Mobile, Ala.; WBBQ Augusta, Ga.; WBRO Waynesboro, Ga.; WDAK McRae, Ga.; WEAS Savannah, Ga.; WELB Elba, Ala.; WERD Atlanta, Ga.; WGKA Atlanta, Ga.; WHAB Baxley, Ga.; WKRK Mobile, Ala.; WLOV Washington, Ga.; WMFC Monroeville, Ala.; WOZK Ozark, Ala.; WPGA Perry, Ga.; WRMA Montgomery, Ala.; WSFB Quitman, Ga.; WSNL Sandersville, Ga.; WTF Tifton, Ga.; WVMG Cochran, Ga.; WVOP Vidalia, Ga.; WYDE Birmingham, Ala.; WAVU Albertville, Ala.; WJDB Thomasville, Ala.; WOWL Florence, Ala.; WVNA Tuscumbia, Ala.; WFDR Manchester, Ga.; WHHY Montgomery, Ala.; WBBK Blakely, Ga.; WBBT Lyons, Ga.; WCQS Alma, Ga.; WDYX Buford, Ga.; WEBJ Brewton, Ala.; WGRA Cairo, Ga.; WEUP Huntsville, Ala.; WGOV Valdosta, Ga.; WIBB Macon, Ga.; WLAY Muscle Shoals, Ala.; WMAC Metter, Ga.; WNEA Newnan, Ga.; WPEH Louisville, Ga.; WQXI Atlanta, Ga.; WRTP Rossville, Ga.; WSGA Savannah, Ga.; WSYL Sylvania, Ga.; WUFF Eastman, Ga.; WVOK Birmingham, Ala.; WXLI Dublin, Ga.; WZAM Prichard, Ala.; WNBX Andalusia, Ala.; WTRP LaGrange, Ga.; WAYX Waycross, Ga.; WIMO Winder, Ga. and WMRE Monroe, Ga. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAJF Decatur, Ala.; WDNG Anniston, Ala.; WGAA Cedartown, Ga.; WGGa Gainesville, Ga.; WJHO Opelika, Ala.; WKRW Cartersville, Ga.; WLIQ Mobile, Ala.; WOKA Douglas, Ga.; WRAB Arab, Ala.; WSHF Sheffield, Ala.; WVOH Hazlehurst, Ga.; WVNS Statesboro, Ga.; WXAL Demopolis, Ala.; WVSA Vernon, Ala.; WCEH Hawkinsville, Ga.; WFPA Fort Payne, Ala.; WGAF Valdosta, Ga.; WJEM Valdosta, Ga.; WKLY Hartwell, Ga.; WLCB Moulton, Ala.; WMGA Moultrie, Ga.; WPID Piedmont, Ala.; WRBL Columbus, Ga.;

## ETV fund grants

■ Following grants for educational televisions have been announced by Department of Health, Education and Welfare:

Bridgeport, Conn. — Channel 49. \$193,546 for new UHF, Connecticut Educational Corp. Station will broadcast on 50 to 60 hour week, primarily rebroadcasting programing presented over Hartford station channel 24. Total project cost \$334,239.

Chatsworth, Dawson and Cochran, all Georgia—Total project cost for channels 18, 25 and 15, respectively \$1,584,815. Georgia State Network. Permittes will operate eight outlets; six already on air in Georgia.

Honolulu and Wailuku—\$159,441 to expand coverage areas of KHET (ch. 11) Honolulu, and KMEE (ch. 10) Wailuku, both Hawaii, by adding six translators and improving production facilities. Total project cost \$315,334. Bloomington, Ind. — Channel 30. \$447,510 to activate station. Trustees of Indiana University. Total project cost \$747,462.

Providence, R. I. — Channel 36. \$199,655 for new UHF, State Board of Education and Providence Plantations. Station will open with 35-hour weekly broadcast schedule, 15 of which will be local programing. Total project cost \$428,000.

WTUF Mobile, Ala.; WWCC Bremen, Ga.; WWWW Russellville, Ala. and WUNI Mobile, Ala. Action March 31.

### OTHER ACTIONS

■ Office of opinions and review granted petition by the Broadcast Bureau for extension of time to April 7 within which to file reply to application for review of Tennessee Valley Broadcasting Inc. in Montgomery-Huntsville, Ala. AM proceeding (Docs. 17058-60). Action March 28.

■ Office of opinions and review granted petition by Broadcast Bureau for extension of time to April 14 to file responsive pleading to petition for reconsideration and grant without hearing of Madison County Broadcasting Inc. (WRTH), Wood River, Ill. (Doc. 16980). Action March 29.

■ Office of opinions and review granted petition by Broadcast Bureau for extension of time to April 7 within which to file a response to the petition for extraordinary relief filed by Tinker Inc. (WEKY), Richmond, Ky. (Doc. 16125). Action March 27.

■ Office of opinions and review granted petition by Stokes County Broadcasting Co. (WKTE), King, N. C., for extension of time to April 5 to file reply to Broadcast Bureau's opposition to WKTE's petition for reconsideration (Doc. 17143). Action March 29.

■ Office of opinions and review granted petition by the Broadcast Bureau for extension of time to April 3 to file responsive pleading to petition to enlarge issues filed by Harriman Broadcasting Co. (WXXL), Harriman, Tenn. (Doc. 17255). Action March 29.

### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 29 in proceeding on AM renewal of Allen C. Bigham Jr., KCTY Salinas, Calif., scheduled further prehearing conference for March 30 (Doc. 16769).

■ Chief Hearing Examiner James D. Cunningham on March 29 designated Hearing Examiner Basil P. Cooper, in lieu of Hearing Examiner Thomas H. Donahue, to serve as presiding officer in proceeding on AM renewal application of Allen C. Bigham Jr., KCTY Salinas, Calif. (Doc. 16769). And on April 3 in proceeding on AM application of Radio Station KQXI, Arvada, Colo., granted motion of applicant and continued procedural dates including hearing from April 25 to May 8 (Doc. 14817).

■ Hearing Examiner Charles J. Frederick on March 31 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., accepted amendment of applicant Six-Eighty-Eight Broadcasting Co. which reflected financial matter (Docs. 17209-19). And on April 3 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., granted motion of applicant Home State Broadcasting Corp. for extension of time to file responses to joint motion for clarification of issues filed by applicants Great River Broadcasting Inc., and Missouri

Broadcasting Inc., and extended time to April 13 (Docs. 17209-19). And in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., granted petitions for leave to amend of applicants Archway Broadcasting Corp., Great River Broadcasting Inc. and Missouri Broadcasting Inc., to reflect applicants' intention to acquire RTEI facilities now in use and updated financial matter (Docs. 17209-19).

■ Hearing Examiner Jay A. Kyle on March 30 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., did not receive in evidence Radio Elizabeth Exhibit 300-18, deposition of WOR by James McAleer on Feb. 16 (Docs. 14755-57). In proceeding on AM renewal application of WMGS Inc., and AM application for C. P. of Ohio Radio Inc., both Bowling Green, Ohio, granted petition of applicant Ohio Radio and continued prehearing conference from April 10 to April 26 (Docs. 16290-91).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 4 in proceeding on AM renewal application of Northwest Broadcasters Inc., and AM application for C. P. of Bellevue Broadcasters, both Bellevue, Wash., scheduled procedural dates including hearing for June 20 (Docs. 16609-10).

### FINES

■ Broadcast Bureau by letter, notified Belen Broadcasting Inc., KARS Beien, N. M., that they have incurred apparent forfeiture liability of \$200 for violations of rules in that equipment performance measurements are not always made at yearly intervals as required. Licensee has 30 days to pay or to contest forfeiture. Action March 29.

■ Broadcast Bureau by letter notified KSIL Inc., KSIL Silver City, N. M., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture. Action March 31.

■ Broadcast Bureau by letter notified Melody Inc., KSOX Raymondville, Tex., that they have incurred apparent forfeiture liability of \$200 for violations of rules including last equipment performance measurements were made March 7, 1965, such measurements are required at yearly intervals. Licensee has 30 days to pay or to contest forfeiture. Action March 31.

### CALL LETTER APPLICATIONS

■ KUEQ, Radio Station KUEQ Inc., Phoenix. Requests KME0.

■ KMBC, Bonneville International Corp., Kansas City, Mo. Requests KMBZ.

### AM PROCESSING LINE

■ Broadcast Bureau: Applications accepted for processing line: NEW, Macon, Miss., James W. Eatherton, Req: 1400 kc, 250 w, U; NEW Page, Ariz., Lake Powell Broadcasting Inc., Req: 1340 kc, 250 w, 1 kw-LS, U; NEW, Youngstown, Ohio, Media Inc., Req: 1500 kc, 500 w, 250 w (DA-CH), DA-2, D; WSMO LaPlata, Md., Charles County Broadcasting Inc., Has: 1560 kc, 250 w, D, Req: 1560 kc, 1 kw, 250 w (CH), D; NEW, Greenwood, S. C., United Community Enterprises Inc., Req: 1090 kc, 1 kw, D; NEW, Wayne, Neb., Gleason Brothers, Req: 1590 kc, 500 w, D; NEW, Crossville, Tenn., Millard V. Oakley Broadcasting Co., Req: 1520 kc, 250 w, D; WECP Carthage, Miss., Meredith Colon Johnston, Has: 1480 kc, 500 w, D, Req: 1080 kc, 250 w, D; NEW, Shell Lake, Wis., Charles R. Lutz & Erwin Gladdenberk, Req: 940 kc, 1 kw, D; NEW, Calhoun City, Miss., Calhoun County Broadcasting Co., Req: 1530 kc, 250 w, D; NEW, Yadinville, N. C., Yadin Broadcasting Inc., Req: 1480 kc, 1 kw, DA, D; KPUA Hilo, Hawaii, Pacific Broadcasting Inc., Has: 970 kc, 1 kw, U, Req: 970 kc, 5 kw, U; NEW, Prattville, Ala., Autauga Broadcasting Inc., Req: 1410 kc, 5 kw, D; KOAG Arroyo Grande, Calif., Larson-Irwin Enterprises, Has: 1280 kc, 1 kw, DA-2, U, Req: 1280 kc, 1 kw, DA-N, U; KPWB Piedmont, Mo., Wayne County Broadcasting Inc., Has: 1140 kc, 250 w, D, Req: 1140 kc, 1 kw, D; NEW, Chiefland, Fla., White Construction Inc., Req: 940 kc, 500 w, D; WTEF Troy Ala., Troy Broadcasting Corp., Has: 970 kc, 500 w, 5 kw-LS, DA-2, U, Req: 970 kc, 500 w, 5 kw-LS, DA-N, U; WVAM Altoona, Pa., Blair County Broadcasters Inc., Has: 1430 kc, 1 kw, DA-N, U, Req: 1430 kc, 1 kw, 5 kw-LS, DA-N, U; WCED DuBois Pa., Tri-County Broadcasting Co., Has: 1420 kc, 500 w, 5 kw-LS, DA-2, U, Req: 1420 kc, 500 w, 5 kw-LS, DA-N, U; WTTV Titusville, Fla., Crawford County Broadcasting Inc., Has: 1230 kc, 250 w, 500 w-LS, U, Req:

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 6

	Lic.	ON AIR	CP'S	NOT ON AIR
				CP'S
Commercial AM	4,103 <sup>1</sup>	15	88	
Commercial FM	1,591	20	266	
Commercial TV-VHF	478 <sup>2</sup>	17	24	
Commercial TV-UHF	92 <sup>2</sup>	28	130	
Educational FM	299	4	30	
Educational TV-VHF	60	7	9	
Educational TV-UHF	41	8	52	

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 6

	VHF	UHF	Total
Commercial	519	258	777
Noncommercial	76	101	177

## 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 <sup>1</sup>	1,533	570 <sup>2</sup>	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

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In 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.

1230 kc, 250 w, 1 kw-LS, U; NEW, Catskill, N. Y., Caranje Broadcasting Inc., Req: 560 kc, 1 kw, DA, D; NEW, Marion, Ky., Crittenden County Broadcasting Co., Req: 1500 kc 250 w, D; WPPF Park Falls, Wis., Northland Broadcasting Inc., Has: 1450 kc, 250 w, 1 kw-LS, U, Req: 980 kc, 1 kw, D; NEW, Tomahawk, Wis., Tomahawk Broadcasting Co., Req: 810 kc, 500 w, D; NEW, Walden, N. Y., Everette Broadcasting Inc., Req: 1110 kc, 250 w, D; NEW, Mechanicville, N. Y., Mechanicville Broadcasting Co., Req: 1170 kc, 250 w, D; NEW, Lakewood, N. J., Radio New Jersey, Req: 1170 kc, 5 kw, DA, D; WRMF Titusville, Fla., WRMF Inc., Has: 1050 kc, 500 w, D; Req: 1060 kc, 5 kw, 10 kw-LS, DA-2, U; KRRR, Ruidoso N. M., Sierra Blanca Broadcasting Co., Has: 1340 kc, 250 w, 1 kw-LS, U, Req: 1360 kc, 5 kw, D; NEW, Spray, N. C., Ray A. Childers, Req: 1130 kc, 1 kw, D; NEW, Globe, Ariz., Herb Newcomb, Req: 1240 kc, 250 w, U; NEW, Freehold, N. J., Molly Pitcher Broadcasting Inc., Req: 1070 kc, 1 kw, DA, D; NEW, West Hazleton, Pa., CBM Inc., Req: 1300 kc, 1 kw, DA, D; NEW, West Hazleton, Pa., Broadcasters 7 Inc., Req: 1300 kc, 5 kw, DA, D; NEW, Pittsfield, Mass., Taconic Broadcasters, Req: 1110 kc, 5 kw, DA, D; NEW, Cranston, R. I., Cranston-Warwick Radio Inc., Req: 1170 kc, 5 kw, DA, D; NEW, Cornwall, N. Y., Radio Cornwall, Req: 1170 kc, 1 kw, DA, D; NEW, Somerville, N. J., Somerset Valley Broadcasting Co., Req: 1170 kc, 1 kw, D; WAIK Galesburg, Ill., Webster Broadcasting Co., Has: 1590 kc, 5 kw, DA, D, Req: 1590 kc, 500 w, 5 kw-LS, DA-2, U; NEW, Show Low, Ariz., White Mountain Broadcasters Inc., Req: 1450 kc, 250 w, 1 kw-LS, D; WNRV Narrows-Pearisburg, Va., Megan H. McWilliams, Has: 990 kc, 1 kw, D; Req: 990 kc, 5 kw, D; NEW, Lenoir, N. C., Furniture City Broadcasters Inc., Req: 1080 kc, 1 kw, D; WLLL Lynchburg, Va., Griffith Broadcasting Corp., Has: 930 kc, 1 kw, D; Req: 930 kc, 5 kw, D; NEW, Sioux Falls, S. D., John L. Breece, Req: 1000 kc, 10 kw, DA, D; NEW, Bayard, N. M., George L. McFarland, Req: 950 kc, 1 kw, D; NEW, Hurricane, W. Va., Valley Broadcasting Inc., Req: 1080 kc, 1 kw, D; NEW, DeWitt, Ark., DeWitt Broadcasting Inc., Req: 1470 kc, 500 w, D; NEW, Hardinsburg, Ky., O. C. Carter, Paul Fuqua & R. D. Ingram, Req: 1520 kc, 250 w, D; KRPL Moscow, Idaho, KRPL Inc., Has: 1400 kc,

