for sale:
  a dog
  a duck
  2 mice
  a lion
  a wolf
  and
  a bear
  that's smarter than the average bear...
now available:
HUCKLEBERRY HOUND
57 seven-minute segments
YAKKY DOODLE
32 seven-minute segments
PIXIE AND DIXIE
57 seven-minute segments
SNAGGLEPUSS
32 seven-minute segments
HOKEY WOLF
28 seven-minute segments
YOGI BEAR
67 seven-minute segments*
A total of 273 full color cartoons available with bridges to make 91 half-hour programs
*Plus one half-hour
"Yogi Bear Special"

SCREEN GEMS
©
KRLD-TV continues to take 1st place honors in the Dallas-Ft. Worth market television audience event. The recent ARB market report shows Channel 4 leading the other three stations by a substantial margin — 22.9% more viewers per average quarter-hour than the second station; 32.5% more than the third station; and 74.9% more than the fourth station.*

Check your H-R representative for full details of KRLD-TV's dominance and choice availabilities in the nation's 12th ranked television market.

*Feb./March 1967 ARB Television Audience Estimates Sun. thru Sat. 9:00 a.m.-Midnight

represented nationally by HR

KRLD-TV 4
DALLAS — FT. WORTH

The Dallas Times Herald Station

CLYDE W. REMBERT, President

BROADCASTING, May 8, 1967
Post of vice president, television, abandoned by National Association of Broadcasters in 1961, is about to be reinstated. William Carlisle, vice president, station services, is slated for promotion to TV post next month. President Vincent T. Wasilewski will seek executive-committee confirmation of promotion of Mr. Carlisle, veteran of nearly 13 years with NAB, to new assignment at committee's June 7 meeting in Washington.

TV vice presidency has been vacant since resignation of Charles H. (Chuck) Tower, who joined Corinthian group in June 1961. At that time board felt there was no special need for TV VP since so much of NAB activity at top level was devoted to television matters. Mr. Wasilewski later will name successor to Mr. Carlisle as director of station services.

Pursuing the audience

Problem in connecting portable, plug-in TV sets to New York Arbitron measuring service may be overcome if new equipment developed by American Research Bureau proves out in on-site tests. For Arbitron purposes, ARB attaches monitor to TV set in sample New York homes, connects this by wire to telephone circuit. Because portables are moved around frequently, fixed connection has been unsatisfactory.

New devices, which have proved out in engineering tests, are radio transponder to be attached to each TV set, and monitoring devices installed in out-of-way room or closet of home or apartment. Information on tuning of each receiver is transmitted over air, without wires, to monitoring apparatus which in turn is connected to telephone circuit. In addition to including portables in sampling transponder also reports UHF channels for first time. Devices are not yet capable of handling battery-operated TV sets.

Share alike

Dust-up on composition of board of directors of Communications Satellite Corp. that may lead to requests for congressional action is anticipated tomorrow (May 9) at Comsat stockholders meeting in Washington. Under present law, common carriers are entitled to six of 12 directors. They also are entitled to own up to 50% of outstanding stock. But, with ITT sale of 235,000 shares last week (see page 80) and previous disposals, carriers' ownership is understood to have fallen to slightly over 45%. Financial observers are sure some Comsat public stockholder is going to argue for proportional representation on board.

Casualties of times

Changing patterns of advertising on network TV have caused three major national agencies to restructure in their Hollywood operations. Gymbo Traversas of BBDO, William Craig of Benton & Bowles and A. V. (Bud) Cole of Campbell-Ewald, all VPs in charge of West Coast offices, have announced resignations in recent weeks. Set up essentially as service operations, Hollywood offices have little pertinence now that most advertisers are buying network minutes instead of programs.

Enforcement problem

Some FCC officials are becoming concerned over reports CATV systems may be thumbing their noses at commission in its efforts to enforce CATV rules. Two situations are cited. In one, CATV asks for temporary waiver of carriage and nonduplication rule, citing difficulty in obtaining switching gear. Commission routinely grants such requests. But lately, officials say, word has filtered back from manufacturers that deliveries can be made promptly.

Second situation involves fully equipped systems that allegedly refuse to provide protection, at least to extent required by rules. Complaints that CATV's provide protection one day but not next, for instance, have been forwarded informally by several UHF operators. Question of how to police burgeoning CATV industry—number of systems is approaching 2,000—is one for which commission hasn't yet found answer.

Glut of cars

Used-car advertisers in Southern California, nation's busiest market for such accounts, have just come through winter of discontent only to face even more bitter spring. Several dealers who have consistently used radio-TV in Los Angeles are selling out. Stations report their dealer billings off by 25% or more. Local dealers say they have experienced car sales slump long before rest of nation. Crux of problem, they admit, is that market—thanks to radio and TV—has been oversold.

Radio entry

Hess & Clark, manufacturer of animal health-care products and major farm-radio advertiser, plans to move into consumer market with two new products (men's hand-care preparation and pest-control chemical) this fall through its regular agency, Cooper, Stock & Scannell, Milwaukee. Media plans: farm radio, of course, but with even larger schedule than before, perhaps quadrupled, using about 30 stations in Midwest markets for openers. Spokesman again will be TV star Andy Griffith.

Back to Dallas

CBS News, which has announced "exploration of possibilities" for further documentaries on Kennedy assassination-Warren Commission report, is doing more than that. It has been filming for some weeks in Dallas, with affiliate KRLD-TV news director, Edward Barker, as "reporter in the field," reportedly for projected three-hour news special next season.

Another threat?

Growing number of commercial UHF operators are voicing concern that expanded noncommercial service, subsidized by government, may add to their burdens by competing for special audiences. View was expressed after formal panel discussion on non-commercial TV was held in Philadelphia last week (see page 51), and committee for Full Development of All-Channel Television has set topic on agenda for its May 25 meeting in New York.

Open shop

For second successive year, FCC won't formally declare month of August as "vacation" period although there's expected to be usual midsummer let-down. Year ago Chairman Rosel H. Hyde dropped August "hiatus" custom on ground there was too much to be done, and he's following same procedure this year. It's doubted whether formal weekly meetings will be held since several commission members may be away part of month. Otherwise it will be business as usual.
For the third year in a row, KNBC has won more Emmy Awards than any other TV station in Los Angeles. This year KNBC won three Emmy Awards for outstanding programming and public service from the Hollywood Chapter of the National Academy of Television Arts and Sciences. It marks the third consecutive year we've received more Emmys than any other television station in Los Angeles. The programs cited were “KNBC Survey,” “Las Posadas Christmas Special,” and “Negroes in American Culture.” They are one more indication why KNBC is recognized as Los Angeles’ community-minded station.
'A very special season' in preparation for 1967-68 as networks gear up to grind out nearly 300 entertainment and news shows. Advertisers find new merchandising pull in specials citing impact of multi-media promotions. See...

NEXT SEASON'S SURGE ... 27

New CBS-TV rate card promises simplified price structure, but calls for generally higher rates. Overhaul drops Monday-Friday, weekend daytime distinctions; divides broadcast day into 15 periods each with own rates. See...

NEW CBS-TV CARD ... 30

Storer's Lee offers time-standard recommendations at AWRT convention calling for separate prime-time rules for affiliates and independents. New rules, he says, will encourage independents to join NAB code. See...

SET OF STANDARDS ... 34

'A friendly' color TV scores knock-out over old-fashioned black and white in TVAR research project. Current advantage and potential impact is measured with color TV out on top by more than 50%, in viewer reaction. See...

NO TV CONTEST ... 37

RAB's David tells Denver Ad Club that spot-network radio revenues were up $358 million last year. He says more advertisers are using radio-TV combination to provide adequate frequency and reach for better ad effort. See...

SPOT RADIO IN '66 ... 40

'A CPTV rose is a CPB rose' even as it gets new name. Corp. for Public Broadcasting passes first congressional hurdle, is changed in structure, operating authority and range of activities. See...

CPTV BECOMES CPB ... 50

FCC's Loevinger plays mailman to mend Hill fences with Senator Tydings. He stresses firm support for public television bill and reveals sympathetic attitude toward TV not always evident in his public statements. See...

MENDING FENCES ... 57

San Diego CATV's win their day in court as FCC's authority to regulate systems is placed in doubt. Appeals court says FCC's stop order is illegal since commission relied on rules that apply only to FCC licenses. See...

CATV WINS AROUND ... 62

Minor changes on fair trial-free press issue offered by ABA include modification of contempt power. ABA claims more revisions may be made to Reardon Report. Justice Clark calls reason for solving issue. See...

OFFERS MINOR CHANGES ... 68

RCA stockholders see bright picture in 1967 for sales and earnings due to company's diversification program. Some discontent is heard over cash dividends and executive salaries. John Carson's salary is not revealed. See...

BRIGHT NEW WORLD ... 78
Complete Facilities
Newly-equipped larger studios, with ample facilities for producing all forms of color television.

- Live color cameras from RCA
- RCA color tape equipment
- RCA color film chain
- RCA color slide projector
- Go color on WBIR-TV

With the final arrival of RCA color cameras, WBIR-TV is now in a position to produce and broadcast television programs and commercials, whether they originate live or from color tape, color film or color slides. Go the colorful way with WBIR-TV, the total color station in Knoxville. Larger new studios with complete production facilities are at your service.

The "Reach Station" in Knoxville

Signal Coverage in the Southeast...

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

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.
Financial summaries hinted as compromise

SUGGESTED BY JUDGE RYAN

IN MUSIC FEE CASE

Major reduction in financial data TV stations must turn over to American Society of Composers, Authors and Publishers has been hinted by Judge Sylvester J. Ryan in lawsuit brought by stations to determine "reasonable" fees for their use of ASCAP music.

Originally Judge Ryan ruled that all 375 stations represented by all-industry committee must make available to ASCAP—but under conditions safeguarding confidentiality—all of their FCC financial reports since 1959, plus voluminous other data (Broadcasting, Sept. 19, 1966). But in conference in his chambers in U. S. District Court in New York last Wednesday, according to court reports available Friday (May 5), he indicated he may permit all-industry committee to have annual summaries compiled from FCC reports, covering committee-represented stations as a group rather than individually, and require that no more than "a sampling" of individual station reports be turned over to ASCAP.

Summaries would show totals for stations as grouped into FCC's 13 revenue classes, ranging from stations with more than $8 million annual revenues down to those with less than $100,000. Judge Ryan said his current thinking was that ASCAP could then designate one revenue group—which might contain "38 or even 63" stations—and he would require individual reports of those stations be made available (with call letters masked) so ASCAP could test validity of summaries. He indicated revenue group designated for sampling should not be so small as to enable ASCAP to identify stations.

Judge Ryan indicated summaries should show profit totals as well as fees paid to ASCAP but he said he would not admit evidence on whether a station had been "properly managed" or not.

Summaries presumably would be compiled from FCC records by accountant designated by all-industry committee counsel. FCC has indicated it will cooperate so long as stations consent.

All-industry group, Judge Ryan indicated, should be entitled to similar sampling of ASCAP records to test validity of ASCAP's own summaries of its receipts from stations.

ASCAP attorneys protested they need access to all FCC reports of all 375 stations, but Judge Ryan called on them to "try out" his idea, which he said was meant to speed disposition of suit, already over five years old. He asked both sides to submit memoraanda on sampling idea by Wednesday (May 10). ASCAP seemed sure to oppose and all-industry group sure to support.

DDB chosen for GT&E's

$15 million ad account

General Telephone & Electronics Corp. has named Doyle Dane Bernbach, both New York, to handle $15 million-plus advertising account, effective July 1.

Reassignment of account, after eight years with Tatham-Laird & Kudner, New York, involves Sylvania Electric Products Corp.'s nine divisions, GT&E in 33 states, GT&E Labs, GT&E International, General Telephone Directory and Automatic Electric Co.

GT&E reportedly reviewed Ogilvy & Mather, Benton & Bowles and Papert, Koenig, Lois and 10 other agencies before selecting DDB.

Total GT&E account in 1967 is expected to break down to about 25% in TV and 7% in radio. GT&E has commitments with CBS-TV for 10 news documentaries, specials, which began in January 1966, and four CBS Playhouse 90-minute dramas for 1967-68 season. In radio GT&E is regular user of programs in New York, Boston, Chicago, Washington and Los Angeles. Last year firm spent estimated $3.9 million in TV and $400,000 in radio.

DDB spokesman said GT&E will be one of agency's largest accounts.

Hughes is buying 20% of Teleprompter stock

Teleprompter Corp. chairman and president Irving B. Kahn said Friday (May 5) his firm has agreed to sell approximately 200,000 common shares, valued at over $5 million, to Hughes Aircraft Co., giving Hughes 20% interest in Teleprompter. Details remain to be worked out, he said. (TPT stock closed Friday at 25%, up from 24% on Thursday.) There are 826,324 shares outstanding.

Mr. Kahn said transaction gives "vote of confidence to the CATV industry," noting that Hughes had already invested $20 million in three Teleprompter ventures: CATV systems in New York and Los Angeles, and microwave experiment in New York. TPT management will remain intact and no changes in control are involved, Mr. Kahn said.

Denver CATV project to cost $16 million

Cost of building 19-channel Denver-area CATV system that would import by microwave eight signals from Los Angeles and two from San Francisco is seen as $16 million by Bill Daniels, president of Mountain States Video Inc. He described proposal Friday (May 5) to American Women in Radio and Television convention in Atlanta.

Mr. Daniels showed AWRT 14-minute audio-visual presentation he had given earlier in week to Denver city and county officials. Same presentation had been given in Washington on April 28 to FCC Commissioners Kenneth A. Cox and Robert E. Lee and commission staffs.

Mountain States proposes also to carry five Denver stations (four commercial, one ETV), 24-hour AP news and sports wires, and 24-hour weather channel. Another channel would carry financial news and stock market quotations. Nine FM signals would be fed to FM receivers. Installation charge would be $14,95 with monthly rate of $4.95.

Mr. Daniels is one of four applicants for CATV franchise in Denver. Others: Time-Life Broadcast Inc. (which owns KLZ-AM-FM-TV there), Lawrence C. Phipps III, and Laurel, Cable Vision Inc.

At same session John Pinto, vice president, RKO General Phonevision Co., said test with pay television at WHCT-TV Hartford, Conn. (with 7,000 subscribers) is "still losing considerable money" but has "proved what we set out to prove"—that pay TV can be supplement to commercial TV.

Revenues 11.5% higher

TV network revenues for first four months of 1967 were 11.5% higher than for same period last year, according to analysis Friday (May 5) by
WEEK'S HEADLINERS

Martin F. Connelly, VP and general sales manager for WNEW-TV New York, named VP and director of sales for Metropolitan Broadcasting Television, New York. Mr. Connelly, in newly created post, will supervise all sales activities of Metromedia television division. Prior to joining WNEW-TV, he was VP and general sales manager for WTTG(TV) Washington. Both stations are owned by Metromedia.

William Craig, senior VP and associate director of media management, Benton & Bowles Inc., Hollywood, re-
signs, effective June 30. He will be succeeded by his assistant John Hamlin, who will have title of VP in charge of West Coast office. Mr. Craig has been with B&B since 1963. Prior to that he was executive with Procter & Gamble and Young & Rubicam. His plans include possibility of heading West Coast office of another New York-based organization.

Hank Fownes leaves post as senior VP, broadcast at MacManus, John & Adams, New York, to form C F Associates, TV, theater and feature film production company, with producer Joe Cates. Mr. Fownes remains as consultant to MJ&A. Going into immediate production at C F Associates is Spoon River, 90-minute special for CBS-TV and “Her First Roman,” Broadway musical.

For other personnel changes of the week see FATES & FORTUNES

Broadcast Advertisers Reports.

Comparing BAR 1967 estimates with those of LNA/BAR in 1966, BAR said CBS-TV gained 16.8%, ABC-TV 9.5% and NBC-TV 7.5% in achieving four-month combined total of $521,611,100 (for other details, see page 30).

FCC rules candidates are entitled to ROS schedule

Stations must make run-of-schedule spot announcements available to political candidates who request them, FCC said Friday (May 5).

Commission issued ruling in response to question from WRRG Altoona, Pa.

Stations had said its policy was to refuse ROS Spots to candidates on ground that, since those less-expensive spots are subject to preemption, it could not guarantee equal time and opportunities to all candidates.

Commission, however, said Communications Act requires licensees to offer political candidates same kind of discounts it offers commercial advertisers. “ROS spots,” commission added, “are discount privileges within the meaning . . . of our rules and therefore should be made available to candi-
dates. . . .”

Repeats for daytime

Repeats of ABC-TV's Africa special on four consecutive Tuesdays starting Sept. 19 (see page 28), will be at un-anounced hour during daytime, not between 7:30-8:30 p.m., as previously reported, ABC said Friday (May 5).

Moving day seen

“Substantial and constructive progress toward agreement” on relocation of broadcasters’ antennas from 102-story Empire State Building to top of proposed 110-story World Trade Center in lower Manhattan was reported Friday (May 5).

Port of New York Authority, which is building center, and New York area broadcasters made announcement following meeting Thursday night. Further sessions are scheduled this week.

JFK career to 'Library'

CBS News and NBC News last week presented more than 650,000 feet of newfilm and video tape to Mrs. John F. Kennedy and Senator Robert F. Kennedy (D-N.Y.). footage becomes part of John Fitzgerald Kennedy Li-
brary in Cambridge, Mass.

In accordance with plan worked out to effect joint gift, NBC presented footage for odd-numbered years since 1954, and CBS gave tape for even-numbered years.

Color from monochrome

ABC will demonstrate new process for creating full color images from black and white film this week (May 9, 10, and 11) in New York.

Process, developed by Technical Op-

rations Inc., Burlington, Mass., uses advanced optical techniques that filter color back into picture as it is projected (BROADCASTING, Dec. 19, 1966). TO has joined with ABC to form ABTO Inc., which will explore commercial possibilities of process. Frank L. Marx, ABC vice president, will be president of ABTO.

CATV's free to import

Three CATV systems have been given FCC approval to relay distant signals into small towns on outskirts of Knoxville, Tenn.

Commission, on 4-to-2 vote, waived its top-100 market rule (Knoxville is ranked 80th) to permit Tennessee Cablevision Inc., Kingston, Tenn., to import Chattanooga, Greenville-Spartan-
burg, S. C., and Asheville, N. C., signals; Lenoir City TV Cable Co. Lenoir, and Loudon TV Cable Co., Loudon, to bring signals of Chattanooga stations. All three will also carry signals of Knoxville stations.

Eastman Chemical enters 35 markets with color TV

Purchase by Eastman Chemical Products Inc. of Seven Arts Television’s The Professionals” half-hour half-color specials in 35 markets is being announced today (May 8). Agency for sponsor, subsidi-

Transaction marks Eastman Chemi-

cal’s initial program series buy in syn-
dication for Kodak polyester fiber. Mar-

tek bought range coast-to-coast and include New York, Los Angeles, Chi-
cago, Atlanta, Boston, San Francisco-
Oakland, Washington and New Orleans.

Program consists of 13 episodes and will be run, starting in February 1968, for total of 26 weeks.

Sex and smoking

Cancer researchers meeting in Dallas asked medical and health institutions to declare war on cigarette smoking, and radio and TV advertising was named as major enemy.

Leaders criticized equating smoking with sexy girls and other pleasures of life as portrayed in commercials.

Take up 'Pursuit'

NBC-TV special, Pursuit of Pleasure, without sponsor since Insurance Company of North America cancelled support because of program’s content (see page 46), has picked up two spon-
sors. Block Drug Co., Jersey City, N. J., through Grey Adver-
tising, New York, and J. B. Wil-

liams Co., through Parkinson Adver-
tising, both New York.

BROADCASTING, May 8, 1967
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 comedies the past two seasons, is still racking up impressive network ratings. Yet, it's available for fall start on local television stations.

In the latest NTI national report (two weeks ending April 16, 1967), F TROOP wins a 20 rating. And in the latest NSI reports (Feb.-Mar. 1967), it ranks No. 1 in its time period in 19 of the top 25 markets—a strong second in the other six.

F TROOP, with 65 half-hours (31 in color), is recruiting for fall enlistments. Sign up now—for top ratings!
ALL EYES ARE ON AVCO BROADCASTING

300,000 WOMEN LOVE HIM!

Meet Bob Braun, new host of Avco Broadcasting's "50-50 Club," a 21 year entertainment tradition in WLW-land. He's handsome, talented—no wonder he's a winner.

The program's first ratings with Bob as host were phenomenal! In Cincinnati, Dayton and Columbus the show leads in ratings, total homes share, adults, women, and women 18-49. It's a close 2nd in all categories in Indianapolis. That's less than $2.00 CPM. *

What's more, that's sales for "50-50 Club" sponsors. Ask your BCG man for all of the facts on the Midwest's best noontime buy.

The "50-50 Club" is another example of why audience pleasing—client pleasing, local—live programming is synonymous with Avco Broadcasting Corporation.

*NSI Feb./Mar. 1967 Cincinnati, Columbus, Dayton and Indianapolis. Based on service indicated and subject to qualifications of service. Available on request.

THE FORWARD LOOK

AVCO BROADCASTING CORPORATION

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

You're an action man—a busy, successful executive. You want a hotel that complements your personality. Chicago’s Hotels Ambassador is now the hotel for you. You'll find the Ambassador completely new. Excitingly so. Credit the magic touch of Loew's Hotels. Credit famed designer Richard Himmel. New guest rooms and suites. New corridors and lobbies. New restaurants, cocktail lounges, and coffee shop. New function rooms. New air-conditioning. New, too—Loew's style of service known the world over. (The only thing unchanged is the famed Pump Room.) Mere minutes from the Loop and the world of commerce, the new Hotels Ambassador is the new hotel for you.

HOTELS

Ambassador

CHICAGO

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

DATEBOOK

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

MAY

May 7—Spring meeting, Virginia TV Cable Association. Mayflower hotel, Washington.

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


May 9—Annual meeting of stockholders of Metromedia Inc. to elect directors and to transact other business. Foster and Kleiser, New York Regional Operating Headquarters, Maspeh, N. Y.

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

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 and broadcast engineer. The Colonial Motor Inn, Vestal, N. Y.