250 w, U, Req: 1400 kc, 250 w, 1 kw-LS, U; KBHS Hot Springs, Ark., Tim Timothy Inc., Has: 590 kc, 5 kw, D, Req: 590 kc, 1 kw, 5 kw-LS, DA-N, U; NEW, Warrenton, N. C., Warren County Radio, Req: 1520 kc, 1 kw, D; NEW, Catlettsburg, Ky., T. L. Gilbert, Req: 1600 kc, 5 kw, D; NEW, Saluda, S. C., Saluda Broadcasting Inc., Req: 1090 kc, 500 w, D; NEW, Bartow, Fla., Trans-Florida Radio Inc., Req: 1130 kc, 1 kw, D; NEW, Nelsonville, Ohio, Valley Broadcasting Inc., Req: 940 kc; 250 w, DA, D; KVWM Show Low, Ariz., Peak Broadcasting Co., Has: 970 kc, 1 kw, D, Req: 970 kc, 5 kw, D; NEW, Berea, Ky., Regional Broadcasting Co., Req: 1500 kc, 250 w, O; KNCE Vivian, La., North Caddo Broadcasting Co., Has: 1600 kc, 500 w, D; Req: 1600 kc, 5 kw, D; WLKE Waupun, Wis., Radio Waupun, Has: 1170 kc, 250 w, D; Req: 1170 kc, 1 kw, D, and WBMK West Point, Georgia-Lanett, all Alabama, Radio Valley Inc., Has: 1310 kc, 1 kw, D (West Point, Ga.), Req: 1310 kc, 1 kw, D (West Point, Georgia-Lanett, all Alabama). Adopted March 30. Ann. April 5.

## New FM stations

### APPLICATIONS

Redding, Calif.—Shasta Intercom Inc. Seeks 104.3 mc, ch. 282, 77.7 kw. Ant. height above average terrain 29 ft. P. O. address: 775 East Cypress Street, Redding 96001. Estimated construction cost \$32,550; first-year operating cost \$44,160; revenue \$29,324. Principals: Lee Hinkle, Harold Shaw, George J. Bower and Sam Bryant. Drs. Hinkle and Bower are physicians. Mr. Shaw is sole proprietor of building designer business. Mr. Bryant is self-employed and owner of contracting business. Ann. March 30.

Macon, Ga.—Rowland Broadcasting Inc. Seeks 105.3 mc, ch. 287, 27.7 kw. Ant. height above average terrain 116 ft. P. O. address: Box 3172, Jacksonville, Fla. 32206. Estimated construction cost \$17,295; first-year operating cost \$7,700; revenue \$12,000. Principals: Marshall W. Roland president and Charles R. Witt general manager. Ann. March 31.

Rochester, Ind.—BGS Broadcasting Inc. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 190, Rochester 46975. Estimated construction cost \$38,740; first-year operating cost \$32,140; revenue \$35,000. Principals: James L. and Leslie D. Craig (40% and 10%, respectively), C. Edward Swain (30%) and

J. P. Bowman (20%), et al. Mr. Gregg is president of Grecco Inc., manufacturing and has monthly maintenance contacts with WFVN Franklin, WBMP Elwood and WMPI Scottsburg, all Indiana. Mr. Swain and Mr. L. Gregg are vice presidents and directors of Grecco Inc. Mr. Bowman is owner of farms, retail dairy and owns gasoline station. Ann. April 4.

Columbia, Mo.—Tiger Broadcasting Co. Seeks 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 171 ft. P. O. address: Box 412, Columbia 65201. Estimated construction cost \$10,811; first-year operating cost \$12,000; revenue \$15,000. Principal: Louis W. Shelburne, president. Applicant owns KTRG Columbia. Ann. April 4.

Carson City Nev.—Carson City Broadcasting Corp. Seeks 97.3 mc, ch. 247, 58 kw. Ant. height above average terrain minus 580 ft. P. O. address: 3 Topaz Drive, Carson City 89701. Estimated construction cost \$35,824.90; first-year operating cost \$67,000; revenue \$65,000. Principals: Gene W. Robinson, president. Theodore D. Webster, vice president and Delbert T. Landing, secretary-treasurer (each 20%) and Lawrence B. Grant (40%). See Carson City, Nev. in New AM stations. Ann. April 5.

\*Lake Ronkonkoma, N. Y.—Board of Education of Central School District #5. Seeks 89.7 mc, ch. 209, 0.010 kw. Ant. height above average terrain 175.1 ft. P. O. address: Jeff C. Kraus, 1000 Fulton Avenue, Hempstead, N. Y. 11550. Estimated construction cost \$3,524; first-year operating cost \$17,225.50; revenue none. Principals: Board of Regents, University of State of New York, state education department, Albany, N. Y. Ann. April 3.

Poteau, Okla.—Le Flore Broadcasting Co. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 48 ft. P. O. address: Box 520, Poteau 74953. Estimated construction cost \$12,400; first-year operating cost \$9,000; revenue \$12,000. Principals: R. B. Bell and Mrs. Bernice Bell (each 50%). As husband and wife partnership they own KLCO Poteau. Ann. March 30.

Camuy, P. R.—Camuy Broadcasting Corp. Seeks 102.9 mc, ch. 257, 5.7 kw. Ant. height above average terrain minus 137 ft. P. O. address: Munoz Rivera No. 7, Camuy 00627. Estimated construction cost \$24,825.09; first-year operating cost \$23,455.20; revenue \$25,000. Principals: Ldo. Juan A. Gonzalez Amador, president, Gilberto Rodriguez Garcia, treasurer, Angel D. Lopez, secretary (each 10%), et al. Mr. Amador owns drug store. Mr. Garcia owns home appliance concern and farm, Mr. Lopez owns department store and Angy Advertising Agency. Ann. April 5.

Cheyenne, Wyo.—Frontier Broadcasting Co. Seeks 97.9 mc, ch. 250, 33.5 kw. Ant. height above average terrain 576 ft. P. O. address: 2923 East Lincolnway, Cheyenne 82001. Estimated construction cost \$4,000; first-year operating cost \$4,000; revenue none. Principals: Applicant is licensee of KFBC-AM-TV Cheyenne, KSTF Scottsbluff, Neb., KTVS Sterling, Colo., and permittee of new TV in Rawlins, Wyo. William C. Grove is vice president. Ann. March 31.

### FINAL ACTION

Artesia, N. M.—Artesia Broadcasting Co. Broadcast Bureau granted 92.9 mc, ch. 225, 40 kw. Ant. height above average terrain 155 ft. P. O. address: c/o Bob Hess, 1450 S. Roselawn, Artesia 88210. Estimated construction cost \$59,110; first-year operating cost \$12,000; revenue \$15,000. Principals: Harvey Yates, John A. Yates, Joe W. Lackey, Martin Yates III, S. P. Yates, T. E. Brown, C. A. Copple and others. Artesia Broadcasting is licensee of KSVP Artesia. Action March 30.

### OTHER ACTION

■ Office of opinions and review on April 4 granted petition by Jones T. Sudbury for an extension of time to April 13 to respond to opposition to application for review filed by Northwest Tennessee Broadcasting Inc. in proceeding on their applications for new FM's in Martin, Tenn. (Docs. 16655-6).

### ACTIONS ON MOTION

■ Hearing Examiner Basil P. Cooper on March 30 in proceeding on FM applications of Birney Imes Jr. and Radio Columbus Inc., both Columbus, Miss., scheduled further prehearing conference for May 12, and continued April 27 hearing without date (Docs. 17263-64).

### RULEMAKING PETITIONS

KLIL-FM Ukiah Calif.—Requests institution of rulemaking proceedings which will look towards substitution of ch. 233 for ch. 232A at Ukiah, Calif. Ann. April 3.

Groton, Conn.—Request institution of rulemaking proceedings so as to change

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table of FM assignments as follows: present, none; proposed 265A. Ann. April 3.

WMIK Middlesboro, Ky.—Requests institution of rulemaking proceedings looking towards amendment of table of assignments, FM broadcast stations as follows: add 224A; delete 261A. Ann. April 3.

Tompkinsville, Ky.—Requests institution of rulemaking proceedings to amend FM table of assignments to assign ch. 221A to Tompkinsville, Ky. Ann. April 3.

#### CALL LETTER APPLICATIONS

- Stereo Broadcasting Corp., Corpus Christi, Tex. Requests KIOU(FM).
- \*W. Va. Wesleyan College, Buckhannon, W. Va. Requests WVWC(FM).

#### Existing FM stations

##### FINAL ACTIONS

KTBT(FM) Garden Grove, Calif.—Broadcast Bureau granted license covering change in ant. system, ERP and ant. height. Action March 30.

KRYT-FM Colorado Springs—Broadcast Bureau granted license covering new FM. Action March 29.

\*WGBH-FM Boston — Broadcast Bureau granted license covering change in ant. trans. location (same site), installation of new ant., and change in ERP and ant. height. Action March 30.

WJR-FM Detroit — Broadcast Bureau granted license covering installation of new trans. and ant. and change in ERP. Action March 30.

WRIO-FM Cape May, N. J.—Broadcast Bureau granted mod. of CP to change ant., trans. and studio location, to approximately 5 miles northeast of Cape May, increase ERP to 3 kw, and increase ant. height to 145 ft. Action March 31.

KXXI(FM) Alamogordo, N. M.—Broadcast Bureau granted license covering change in ERP to 460 w, ant. height to minus 390 ft. Action March 30.

WNCN(FM) New York—Broadcast Bureau granted license covering installation of a new ant., increase in ERP and ant. height. Action March 30.

WRFM(FM) New York — Broadcast Bureau granted license covering change in ant. trans. location, ERP and ant. height. Action March 30.

KYFM(FM) Oklahoma City — Broadcast Bureau granted mod. of license covering change in studio location point to 225 S. W. 35th St., Oklahoma City. Action March 31.

WEST-FM Easton, Pa.—Broadcast Bureau granted license covering installation of new trans., change in ERP and ant. height and change ant. system. Action March 30.

\*KMFA(FM) Austin, Tex.—Broadcast Bureau granted license covering new FM. Action March 29.

KCLE-FM Cleburne, Tex.—Broadcast Bureau granted license covering increase ant. height to 670 ft. Action March 29.

WRR-FM Dallas—Broadcast Bureau granted license covering installation of a new ant., change in ant. system, ERP and ant. height. Action March 30.

KHCB-FM Houston — Broadcast Bureau granted license covering change in ant. trans. location; installation of new ant., change in ERP and increase in ant. height. Action March 30.

WXYW(FM) Suffolk, Va.—Broadcast Bureau granted license covering new FM. Action March 29.

KCY5(FM) Richland, Wash.—Broadcast Bureau granted CP to install new type trans., increase ERP to 100 kw and ant. height to 860 ft. Action March 30.

WEAU-FM Eau Claire, Wis.—Broadcast Bureau granted mod. of license covering change in name to WEAU Inc. Action March 30.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: \*WFSU-FM, SCA and \*WFSU-TV, both Tallahassee, WGNE(FM) St. Petersburg, all Florida; WJES Johnston, S. C., and WVOZ, P.R.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WCHK-FM Canton, Ga.; WHOD-FM Jackson, Ala.; WKEU-FM Griffin, Ga.; WLET-FM Toccoa, Ga.; WPL0-FM Atlanta; WMTM(FM) Moultrie, Ga., and WTOG(FM) Savannah. Action March 29.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: WCOH-FM Newnan, Ga.; WDEC(FM), SCA Albany, Ga.; WGPC(FM), SCA Albany, Ga.; WLAG(FM), SCA LaGrange, Ga.; WAPI-FM Birmingham, Ala.; WATM-FM Atmore, Ala.; WBCA-FM Bay Minette, Ala.; WCRT(FM), SCA Birmingham, Ala.; WDUO(FM), SCA Gainsville, Ga.; WRGA(FM), SCA Rome, Ga.; WROM-

FM Rome, Ga.; WSB(FM) Atlanta; WAJM-FM SCA Montgomery, Ala.; WBRC-FM Birmingham, Ala.; WCJM(FM) West Point, Ga.; WGBA-FM Columbus, Ga.; WGKA-FM Atlanta; WJLN(FM) Birmingham, Ala.; WKLS(FM), SCA Atlanta; WKXI(FM) Smyrna, Ga.; WLPR(FM) Mobile, Ala.; WMAZ-FM Macon, Ga.; WMLS-FM Sylacauga, Ala.; WOOF-FM, SCA Dothan, Ala.; WQSB(FM) Albertville, Ala.; WRFS-FM Alexander City, Ala.; WTBC-FM Tuscaloosa, Ala.; WBBQ-FM, SCA Augusta, Ga.; WBTR-FM Carrollton, Ga.; WFMH-FM Cullman, Ala.; WGIG-FM, SCA Brunswick, Ga.; WJIZ(FM) Albany, Ga.; WJOF(FM) Athens, Ala.; WKRG-FM, SCA Mobile, Ala.; WLAY-FM, SCA Muscle Shoals, Ala.; WLTA-FM Atlanta; WMFC-FM Monroeville, Ala.; WWWW-FM Jasper, Ala.; WPGA-FM, SCA Perry, Ga.; WBJE-FM Marietta, Ga.; WRIP-FM Rossville, Ga., and WHHY-FM, SCA Montgomery, Ala. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WVNA-FM Tuscumbia, Ala.; \*WABE(FM) Atlanta; WHMA-FM Anniston, Ala., and WHBB-FM Selma, Ala. Action March 29.