May 9—Chicago chapter, Station Representatives Association, annual Timebuyer of Year award luncheon. Continental Plaza hotel, Chicago.

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 10-11—Executive committee meeting National Community Television Association, Madison hotel, Washington.

May 10-12—Fourth annual convention of the National Association of Television Program Executives. Speakers include Joseph Levine, president of Embassy Pictures; Elliott Abrams, vice president, TV sales. Walter Reade Organization; Tad Reeves, vice president of creative services, Westinghouse Broadcasting Co.; Judith Crist, motion picture critic, and Eddie Albert, TV and motion picture performer. Americana hotel, New York.

May 10-12—40th annual convention of the Public Utilities Advertising Association. Chase-Park Plaza hotel, St. Louis.

May 11—Annual meeting of the New Jersey Broadcasters Association. Speakers include Senator Harrison Williams (D.-N. J.) and Sherril Taylor, NAB vice president for radio. Rutgers University, New Brunswick, N. J.

May 11—Annual meeting of stockholders of Cowles Communications Inc. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.


May 11-13—Journalism institute sponsored by the University of Wisconsin. Speakers include Fred Friendly, former president of CBS News. Topics include fair trial-free

BROADCASTING, May 8, 1967
Forget your client's phone number?

Not very likely. But lots of his potential customers may not know it. That's why it's up to you to make sure his number appears wherever it can promote an inquiry or a sale. In all ad programs, on letterheads, brochures, collateral material—anything you prepare that may encourage a customer to reach for the phone. (And don't forget that the area code is part of the number.) Fringe benefit: this may help the client remember your phone number.


May 12—Meeting of the Virginia AP Broadcasters, Roanoke.

May 12—Region 1 conference of Sigma Delta Chi, professional journalistic society. Featured speaker will be former Governor George Wallace of Alabama, Boston.

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

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

May 15—Ninth annual Emmy Awards dinner and telecast of the Chicago chapter of the National Academy of Television Arts and Sciences. (Colorcast by WMAQ-TV Chicago.) Pick-Congress hotel, Chicago.

May 15—Station Representatives Association presents its annual Silver Nail—Gold Key awards luncheon program. Plaza hotel, New York.

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

May 16—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

May 16—Foote, Cone & Belding annual meeting of stockholders. Hotel Commodore, New York.


May 17—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licenses from broadcasting "station-identification 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 that specified in its license."


May 17—Annual meeting of the stockholders of The Outlet Co. to elect directors and to transact other business. 176 Weybosset St., Providence, R. I.

May 17-18—Television code board meeting of the NAB, Washington.


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 22-23—National Foreign Policy Conference for Editors and Broadcasters sponsored by the Department of State. Speakers include the Secretary of State and other high ranking government officials. Department of State, Washington. Any domestic newspaper, magazine, radio or television network or station or other information medium engaged in informing the general public about foreign affairs may request an invitation to one or all of these conferences for its bona fide representative by writing to the Director, Office of Media Services, Bureau of the State, Washington 20520.

May 23-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees, Ottawa.

May 23-26—5th International Television Symposium. Speakers include Federal Councillor R. Gnaugi, head of the Swiss Federal Department of Communications and Power, Montreux, Switzerland.

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

May 24—Spring meeting of the New York State Community Television Association. Hotel Syracuse, Syracuse, N. Y.


May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Robert R. Foote, vice president of ABC Radio, and Vincent Wastekwalt, president of the National Association of Broadcasters, Cincinnati.


May 26—West Coast seminar of the National Association of FM Broadcasters, Mark Hopkins hotel, San Francisco.

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


JUNE

June 4—Nineteenth annual Television Academy Awards sponsored by the National Academy of Television Arts and Sciences. Hosts will be Joey Bishop and Hugh Downs. (ABC-TV 9-11 p.m. EDT) Century Plaza hotel, Hollywood, and Americana hotel, New York.

June 5-8—Annual spring meeting of Wash-
Once a month, when you go with your wife and sit in the school auditorium to listen to a bunch of other parents talking about things you think are for the birds, how come you don’t say anything? They’re talking about your kids, you know. What are you afraid of? Do you think what you want to say will establish you as a sage? Do you think, maybe, they’ll want you to head a committee and do some work and maybe even get involved? Don’t worry. The P.T.A. is democracy in action and what you’re saying may be only bird seed too. But, who knows till you speak up? And what if you really are a sage?

Remember, though, getting involved in the P.T.A. can lead to a lot of things. If you get to like the meetings and the talking and the infighting and the politics and the results, you may discover a whole new world. Who knows what you might do next? You could even write a letter to the editor of your local paper or the general manager of your favorite television station or you might find something important enough to drop a line to your Congressman. Then you could find a parade to march in, a banner to wave or, son of a gun, you might even run for office yourself.

That’s what involvement can do to a man. It can get him involved.

That’s what we want. We want you to get involved... in your community, in your country, in your world. We are. Every one of us; the ABC Owned Television Stations. 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.
**NAB speech gets results**

**EDITOR:** Well, broadcasting salesmen may not be doing the job as well as they might, but it doesn't take much to remind them! The amount of mail I've had from radio salesmen since you gave my speech a big play in [the April 10 issue of] Broadcasting convinces me that, at least, there are some broadcasting salesmen around. I find this reassuring.

We've had some very interesting letters and quite a few provocative presentations. It is always easy to make a first call when you've been taunted—the acid test is what happens after the first excitement dies down.

We are seriously studying most of the proposals we've had and I'd like to hope that we will find something, even at this late date, that we can test. If we are going to use broadcasting effectively we will have to learn a lot more about it than we know now.—Maurice B. Mitchell, president, Encyclopaedia Britannica, Chicago.

**Industry fears competition?**

**EDITOR:** For years commercial broadcasting has been not at all inhibited in congratulating itself on its gifts to support educational television. For years the industry has uttered pious platitudes about greater cooperation and rapport between the commercial and noncommercial broadcaster.

Now, in recent issues of Broadcasting we see references to "fixations of the eggheads," a picture depicting "WLBJ, the flagship station" mocking the proposal for public television, along with National Association of Broadcasters President Wasilewski's proposal to water down the Corp. for Public Television with grants only, and the already accepted labelling of CPTV as a "government propaganda agency," plus strong editorial comment opposing a strong alternative service.

I guess those of us interested in non-commercial television know where the real enemy is.

We know something else: Apparently a strong noncommercial service will be forthcoming, since the commercial industry is paying such negative attention to the development of such a service. Why? Could it be the commercial industry—always highly vocal on the values of "competition"—is fearful of real competition?—R. Franklin Smith, broadcasting instructor, Western Michigan University, Kalamazoo, Mich.

**Bias seen in labor legislation**

**EDITOR:** The pending bill in the Missouri legislature that would prohibit employment of nonunion workers during strikes and prohibit use of supervisory personnel to keep broadcast communications in operation (Broadcasting, April 10) should be questioned for constitutionality. This bill is biased toward labor... and in my mind deprives broadcasters of their free right to fight for what they believe is right... Any legislation governing activity during a strike should be unbiased.—Russell H. Cooper, technician, WENH-TV, Durham, N. H.

**NAB's codes defined**

**EDITOR:** Maybe I missed the boat somewhere, but I just can't understand why the National Association of Broadcasters' radio code approves hemorrhoid
commercial and the TV code bans them.

What's the difference between a radio hemorrhoid and a TV hemorrhoid? (Or should I ask my doctor?)—J. S. Fields, Riverdale, Md.

(The NAB radio and TV codes, although administered by one office, are separate operations are overseen by separate code boards. Action by one code board does not necessarily mean the other has to or will follow suit.)

Queries WBOX's success

Editor: I note with interest a letter from the vice president of wbox Bogalus, La., which you printed without comment (Broadcasting, April 10).

I cannot understand the apparent pride in the re-establishment of business on wbox since most broadcasters are aware of why Mr. Ralph Blumberg lost this business in the first place—he was fighting the good fight against sponsor censorship. I can only hope that W. D. Womack Jr. has not surrendered completely.—Frederick Epstein, president, KSTT-AM-TV Davenport, Iowa.

(Mr. Blumberg testified before the House Un-American Activities Committee that the Ku Klux Klan threatened his family and intimidated his sponsors until he sold WBOX in March 1965 (Broadcasting, Jan. 10, 1966.)

PR firm needs 'Yearbook'

Editor: We are interested in obtaining a current copy of Broadcasting Yearbook...—Sheila J. Sked, William M. Dietrick Inc., Richmond, Va.

(A limited number of copies of the 1967 YEARBOOK are available at $5. Order Circulation Department, Broadcasting, 1735 DeSales St., Washington, D. C. 20036.)

BOOK NOTE


Robert St. John, in this three-for-the-price-of-one reference volume, provides the beginning broadcaster with a general anecdotal history of radio-TV as well as a specialized sampling of techniques used by famous veterans of the microphone.

Separate background chapters cover local and international news, weather, sports, DJ's, MC's, children's shows, programing and management. A third section of the book presents reference information such as the National Association of Broadcasters' radio and TV codes, pronunciation guides and a dictionary of musical and broadcasting terms.

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Chicago: 380 North Michigan Avenue, 60601. Telephone 312 Central 6-4115. Senior Editor: Lawrence Christopher; Western Sales Manager: David J. Bailey; Assistant: Rose Adriana.

Hollywood: 155 North Vine Street, 90028. Telephone: (213) 697-3146. Senior Editor: Morris Neiman; Western Sales Manager: Bill Merritt.

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*Reg. U. S. Patent Office

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In February KWWL-TV received a special Radio and Television award from the Northwest Broadcast News Association for "Thorugh Research and Documentation" in recognition of the station's disclosure of the "Marriage Mill", a radio and television news documentory exposing wholesale marriages in Preston, Minn., just over the Iowa state line. As a result of the program, two public officials were indicted for perjury and charges are pending against two others. This award winning program was just another of the outstanding documentary programs produced by the KWWL-TV "Coverage Plus" news department.

BLACKHAWK BROADCASTING COMPANY

Waterloo, Iowa

KWWL-TV • KMKT-TV

KWWL Radio • KLWW Radio

KAUS Radio
What's Op?

Op, or optical, art is one of today's "in" forms of artistic expression. Along with pop, happenings and psychedelic painting. They're what's happening in a nation-wide cultural explosion that is causing once four-square foundations to rock...literally.

As focal points for entertainment and information in five major cultural centers, the CBS Owned television stations are "with it," of course. To wit, this Spring they are presenting "Eye on Art," a series of five hour-long color specials reviewing progress and problems in art in their communities. Co-produced by the stations for consecutive-week showing on all five, "Eye on Art" is a significant survey of cultural trends in some of the nation's most important patron cities. (Consult local listings for program times and dates.)

The CBS Owned stations have long maintained a solid record for being up on (or ahead of) the latest, and keeping their vast audiences up there with them. For example, "Repertoire Workshop," an on-air showcase for promising newcomers in the performing arts, is a joint project in its fifth season. Another series, the Community Affairs Program Exchange, is now in its ninth season. And so on.

This predominant interest in what interests people is one thing that makes our stations so interesting. One reason so many people find it so hard to turn us off. Which is precisely the reason we have always succeeded in turning hip advertisers on. Like our audiences, they know what's up!

©CBS Television Stations
CBS OWNED WCBS-TV NEW YORK,
KNXT LOS ANGELES, WBBM-TV CHICAGO,
WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS
Time sellers must aim at agency creative men too

There's a new breed of creative cat prowling around agency corridors these days. He's as vitally interested and involved in television as Claude Hopkins was in his day with the written word.

I'd like to call him the author-producer—the man who gets the ideas for a TV commercial and follows it through its infancy to its station debut.

The time when one man wrote or designed a commercial and another man produced it is fast disappearing. TV commercial production is a creative process from the moment of conception to the first airing date.

A few years ago we had it that way. You'll find our young wildcats writing pop music, editing their own films and designing sets—helping us create and produce commercials that put a little show business into the business of selling without a lot of monkey business.

Listening to the Creative

Why should sellers of time talk to these creative people? Well, first, the top executives in many of the biggest and hottest advertising agencies today are up-from-the-ranks creative people. While they rarely make media decisions, I'm sure they often influence them, sometimes instigate them and frequently question them.

We are beginning to hear rumbles of unrest with the "numbers game." As qualitative analysis of media becomes more equally balanced with quantitative analysis the creative man will be getting in his two cents worth right along with the computer. Also, as product competition becomes keener and the cost-per-thousand of airing a commercial becomes greater, the commercial environment is developing into a more important consideration in the creation of broadcast advertising.

So what should you talk to creative people about? What interests them?

Creative people would like program information in the same manner as magazines long have provided us with program information in their editorial content. Creative people are readers. I am literally bombarded with promotional material from magazines. I receive and thumb through some 30 to 40 national magazines each month.

I can thumb through a magazine in about 10 minutes, but I can't get a similar reading on an hour-long show in a few minutes. So tell us about your programs, the stars, the writers, the format, the production values and the rationale for their existence. Tell it to us short and sweet in printed material we can read at leisure.

Creative people want qualitative information on the audience. They want to know the audience profile. They want to know what kinds of homes they will be visiting with their messages, not the number of them. We're not interested in counting heads. We're interested in penetrating them.

Creative people need to have a feel of audience response to programing—especially nonformula programing. To a large degree TV makes the standards in entertainment today. Since entertainment is a tool of advertising as well, it is important that we know the whys and wherefores of programing.

Why did Batman become so popular? When did the James Bond bit begin wearing out? What kind of comedy is most effective today? What is the relative popularity of various styles of music?

Creative people need to be informed of personalities available for commercials at both the network level and the local station level. At our agency we have used local personalities on kid shows for one of our clients with outstanding sales results. We also have used local personalities for special market promotion with varying success from time to time.

Buying Patterns

Creative people want information on new buying patterns that are being offered. For example, if 30-second prime time spots were offered in the same fashion as 20's are now available it might result in a whole new creative strategy for a given client.

Creative people want and need case histories of successful television advertising campaigns. They want to know which local broadcast promotions are successful.

Did a sweepstakes commercial pull? Did a test-market introduction work? Did an awareness campaign get results? What kind of ideas are catching on best in various sections of the country?

Creative people welcome information on merchandising that stations and networks are willing to provide major advertisers. It helps them plan total programs around a media buy. This kind of information we need to plan proper trade promotions for clients, to intelligently plan in-store promotions and to effectively stir up salesmen.

Need to Know

If the creative people don't know what you have to offer don't write it into their plans. You've lost a chance to solidify yourself with a client.

Creative people want to be aware of any new technological developments in broadcasting. What improvements are being made in video taping? Are there any new developments in editing, recording, camera equipment or remote facilities? Are there any new cost breakthroughs? Tell us what we need to know to make the most effective use of the medium.

Most of this material is probably already available. It just has to be interpreted properly toward the creative man's point of view.

Remember that by and large creative people are more intuitive than rational. They are interested in insight, not contracts; in psychological nuances, not numbers.

As media departments become more and more mechanized those in media as well as the creative departments are going to have to think more in terms of ideas and concepts. Decisions will be made in different ways at different levels so you'll have to communicate at these different levels too.

Robert J. Wanamaker is vice president and creative director of Clinton E. Frank Inc., Chicago. He joined agency in May 1962 as vice president and copy director, winning his present post in September 1964. Mr. Wanamaker started in broadcast advertising with Fulton, Morrissey Co., Chicago, in 1952 where he was assistant creative director. He joined Edward H. Weiss & Co. there in 1957 and was vice president-copy director before moving to the Frank agency.

BROADCASTING, May 8, 1967
Our radio client list reads like a... WHO'S WHO

WBBM — Chicago  WKLO — Louisville  KFJZ — Ft. Worth
WCKY — Cincinnati  WKYC — Cleveland  KIMN — Denver
WHB — Kansas City  WQAM — Miami  KLIF — Dallas
WHDH — Boston  WRIT — Milwaukee  KOL — Seattle
WIBC — Indianapolis  WRKO — Boston
WIFE — Indianapolis  WSLR — Akron
WIND — Chicago  WSPD — Toledo
WKLY — Ft. Worth  WTMJ — Milwaukee
WHN — Boston  WTRY — Albany

WHO'S helping you?... find management, sales, programming and engineering personnel.

Station management, please call conference number 312 337-3318
645 N. Michigan Ave. Chicago 60611
AND COMBAT IS HAPPENING NOW!

Combat, perhaps the most outstanding hour series ever released in syndication.

Vic Morrow and Rick Jason co-star in the saga of the American infantryman. They are joined in each episode by guest stars such as: Sal Mineo, Fernando Lamas, Carol Lawrence, Ricardo Montalban, Telly Savalas, James Daly, Gary Merrill, Frankie Avalon, Keenan Wynn, Neville Brand, Frank Gorshin, Mickey Rooney, Rip Torn, Dan Duryea, Jack Carter, Tab Hunter, Eddie Albert, Richard Basehart, Denise Darcel, Howard Duff, Bobby Rydell, Ed Nelson, Geraldine Brooks.

152 hours available
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 31/2 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.
Next season’s surge of specials

Prospects now: nearly 300 will be scheduled on networks in 1967-68, as advertisers find new merchandising punch in special sponsorship

When the plans and projections finally jell, 1967-68 promises to be what ABC is already touting as "a very special season" indeed—and on all three TV networks.

There will probably be 170 to 180 entertainment specials on the three networks. And indications are that there will be more than 115 news specials too. This probable 1967-68 total of at least 285 news and entertainment specials, compiled in a special Broadcasting round-up last week, is 70 more than in the current season, 115 more than during 1965-66. (For detailed commitments, see story page 28.)

Estimates of network revenues from 1967-68 network specials—even without those of CBS News, which refused to offer estimates—run to more than $40 million, or $10 million more than this year's.

Agency and network opinion as to reasons for steadily increasing special programing in recent years ranges from a casual "just a seven- or eight-year cycle," through "they offset the drabness of series programing in recent years," to loftier considerations of "philosophy" and public service. But nobody is arguing with the observable fact of increasing advertiser interest, particularly in the use of specials to move merchandise.

Quality and Mass = R. E. (Buck) Buchanan, J. Walter Thompson Co. vice president and manager of broadcasting, New York, credits the increase to advertiser demand for "the opportunity to sponsor something a cut above continuing series, while still reaching large audiences."

He says: "There is an important advertising factor in the association of an advertiser with quality programing, which is terribly expensive on a continuing basis. But half or full sponsorship of a special allows him to impress millions and millions of people with the idea he has brought them something valuable."

Among JWT advertisers especially active in specials are Ford and Eastman Kodak on ABC, the American Gas Association and the Institute of Life Insurance on NBC and other networks, and the Singer Co. on CBS.

Singer, a familiar spot and network participation advertiser (more than $4.5 million last year, according to the Television Bureau of Advertising), got its feet wet in specials this season, with the Tony Bennett and Herb Alpert specials in the fall and spring, respectively (Broadcasting, April 17).

A primary aim in both cases was to broaden Singer's image from that of a sewing-machine manufacturer to the entire range of its consumer products line. Both were coordinated with extensive radio, print and point-of-purchase advertising. Both were "very, very successful," according to Alfred di Scipio, vice president, consumer products group of North America.

The Alpert special promoted the biggest sale in Singer history with a record-album premium, and local advertising by Singer "centers" and dealers. Said Mr. di Scipio: "Managers had one of the best weeks in history. Customers were lined up outside the stores."

How to Merchandise = William H. Lynn, BBDO vice president for program planning, believes many advertisers, sophisticated in the "tonnage" use of spot and network participations, are increasingly interested in specials and "special uses of television," such as movies. The most sophisticated realize that "specials have got to be worked," with print advertising, premium promotions and specials sales, he says.

Mr. Lynn cited the April 23 Pepsi "Go!!" special on ABC as an example of a successful multi-media promotion.

In addition to spots for a number of PepsiCo products, there was a one-minute commercial for a paper-clothes

A danger of collision with summer repeats

The 1967-68 network television season will get off to the earliest "official" start in recent history—at least on CBS-TV. The introduction of CBS-TV's new "fall" programing is scheduled to start Tuesday, Sept. 5, the day after Labor Day.

CBS authorities confirmed the plans last week after a new CBS-TV rate card came to light showing Sept. 5 as the effective date of the new prices (see page 30). NBC-TV and ABC-TV have not disclosed their kick-off plans, but spokesmen indicated last week that they would probably be around Sept. 10 and 11, respectively.

It was noted that NBC-TV will be carrying the Miss America beauty pageant on Saturday, Sept. 9, and that the next evening would be a logical time to start unveiling its new-season programing. Similarly, it was noted that ABC-TV has scheduled its all-evening program on Africa for Sunday, Sept. 10, and that this would be a reasonable springboard from which to plunge into ABC's new schedule.

The networks traditionally jockey around for whatever advantage they can get in the opening weeks when viewers are sampling new programs. Last year the new season started officially on Sept. 11, but ABC "sneak-previewed" 12 of its 16 shows a week early, and NBC advanced the premieres of three of its new entries. There was a report last week that ABC might delay its introductions this year until the other networks have finished theirs, but an ABC spokesman said he "never heard of it."
The specials for next season that are committed now

The TV networks' preliminary estimates of the number of their entertainment specials planned for the 1967-68 season total 177. Included are some 15 to 20 projected with various degrees of firmness. But even the discounted total is three times as many entertainment specials as were planned at this stage of the 1965-66 season, and 70 more than originally planned for last season.

* ABC plans about 70 new entertainment specials, better than two and-a-half times as many as last season, and four repeats. "Event" specials are the Academy Awards, the Tony Awards, the New American TV Pageant, the Deb Star Ball, the Miss Teenage International beauty contest, and the International Beauty Pageant. "Personality" specials are two each with Carol Channing and Debbie Reynolds, one each with Princess Grace of Monaco, Sophia Loren and Shirley MacLaine. Other light entertainment specials are a children's musical, "Who's Afraid of Mother Goose?", "Holiday in Mexico," and two or three "block-buster movies," including "The King and I." “Cultural” specials include 12 each for the Wednesday and Sunday movie slots, "12 or more" Hubbell Robinson productions, eight new B. F. Goodrich-sponsored shows, and repeats of three Goodrich shows and the Peabody Award-winning "A Christmas Memory."