■ Broadcast Bureau granted licenses for following educational FM stations: WKOC Kankakee, Ill., and KSJR-FM Collegeville, Minn. Action March 30.

■ Broadcast Bureau granted licenses for following FM stations: WMKC Oshkosh, Wis., and WDLP-FM Panama City, Fla. Action March 30.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WDRM(FM) Decatur and WAHR(FM) Huntsville, Ala., WRBL-FM, SCA Columbus, Ga. Action March 31.

##### RULEMAKING ACTION

■ Commission on March 29 granted request by Ascension Parish Broadcasting Co. for extension of time to April 10 to file reply comments with respect to FM rulemaking, RM-1043, Thibodaux, La., in Doc. 17095.

##### CALL LETTER APPLICATIONS

■ KME0(FM), Radio Station KUEQ Inc., Phoenix. Requests KME0-FM.

■ KTAC-FM, Radio 850 Corp., Tacoma, Wash. Requests KOFE(FM).

##### CALL LETTER ACTIONS

■ WBCA-FM, Faulkner Radio Inc., Bay Minette, Ala. Granted WWSM(FM).

■ WXBR(FM), Radio Fitchburg Inc., Cocoa Beach, Fla. Granted WCKS(FM).

#### Translators

##### ACTIONS

K09HG Girdwood, Alaska—Broadcast Bureau granted license covering new VHF TV translator. Action April 4.

K04AN, K02BT Chinook, Mont.—Broadcast Bureau granted mod. of CPs for VHF TV translator to change trans. location to 7½ miles south-southwest of Chinook. Action March 31.

Camas Valley, Ore. Camas Valley Grange #521—Broadcast Bureau granted CP for new VHF TV translator on ch. 13 to rebroadcast programs of KEZI-TV (ch. 9), Eugene, Ore. Action March 30.

Charlottesville, Va. Central Virginia Educational Television Corp.—Broadcast Bureau granted CP for new UHF TV translator operating on ch. 76 to serve Charlottesville and Rural Albemarle county, by rebroadcasting programs of WCWV(TV), ch. 57, Richmond. Action March 29.

K09FZ Spokane Television, Inc. Spokane (northeast), Wash.—Broadcast Bureau granted CP to specify principal community as Spokane, Minnehaha Park and East Valley, all Washington. Action March 30.

#### CATV

##### APPLICATIONS

Chester County Broadcasting Co.—Requests distant signals from WNDR(TV) Newark, N. J.; and WPIX(TV), WNEW-TV, and WOR-TV, all New York to Coatesville, South Coatesville borough, Modena borough, West Brandywine township, Valley township, East Brandywine township, West Bradford township, all Pennsylvania. Ann. March 30.

Clearview Cable of Richmond Inc.—Requests distant signals from WLWI(TV) Indianapolis, and WCET(TV) Cincinnati to Richmond, Ind. Ann. March 30.

Conestoga Television Cable Co.—Requests distant signals from WNEW-TV and WPIX(TV), both New York, to Bally borough, Bechtelsville borough, Boyertown borough,

Colebrookdale township and Washington township, all Pennsylvania. Ann. March 30.

New Channels Corp.—Requests distant signals from CKWS-TV Kingston, and CJOH-TV Ottawa, both Ontario; WOR-TV, WNEW-TV, WPIX(TV), and WNJU-TV, all New York to Town of Camillus, N. Y. Ann. March 30.

New Channels Corp.—Requests distant signals from CKWS-TV Kingston, and CJOH-TV Ottawa, both Ontario; WOR-TV, WNEW-TV, WPIX(TV) and WNJU-TV, all New York to Village of Manlius, N. Y. Ann. March 30.

New Channels Corp.—Requests distant signals from CKWS-TV Kingston, and CJOH-TV Ottawa, both Ontario; WOR-TV, WNEW-TV, WPIX(TV) and WNJU-TV, all New York to Town of Salina, N. Y. Ann. March 30.

Rumford Television Service Inc.—Requests distant signals from WCAX-TV Burlington, Vt.; WMUR-TV Manchester, N. H., and WBZ-TV and WNAC-TV Boston to Rumford, Me. Ann. March 30.

##### OTHER ACTIONS

■ By memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by TV Cable Co. of Andalusia Inc., owner and operator of CATV system in Andalusia, Ala. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 29.

■ By order, commission extended to April 20 time in which Presque Isle TV Inc., Johnston TV Inc., Caribou TV Inc., at Presque Isle, Fort Fairfield, Caribou-Loring Air Force Base, all Maine, respectively; Houlton TV Inc., at Houlton and Van Buren TV Cable Co., Inc., at Van Buren, Me., must comply with requirements of Sec. 74.1103(e) of rules as among domestic stations carried and with certain additional requirements as among both domestic and foreign stations. Commissioner Bartley concurred in part and dissented in part and issued statement. Action March 29.

■ By memorandum opinion and order, commission denied petition for special relief filed by Washoe Empire, permittee of KTVN(TV) Reno, seeking denial of Community Antenna Co.'s proposal to add additional distant signals on its CATV systems in Reno and Sparks, both Nevada. Commissioner Bartley concurred in result; Commissioners Lee and Cox dissented. Action March 29.

■ By memorandum opinion and order, commission granted petition filed by Buck Hill Falls Co., operator of CATV system in private resort community of Buck Hill Falls, Pa., requesting waiver of carriage and non-duplication requirements of Sec. 74.1103 of commission's rules as they concern WBRE-TV Wilkes-Barre and WNEP-TV Scranton, both Pennsylvania. Commissioner Bartley concurred in result; Commissioner Cox dissented; Commissioner Loevinger concurred. Action March 29.

■ Review board in Ormrod, Pa., CATV proceeding Doc. 17064, denied motion to enlarge and modify issues, filed Jan. 19 by Twin County Trans-Video Inc. Action March 31.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Teleprompter Corp., operator of CATV systems in Johnstown, Pa., and Elmira, N. Y. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 29.

■ By memorandum opinion and order in Harrisburg-Lancaster-Lebanon-York television market, commission took up at same time 8 pending petitions for 25 separate CATV communities all of which request waiver of hearing requirements of Sec. 74.1107 of rules in order to permit immediate importation of distant television signals. In regard to specific proposals before it, commission: (1) granted waiver petition of Susquehanna Broadcasting Co. to permit its CATV system in York to import distant signals of Philadelphia network and independent stations, and network station and an independent station from Washington; (2) granted waiver petition of D and E Cable TV Inc. to permit its CATV systems in Adamstown, Akron, Denver, Ephrata, Litzitz and Manheim to import distant signals of three Philadelphia independent stations, but denied request for waiver of declaratory ruling on Sec. 74.1103 of commission's rules; (3) granted waiver petition of People's Broadcasting Co. to permit its CATV systems in Lancaster, and Manheim, Manor, Warwick, Lancaster, East Lampeter,

West Lampeter, and West Hempfield townships to import distant signals of two Philadelphia and one Washington independent stations, but denied request for waiver of declaratory ruling on Sec. 74.1103 of commission's rules; (4) granted waiver petition of Valley Video Co. to permit its CATV system in Derry township to import the distant signals of three Philadelphia network stations and one Philadelphia independent station; (5) granted waiver petition of West Shore TV Cable Co. to permit its CATV systems in Mechanicsburg, Shiremanstown, and Silver Spring, Monroe, Upper Allen, Lower Allen and Fairview townships to import distant signals of two Baltimore network stations, two Philadelphia network stations, one Philadelphia independent station and one Washington independent station; (6) granted waiver petition of Lebanon Valley Cable TV Inc. to permit its CATV system in Lebanon to import distant signals of three Philadelphia independent stations; (7) granted waiver petition of H. C. Ostertag Cable Television Inc. in part to permit its CATV system in Columbia to import distant signals of one Philadelphia network station, four Philadelphia independent stations, one Washington independent station, and one Baltimore prospective independent station, and denied request for waiver or declaratory ruling on Sec. 74.1103 of commission's rules; (8) upon request of applicant, dismissed an application for CAB service by West Shore TV Cable Co. and denied Petition to Deny there in filed by WGAI Television Inc., and (9) waiver was denied with respect to proposals to import Washington and Wilmington, Del., educational stations and hearing was ordered with respect to these. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox dissented and issued statement; Commissioner Loevinger concurred in order. Actions March 29.

■ By memorandum opinion and order, commission denied petition for waiver of Sec. 74.1103(e) of rules, filed by Total Tele-cable Inc., operator of CATV systems in Anacortes, Bellingham, Burlington, Mount Vernon, and Sedro Woolley, all Washington. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 29.

■ By memorandum opinion and order, added Sec. 74.1107(e) to commission's rules to specify a cut-off procedure in top-100 market cases. Commissioner Bartley dissented; Commissioner Cox concurred. Action March 29.

■ Office of opinions and review on March 31 granted motion by Mid-American Television Co. for extension of time to April 12 to file responsive pleadings to petition by General Electric Cablevision Corp. for reconsideration in CATV proceeding (Docs. 17144, 17155).

#### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on March 29 in proceeding in the matter of cease and desist order to be directed against Valley-Vision Inc., (CATV), Placerville, Calif., continued hearing from April 3 to April 6 (Doc. 17171).

■ Hearing Examiner Jay A. Kyle on March 30 in proceeding on CATV petitions by Fetzer Cable Vision, Kalamazoo, Mich., et al., granted petition to intervene of Gerity Broadcasting Co. (WNEM-TV), Bay City, Mich. (Docs. 17200-08). And on April 3 in proceeding on CATV petitions by Fetzer Cable Vision, Kalamazoo, Mich., et al., granted petition to intervene of BCU-TV, UHF applicant before this commission seeking to activate ch. 41 in Battle Creek, Mich. (Docs. 17200-08).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 31 in proceeding on CATV petitions by General Electric Cablevision Corp., Van Buren, N. Y., et al., issued rulings to govern conduct of hearing and scheduled further prehearing conference for May 2 (Docs. 17131-36, 17273-78).

#### Ownership changes

##### APPLICATIONS

WOL-AM-FM Washington; WOPA-AM-FM Oak Park, Ill.; WDIA and WNTL(FM) Memphis; KDIA Oakland, Calif.; WWRL New York; KFOX Long Beach and KFOX-FM Los Angeles—Seeks relinquishment of control from Richard Goodman, controlling stockholder of Sponderling Broadcasting Corp., through prospective sale to public of 30% of his stock. An additional 10% of stock is to be sold to public by Mason A. Loundy. After public sale, Sponderling Broadcasting Corp. will be owned by Mr.

Goodman, 24.2%, Mr. Loundy, 9.7% with Egmont Sponderling retaining 24.6%. A. Harry Becker, Washington attorney, owns 1.5%. Ann. March 30.

WTTI Dalton, Ga.—Seeks transfer of control from WTTI Broadcasters Inc. to Morton C. Llyod, president (50% before, 61.16% after), J. P. Turner Jr. (8.5% before, 10.25% after), Sanford J. Willis (25% before, 3.26% after), James E. Brown (8.0% before, 10.08% after) and Erwin Mitchell (8.5% before, 10.25% after). Ann. April 3.

WJGA-AM-FM Jackson, Ga.—Seeks assignment of CP from Robert P. Shapard Jr. to Central Georgia Broadcasting Co. Mr. Shapard is assigning CP's of stations to corporation solely owned by him. Ann. April 3.

WRAJ-AM-FM Anna, Ill.—Seeks transfer of control from Pierce E. Lackey estate to F. E. Lackey, brother (25% before, 50% after) and Donald C. Michel (50% before, 50% after). Licensee Anna Broadcasting Inc. Mrs. Rubye L. Lackey is executrix of estate. Consideration \$25,237.50. Ann. April 3.

WJBC-AM-FM Bloomington and WROK-AM-FM Rockford, both Illinois—Seeks transfer of control from Bloomington Broadcasting Corp. to The Daily Pantagraph, Bloomington Broadcasting is parent company of WROK Inc., licensee of WROK-AM-FM Rockford, Ill. Principals: At present, assignee owns 50% of Bloomington stock. Leslie C. Johnson owns 25 shares and Leslie C. Johnson, trustee for Vernon A. Nolte, owns 25 shares. Officers of corporation are Loring C. Merwin, president, Leslie C. Johnson and Vernon A. Nolte, vice presidents, Timothy R. Ives, treasurer and assistant secretary and Robert S. Johnson, secretary. Consideration \$375,000, payable to Leslie C. Johnson estate for his 25 shares and corporation will hold shares as treasury stock. After transaction, assignee will own 50 shares of stock in Bloomington, 25 shares of which will be held by Mr. Nolte (2% and 1/2 respectively). Ann. March 30.