* CBS has planned or projected 52 entertainment specials for next season and eight repeats. "Events" are the Miss U.S.A., Miss Teenage America, Miss Universe, and the Model of the Year beauty shows, and the Cotton Bowl, the Tournament of Roses and the Thanksgiving Day Parades. "Personality" specials will star Dick Van Dyke, Barbara Streisand, Red Skelton, Don Knotts, Jim Nabors, "probably" Lucille Ball and Frank Sinatra, and "possibly" Eddie Albert. Other light entertainment specials are one new and four repeat "Charlie Brown" cartoon shows, "Marineland Carnival," one new Dr. Seuss children's show, "Horton Hears a Who," and a repeat of "How the Grinch Stole Christmas," eight to 10 of "The Children's Film Festival" series, "The Sweetest Sounds," honoring Richard Rodgers, and repeats of "The Wizard of Oz" and "Cinderella." "Cultural" specials will include two with Hal Holbrook, a repeat of "Mark Twain Tonight," and a new one; three Royal Shakespeare Co. productions, "King Lear" with Paul Scofield, and "Macbeth" and "Midsummer Night's Dream"; two consecutive readings by Michael MacLiammoir of Oscar Wilde works, entitled "The Importance of Being Oscar"; Flanders and Swann in "At the Drop of Another Hat"; two dramas, "From Chekhov with Love" and "Spoon River"; four CBS Playhouse productions, including "Do Not Go Gentle into that Good Night," starring Melvyn Douglas, and Reginald Rose's first long dramatic work for television in some years, "Dear Friends"; four National Geographic specials; four children's concerts; two of four dramas, Edward Albee's "Zoo Story," "Ander sonville Trial," "Luther," and "Look Homeward, Angel"; and possibly "Robert Frost: Promises to Keep."

* NBC has definite plans for 55 entertainment specials (including two late Sunday afternoons), and four repeats: "Events" will include premium by the show's star, Ryan O'Neal. This was backed up with a paper clothes fashion show integrated into the special (to the Pepsi song, "Music to Watch Girls By"), and spun-off through spot radio by Pepsi-Cola bottlers, a feature in Glamour magazine, and point-of-purchase advertising for the premium in supermarkets.

"It was a beautifully conceived merchandising-marketing package," Mr. Lynn said.

BBDO specials advertisers Armstrong, B. F. Goodrich, and 3M will spend "close to $9 million" next season, "a majority on ABC, with CBS and NBC splitting the difference," according to Mr. Lynn.

**Really Big Show** * The 3M company will be half-sponsor of ABC's four-hour, prime-time "Africa" project, the centerpiece of what may be the largest multi-media promotion ever based on a TV special. The other half of the sponsorship is currently being offered at $550,000.

The nut of this gigantic project is 600,000 feet of African location film, 11,000 of which will be edited out for the four-hour show on Sunday, Sept. 10. On the following four successive Tuesdays "Africa" will be shown in one-hour segments (7:30-8:30 p.m.), aimed at school children and their parents.

The remaining film and sound footage will be tailored to a number of purposes: 13 half-hour TV shows on the Discovery format; 13 25-minute radio shows for ABC radio presentation starting July 1 and continuing through the summer; six to 12 half-hour educational films for distribution through, initially, the California and New York state educational systems; two four-sided record albums, one of Alex North's score for the show and one of African folk and tribal music, and film strips and slide packages for distribution to school systems through the American Educational Publications subsidiary of Xerox.

In addition, what is coming to be called the ABC African repository contains 13,000 still photographs. Applications of these, according to ABC special projects director William Sillag, will include four textbooks. The first of the series, "Africa's Animals," is currently in production. 3M has ordered 200,000 copies as premiums; a child's book club has ordered 300,000 in advance.

ABC is also producing "more than 100,000 copies" of a teacher's study-planning guide for the "Africa" show, for distribution through the National Educational Association and the National Council of Social Studies Teachers.

The show will be backed up commercially with "Africa" weeks in 530 department stores across the country. McGregor is planning an "African" line of men's clothing, and various manufacturers have similar women's lines in production.

**PR Purpose** * While there is a trend toward "product-sell" and TV-keyed multi-media advertising, a great deal of money will continue to be spent on specials to build "corporate image" and to improve public relations.

Important specials-sponsors such as American Telephone & Telegraph, the American Iron and Steel Institute, the American Gas Association and the Institute of Life Insurance are more or less locked into this kind of advertising. And NBC sales vice president John M. Otter estimates that the 14 Bell Telephone Hour specials alone will realize "nearly $7 million" in gross revenue next season.

NBC plans "only a few more specials than last year," according to Mr. Otter,

BROADCASTING, May 8, 1967
Ronson has signed for NBC News' "America and the Americans," based on John Steinbeck's book; the American Gas Association for "Down to the Sea in Ships."

NBC participating sponsors of a number of entertainment specials include Campbell Soup, Nabisco, McDonald Systems, Vicks, Coca-Cola, Pontiac, the Savings and Loan Foundation of New York, R. J. Reynolds, Burlington Mills and General Mills.

On CBS Books: According to Michael Campus, director of special programming, CBS has planned or projected 52 entertainment specials next season, including 24 in the cultural area. Richard Steenberg, director of special sales, estimates CBS revenue from entertainment specials at "between $15 and $20 million."

Coca-Cola will sponsor a new "Charlie Brown" special and the planned four repeats. General Telephone & Electronics will sponsor all four CBS Playhouse productions. Xerox will sponsor both the new Hal Holbrook Mark Twain show and the repeat. And the Foundation of Commercial Banks will sponsor both Dr. Seuss cartoons, the new "Horton Hears a Who," and the repeat, "How the Grinch Stole Christmas."

Overall, however, the pattern of CBS entertainment specials sponsorship appears to be participating, according to both announced and anticipated advertisers: Mobile Chemical, Ralston-Purina, W. A. Scheafer (pens), Noxell, Metcal, General Mills, PepsiCo, Motorola, Vicks, Chrysler, F&G, Nabisco, Polaroid and Deluxe-Reading Toys.

Heavy on News: In the area of news specials, all three networks are committed to coverage of the two political conventions and at least five presidential primaries during the 1967-68 season. But CBS and NBC plans are difficult to specify further. Don Meany, NBC News vice president, was able only to "name areas of interest," while Bill Leonard, programing vice president of CBS News, refused to discuss plans.

NBC News announced last month its intention to produce "more than 45 news specials" next season, with 26 alternating in the Friday, 10-11 p.m., slot with "The Hallmark Hour."

Among the areas of interest specified by Mr. Meany were: an evaluation of foreign aid; an examination of "some area" of the Office of Economic Opportunity's work, probably job retraining or the Vista program; Middle Eastern Arab nationalism and conflict with Israel; the traffic-jam crisis in U. S. courts; an examination of collective bargaining and labor-management relations; the Dead Sea scrolls; country and western music; and the already announced "Sicily of Roberto Rossellini."

CBS News plans could be divined only by referring to what has been described as a generalized presentation to advertising agencies. Among the projects listed in that presentation which are still reportedly "in production or under consideration" are the Wednesdays 10-11 p.m. news specials which "approximately one week in four is a half-hour in length," and 12 other shows. Their themes are activism in the ministry; an examination of nonprofit foundations; "The World of Eric Hoffer," a self-educated longshoreman; "The Spy Game"; "The North Pole"; "Barry Goldwater's Arizona"; "Criminal Lawyers"; an unspecified treatment of the 50th anniversary of Soviet power; "Congressional Ethics"; "The Great American Novel," reportedly partially completed and examining the relevance to modern America of "Moby Dick," "Babbit," and "Grapes of Wrath"; a review of the U. S. space program; and "Our Friends the Germans."

Entertainment: If ABC is able to realize its ambitious plans, it may be number one in entertainment specials next season. It has 70 on the drawing board, including 12 each pre-emptions in for the Wednesday and Sunday night movies, "12 or more" Hubbell Robinson productions, eight B. F. Goodrich specials and eight of the projected 12 Jacques Yves Cousteau undersea explorations.

Thomas Wolf, ABC News director of special programming, plans 18 specials for the '67-68 season, including the epic "Africa"; an updated "The Long Childhood of Timmy"; "The World of Charles Dickens"; a John Secondarii "Saga of Western Man" on Venice; an updated and expanded "How Life Begins," produced by Jules Power; a half-hour on juvenile rehabilitation, "A Boy Named Joe"; a special based on Rachel Carson's book "A Sense of Wonder"; and "In the Name of God"—all sponsored (half in the case of "Africa") by 3M.

Also planned by ABC News are specials on the Dieppe raid, "Rehearsal for D-Day"; Gettysburg; football coach Paul (Bear) Bryant; and one or more "One-Night Stands," combination entertainments and documentaries of life on the road.

The NBC News specials, however, have sunk $3.5 million in the Cousteau series of 12 genuinely original undersea explorations, one of which is a U. S. Navy-subsidized study of why sharks eat people. It has invested millions in the "Africa" project and already has another continent under study.

BBDO's Bill Lynn expressed the view that "advertiser pressure is forcing the networks into producing more specials." Dick Steenberg, director of special sales at CBS, looked at it another way: "All the networks have a very good year for specials—if only this market lasts."
A new CBS-TV rate card

New price structure that is simpler and that calls for generally higher rates than at present is sent to advertisers and agencies for Sept. 5 start

A new CBS-TV network rate card, carrying the present one's simplification theme even further and in the process calling for generally higher prices, will go into effect Sept. 5.

Copies of the new card, No. 18, were distributed to agencies and advertisers last week by Frank M. Smith Jr., network sales vice president.

Like the current card, which went into effect last September, the new one specifies rates only for the use of network facilities, or time. Charges for package minutes, which represent the bulk of network sales and are priced to cover program costs as well as time, are not shown but will be made available to agencies and advertisers "on request."

With its present card CBS-TV led the way in overhauling old price structures and setting charges that vary by season of the year and time of day, at the same time virtually eliminating discounts. ABC-TV and NBC-TV subsequently adopted similar approaches, effective next fall.

The new CBS card covering time sales eliminates the present one's distinction between Monday-Friday and weekend daytime periods, dividing the broadcast day into 15 periods that are applicable, each with its own rates, seven days a week. For each period, different rates are specified for winter, spring and summer, generally as in the current card but with the seasons uniform instead of varying, as they do now, according to whether Monday-Friday or weekend daytime periods are involved. The current card's quotation of 52-week average rates is omitted in the new version.

Same Discount • The only discount left in the current card, for 52-week continuity, is continued in the new one and expanded to include daytime but at a lower discount level than for night.

The 15 periods into which the broadcast day is divided in the new card represent a further refinement of the time-period breakdown principle. In the current card, for instance, Monday-Friday time is divided into 12 periods per day.

The new periods come from splitting two nighttime blocks into half-hour units. In the present card, the same rate applies to each half-hour between 6 and 7:30 p.m., and the 8:30-10 p.m. block also carries a uniform half-hour rate. In the new card, each half-hour in these two blocks carries a different rate in most seasons of the year.

Partially offsetting the four new periods thus obtained, two early-morning periods in the present card—sign-on to 8:30 and 8:30-10 a.m.—are combined for rate purposes in the new form.

The rates in both cards are for half-hours of time but are stated as percentages of the Class A hour rates of all stations ordered and carrying a specific program. Thus the base rate will vary according to station lineup; for the full

### BAR network billing report for week ending April 30

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<tbody>
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<td>Sign-on-10 a.m.</td>
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<td>Grand totals</td>
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<td>$26,532.4</td>
<td>$120,478.2</td>
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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; KTUU-FM, San Francisco-Oakland; WIOH-TV, Pittsburgh.

Broadcasting, May 8, 1967
Now watch KARK-TV. KARK-TV has appointed Blair Television!

Color KARK-TV first in Little Rock, Arkansas. In full color throughout the day, KARK-TV looks like the leader it is. Continuously dominant since air date, April, 1954, KARK-TV has an impressive plant; uses local live, film and tape color; boasts a fully equipped mobile unit which appears at all important events. Little Rock, too, is on the move, growing in every direction. In addition, the city is the key to the $1,200,000,000 state and federal government program which will make the Arkansas River navigable all the way to the Mississippi, turning Little Rock into a Gulf port, and opening up vast areas of business expansion. Now KARK-TV has appointed the nation's number one station representatives, John Blair & Company, to represent the station nationally. Now watch KARK-TV move! Blair Television
Listen to this.
KARK has appointed
Blair Radio!

News, sports, personalities, music, farm service! You name it. KARK has it. 24 hours a day. An NBC affiliate, on the air since 1928, KARK's prestige and acceptance are evidenced by the fact that it's the Arkansas radio station with the most blue chip national and local advertisers. KARK has the largest broadcast news bureau in Arkansas; broadcasts the Arkansas U. football and basketball games; is the leading farm service station in a multi-million dollar farm market. Now KARK has appointed the broadcast industry's number one station representatives, John Blair & Company, to represent the station nationally. Now you'll be hearing still more success sounds from KARK Radio! **Blair Radio**
U.S. network it totals about $168,000.

With rates, the highest—up three weeks longer in the new card—spanning 32 weeks from Sept. 5, 1967, to April 15, 1968 (as against 29 weeks from Sept. 11 to April 1 in the current season). Spring rates, second highest, will run 10 weeks instead of 13 (from April 16, 1968, through June 24, 1968), and summer rates, lowest of all, will again be in effect for 10 weeks, from June 25 through Sept. 2, 1968.

**Ups and Downs** The new time rates will be higher in virtually all Monday-Friday periods but lower in a number of weekend periods.

For example, in the present card any half-hour in the 8:30-10 p.m. block costs, at winter prices, 50.3% of the affiliates' Class A hourly rate. In the new card, each half-hour in the block is priced higher than that: 54% for 8:30-9 and also for 9-9:30 and 52% for 9:30-10.

In the new spring-season price list those same half-hours—8:30-9, 9-9:30, and 9:30-10—will be pegged at 45%, 47%, and 48%, respectively, as against 44.2% for any one of them in the current card. In the new summer prices, these periods are priced at 37%, 40%, and 42% as compared to 38.5% for any one of them in the current card. (Thus in the new summer list 8:30-9 will be priced lower than now.)

An even smaller reduction is indicated for 8:30-9 in the new summer schedule: down from 33.2% to 33%.

The split-up of the 6-7:30 block into different half-hour rates will also reduce the 6-6:30 rate from 39.5% to 37% in the winter schedule but raise the 6:30-7 and 7-7:30 winter prices from 39.5% to 42% and 46% respectively. Summarily, the new spring schedule will drop the 6-6:30 price from 28.8% to 28% but increase the 6:30-7 and 7-7:30 charges to 30% and 34% respectively.

Several increases are also provided in the new daytime rates. Where early-morning half-hours in the current winter card are priced at 6.8% in the period from sign-on to 8:30 a.m. and at 8.8% in the 8:30-10 a.m. period, for example, they'll go at 12% per half-hour from sign-on to 10 a.m. in the new lineup.

Among other daytime increases, Monday-Friday half-hours in the 10-11:30 a.m. block will go from 10.8% to 18% in the winter schedule, from 9.4% to 17% in the spring season and from 8.4% to 17% in the summer period.

On weekends, several decreases are indicated in the new card. Half-hours between 9 a.m. and 1:30 p.m. are pegged at 23.7% in the current winter schedule; in the new one they'll be 12% between 9 and 10 a.m., 18% in the 10-11:30 block and 22% in the 11:30-1:30 period.

The present winter schedule prices weekend half-hours at 28% throughout the 1:30-6 p.m. period. The new one puts half-hour prices at 25% throughout the 1:30-5 p.m. period but at 35% in the 5-6 p.m. period.

The only discount in the present card, estimated unofficially at about 3%, is continued in the new one, offering $1,000 a commercial minute for advantages, noncancellable orders of at least one prime-time minute (between 6 and 11 p.m.) every fortnight for a 52-week period. In addition, a new discount amounting to $250 a commercial minute is offered for similar orders for time between 9 a.m. and 6 p.m.

### Another set of time standards

**Storer executive calls for separate rules for affiliates, Independents**

The seemingly endless dialogue over television time standards continued in Atlanta Friday (May 5) when Storer Broadcasting Co. made public its recommendations of what the time standards should say.

The comments came less than two weeks before the National Association of Broadcasters television code board is to meet in Washington (May 17-18) to discuss proposals aimed at overhauling the time standards.

In Atlanta, Terry Lee, Storer's vice president for television, used a forum of the American Women in Radio and Television conference (also see pages 60 and 69) to outline the Storer proposals that "our managers, sales managers and broadcast standards people have been working on...for many months."

He hit at the code board's idea of simplifying and streamlining the time standards, saying those are "commendable virtues and objectives...but not at the expense of creating more complications and problems than they resolve."

Among the Storer recommendations:

- Make prime time a three-and-a-half hour period, either 7:30-11 p.m. or 6:30-10 p.m., to conform with local network scheduling. (The code now sets prime time as any consecutive three-hour period between 6 p.m. and midnight.)

- Make separate prime-time standards for affiliates and independents. Such a move, Mr. Lee said, would encourage independents to join the code and "would simultaneously aid most UHF stations."

- Make code membership mandatory before a station could become a member of NAB. Stations could join without joining NAB, but could not be NAB members without first being code subscribers.

- Establish a maximum number of messages to be aired in a time period without setting up a maximum number of interruptions or number of adjacent messages. The last two areas could be handled in "the commercial market place," Mr. Lee said.

- Establish time standards based on 30-minute segments rather than the 60-minute criteria now used. The only exception would be averaging for programs of one hour or longer. (The code now allows 10 minutes, 20 seconds of nonprogram material in each prime-time hour and 16 minutes, 20 seconds of nonprogram material in other times.)

- Establish separate criteria for commercials in programs and commercials on station breaks.

- Set up "clear limitations" for commercial and other nonprogram material that will be observed by both networks and their affiliates. The networks' voluntary standard, he said, "is unrealistic and vulnerable" since it is "more rigid" than standards followed by the stations themselves. "Maximum commercial content" could not be changed and "primary attention" should be devoted to cutting back on clutter.

Storer's comments came only four weeks after Westinghouse Broadcasting Co.'s proposal on the same subject became known (Broadcasting, April 17). Westinghouse President Donald H. McGannon was opting for a limited number of prime-time interruptions (two in a half-hour, three in an hour plus station breaks), and limiting commercial time (including public service and promos) to three minutes in a half hour or six minutes in an hour plus breaks.

**Limits Proposed** Outside of prime time, the Westinghouse proposal called for limiting commercial material (including public service and promos) to five minutes per half-hour, 10 minutes per hour; no more than two interruptions and seven product impressions per half hour. Both areas exclude station-break time. Program credits would be restricted to 30 seconds and color logos would be dropped by the television networks.

Billboards would not be counted as commercial time under the Westinghouse plan, but they would be allowed only for single sponsored half-hours or single or co-sponsored hour shows. They would not be allowed on participating shows.

The Storer and Westinghouse proposals along with some 40-50 others from stations, groups and the networks, have been garnered by the code authority in the past two months. Next week the
Local color: it will make the grass greener on your side of the street.

Big things are happening in color. Shoot them that way and watch what it does to your image—and your profit picture. Both viewers and advertisers appreciate the added dimension of interest you show in the community by filming the news in color. And Kodak makes your switch to color smooth and easy with a versatile new film system: Kodak Ektachrome EF Films and the ME-4 Process. The films are fast, sharp, fine-grained, and have wide exposure latitude with excellent color saturation. Your cameraman will love them, so will your audience. Fast processing service is available in many areas; but if not in yours, consider processing the film yourself. The ME-4 Process, with its packaged chemistry, is fast, dependable, and virtually foolproof. Naturally, we'll help you set up your process and provide information and continued service. For full details, call your nearest Eastman Kodak motion picture engineer.

Eastman Kodak Company
Atlanta: 404/GL 7-5211 Chicago: 312/654-0200
New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055
In Iowa who delivers more in the morning?

178.3% MORE
adults (6 AM - 12 Noon) than Station 2

199.5% MORE
women (6 AM - 12 Noon) than Station 2

151.2% MORE
men (6 AM - 12 Noon) than Station 2

PLUS: 64.5% MORE
net unduplicated homes weekly
than Station 2

SOURCE:
93-County Pulse Area Survey
Sept.-Oct., 1966
Color vs. B&W: no TV contest

TVAR research shows color causes responses to TV ads and is active and exciting

If you think egg yolks should be yellow and grass should be green, you’re probably quite normal. And if you’ve thought color television is more visually exciting and a more effective broadcast and advertising medium than its black-and-white counterpart, you’re both normal and correct in your assumptions.

What you may have concluded intuitively or empirically (through higher ratings or sales) has at last been verified by the results of a research project begun a year ago, recently completed, and just published by Television Advertising Representatives Inc., New York. A presentation was made to advertisers and advertising agencies at a breakfast at New York’s Waldorf-Astoria last week.

Called “Psy-color-ogy—a Study of the Impact of Color Television,” the TVAR report is based on research undertaken by the Institute for Motivational Research, under Dr. Ernest Dichter. IMR has attempted to measure scientifically the impact of color as compared to Black-and-white television.

IMR researched color at two levels: its current advantage over black-and-white TV, and its potential impact. The field work took place between May 1966 and October 1966 and involved interviews with hundreds of color-TV homes.

The current status of color television was determined by screening identical commercials in both color and black and white, measuring the responses of the viewers and collating the collected data under four broad areas of response: rapport (the emotional affinity between viewer and commercial); comprehension; context (the extent to which the commercial reinforced or conflicted with the viewer’s knowledge of the brand); and activation (the extent to which the viewer was stimulated to purchase the product advertised).

**Investigative Technique** Statements were read to viewers after the screening of each commercial and viewers were asked to indicate whether they had a positive or negative or neutral reaction to each statement, reflecting their agreement or disagreement with it, based on the commercial just seen. As expected, color commercials evoked considerably more positive responses than monochrome commercials.