WNDU-AM-FM-TV South Bend, Ind.—Seeks transfer of control from Theodore M. Hesburgh, Edmund P. Joyce, John E. Walsh, Charles J. McCarragher, Howard J. Kenna and John J. Cavanaugh, as university to Theodore M. Hesburgh, Edmund P. Joyce, John E. Walsh, Charles J. McCarragher, Howard J. Kenna and John J. Cavanaugh, as voting trustees. University of Notre Dame du Lac will continue as 100% beneficial owner of licensee's stock. Ann. April 5.

KWKY Des Moines—Seeks transfer of de facto control of licensee corporation by Nicholas and Victor J. Tedesco to Frank D. Marzittelli. Principal: Mr. Marzittelli is president of Norseman Broadcasting Corp., replacing Mr. Nicholas Tedesco. No consideration. Norseman is licensee of KFNF Shenandoah, Iowa. Ann. April 5.

KKKW Lafayette, La.—Seeks transfer of control from Edward E. and Diane D. Wilson to Television Corporation of Michigan Inc. Transferee is licensee of WJCO Jackson and WILX-TV Onondaga, both Michigan. William J. Hart is secretary-treasurer. Ann. April 5.

WHFS(FM) Bethesda, Md.—Seeks transfer of control from George P. Griffith (100%) to Bernard (36%) and Philip N. Margolius, James J. Bierbower, J. Alvin Jeweler and Marvin I. Rosenbloom (each 16%). Mr. B. Margolius is attorney and has interest in Holiday Inns. Mr. P. Margolius is attorney. Mr. Bierbower is attorney and is vice president and counsel for Southern Air Transport Inc. Mr. Jeweler is station manager of WHFS. Mr. Rosenbloom is employee of Technical Operations Inc., research and development for U.S. Army. Consideration \$102,900. Ann. March 30.

WKIK Leonardville, Md.—Seeks assignment of license from Southern Maryland Broadcasters Inc. to Eileen M. and Richard A. Myers d/b as Tidewater Broadcasting Co. for \$100,000; \$29,000 in cash at closing \$71,000 in 120 consecutive equal monthly installments with interest at 6% per annum. Principals: Richard A. and Eileen M. Myers are son and mother, each has 50%. Ann. April 4.

WIQT Horseheads, N. Y.—Seeks assignment of CP from Manuel N. Panosian (sole owner and president) tr/as Chemung County Radio to Chemung County Radio Inc. Consideration \$1. Ann. March 31.

WJEH-AM-FM Gallipolis, Ohio—Seeks transfer of control from Ohio Valley on the Air Inc. to Wagner Broadcasting Corp. for \$250,000. Principals: Paul E. Wagner (100%), et al. Mr. Wagner is with R. C. Crisler & Co., radio-TV brokers, consultants and appraisers. Ann. April 4.

KLTR Blackwell, Okla.—Seeks assignment of license from KLTR Inc. to Communications Enterprises Inc. for \$131,000 in cash and longterm notes, plus \$25,000 on closing

for five-year consultation and noncompetition agreement. Principals: Assignee is licensee of KFOR-FM Ponca City, Okla. Jerry L. Mash, president (59.30%), et al. Ann. April 4.

KAGI Grants Pass, KOTI(TV) Klamath Falls, KTVM(TV) Medford, and KPIC(TV) Roseburg, all Oregon—Seeks transfer of control of Southern Oregon Broadcasting Co., from Earle E. Voorhies, John E. Voorhies and family to Redwood Broadcasting Inc., which now owns 50% of Southern Broadcasting Co. Redwood Broadcasting is owned by William B. Smullin and wife. Upon completion of transaction, Mr. Smullin will own 70%; the Voorhies family, 30% of Redwood Broadcasting. Redwood and Southern Oregon own 40% of KRCK-TV Redding Calif., and operate CATV systems in Grants Pass, Medford, Klamath Falls, Cave-Selma, and Roseburg, all Oregon; and 15% of CATV in Redding, Calif. Stock transfer. Ann. April 4.

WGPA-AM-FM Bethlehem, Pa.—Seeks assignment of license from Pauline H. Adams and Girard Trust Bank, trustees u/d of Rolland L. Adams to George L. Roehr and Girard Trust Bank, trustees u/d of Rolland L. Adams. Principals: Mr. Roehr has no other broadcast interests. Consideration \$1. Ann. April 4.

WWDS Everett, Pa.—Seeks assignment of license from Dennis A. and Willard D. Slaughter to Radio Everett Inc. for \$125,000. Principals: Melvin C. president (70%), Sandra McNair, secretary-treasurer (5%), and Clark Vernon Bakner, vice president (10%) and Andrew W. Conner (15%). Mr. Melvin Bakner is general manager of WWDS. Sandra Bakner is office manager of WWDS. Mr. Clark Bakner is retired. Mr. Conner is mortician. Ann. April 3.

WAPA-TV San Juan, P. R.—Seeks assignment of license from WAPA-TV Broadcasting Corp to APAW Corp. All stock of assignor & assignee is owned by Screen Gems Inc. This request is for merger. No consideration. Principals: A. Schneider, president, Jerome Hymans, executive vice president et al. Ann. April 5.

WPRO-TV Providence, R. I.—Seeks assignment of license from Capital Cities Broadcasting Corp to Providence Television Inc. for \$16.5 million. Principals: Poole Broadcasting Co. (100%). John B. Poole, president, Albert J. Gillen, executive vice president et al. Poole is licensee of WJRT-TV Flint, Mich. Mr. Poole is attorney. Mr. Gillen has no other business interests indicated. See BROADCASTING, Feb. 27. Ann. March 31.

KTRK-TV Houston—Seeks assignment of license from Houston Consolidated Television Co. to Capital Cities Broadcasting Corp. for \$21,289,500 to be paid in cash at closing, i.e. \$83.00 per share for each of 256,500 issued and outstanding shares of stock of assignor. Principals: Capital Cities is group broadcaster. Thomas S. Murphy is chairman, president and chief executive officer. See BROADCASTING, Feb. 27. Ann. March 31.

KKAS Silsbee, Tex.—Seeks assignment of license from Jewel P. White (100% before, 95% after) to Ralph W. Cantlon (0% before, 5% after). Consideration \$2,500. Ann. April 3.

WSJT Chesapeake, Va.—Seeks assignment of CP from Harold H. Hersch, Samuel J. Cole, L. W. Gregory and William L. Forbes d/b as South Norfolk Broadcasting Co. to Charles Payne for \$22,750. Principal: Mr. Payne is general manager of WINS New York, Westinghouse Broadcasting Co.; general executive in broadcasting, national sales director for all McLendon stations and Texas Triangle and is active in professional organizations. Ann. April 4.

#### ACTIONS

WTUF Mobile, Ala.—Broadcast Bureau granted transfer of control from Wynnewood Acres Inc. to National Properties & Mining Co. National Properties is sole stockholder of Wynnewood. No consideration. Action March 30.

WGHF(FM) Brookfield, Conn.—Broadcast Bureau granted assignment of license from Eastern Broadcasting System Inc. to Housatonic Valley Broadcasting Co. At present, proposed assignee is licensee of WINE Brookfield, Conn. Assignment will be accomplished through merger of Eastern into Housatonic with latter being surviving company. No change in ownership; increase inequity. Principals: The Times Printing and Publishing Co. is 80% owned by Home News Publishing Co., which, in turn, owns 100% of Holston Valley Broadcasting Corp., licensee of WKPT-AM-FM Kinsport, Tenn., and permittee of new commercial TV, WKPT-TV ch. 19 in Kingsport. Albert Heit,

(Continued on page 136)

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- 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

Have immediate opening for manager in single station west Texas market. Must be willing to sell and be a part of the community. Opportunity to buy into the station will be available. Box D-116, BROADCASTING.

Eastern medium market—New owner needs a dynamic salesman with a proven track record, good salary, expenses, commission and stock option. Send complete details, photo and references to Box D-136, BROADCASTING.

### Help Wanted—Sales

Old established, financially sound, quality medium market, fast growing radio station needs key salesman; salary \$800.00 monthly guaranteed plus commissions. One good staff announcer, \$100.00 weekly. Good copywriter-account service man or woman \$100.00 weekly. All jobs plus sick leave with pay, ten days paid vacation, and hospital and life insurance. Send complete details, photo, personal and experience data, audition tape, will return. Box C-286, BROADCASTING.

Michigan medium market, Detroit area—outstanding opportunity for aggressive local salesman to make \$10,000 plus and move into management. Box D-60, BROADCASTING.

New england suburban station near major market looking for aggressive local radio sales force and sales manager. Part of major broadcasting organization. Send resume and sales record to Box D-89, BROADCASTING. Equal opportunity employer.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel & entertainment expenses. No cut rates. No trade deals. Good future in expanding corporation. Box D-74, BROADCASTING.

Aggressive, experienced. Good pay, future, account list. West Coast. Box D-110, BROADCASTING.

Florida high-power, successful FM is looking for high-power, successful salesman who can work rapidly into position of commercial manager. If you are looking for permanent secure position, send full resume and references first letter. Box D-129, BROADCASTING.

Salesman wanted: Ambitious young man eager for above average income. Some experience necessary. Must be willing to work. Guarantee and commission. Long established eastern top rated major market station. Box D-147, BROADCASTING.

Live in sunny California, young progressive station just switched to country music needs Salesmen, Combo-sales-DJays, first phone engineers, immediate openings. Call, write or wire KJAY, Sacramento, California.

Tacoma—Professional radio salesman—proven track record—management capability—high income bracket—rush resume to KMO—Tacoma, Washington.

KOOK Billings, Montana, 5 kw modified top-40 has opening for creative radio salesman. Contact Bill Reier Station Manager.

Wanted: Good morning man who can also sell and service accounts, and do some production. Good references necessary. Also need good beginning announcer who wants to learn. Send tape and resume, to Ken Willard, KWHK, Hutchinson, Kansas 67501.

Like small market radio selling? For a fulltimer? In a two-station county of 70,000? Like working for a big company? Good enough to be promoted to a larger job here or in another of our divisions? Write or call (your nickel) M. Bowman, Vice-president, WLFH, Little Falls, New York.

Good experienced salesman who wants management in the future. Start \$150 plus. Locally accepted good music station. Must be close enough to arrange personal interview. Contact Mike Schwartz, WTYM, Springfield, Mass.

Experienced sales personnel for Mobile, Alabama's fastest growing Country & Western Station. Guaranteed salary draw against commission. Contact Walter A. Duke, WZAM, Mobile, Alabama. 456-8547.

Combo sales, Evangelical. Box 13535, Orlando, Florida.

## IMITATION IS THE SINCEREST FORM

... and are we being flattered!

Would you believe that classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING's expanding readership is paying off and making BROADCASTING the marketplace for everything and everybody in broadcasting. When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING's classified section help you.

## Announcers

Talented, mature Jocks and newsmen: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

Announcer with first class ticket for Eastern AM-FM small market. No rock, no roll. Send 7½ tape and experience with your reply. Box C-213, BROADCASTING.

Announcer-1st phone—If you've "Had It" with the "Big Time," if you're tired of the rat race, if you're looking for relief from pressure. . . . We have a little station in suburbia that could be your "settling" influence. . . . And still within forty minutes dual lane of two large metropolitan areas. Central Atlantic location . . . less than forty hour week. . . . Experienced professionals that still enjoy local programming. If you like to sell. . . . Great! Good salary . . . commission on sales. Replies confidential. Box D-34, BROADCASTING.

Major market wages, medium market living conditions for entertaining DJ with first phone—lower Michigan number one station. Keep tape til we call you. Send brief resume to Box D-61, BROADCASTING.

## Announcers—(cont'd)

Bright, sincere personality needed for large Michigan market. Contemporary format. No time-temp men. Salary open. Box D-86, BROADCASTING.

Experienced announcer for AM station in Ohio. ABC affiliate. Send tape, photo and resume to Box D-97, BROADCASTING.

Top-flight announcer wanted for leading Texas top-40. Excellent pay and benefits. Applicants must be experienced in all phases of production and mike work. Station soon to open TV. Reply in confidence to Box D-108, BROADCASTING.

Wanted: Experienced announcer (at least two years) for a 5000 watt independent. Pleasant working conditions. If you want to advance, answer this advertisement. Please send tape, resume, and recent photograph. Box D-112, BROADCASTING.

Experienced, knowledgeable, morning type (under 30) pop good music; Strong news; Seattle metropolitan. Send tape-resume. Box D-113, BROADCASTING.

Wanted: 2 Experienced announcers, 6 hour air shift and 2 hour production shift, Monday thru Saturday, daytime, good equipment and facilities, middle-of-the-road with little rock. Send tape and resume. Aggressive station, southern market. Workers only. Permanent position. Box D-126, BROADCASTING.

Morning man—salesman. Can you do a solid wake-up show plus handle some sales? Suburban N.Y.C. station would like tape, resume. Box D-131, BROADCASTING.

Opportunity of a lifetime for a talented first phone announcer (no maintenance) to join a newly formed eastern major market corporation. Help us to become another Metro-media and you will make the money instead of the IRS. Join us in our first MOR medium market station. Send resume, tape and salary requirements to Box D-137, BROADCASTING.

Announcer for morning shift . . . \$110 per week to start. Air mail tape, picture, and resume to Jim Fridle, KBRZ, Freeport, Texas.

Alaska. Hunting, fishing great. \$800 to start. City over 100,000. Good music AM-FM expanding into TV. All new equipment. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references. Bill Harpel, KHAR, Pouch 7-016, Anchorage 99501.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Morning man, happy and bright for MOR community station. Contact Charles K. Bentz, WADK, Newport, Rhode Island, the city by the sea. 401-846-1540.

Morning man. Experienced only. MOR music. Contact management WEAV, Plattsburgh Broadcasting Corp., Plattsburgh, N. Y.

First phone announcer needed immediately for daytime in suburban Hartford market. Write Manager, WEHW, Windsor, Conn. or call 203-688-6221. References required.