The IMR data would also seem to suggest that women owning color sets for six months or more rated the tinted tube higher than “new” owners in their reactions to the statements that tested their rapport, comprehension, context and activation. Almost without exception, color television increased the woman’s understanding, stimulated her more, etc., if husband had been making payments on a color set for six months or more. IMR concludes that color TV is not afad and that viewers become color educated.

Youth, too, has something to do with the viewer’s response. Younger women, according to the IMR data—at least those under 40—reacted more positively to commercials in color than did women over 40 years of age.

IMR tested the potential of color television by asking women to respond to four different symbols to test their emotional involvement, or degree of noninvolvement, with color and black-and-white television. The participants felt black-and-white TV was more erratic and evoked less emotional involvement.

Participants in the tests also found color television to be more intimate, more active, and more exciting than black and white. Responses to the IMR tests also indicate that viewers feel color television adds a dimension of depth. One respondent told IMR: “... since we got our color television, I don’t need to turn the volume up the way I used to. For some reason, I can hear better when I watch color shows.”

Offered a choice among six words to describe color and black-and-white television, participants responded by choosing the words “unique,” “adventuresome,” and “sophisticated” as suitable adjectives for color TV, while the black-and-white form was described more as “ordinary,” “routine,” and “down-to-earth” than its more colorful and younger sibling.

**More Friendly** Color television was also found to be more “friendly” than monochrome TV. Viewers were asked to indicate which of three pictures—one of a box with six dots, another with 29 dots, and a third with one dot—best represented watching color TV and which black-and-white TV. Most women indicated the box with the most dots represented color TV, while the boxes with fewer dots represented black-and-white TV. IMR concluded that “... color television is more sociable” than black-and-white television, the feeling toward it is “friendly” rather than “reserved.” To no one’s surprise, the study found that color television is more “modern” than black and white, which was found to be “old fashioned.”

TVAR and IMR concluded by saying the study indicated that color television
A fast ad-agency critique of TVAR color study

A study of color in TV commercials, prepared for Television Advertising Representatives by Dr. Ernest Dichter (see story below), sparked an unexpected critique by a major advertising agency.

The critical comment was offered by Cunningham & Walsh, New York. William G. White, director of media and TV programming, said Thursday he was publicizing the views as indicative of "one agency's opinion."

Mr. White said that though "interesting," the study was one that "would have been of more interest to the industry in the embryonic days of the development of colorcasting to support faster conversion of programming from black and white to color."

And, he said, perhaps the money for the study could have been better invested in the support of "more meaningful research, such as the various projects of the Advertising Research Foundation."

In noting the Dichter study measures public preference of color and black and white, Mr. White said, "this has been known and understood since the dawn of recorded history."

Mr. White charged that the study "does not properly" indicate attention or communication value in comparisons of color with monochrome in commercials, asserting "the results are biased to a degree since the commercials were measured only among color-set owners having a naturally greater involvement with color."

Moreover, Mr. White stated: "The method of alternating color and black and white in a forced environment will always produce a significant bias in favor of color whether done with TV commercials or photographs."

Offered by Mr. White: "The ideal measurement" would be one conducted in an unforced situation; at the very least, he said, this study would be more meaningful if the interviews had been conducted first with all black-and-white commercials in black-and-white homes, second with all black-and-white commercials in color homes, third, with all color commercials in color homes and finally all color commercials in black-and-white homes. He said findings in the study were "obviously inflated" because of its alternate presentation of black-and-white and color commercials among color-conditioned viewers. TVAR officials could not be reached for comment.

currently has a 17% to 34% advantage—depending on the response measured—over black-and-white television. Its potential advantage, according to data produced by the IMR methodology, is better than 50%.

However, the study warned advertisers that color is no substitute for creativity and that a color print alone of a black-and-white commercial is not enough to unloose the purchasing passion of the housewife with a color set. To realize color's potential, TVAR's "Psy-color-gy" counsels a new kind of thinking combining concept and color.

The complete report containing the detailed results of the tests may be obtained from Robert M. Hoffman, 90 Park Avenue, New York 10016.

Business briefly . . .

Calavo Growers of California, Los Angeles, through Anderson-McConnell, Hollywood, this week start an $85,000 broadcast campaign for company's new frozen avocado dip called Guacamole. Campaign will introduce product into 11 regional markets. Except for a single television buy—KNXT(TV) Los Angeles—the push will be strictly via radio. Key markets in California, Oregon, Texas, Louisiana and the District of Columbia will be covered initially.

General Foods Corp., White Plains, N. Y., has announced a "super hero" theme in its advertising of Gravy Train dry dog food. It'll be incorporated in a heavy schedule of network and spot TV commercials, via Benton & Bowles, New York.

Campbell Soup Co., Camden N. J., through BBDO, New York, will support its "Soup 'n Sandwich" campaign in June and July with additional pre-lunch network and spot radio, and network TV messages.

F. and M. Schaefer Brewing Co., through BBDO, both New York, will sponsor The Willers stake race from Aqueduct in 16 Eastern television markets on May 13, 4:30 p.m. EDT. Broadcast is part of Schaefer Circle of Sports series.

Gillette Safety Razor Co., Boston, has scheduled commercials on ABC-TV's Sunday Night Movie, The Invaders, and The FBI, NBC-TV's Tuesday Night Movies and in spots in major markets to introduce its new 10-edge Technatic razor hand cartridges. Purchase was through Jack Tinker and Partners, New York.

Kal Kan Foods Inc., Los Angeles, through Honig-Cooper & Harrington, same city, has bought time on 104 radio stations in 90 markets to promote its new Shaggy Dog product. The Pet food manufacturer will begin the radio campaign in mid-May with a tie-in with the theatrical release of Walt Disney's movie, "The Shaggy Dog." As part of the radio buy, Kal Kan has bought what is said to be the largest purchase of a network of Eastman & Co. represented stations ever made on the West Coast. In addition, the Shaggy Dog promotion will be backed with TV and newspapers in most major markets.

National Airlines, New York, through Papert, Koenig, Lois, same city, will spend $2.5 million this summer to promote "The Summer of the Flying Vacation." Budget covers TV and print ads.


Alberto-Culver Co., Chicago, through Knox Reeves Advertising, Minneapolis, will introduce nationally Kleen Guard furniture polish and Kleen Guard dusting aid with saturation schedules on 10 daytime programs on ABC-TV, CBS-TV and NBC-TV, all of which initially are to run through September. Move to national for these two products comes after successful TV testing in selected markets.

Rep appointments . . .

- KVMT Sonora, Calif.: Advertising Sales West, San Francisco.

BROADCASTING, May 8, 1967
"Really, Tommy, I don't know why you always look so unhappy. You're part of the most popular nighttime schedule in television."

"Yeah, but Mom always liked you best!"

The CBS Television Network is attracting the biggest average nighttime audiences for the 13th consecutive year.

Based on National Nielsen Television Index average audience household estimates for January-April 1967, and for January-December in prior years, subject to qualifications on request. Nighttime covers 6-11 pm, Monday through Sunday.
Spot radio in '66: $237 million

RAB's Miles David reports $358 million revenues for network and spot radio, releases list of top 100 advertisers in medium

Radio: a personal medium

Radio was hailed last week by Stephen B. Labuskin, president, NBC Radio Division, as a medium that is "unmatched" by any other in permitting an advertiser to talk to potential purchasers on a personal basis.

He told an audience at the 51st convention of the National Consumer Finance Association in San Francisco that with radio, an advertiser has the opportunity of reaching prospects personally. He said that "we call this one-to-one relationship, and it's the very thing that every man in business to sell a product or service is striving for."
"You mean your mommy doesn't give you lunch when you come home from school?"

"No, she's too busy looking at CBS daytime programs like all her friends."

The CBS Television Network is attracting the biggest daytime audiences for the 10th consecutive year.

Based on National Nielsen Television Index average audience household estimates for January-April 1967, and for January-December in prior years, subject to qualifications on request. Daytime covers 7 am-6 pm, Monday through Friday.
37. Shell Oil Co. $1,864,000
   Shell gas & oil 1,282,000
   Shell heating fuel 277,000
38. Northwest Orient Airlines 1,582,000
   Air travel 1,582,000

Furness makes Hill debut

Here's TV personality Betty Furness in a career woman role appearing for the first time before a congressional committee last Thursday as special assistant to consumer affairs to President Johnson. She was testifying before a subcommittee of the Senate Commerce Committee on amendments to the Flammable Fabrics Act. Miss Furness was sworn in by the President last Monday (May 1).

As a boost for his new consumer adviser (Miss Furness is succeeding Esther Peterson, assistant secretary of labor), the President for the first time named some members of his cabinet to the President's Committee on Consumer Interests—the Secretaries of Interior; Agriculture; Commerce; Labor; Health, Education and Welfare; Housing and Urban Development, and the Attorney General of the U. S.—as well as the chairmen of the Council of Economic Advisers, the director of the Office of Economic Opportunity, the chairman of the Federal Trade Commission and the administrator of the Veterans Administration. Miss Furness receives $26,000 a year in her new post.
"Look at CBS go!"

"I guess we settle for place and show again."

The CBS Television Network sports schedule is watched in more homes than any other sports on television.

Based on National Nielsen Television Index average audience household estimates for all network sports telecasts from May 1966 through April 1967, subject to qualifications on request. Monday through Sunday, 7 am-11 pm.
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<td><strong>44</strong> (BROADCAST ADVERTISING)</td>
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**77. Kitchens of Sara Lee**
- Sara Lee frozen bakery products
  - $775,000

**78. National Dairy Products Corp.**
- Breyer's ice cream
  - $1,000
- Kraft barbecue sauce
  - $46,000
- Kraft cheese
  - $24,000
- Kraft Deluxe Margarine
  - $5,000
- Kraft Dinner
  - $3,000
- Kraft jams & jellies
  - $126,000
- Kraft mayonnaise
  - $13,000
- Kraft Miracle Whip
  - $191,000
- Kraft Parkay margarine
  - $78,000
- Kraft Pizza
  - $161,000
- Kraft spread salad
  - $2,000
- Kraft Sesame
  - $1,000
- Sealtest ice cream
  - $16,000
- Sealtest milk
  - $34,000

**79. Procter & Gamble Co.**
- American Family detergent
  - $40,000
- Bold
  - $9,000
- Camay
  - $4,000
- Cheer
  - $7,000
- Crest
  - $77,000
- Gleem
  - $168,000
- Head & Shoulders
  - $34,000
- Hidden Magic
  - $54,000
- Lava
  - $25,000
- Lift
  - $22,000
- Liquid Prett
  - $30,000
- Puffs
  - $9,000
- Safeguard
  - $7,000
- Secret
  - $28,000
- Tide
  - $130,000
- White Cloud
  - $1,000
- Zest
  - $6,000
- Swing Ding promotion
  - $73,000
- Folgers' coffee
  - $7,000