Wanted: Announcer salesman—Radio station WENR. Telephone 615-887-5132. Fred Davis, Athens, Tenn.

Announcer DJ—Immediate opening for experienced, good-sounding, young man, for good music format! Excellent salary, fringe benefits. Send tape, background, and photo to WFDF, Flint, Michigan.

## Announcers—(cont'd)

Immediate opening for experienced top 40 announcer. Permanent position with No. 1 rated station. Send all details and tape in 1st letter to: Manager, WHUT, Anderson, Indiana.

Good opportunity for experienced announcer. Small market adult format with emphasis on versatility. Very near famous resort areas. Send tape to WJWL, Georgetown, Delaware 19947.

First phone announcer. Adult, middle of the road programing. Medium size market. Send audition, tape, and salary requirement to Program Director, WKBB, Muskegon, Michigan 49443.

WKVT, Box 818, Brattleboro, Vermont looking for good music night announcer. Beginners welcomed. Send resume, tape, salary requirements to David Calef.

WRSC Radio is looking for a top-notch Morning Man willing to do some planning for his show. Should have a friendly nature, sincere voice, with good production work. Salary is good, college community, station format pop-easy listening with strong local news accent, CBS affiliate. Contact Randolph Gretes, WRSC, State College, Pa.

Immediate opening—full or part time board operators—Steady-3rd class required. WSBG, Chicago. 312-668-9060.

WSMI, Litchfield, Illinois has an immediate opening for experienced announcer. Send tape and resume.

Progressive midwest small market AM-FM has immediate opening for experienced, aggressive announcer-salesman. Salary, commission and bonus. Contact: Program Director, WSTR Radio, Sturgis, Michigan.

Needed immediately—middle-of-the-road morning man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week, \$5.00 raise every six months, 42 hour air-shift, 48 hours total. Car necessary. Call Radio station WTOR, Torrington, Connecticut 203-489-4181.

Immediate opening—Experience preferred—Salary open. Call or write WVOS, Liberty, New York.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Announcer-salesman, minimum one year experience, third endorsed. Florida northwest coastal area. Call 904-894-8361, 10:00 till noon.

Experienced announcer for 5,000 watt adult NBC station in hunting, fishing, skiing area. Send photo, resume, tape: Box KK, Twin Falls, Idaho.

## Help Wanted—Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First or potential first with second. Future studio construction. Maintenance. West Virginia, Ohio area. Box C-170, BROADCASTING.

1st class engineer—Music-news station. AM-FM, Southeastern Massachusetts. No board work. Excellent salary. Send details, experience. Box C-185, BROADCASTING.

1st phone operator, energetic man who would like to be chief. Experience not as important as desire to learn. Some announcing ability helpful. Start \$125 per week for 48 hours. Box C-281, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity with growing independent group. Send resume to Box D-73, BROADCASTING.

## Technical—(Cont'd)

Engineer to assume full technical responsibility 1 KW fulltimer in top midwest city. Box D-75, BROADCASTING.

Immediate opening for a chief engineer. AM station located in Ohio. Must be qualified to handle maintenance work on equipment. Box D-96, BROADCASTING.

Experienced chief engineer-announcer plus experienced copywriter needed immediately at new Negro station in Florida. NARA members preferred. Send resume, audition and photo. Box D-119, BROADCASTING.

Need 1st ticket for chief. Finish degree or get additional hours at Kansas State University while working. Current chief has done this. Is leaving June 1st for home station. You'll like Manhattan, garden spot of Kansas. Lots of fishing and hunting. Lowell E. Jack, KMAN.

Have immediate opening for chief engineer-announcer at successful 5 kw daytimer. Top salary plus fringes for reliable family man with first phone and good voice who can run smooth board and do all technical maintenance. Moderate board schedule, non-directional, middle-road operation, fine equipment and studios, and pleasant associates in small agricultural town of 4,000. If you desire permanence with a bright future in a prestige operation, send photo, tape, character and work references, personal data, experience resume and salary requirements to Al Clark, KWYR, Box 491, Winner, South Dakota 57580. Phone 842-3333, area code 605.

1st class engineer for engineering only, at 5 kw AM, 50 kw FM Stereo in Northeast. Experience preferred, but will consider beginner. Call Stuart Underwood, 617-993-1767, WBSM, New Bedford, Mass.

Immediate opening, permanent position, for first class engineer. Car required. Five thousand watt day and night directional station. Send resume and salary requirements to Tom Kita, c/o WLEE Radio, P.O. Box 8765, Richmond, Virginia, no announcing.

Vacation relief engineers wanted for Radio and Television. April through October, 1967. WRC—NBC owned station in Washington, D. C. Please send resume directly to: Mr. John G. Rogers, Manager of Technical Operations, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington D. C. 20016.

Opening for engineer with 1st class license. Unusual opportunity in AM-FM-MX educational operation in fine community. Attractive salary with excellent fringe benefits. WSUI-KSUI, Engineering Building, Iowa City, Iowa—Phone 353-5665.

Engineer, full time, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone OW 4-4146.

WTTW/WXXW ETV Chicago now hiring summer replacement engineers for summer relief work. Contact Director of Engineering, 5400 North St. Louis or 312/583-5000.

## NEWS

Combo dj-newsman for Virginia metro MOR station. Gather, write and present local news. Trainee considered. Great opportunity. 3rd required. Box D-24, BROADCASTING.

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Intelligent, adaptable newsman: Audio publication needs editor to turn medical journal copy and medical convention tape into lively style for professional audience. Good salary and fringe benefits. Higher salary for on-mike experience. Box D-106, BROADCASTING.

Suburban N.Y.C. Station needs newsman who can rewrite—get beepers—air newscasts. Send tape, resume, Box D-132, BROADCASTING.

## NEWS—(Cont'd)

New York state regional daytimer needs newsman to head up one man local news staff. Send resume with details. Box D-144, BROADCASTING.

Farm director for CBS affiliate in rich agricultural territory. Send resume, audio or VTR to Doug Sherwin, KGLO, Mason City, Iowa.

Immediate opening for experienced newsman. Looking for reliable, industrious man with nose for news and professional sounding delivery. You run the department. Name your salary. Hurry. WCMB, Box 3433, Harrisburg, Pa.

Newsman—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 8606, Minneapolis, Minnesota. (A Storz Station).

## Production—Programing, Others

Copy writer/announcer/production man. Must be worker. Will be accepting auditions between now and May. Only format type, non-screamers need apply. No tapes returned. Send copy samples. Box A-304, BROADCASTING.

Need program director, engineer-announcers and salesman, excellent station Florida east coast. Box D-120, BROADCASTING.

Program director—eastern major market—top rated—top 40 station—capable of holding ratings—must have top references and background. Excellent salary and benefits. Box D-146, BROADCASTING.

Roses are red, Violets are blue. We make old cart tapes look better than new. 70 sec. 90¢, 5.5 min. \$1.50. Lik-Nu Cart, Box 2608, Fort Wayne, Indiana.

## RADIO

### Situations Wanted—Management

Mature, family man., experienced all phases, most market sizes. First class license. I'm particular, too, only adult operation, public relations minded, located in South. Box C-275, BROADCASTING.

Experienced couple desires management of South or Southwest station any size market. Box D-7, BROADCASTING.

General Manager: Strong on sales. 14 years in Television and Radio. Age 31. Box D-77, BROADCASTING.

Pacific Northwest media—Bachelor of Arts in Communications, June 1967. Alpha Epsilon Rho. First class license through CIE. After completing my military obligation, may I recontact your station? The immediate future is not firm. Box D-82, BROADCASTING.

General manager immediately available! Experienced in all phases of radio. Exceptionally strong in sales and programing. Capable of taking full responsibility and making your station a well run, well sold, profitable operation. Box D-95, BROADCASTING.

Station owner. . . . Do you have sales and management problems? Consider this Husband-Wife team . . . We can offer you manager, salesman, announcer, bookkeeper and secretary. Any size market. South only. Box D-124, BROADCASTING.

Station owner wanted . . . for shirt-sleeve manager/executive with proven sales and listener building ability, offering stock option or livable salary with sales override. 3-years manager South Florida daytimer. 15 years 4-A NYC agency-PR background. Able talk-show MC and newscaster with 3rd. Long hours, hard work or travel no problem. Age 39, sober, best references. Box D-130, BROADCASTING.

Just fired! Owner wants to manage station that I built. Modern C&W specialist. College graduate, 39 years old, wife and 4 children. Over ten years experience in production; on air; strong sales; great promotions; in short a working manager who has, can, and will prove successful. Call 803-556-1722. References you will respect. If you want to run the station—don't call 'cause you don't need me.

## Sales

Local sales pro—sales management Ideas—Leadership—Results. Box B-298, BROADCASTING.

Young man, 35, presently employed, desires change. Small market mgr. exp. sports, sales background. Permanent; prefer Florida. Box D-93, BROADCASTING.

## Situations Wanted—Announcers

Would like announcing position in reputable station in Southern metropolitan area. Am single, 22, have completed military active duty. Four years experience in announcing, production, copy writing and programing. Box D-13, BROADCASTING.

Young, married, draft exempt, announcer, PD, with first ticket, available May 1st. Will send resume, air check, references . . . Box D-30, BROADCASTING.

Veteran C&W DJ—salesman will relocate in Florida. Salary plus sales with commission. Now with 50 kw north. Family man—dependable references. Box D-38, BROADCASTING.

Uptown C&W jock pd experience—10 years radio—family—wants to settle—no ticket. Phone Ron Kitson 419-353-2744, or Box D-41, BROADCASTING.

Sportscaster. experienced, professional, play-by-play. College, Family. Box D-52, BROADCASTING.

Beginner—24—broadcast school graduate—3rd endorsed, 1st in progress—tight board—know music—military completed—family. Box D-78, BROADCASTING.

DJ/announcer former TV recording artist. Completed 6 month course top N.Y. school. All phases of radio & TV. 3rd endorsed. Seeks MOR or Top 40. Will relocate. Box D-80, BROADCASTING.

Available June. Top 40 combo. Young, ambitious, 2 years experience, tight board, second phone (first by summer). Part time; now desire full time. Box D-84, BROADCASTING.

Top 40 DJ, 23, first phone, two years experience, military obligation complete, looking for all night shift in large market. Box D-89, BROADCASTING.

Intelligent mature, college graduate, 3rd phone with broadcast endorsement. Desires job within commuting distance of N.Y.C. Available July 1. Box D-91, BROADCASTING.

Single DJ, first phone, 21, military obligation completed, two years experience, looking for position in Mexico-Hawaii-Bahamas. Box D-98, BROADCASTING.

DJ, 3rd endorsed, with teen and young adult appeal. Recent graduate of top broadcast school, would like fast paced, hard rock or top forty station. Prefer middle Atlantic locale, but will consider others. Box D-99, BROADCASTING.

CW personality with first phone and ten years experience seeking position as PD or Manager's right hand man. Veteran, married, non-drinker, know many of today's top CW artists. I do play-by-play basketball, football and baseball. Have experience broadcasting. Box D-101, BROADCASTING.

A Good radio and TV man with ten years experience as DJ, newsman, engineer, sports and news on TV. Pay-by-play baseball, football, and basketball on radio. First phone, veteran, family man, non-drinker. Box D-102, BROADCASTING.

First phone—DJ—News—Announcing—Maintenance—Productions—College—28—Married Mature—Military complete—Experienced AM & TV. Box D-104, BROADCASTING.

Experienced news sports DJ. Draft exempt. Available now. Box D-107, BROADCASTING.

Wanted: Quality station that values skills and good references, and wants sportscaster, 27, with diversified experience, degree, family. Box D-111, BROADCASTING.

Popular top 40 screamer. Two years experience. Box D-114, BROADCASTING.

## Announcers—(cont'd)

Sports director seeks new position. 4 yrs. radio play-by-play. Prefer radio-TV combination. Box D-115, BROADCASTING.

College rock jock wants to swing for you. Experienced in all phases of music and news operation. Prefers to work in Northeastern area. Tape available. Box D-117, BROADCASTING.

Joe Pyne type, communicator, available. telephone talk-show. Knowledgeable. Music stations escalate ratings. Live Los Angeles. Box D-118, BROADCASTING.

Chief engineer/announcer, Basic/Band night show preferred. D. C. area or paid relocation. \$12,000. Box D-121, BROADCASTING.

Announcer—pro. . . . Mature, stable, veteran, family, college . . . mild weather. \$150. Box D-122, BROADCASTING.

Florida! California! Texas! Help! Trapped in tape cartridge! Morning personality, ticket. Box D-125, BROADCASTING. Phone 301-686-1863.

College DJ losing audience this summer. Available for limited engagement. Have voice will travel. Tape available on request. Box D-128, BROADCASTING.

Third phone dj, tight board, solid news, commercials. Box D-135, BROADCASTING.

Announcer-disc jockey. Draft-exempt, third endorsed, sales ability. Experienced, tight board, authoritative news, dependable, musical background, creative, versatile. Box D-140, BROADCASTING.

Negro air personality b'cast grad DJ announcer, life experience, dependable, 3rd endorsement. Will relocate, married. Box D-143, BROADCASTING.

Radio & TV announcer. Personable, authoritative, articulate, reliable. Would consider 40 mile radius of NYC. Box D-150, BROADCASTING.

First phone, MA, teacher desires summer job, good voice, music expert, reliable, Box 1361, San Pedro, Calif.

Available June. . . . Experienced announcer, sportscaster, program director. . . . College graduate . . . draft exempt . . . third endorsed. . . . Gary Yarus, Box 659 Morehead State University, Morehead, Ky.

Top 40 announcer/production/music. Currently top ten market. College. 5 yrs. experience. Capable of management. Want to relocate immediately with good people. Single, draft exempt. Not drifter. Call (202) 362-0420 or 4448 Springdale Street, N.W., Washington, D. C.

Attention — Washington — Baltimore area: Negro dj-announcer with chief engineer-announcer experience, management potentials, degree and professionally trained. Desires full or part-time position any format—R&B to classics. Phone 202-529-5843, 12-1 p.m., 4-7 p.m. Ben Johnson, 1835 3rd St. N.E., #27, Wash., D. C.,

Disc Jockey announcer with 3rd endorsed, professional training. Tight board, dependable, experienced, versatile, creative. Name: Skip Rooney, contact me at 201-233-0231, 1053 Sunny Slope Drive, Mountainside, New Jersey.

Announcer. Producer of own program in N.Y.C., with extensive copy and production experience. For part-time, single days or for vacation needs. Greater New York area only, (212) PL 5-5607.

Top 40 or R&B jock wants medium market job in midwest. Two years professional experience with all formats in and around Lansing area, preceded by two years nonprofessional. Bright and tight air performance. Just graduated from MSU in TV & Radio. For tape, references, resumes, etc., write Dave Timpe 707 N. Walnut St., Lansing, Michigan 48906. Phone (517) 485-0382. Have third phone, endorsed.

Attention, Interested in continuing to learn top forty radio your way. Pennsylvania preferred. Have third endorsed. Draft exempt. Two years experience. I like personality radio. Willing to learn. Contact Frank Churik, 739 Prince Street, Turtle Creek Pennsylvania 15145. Telephone 412-824-3120.

## Technical—(Cont'd)

Would like to move up to larger mkt. 16 years experience. Air personality. No rock and roll! Am earning \$1,000 per month. References, picture, air check on request. Phone or write 526-5890, 250 Townsend Terrace, Las Cruces, New Mexico.

## Technical

First phone beginner: Age 23, 1 year preparation class for FCC. 1st Class lic. Desire position in N.Y.C. area. No exp. Lic. held FCC 1st class. Box D-90, BROADCASTING.

Chief engineer now employed, desires change to more progressive station. Thirty years experience in construction, installation and maintenance. AM, FM, directionals, remote control, proofs. No announcing or board work. Midwest preferred. Box D-142, BROADCASTING.

## NEWS

Veteran newsmen—College graduate — 10 year broadcasting experience — currently news director in medium market—seeks on air position with major market news department—wants security, chance for advancement. Box D-85, BROADCASTING.

Can you afford quality news. Top-notch newsmen available for right price. Four years experience. Presently top man on short totem pole in midwest. Will consider being low man on tall totem pole anywhere. Prefer Phoenix or points West. Box D-92, BROADCASTING.

Experienced newsmen, sidetracked six years present job as announcer-newsman, desires opportunity to specialize news again. Box D-133, BROADCASTING.

Newscaster—announcer. Authoritative news, tight board, experience, dependable, M.O.R. preference, college background, draft exempt—3rd endorsed. Box D-139, BROADCASTING.

## Production—Programing, Others

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production in medium and major markets. Experienced in all phases of TV operations. Runs tight, well-organized departments. Excellent references. Box D-26, BROADCASTING.

You need a program director/morning man who is bright, creative, entertaining. I need a position with opportunity in an area where I can raise my family. Let's get together. Box D-79, BROADCASTING.

Desire position as Staff Meteorologist. Presently consulting Meteorologist with large midwestern organization. Have some radio experience plus college degree. Box D-105, BROADCASTING.

Columbia Teachers masters. . . . Fifteen years radio experience. . . . College communications opportunity. Box D-123, BROADCASTING.

DJ newscaster. Dependable, Experienced. Happy sound. Tight board, third endorsed. Authoritative news. Trained in N.Y.C. Box D-145, BROADCASTING.

Staff re-aligned. . . . Must place male copy-mill immediately. Excellent references, third. Car. Prefers solid southwestern network station. No TV. Call Dave Shaw, KOBE, 505-526-2496.

You say you don't like country music, but you like money and ratings. I can make your bookkeeper throw away the red ink. I've got facts and figures to prove it. Twenty-five years of know-how. Why fight ratings of competitors? You won't have any competitors. Come to where the big money is. Join the switch to the big country sound. I'll show you how. Write: Vern Young, Country Music Consultant, Dover, Pa.

## TELEVISION—Help Wanted

### Technical

Immediate opening for engineer with 1st class license in mid-Michigan, full power VHF station. Write Box B-313, BROADCASTING.

## Technical—(Cont'd)

Excellent opportunity for right man. Require transmitter chief with suitable background experience. Very attractive salary and fringe benefits. This is an excellent opportunity for a 1st ticket man to step up into managerial-engineer position. Station located in Northwest. Contact: Box C-169, BROADCASTING.

Chief engineer for fast growing UHF station in the Northeast. Excellent salary, benefits, equipment, mobile unit. Write to Box C-176, BROADCASTING.

Growing south Florida VHF needs experienced transmitter engineer. Interested applicants please forward complete resume including salary to Box D-8, BROADCASTING.

Immediate opening studio engineer. Prefer man with video tape experience capable all phases studio maintenance. Write or call Gene Rader, Complete resume and salary requirements. KBIM-TV, Box 910, Roswell, New Mexico. Call 622-2120.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with metro markets. Excellent working conditions, fringe benefits. Will accept application of recent first graduate. Minimum starting salary for recent graduate \$100 a week. Experienced engineer's salaries will be proportionately higher in relation to background. Contact: Chief Engineer—Headly, 825-6292, Pembina, North Dakota. A McLendon Station.

Television engineer. 1st phone, experience preferred, but will consider trainee with TV Technical School or equivalent background. Good pay, excellent fringe benefits. Outdoorsman and sportsman's paradise. Address: C. R. Secrist, Chief Engineer, KID-TV, Idaho Falls, Idaho, 83401.

Wanted: TV Technicians—First class license and color experience desirable. Call collect or write WBKB-TV, 190 N. State Street, Chicago, Illinois 60601. Area code 312 AN 3-0800, attention Engineering Dept.

WKTV, Utica, N. Y. has positions for 2 studio technicians: 1 with FCC first-class license. Write or call D. Layton at 315-733-0404.

Wanted: One cameraman for creative, hard-working production crew. Send resume or contact Marc Manges, WPTA-TV, Fort Wayne, Indiana.

Experienced television studio technicians—must be thoroughly familiar with all phases of television studio operation. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. 412/683-1300.

Vacation relief engineers wanted for Radio and Television. April through October, 1967. WRB—NBC owned station in Washington, D. C. Please send resume directly to: Mr. John G. Rogers, Manager of Technical Operations, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington D. C. 20016.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV, Dick Peck, Chief Engineer.

Maintenance supervisor wanted to operate and maintain studio and transmitter equipment for Educational TV and AM stations. Emphasis on TV, including VHF transmitter and UHF translators. Must have first phone. Immediate opening, excellent fringe benefits, including one month's vacation. Ideal community for family. Apply Staff Personnel, Washington State University, Pullman, Washington. An equal opportunity employer.

Expanding TV station in Conn. needs engineers with first class license. Experience desired but not required. Call P. Gilmore—203-333-5551.

## NEWS

Major Northeastern network affiliate interested in newsman with on-camera experience, writing and strong coverage background. Tape, film, and resume to Box C-306, BROADCASTING.

Farm Director for CBS-TV affiliate in rich agricultural territory. Send resume, audio or VTR to Doug Sherwin, KGLO-TV, Mason City, Iowa.

## Production—Programming, Others

Southeast small market TV wants experienced man to take over management of production-news-operations. Wants individual strong on commercial production and staff supervision. Give full details in first letter. Box D-138, BROADCASTING.

Immediate opening for (1) experienced director/switcher, apply in writing with resume and salary requirements to Bill Bowman, Production Manager, WXEX-TV, Richmond, Virginia.

## TELEVISION

### Situations Wanted—Management

Broadcast professional heavily sales-oriented, over twenty years experience, desires management position. Impressive national and local sales increases in small and large markets, network, independent, VHF, UHF. Box D-56, BROADCASTING.

General manager: strong on sales, 14 years in Television and radio. Age 31, Box D-76, BROADCASTING.

### Sales

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

Young—aggressive, hard working UHF salesman seeking advancement. Experienced in top ten market. Well phased in all aspects of commercial production. Box D-20, BROADCASTING.

### Situations Wanted

#### Announcers

On-camera announcer—personality-creative live wire! News—sports—talk—music. 1st phone, Age 30. Ready to go. Box D-109, BROADCASTING.

#### Technical

If there's a chief engineer considering adding to his staff, I would welcome the chance to talk with him. Strong on technical maintenance and operation of transmitter, microwave, associated equipment. Responsible with ability from actual experience. South only, please. Box D-127, BROADCASTING.

Engineer—5 years experience. Mostly control room installation, maintenance and operation. Limited transmitter experience. Available after working two weeks notice. Box D-134, BROADCASTING.

## NEWS

One of the finest on camera news directors in the nation seeks change. Associated Press award winner. Box C-271, BROADCASTING.

Have B.A.—Want career as news or continuity writer. Box D-53, BROADCASTING.

### Situations Wanted

#### Production—Programming, Others

Need experienced Producer/Director with knowledge of programming? MA degree, major market background—Is it worth a few minutes of your time to find out more? Certainly! Box C-253, BROADCASTING.

Director with 9 years television experience wants relocation with progressive organization. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box D-28, BROADCASTING.

Operations-production supervisor: Ten years television experience including color. Age 30, 2 years college. Military obligation completed. Desire affiliation with sound growth type company. Box D-103, 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 78040.

## Equipment—(Cont'd)

Wanted to buy: Equipment to build UHF channel 25. Interested in purchasing all types of television station equipment to assemble. Please write Box D-23, BROADCASTING.

60 to 80 feet of Truscon D-30 self-supporting tower. Upper sections needed to extend present tower . . . Also need 6 bay FM antenna for 104.1 Megacycles. Contact Ed Mullinax, WLAG-FM, Lagrange, Georgia.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Hellax, 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.

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.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

The 200 top feet of a 300 foot tower are available at KIFI-TV, P. O. Box 2148, Idaho Falls, and the 200 foot tower may be had for taking just that portion of the tower down. At present it is a 300 foot guyed triangular with 26 inch face, 2 inch round legs with welded cross-bracing. Complete with lighting, 40 lb. wind loading; painted and in good shape. Standing at present. Write KIFI-TV, P. O. Box 2148, Idaho Falls, Idaho 83401.

3-260 ft. galvanized angle iron AM broadcast towers, complete with two Austin transformers. Knocked down . . . Will erect or ship. T. L. Harris, Able Steeplejack Co., Inc., Box 302, Pasadena, Texas 77501. Phone GR-3-3440.

Sell or trade. 4-Gonset G-151 two way radios, 153.29 crystals, 35 watts, sets like new. Joe Brewer, WZYX, Cowan, Tennessee.

Seeburg SABMC.—master play unit for background music system or FM radio. Holds 3 libraries and 3 timers. Completely automatic. Perfect condition. Without records \$750. Vincent French, Box 814, Charleston, S. C.

4 Bay Andrew antenna, tuned 94.9 MC excellent condition, immediately available best offer over \$700. Box D-151, BROADCASTING.

## 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—"quicktee" 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.

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 26th St. Brooklyn, N.Y. 11229.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Score a "beat" with Newsbeat! Story ideas galore! 3-month trial, \$5. Newsfeatures Associates, Box 14183, St. Louis, Mo.

Market brochures, coverage maps, rate cards, custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

## 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, programming, 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.

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 access 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.

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.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for May 10, July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly or Burbank, California).

"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—April, 17—May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

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.

## RADIO

### Help Wanted

APOLLO RADIO CORPORATION is opening a new classical music FM station in St. Louis. We are now accepting applications for ALL staff positions. Replies confidential.

Box D-35, Broadcasting.

### Help Wanted

#### Sales

### RADIO—TV SALES MANAGER

Excellent opportunity for experienced Radio & TV man. Must be knowledgeable and highly regarded by broadcasters. Position calls for top salesman to direct sales of packaged programs and promotions throughout the county.

Career opportunity with excellent base salary, percentage of sales and profits and other benefits. Submit resume and detailed information in confidence. Our organization knows of this ad.

Box D-141, Broadcasting.

### EXPERIENCED SALESMAN

Excellent opportunity for TV and Radio syndication salesman with well established company. Prime territories available. Draw against commission. Our salesman aware of this ad. Please send resume to:

Box D-148, Broadcasting.

### Help Wanted

#### Announcers

### TOP MORNING JOCK

Wanted for Major Market, Country & Western Blockbuster.

Rush tape, resume, picture at once to:

Box D-25, Broadcasting.

### Major Market Top 40

needs 2 announcers with class. One for mid-morning should have a deep voice and personality plus. Also strong on production with the aim of becoming production manager. 2nd man must be a swinging drive jock, to work a highly rated slot vacated by a pro. This man will handle all music. We pay for the right man. Best of working conditions and benefits. One of America's fastest growing radio chains. Send resume, picture, and tape. Also looking for a good voice newsmen. Write to:

Box D-100, Broadcasting.

## Help Wanted

### Production—Programming, Others

### COPYWRITER—RADIO

Experienced radio copywriter needed for top 45 station, male or female, good typist. Send resume or call:

WDUZ Radio, Green Bay, Wisconsin.

### Situations Wanted

#### Management

### HOW DOES YOUR BOTTOM LINE FIGURE LOOK?

I have been Vice-President of a network. I have run a radio and TV station in New York and I have run my own stations in medium-size cities. I have become available because I've just sold a station of my own. And I'm very interested in remaining in broadcasting. Many people might be reluctant to approach me because they think my background makes me too expensive. All I require is enough for a comfortable living.

If you need someone who can run and sell your station . . . If you need someone who can protect your license . . . If you need someone who can reduce your overhead and not economize you out of business . . . If you need someone who understands property appreciation as well as next month's profits . . . If you need a "take charge" guy with an eye on the bottom line, talk to someone who has had to do it with his own money . . . If you are interested in me and have something in which you think I would be interested . . . Let's talk.

Box D-152, Broadcasting.

### CATV—Help Wanted—Management

### CATV PLACEMENT

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:

Ron Curtis, Nationwide CATV Personnel Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611. Confidential, All Fees Employer Paid!

### BUSINESS OPPORTUNITY

### WANTED

Group CATV owner/operator desires to expand both by acquisitions and new franchises. Currently have three operating systems with over 5,000 subscribers and six franchise applications are pending. Desire substantial investor(s), (either corporate, SBIC or individual), with over \$1,000,000 to commit to CATV. Your reply kept in confidence.

Box D-94, Broadcasting.

HAVE YOU FOUND  
WHAT YOU'RE LOOKING FOR  
NO!  
FOR RESULTS YOU CAN'T TOP  
A CLASSIFIED AD IN

**Broadcasting**  
THE BUSINESSMAN'S DIRECTORY OF TELEVISION AND RADIO

## Successful Stations Use Nationwide Because Nationwide

- is completely confidential
- saves valuable executive time
- obtains the best personnel
- provides expert third party advice from professional broadcasters
- means nationwide service

What ever the need, we provide your clients with an excellent listing of qualified personnel seeking a job change in either television or radio.

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645 North Michigan Avenue  
Chicago, Illinois 60611  
Area Code 312—337-5318

### WANTED TO BUY—Stations

**WANTED**  
AM station in Southwest, priced from \$80,000 to \$100,000. With a history of being profitable. We are financially qualified to pay cash.  
**Box D-83, Broadcasting.**

### FOR SALE—Stations

**SINGLE STATION**  
Full-timer in Southwest market of over 20,000; also FM. Earnings over \$30,000 last fiscal year. Present billings above last year. Price \$215,000 with terms to financially responsible.  
**Box D-87, Broadcasting.**

### DAY-timer

in major market of over 50,000 and showing tremendous growth. Present billings and earnings unsatisfactory. Good opportunity for experienced operator. Priced \$375,000.  
**Box D-88, Broadcasting**

### CALIFORNIA

Very desirable 1 KW daytimer one roof operation, located excellent growth and living area. South Central coast city. Grossing \$91,000—29 percent down. Principals only.  
**Box D-149, Broadcasting. L**

### FOR SALE—Stations—(Cont'd)



**SELLER:**  
What's my property worth ?

**BUYER:**  
What's his property worth ?

**ANSWER:**  
Contact ...

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 · 213/469-1171  
**BROKERS-CONSULTANTS**

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### Lia Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH  
NEW YORK, N. Y.  
265-3430

### FOR SALE—Stations—(Cont'd)

West	TV&AM	profitable	\$525M	terms
Fla.	coast	daytime	125M	cash
Gulf	medium	profitable	130M	29%
N.E.	suburban	daytime	150M	nego
S.E.	suburban	daytime	100M	20%

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

## NEED HELP ?

Your ad here . . .

gives you nationwide display  
For Rates Contact:

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 129)

director of Housatonic, owns 30% of stock of Colgreene Broadcasting Co., which holds controlling interest in KPOI-AM-FM Honolulu, KMEN San Bernardino and KMAC Fresno, both California, and WHUC Hudson, N. Y. Ruth O'Day Ridder, a vice president, director and 10.21% stockholder of Home News Publishing Co. owns 300 shares of Ridder Publications Inc., which owns approximately 70% of Northwest Publications Inc., licensee of WDSM-AM-TV Superior, Wis. and KSSS Colorado Springs; 50% of Mid-Continent Radio Television Inc., which in turn owns 53% of Midwest Radio Television Inc., licensee of WCCO-AM-FM Minneapolis, and 80% of Aberdeen News Co., licensee of KDN Aberdeen, S. D. Action March 30.

WDCF Dade City, Fla.—Broadcast Bureau granted assignment of license from WDCF Radio Inc. to Radio WDCF Inc., 100% owned by Norman O. Protsman. Incorporation. Action March 30.

WCIX-TV Miami — Broadcast Bureau granted voluntary transfer of negative control from Leon C. McAskill, et al, to C. Terence Clyne, et al. Permittee is Coral Television Corp. None of Coral stockholders have any other broadcast interests. Action March 31.

WMAI-FM Panama City, Fla.—Broadcast Bureau granted voluntary acquisition of positive control of licensee corporation by John T. and Jimmy T. Patronis, jointly, through purchase of stock and retirement thereof, by the permittee corporation, Mns-Air Inc., from Bay County Broadcasting Inc. Consideration \$15,000. Action March 31.

WGML Hinesville, Ga.—Broadcast Bureau granted transfer of control from Hugh Tollison, Charles G. Gillilan and James H. Watson d/b as Liberty Broadcasting Inc. to Bernita H. Slotin. Mr. Slotin holds stock in data processing service and sales. Consideration \$10,000 (stock transfer). Action March 29.

WREY New Albany, Ind.—Broadcast Bureau granted assignment of license from M. R. Lankford tr/as M. R. Lankford Broadcasting Co. to M. R. (62.5%), Stuart E.,

George R. and R. J. Lanford (each 12.5%) d/b as Lankford Broadcasting Co. Consideration \$15,000. M. R. Lankford is father of other three partners. Ray, George and Stuart are each 1/3 partners in Lawrenceville Broadcasting Co., licensee of WAKO-AM-FM Lawrenceville, Ill. Mr. Lankford also has interests in WRAY-AM-FM Princeton and WDNQ DuQuoin, both Illinois. Action March 30.

WBBF-AM-FM Rochester, N. Y.—Broadcast Bureau granted assignment of license from WBBF Inc. to Monroe County Radio Inc. Monroe County Radio is wholly owned subsidiary of LIN Broadcasting Corp. and owns all issued and outstanding stock of WBBF Inc. For corporate reasons, LIN is causing WBBF Inc. to be dissolved, and its assets, including broadcast authorizations, to be transferred to its parent corporation, Monroe. There will be no change in ultimate beneficial ownership of license, which in each case is in stockholders of LIN. Clyde Clifford is vice president of WBBF Inc. and Monroe County Radio Inc. Action March 31.

WEEX-AM-FM Easton, Pa.—Broadcast Bureau granted assignment of license from Easton Publishing Co. to WEEX Inc. Applicant seeks newly formed, wholly owned subsidiary. Principals: Sole stockholder would be Easton: Donald W. Diehl, president and treasurer; J. L. Stackhouse, chairman of board; Adele S. Fretz, vice president and secretary; Henrietta A. McPherson, vice president, and George F. Coffin Jr., vice president and counsel. No change in ownership involved. Action March 31.

WHLP Centerville, Tenn.—Broadcast Bureau granted transfer of control from Carl D. Swafford to David R. Price. Trans-Aire Broadcasting Corp. is permittee. After transfer, Mr. Price will own 66 2/3% and Mr. Francis Daniels will own 33 1/3%. Consideration \$38,000. Action March 31.

WMTS-AM-FM Murfreesboro, Tenn. — Broadcast Bureau granted transfer of control of WMTS Inc. from Joyce R. Erhart to Henderson Broadcasting Corp. Principals: Mary Reeves, president, Tom E. and Billie Perryman, vice president and secretary, respectively. Henderson Broadcasting is li-

censee of KGRI-AM-FM Henderson, Tex. Consideration \$275,000. Action March 31.

KBLT Big Lake, Tex.—Broadcast Bureau granted assignment of license from Don Renault d/b as Permian Basin Broadcasters to Paul A. Huffman, George A. Fox Jr. and Mac L. McGowen d/b as Southwestern Broadcasting Co. for \$45,000. Principals: Mr. Huffman is 45% stockholder in Southwestern and sales manager of KAMY McCamey, Tex. Mr. Fox is 45% stockholder in Southwestern and owner of KAMY. Mr. McGowen is 10% stockholder in Southwestern, owner of a detective agency and owner of cafes and service stations. Action March 31.

KUKA San Antonio, Tex.—Broadcast Bureau granted transfer of control from Norman Fischer to For Favor Inc. Principals: Alex A. Coe, president. Consideration \$75,000 with Fischer as consultant for five years at \$5,000 per year and agreement not to compete in Spanish radio within KUKA's primary service area. Action March 30.

KOHN Logan, Utah—Broadcast Bureau granted assignment of license from Glacus G. Merrill to People's Broadcasting Inc. Principals: Glacus G. (75%), Marie B. (12%), Darla Dean and Glacus Gregory Merrill (each 5%), and Madge Merrill Meyer (3%). Incorporation. Stockholders have interest in KVISI Montpelier, Idaho and WKLP Keyser, W. Va. Action March 30.

WRIS Roanoke, Va. — Broadcast Bureau granted assignment of license from Lloyd and Margaret H. Gochenour, joint tenants with rights of survivorship, to WRIS Inc. for \$108,710.59 with liabilities assumed in aggregate of \$75,710.59, thereby leaving net worth or equity in amount of \$33,000. Mr. Gochenour has interest in WAFM-AM-FM Staunton, Va. Incorporation. Action March 31.

WBZE Wheeling, W. Va. Broadcast Bureau granted transfer of control from E. J. Flacus to George F. Beneke. Permittee is Radio Wheeling Inc. Principal: Mr. Beneke has interest in Board of Trade Building Inc. Consideration \$200. Action March 30.

Fond du Lac, Wis. Samuel G. Costa tr/as Fond du Lac County Broadcasting Co.—Broadcast Bureau granted involuntary assignment of CP to Louia M. Beckman, executrix of estate of Samuel G. Costas. Action March 30.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 5. 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.

Avenal, Calif.—Coastal Telescription System and Inland Cable TV have each applied to Kings county for a franchise to serve the unincorporated area of Avenal.

Ceres, Calif.—Jim Phipps has applied for a franchise. The city would receive 2% of the annual gross receipts.

■ Contra Costa county, Calif.—Western Communications Inc., a subsidiary of the San Francisco Chronicle, which owns KRON-TV San Francisco, has been granted the franchise for the unincorporated areas of Port Chicago, Nichols and Shore Acres. Western Communications holds franchises in Clayton and Concord, both California.

Hayward, Calif.—Nation Wide Cablevision Inc. has applied for a franchise.

Patterson, Calif.—Anaconda Wire and Cable Co., Monrovia, multiple-CATV-owner, General Electric Cablevision, and Valley Vision Co., Modesto, have each applied for franchises.

Fort Collins, Colo.—Time-Life Broadcast Inc. (multiple CATV owner) has applied for a franchise.

Longmont, Colo.—Time-Life Broadcast Inc. (multiple CATV owner) has applied for a franchise. Maximum installation would be \$17.50 with the approximate monthly service charge at \$7.

Daytona Beach, Fla.—The voters will decide on April 18 if Halifax Cable TV Inc.

will be granted a 20-year franchise. If the franchise is approved the city will receive a minimum of \$58,300 or 7% of the annual gross receipts, whichever is greater.

Holly Hill, Fla.—Clear Channel TV Inc. has tentatively been granted a franchise that must be approved by the voters in a special election on May 2. The maximum installation fee and monthly service charge would be \$19.95 and \$4.95 respectively.

Bloomington, Illinois—Friendly Broadcasters Inc., Charleston; Bloomington-Normal Full Vision; General Electric Cablevision Corp. (multiple CATV owner), and Selco Electronics Inc., Urbana, have all applied for franchises. Installation fees would range from \$20 to \$25, with monthly service charges ranging from \$4.50 to \$5.00.

■ St. Anne, Ill.—Momenca Cable TV (owned by Aldon and Delor Vaillancourt) has been granted a 20-year franchise.

■ Guthrie Center, Iowa—By a vote of 264-116, citizens approved a 10-year franchise for United Transmission Co., subsidiary of United Utilities Inc. The system will cost \$100,000 to construct. The installation fee will be \$15, and the monthly service charge will be \$5. The city will receive 5% of the annual gross receipts.

Newton, Kansas—Multi-Vue TV has applied for a franchise. Installation would be \$15 and monthly service charge would range from \$5 to \$6.

■ Malden, Mass.—Malden Cablevision Inc. has been granted a franchise. The monthly service charge will be \$5. Malden's president, Herbert S. Hoffman, is the owner of WBOS-AM-FM Brookline, Mass.

■ Mount Laurel, N. J.—General CATV Inc. has been granted a franchise. The township will receive 5% of annual gross receipts or a minimum payment of \$1,000.

Woodbridge, N. J. — General Electric Cablevision Inc. (multiple CATV owner) has applied for a franchise. Installation would be \$25 with a monthly service charge

of \$5.

Goshen, N. Y.—CATV Inc. has applied for a franchise. The city would receive 3% of the annual gross revenues, and as much as 1 1/2% would go to the school district. Installation will be \$15 with a monthly service charge of \$5.

Mount Vernon, N. Y.—Westchester Cablevision Inc. has applied for a 25-year franchise. The maximum installation fee and the monthly service charge would be \$50 and \$6 respectively. The city would receive 2% of the firm's annual gross receipts.

Bluffton, Ohio—Lima Cablevision Co., a subsidiary of multiple-CATV-owner Neptune Broadcasting Co., has applied for a franchise. Installation would be \$9 with a \$4.95 monthly service charge.

Gallion, Ohio—Direct Channels, a local corporation represented by Milo G. Fisher, has applied for a franchise. Monthly service would be \$4.50 with free installation. Direct Channels is presently building a system in Bucyrus and has applied for a franchise in Crestline, both Crawford county, Ohio. Continental Community Antenna TV Co. and Northern Ohio Television Co. have also applied.

Holdenville Okla.—A special election will be held April 11 for authorization of a franchise to Television Cable Inc. If the franchise is approved, the firm will operate under the name of Holdenville Cable Co.

■ Wampum, Pa.—Armstrong Utilities has been granted a franchise. The monthly service charge will be \$4.75, and there will be no installation fee. The city will receive 5% of the annual gross receipts. Armstrong Utilities also holds a franchise in Ellwood City, Pa.

El Paso—I. T. Cohen, president of KIZZ El Paso, has applied for a franchise.

■ Jacksboro, Tex.—Jacksboro TV Cable Service, jointly owned by James R. Dennis, publisher of the Jacksboro Gazette-News, and his brothers Rogers and Bill, has been granted a 20-year franchise.

**T**HE little old lady didn't wear tennis shoes, but her question suggested that she did. In effect she asked at a news conference in Beverly Hills last month: "What are you going to do about those nasty, loud commercials?" Myers Bud Cather, college football letterman, art school graduate, Air Force colonel, president of Bristol-Myers Products division of Bristol-Myers Co., faced the challenge without a twitch of impatience. It was, after all, nothing new. Like onrushing tacklers, like art critics, like MIGs at 12 o'clock high, like new products that fizzle when they should snap, it's a condition of the job.

In a sincere manner, without involved preamble or convoluted explanation, he told the lady, a journalist from England, that shrill commercials were of major concern to Bristol-Myers and that a determined effort was being made by broadcast engineers to produce uniform standards of sound levels. He handled a potential chewing-gum-situation without getting his fingers stuck. It was a subtle, but still striking, demonstration that the people at Bristol-Myers had gotten a top hand to help steer them through the tricky shoals of modern-day marketing.

The stakes are immense. Bristol-Myers, the parent company, was the second-leading national advertiser in the country in 1966. It also was the second leading network TV advertiser last year, with expenditures of more than \$68 million, and the eighth ranking spot TV spender, with billings of nearly \$4.5 million. And seemingly every year—at least recently—these expenditures increase by some 15%. It's all in support of the company's more than \$468 million annual sales and its reputation as one of the world's leading producers of toiletries, proprietary and ethical drugs and household products.

**Half the Budget** ■ Bristol-Myers Products is the toiletries and proprietary medicines wing of the company. About half of the more than \$100 million spent by the parent company in measured media last year was used to promote items in the products division. Items made by the products division, familiar to all television viewers, include Mum, Ban, Trig and Score deodorants; Ipana and Fact toothpastes; Sal Hepatica; Resolve; Vitalis; Score hair cream; Excedrin; Trushay hand lotion, and Softique bath oil. The top advertiser in the division, and the parent company's leading product, is Bufferin.

This is the province that Bud Cather governs. It's imposing but he's an imposing figure. He looks like the Hollywood stereotype of a company president. Cast Spencer Tracy in the role.

"Bud is very much a marketing man," says a former associate. "His main interest at this point is to expand the

## Broadcasting can be key to global markets

Bristol-Myers marketing concepts into all the other countries the company does business in. That's his real drive. I think a lot of people who get in an executive position like Cather is in, if

### WEEK'S PROFILE



Myers Bud Cather—president, Bristol Myers Products, and chairman, Bristol-Myers Company of Canada Ltd., New York; b. March 20, 1917, Buffalo, Wyo.; Lincoln High School, Lincoln, Neb.; BS, University of Nebraska, 1935-39; Art Center School, Los Angeles, Calif.; 1939-41; B-24 pilot and squadron commander in England, U. S. Air Corps, later assigned to Pentagon, Air Inspector General's office, and separated from service as lieutenant colonel, 1941-47; recalled to Air Force during Korean War by Strategic Air Command, graduated from Air Command and Staff School and Air War College, assigned deputy commander, 19th Bomb Wing, Okinawa, 1950-51; promoted to colonel and appointed Air Base Commander, Salina, Kan., and Lincoln Air Base, 1951-53; established own advertising agency, Cather Advertising Display, Lincoln, Neb., 1947-50; executive vice president and partner in McHugh-Cather Advertising, Beverly Hills, Calif., 1953-55; manager, Grant Advertising Inc., Detroit, 1955-60; member, executive staff, Bristol-Myers Co., New York, 1960-62; chairman, Bristol-Myers Company of Canada Ltd., 1962-present; president, Bristol-Myers Products, division of Bristol-Myers Co., 1966-present; m. Margaret Jane McKay of Kansas City, Mo., Feb. 25, 1943; children—Jane, Paula Kay, Cindy Lee; member: board of regents, Art Center College of Design, Los Angeles; awards: eight Air Medals, three Air Force Crosses; hobby: painting.

they delegate the responsibilities correctly at a lower level—which he has done—then it leaves them a lot of time for planning and thinking.

**Likes Travel** ■ "That's the way it is now with Bud," the man goes on, "and his thoughts more and more are turning to distribution and marketing overseas. It gives him a chance to travel, which he likes to do. He likes to meet different people. He's taking on the look of an ambassador or diplomat.

"I have a tremendous amount of respect for the man, can't say enough for him. He's completely familiar with the trade, the accounts, knows the names even of the managers of supermarkets and drug chains. He has a trained memory. When he goes somewhere he writes names down to refresh his memory and then he walks in, just as if he were last there yesterday."

If the description is somewhat overwhelming the bare facts of Bud Cather's background are no less so. Football player at the University of Nebraska, graduate of the since renamed Art Center school in Los Angeles, lieutenant colonel in the U. S. Air Corps in World War II, graduate of Air Command and Staff School and the Air War College during the Korean War, deputy commander of a bomb wing in Okinawa, air base commander in this country, founder of his own small advertising agency, partner of a larger one, general manager of the Detroit office of Grant Advertising.

Myers Cather (the Myers has nothing to do with the corporate name) became an executive with Bristol-Myers some seven years back. Since then, after moving up in various high-echelon positions, he became chairman of Bristol-Myers Company of Canada Ltd. and about 15 months ago also was named president of Bristol-Myers Products. The division markets 81 different products in 92 countries throughout the world.

**Global Marketing** ■ As the man suggested, Bud Cather seems to have adopted international operations as a pet project. He thinks there's a close tie-in between commercial broadcasting and a country's prospects for economic health. He's opening a flow of communications and ideas among his creative people in all parts of the world. He wants to tailor Bristol-Myers advertising and merchandising techniques to an individual country's needs.

Bud Cather, apparently, has tremendous sympathy for the creative side of marketing. Almost all of his management people have come from ad agencies and he likes far-out ideas.

This is the artist in Bud Cather ("He's a very professional painter, does beautiful work," reports a friend). The military background stays very much in the background. When the cake's so good there's no need to push the icing.

## The name: subsidized TV

THE name "public television" that the Carnegie Commission coined for the system of noncommercial TV that it proposed is beginning to trouble people. The objection is not so much that "public television" is a misnomer for the Carnegie design as that it fails to make an adequate distinction between that and the commercial system now in existence. ABC-TV, CBS-TV, NBC-TV and the 615 commercial stations now on the air constitute about as "public" a television system as could be imagined.

Doubts about the Carnegie choice of nomenclature are cropping up in unlikely as well as likely places. Last week, for example, both the chairman of the FCC and the president of the National Association of Broadcasters suggested that there must be a better name for a noncommercial system. In speeches to the NAB convention, FCC Chairman Rosel H. Hyde offered "civic broadcasting" as a substitute, and NAB President Vincent T. Wasilewski, though proposing no alternative, said "public television" was "one of those whimsical inaccuracies."

Somehow, Mr. Hyde's proposed name lacks the ring of a label that is apt to catch on, and no other of spontaneous appeal has come to our attention. It does strike us, however, that some consideration might be given to calling it "subsidized television." That at least describes the system that is being talked about. It also emphasizes the difference between a system underwritten by taxes and one that generates tax revenues in huge amounts.

More, of course, than a name is at stake in the debate over subsidized TV that begins this week before the Senate Communications Subcommittee. In his convention speech last week, Mr. Wasilewski was at least on the right track when he suggested substantial modifications in the administration's bill to create and support a corporation that would be the central and dominant apparatus of subsidized TV.

Mr. Wasilewski proposed that federal funds be allocated to the states for distribution to noncommercial stations and that the stations, if so minded, could then organize their own corporation to provide national services. That, it seems to us, is clearly preferable to the administration's plan to create a corporation whose directors would be appointed by the President and whose existence would depend on direct appropriations from the Congress.

If there is to be a system of subsidized TV, it must be immunized from capture by the power centers of Washington.

## Not meant for each other

WITH every passing day of the AFTRA strike it became more evident last week that broadcast journalists and broadcast entertainers are incompatible within a single union.

There were signs that a settlement of the newsmen's dispute could have been achieved early last week if they had not been committed to a common cause with the announcers who outnumber them. In high quarters it was indicated that the announcers' demands, including the insistence that new jobs be created in FM where NBC, at least, said they were not needed, were the sticking points. So the journalists, except the few who sided with Chet Huntley at NBC, stayed out, and the news output of the networks continued to suffer.

Once the strike is over and tempers have subsided, broadcast journalists ought to take a long hard look at Chet Huntley's proposal for a disengagement from AFTRA. Mr. Huntley has correctly identified the differences between the

conditions and purposes of the journalist's work and the entertainer's performance.

The difference is reflected in the ongoing Elmo Roper surveys, the latest of which was released by the Television Information Office at the NAB convention last week.

The public's dependence upon television as a primary news medium continues to increase, Roper has found. What is more, the college educated and upper-income groups are placing more and more reliance on television as their primary source of news.

In its entertainment function, television has lost some following, Roper discovered.

In their consideration of their future status, the broadcast journalists will find the Roper studies pertinent.

## Mitch's 1967 pitch

TWENTY years ago the most famous name in radio salesmanship was Maurice B. Mitchell, head of what was then the Broadcast Advertising Bureau of the National Association of Broadcasters. Mr. Mitchell today is president of Encyclopaedia Britannica.

Last week Mitch returned to the NAB firing line, but shot in another direction. For an hour at the annual convention he held some 1,500 radio broadcasters spellbound with an up-to-date look at communications prospects in the future and with a searing indictment of broadcasters for their failure to seize their opportunities. Mr. Mitchell was particularly critical of broadcasting salesmanship, or rather lack of it.

Those who heard him, although stung, recognized the validity of his criticisms and the soundness of his thesis that radio, of all media, is the most powerful and believable. Radio is unique, he said, because it is the only medium that penetrates every "crack and crevice of our society and the only one that can be depended upon in an emergency."

Mr. Mitchell pointed out that in the last five years he has not received a call from a single "live radio salesman" or, for that matter, from any television salesman—although he has spent \$1 million in each of the past two years to sponsor four *National Geographic* specials on CBS-TV. These shows were developed without benefit of network or agency solicitations, Mr. Mitchell reported.

It's too bad Mitch's new pitch wasn't delivered before the general convention. His presentation was inspired. We hope he's invited next year into the main tent as a featured luncheon speaker. It would be a sellout.



Drawn for BROADCASTING by Sid Hix  
 "Our agency has come up with a catch singing commercial . . . now if we can only get the Mets outfield to record it!"



We always get our man. We get him with a television set and a few brief words. Maybe, a little music. We let him do the listening. We lull him with great entertainment. We give him sporting events, award-winning news coverage, fine NBC programming interspersed with top-

notch local shows.

Then, we throw in a sales pitch. We point it right at him. He surrenders everytime.

We could go into a long song and dance about our hand-basted commercials, hand-basted availabilities, and hand-basted prices,

but he wouldn't even listen. Anyway, it's all written down in a little booklet carried by every Edward Petry man. Better still, we can capture the Houston Market for you, every man in it. For the Petry man nearest you, please write to KPRC-TV, P. O. Box 2222, Houston, Texas 77001.



212T-1



212T-2

In 8 out of 10 cases  
one of these **STANDARD**  
consoles will meet  
**CUSTOM** console  
requirements



Rack  
Assembly

Before ordering a custom installation for your control room, check your requirements against these features of Collins' standard 212T-1 and 212T-2 Audio Control Consoles:

**REMOTE CAPABILITY.** Rack-mounted assembly containing amplifier cards can be located in an equipment room and linked by cable to the audio control panel in the studio. Sensitive audio wiring is concentrated in a card cage away from interference. Noiseless switching and audio level control are accomplished by photoconductive cells which employ a light beam to isolate control voltages from the audio circuits.

**COMPONENT ACCESSIBILITY.** Plug-in etched circuit card construction ends time-wasting troubleshooting. Attenuator, input switches, amplifiers, and amplifier output switches are replaced by simply taking one card out of the rack-mounted assembly and plugging in another card.

The 212T Audio Control Consoles consist basically of three units:

**CONTROL PANELS.** The control panel constitutes the difference between the two systems.

The 212T-1 control panel provides 28 inputs to 14 faders, 2 program output channels, and 2 10-watt monitor speaker outputs. The overall dimensions are 15¾" high by 24" wide.

The 212T-2 control panel has 32 inputs to 16 faders. The panel is divided into two sections: The fader operating controls are mounted on a panel 10½" high by 19" wide; the

VU meters and monitoring controls are mounted on a panel 5¼" high by 19" wide.

**RACK-MOUNTED ASSEMBLY.** The assembly contains 16 pre-amplifier cards. Quantity and types of cards depend upon individual requirements. The assembly includes three program amplifier cards—one for cue and two for program channels. Two amplifiers are for speaker monitors; two switching cards select monitor inputs. The rack-mounted assemblies for the 212T-1 and 212T-2 are identical.

**POWER SUPPLIES.** Two power supplies are housed with the rack-mounted assembly. One power supply provides variable illumination for meters and push-button controls. Another provides powering for cards, attenuators, amplifiers, switches, and photoconductive cells.

Most studio audio requirements can be met by adapting the standard 212T-1 or 212T-2 Console through strapping options and minor wiring changes. Expansion and adaptation can be accomplished easily with additional space which the units provide for two extra preamplifier cards, two additional program amplifiers, and two unwired spare card receptacles.

For a copy of a new descriptive brochure on the 212T series, contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207 Ph. (214) AD 5-9511.

COMMUNICATION / COMPUTATION / CONTROL



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