**80. Chas. Pfizer & Co. Inc.**
- Agricultural products
  - $175,000
- Dolly Div. perfumes
  - $461,000
- Menley & James Labs
  - $735,000
- Contact
  - $735,000
- Blue Cross/Blue Shield
  - $735,000
- Hospital & medical insurance
  - $735,000
- Beecham Products Inc.
  - $732,000
- Macleans toothpaste
  - $717,000
- Sterling Drug Inc.
  - $725,000
- Bayer aspirin
  - $35,000
- Campophenique
  - $192,000
- D-Corn
  - $292,000
- Dr. Caldwell's laxative
  - $14,000
- Energine
  - $4,000
- Ironized Yeast
  - $42,000
- Midol
  - $77,000
- Lehn & Fink Div.
  - $14,000
- Beacon Wax
  - $14,000
- Dorothy Gray Cosmetics
  - $1,000
- Lysol
  - $52,000
- Stridex
  - $1,000

**81. Quaker State Oil Refining Co.**
- Quaker State oil & lubricants
  - $723,000

**82. The Borden Co.**
- Aunt Jane Pickles & Relish
  - $11,000
- Branberry mushrooms
  - $12,000
- Cheese
  - $1,000
- Comstock pie fillings
  - $4,000
- Danish margarine
  - $10,000
- Drake's bakery products
  - $2,000
- Field milk
  - $121,000
- Ice cream
  - $33,000
- Old London Foods
  - $33,000
- Reafig juice
  - $8,000
- Realemon juice
  - $25,000
- Reamprune juice
  - $33,000
- Snow's canned clam & fish products
  - $2,000
- Wise potato chips
  - $1,000
- Wyler soups
  - $9,000
- Chemicals
  - $2,000
- Smith-Douglas Div.—fertilizer
  - $7,000

**83. Tidewater Oil Co.**
- Flying A gas & oil
  - $565,000
- Heating fuel
  - $55,000

**84. General Tire & Rubber Co.**
- General tires & tubes
  - $565,000

**85. Phillips Petroleum Co.**
- Phillips "66" gas & oil
  - $540,000
- Phillips "66" oil
  - $540,000

**86. Volvo Inc.**
- Volvo cars
  - $827,000

**87. Merrill Shoe Co.**
- Miles shoes
  - $28,000
- Therm McAn shoes
  - $598,000

**88. Genesse Brewing Co.**
- Genesse beer & ale
  - $624,000

**89. M. J. B. Co.**
- M. J. B. coffee
  - $517,000
- Tree rice
  - $104,000

**90. Union Carbide Corp.**
- Eveready batteries
  - $30,000
- Eveready flash bulbs
  - $4,000
- Glad Wrap
  - $117,000
- Oil Miser
  - $233,000
- Prestone anti-freeze
  - $225,000
- D-12 insect repellent
  - $8,000

**91. F. I. duPont de Nemours & Co. Inc.**
- Antron Carpet Fiber
  - $3,000
- Cantreec
  - $504,000
- Golden
  - $21,000
- Karmex
  - $7,000
- Lorox
  - $2,000
- Zepex
  - $19,000

**92. Seaboard Finance Co.**
- Loans & financing
  - $598,000

**93. International Minerals & Chemical Corp.**
- Fertilizer
  - $597,000
- Ac'cent International Div.—Ac'cent
  - $461,000

**94. Dr. Pepper Co/Bottlers**
- Dr. Pepper
  - $537,000
- Hostile
  - $2,000
- Pommac
  - $55,000

**95. Universal C. I. T. Corp.**
- Loans & financing
  - $582,000

**96. B. F. Goodrich Co.**
- Farm equipment
  - $13,000
- Footwear
  - $2,000
- Koroseal products
  - $3,000
- Tires & tubes
  - $552,000
- Rayco Div.—accessories
  - $5,000

**SOURCE:** Radio Advertising Bureau

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV & network TV. Brand expenditures are, in most cases, based on break outs as reported. In a few instances where exact figures were not available due to product scheduling or rotating basis, RAB has projected estimates of brand expenditures.

**Grey gets Ronson account**

Appointment of Grey Advertising In as agency for the personal and home electric appliance domestic advertis of the Ronson Corp., New York, was announced last week by Louis V. Aronson, president of Ronson. The produc spend approximately $700,000 annual of which an estimated $500,000 is TV-radio. Grey replaces Smith, Your & Dorian, New York, as agency for the appliances. McCormack-Erickson, New York, continues as agency for Ronson flame products, including butane lighters, candles, torch cockettes, as well as accessories for lighters and other flame products.
**I guess this just about wraps up a very special season.**

The CBS Television Network has presented six of the ten most popular special broadcasts this season.

Based on National Nielsen Television Index average audience household estimates for Oct. 1966-Apr. 1967, covering 8-11 pm, Monday-Sunday. Subject to qualifications on request. "Specials"—programs aired not more than once a month.
Newspapers ask ANA to help on TV study

The Association of National Advertisers was formally asked last week by the Bureau of Advertising of the American Newspaper Publishers Association to assume a leadership role in the bureau's proposal for a major study of television audience ratings methodology (Broadcasting, May 1).

An ANA official said the association had not had a chance to consider the bureau's suggestion, which was based on charges that TV audience figures are grossly inflated.

The formal request by the bureau was outlined in a letter sent to Samuel Thurm of Lever Brothers, chairman of the ANA, by Dr. Leo Bogart, executive vice president and general manager of the bureau. Dr. Bogart noted that during the ANPA's convention two weeks ago the bureau pledged a contribution of up to $10,000 toward a major advertiser-sponsored study of television audience measurements.

"Advertisers will believe such a study only if they pay for it and control it," Dr. Bogart wrote. "That is why we did not propose to underwrite the research ourselves."

He said a study is needed because there is a gap between measurements of homes using TV and people viewing, and because there is a substantial difference between TV audience levels as measured by Audimeters and diaries and those found by the Alfred Politz research firm in a study using the personal coincidental interview method.

Dr. Bogart said the only rebuttal he has read of the Politz survey came from a TV network research director who stated that Politz's "not at home" figure (35%) was excessively high and that in a substantial number of cases, people who did not answer the doorbell actually were at home watching TV.

Dr. Bogart said this explanation did not convince him but that even if the A. C. Nielsen Co.'s high level of set tuning in the evening is correct (about 55%), Nielsen's figures on people viewing would still be 28% higher than those reported by Politz.

He asked ANA to assume its "traditional role of leadership in this important matter." He said that if the advertising industry does not act on "a matter of such great concern as the integrity of media statistics," it would be playing into the hands of its critics.

NBC's hedonistic show loses sponsor

The pursuit of sales isn't consistent with The Pursuit of Pleasure, The Insurance Co. of North America decided last week as it cancelled sponsorship of a one-hour NBC News special scheduled for broadcast today (May 8) at 10 p.m. EDT.

Content of the special was considered "unsuitable for our selling message and inappropriate to our purposes," according to Bradford Smith Jr., INA chairman. "We sell insurance and we don't advocate any of the matters on the program," he said.

The color documentary deals with LSD, beer-swilling, motorcycles, sexual freedom groups, and other manifestations of the so-called "fun morality."

INA said it had received a number of letters protesting its sponsorship of the program, all voicing objections apparently based on advance publicity released by NBC. "We must admit all the letters came from an area in Southern California, but on the whole they were written by well-meaning and decent people," Mr. Smith said.

No Paean • Network and advertising officials indicated, however, that the program's content could never be construed as a paean to the new morality. "If anything," one advertising source said, "the hippies and wierdos come off like a bunch of fools by anybody's standards. They all look kind of sad."

Thomas J. McDermott, senior vice president for media services and programming at N. W. Ayer & Son, INA's advertising agency, said his firm had recommended dropping the program, but that the final decision was made at INA headquarters in Philadelphia.

"We also felt the program was not the appropriate vehicle for selling insurance," he said. INA, through Ayer, has now arranged for commercials in seven baseball games on NBC-TV's Game of the Week beginning May 13. NBC as of last Thursday had not found a substitute sponsor for the special.

The program, said to have cost between $200,000 and $250,000, includes interviews with Dr. Timothy Leary; Hugh Hefner, publisher of Playboy magazine; William F. Buckley, editor of The National Review; Dr. Harvey Cox, associate professor of the Harvard School of Divinity, and publisher Ralph Ginzburg, who is appealing a pornography conviction, who told Broadcasting: "I salute NBC for having the courage to put the show on anyway, even if it is costing them a quarter-million bucks."

Dodge buying more white hats on radio

Chrysler Corp.'s Dodge division has had such tremendous success so far this year with its $6 million "white hat special" promotion, which relied heavily on radio, that Dodge is extending the campaign still longer. The agency is BBDO, Detroit.

Effective immediately and running through June 17, Dodge is running heavy schedules on NBC, CBS and ABC plus supplementary radio spot buys. Collectively a total of 300 markets are

Fearless ads for Pacific Air Lines

Are most people scared witless of flying? Obviously, Stan Freberg. Hollywood's hippest ad-maker, thinks so. What's more he got an airline advertiser to agree with him. Last month, they combined to mention this unmentionable in both print and on radio as part of a startling different campaign, backed by some $500,000 worth of multimedia allocations, not before the advertiser's agency bailed out.

The campaign for Pacific Air Lines, San Francisco, opened with full page ads in 30 newspapers throughout California, Nevada and Oregon and on radio in 37 Western markets. Radio and print advertising were pegged to the same theme. "Hey there! You with the sweat in your palms," the message began. It went on to say that "it's about time an airline faced up to something: MOST PEOPLE ARE SCARED WITLESS OF FLYING." It promised that PAL would practice "aeronautical honesty" on its future flights, "take a candid attitude" that would surprise passengers. Along the line, the advertising gets in a low-keyed pitch for PAL's new nonstop jet service.

D'Arcy Advertising Co., San Francisco, agency for PAL, which apparently went along with the campaign for a time, reportedly resigned the account just before the print and radio ads were to break. The campaign, created and produced by Mr. Freberg's Freberg Ltd., Hollywood-based advertising consultant firm, is being placed temporarily through Freeman & Gossage Co., San Francisco.

46 (Broadcast Advertising)
**WMAR-TV outcovers the rest...outprograms the rest**

**ARQ's 1965 Coverage Study** proved—as every coverage study in the past has proved—that WMAR-TV gives you coverage no other Baltimore station can approach.

**WMAR-TV** topped all other Baltimore stations in both total net weekly and total average daily circulation.

**WMAR-TV's** Channel 2 signal extended into 51 counties of 5 states, more than any other Baltimore station.

**WMAR-TV** was first or tied for first among Baltimore stations in both net weekly and average daily circulation in over twice as many counties as the other two stations combined.

**Check** the figures for yourself:

### STATION CIRCULATION SUMMARY

<table>
<thead>
<tr>
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<th>WMAR-TV</th>
<th>STA. A</th>
<th>STA. B</th>
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<tr>
<td><strong>Net Weekly Circulation</strong></td>
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<td>Total Week</td>
<td>818,300</td>
<td>752,700</td>
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<td><strong>Counties In Which Station Leads (including ties)</strong></td>
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<td>7</td>
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<tr>
<td>Average Daily Circulation</td>
<td>553,000</td>
<td>492,100</td>
<td>500,100</td>
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<tr>
<td><strong>Counties In Which Station Leads (including ties)</strong></td>
<td>39</td>
<td>9</td>
<td>7</td>
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### COVERAGE LEVELS

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<th>WMAR-TV</th>
<th>STA. A</th>
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<tr>
<td><strong>Net Weekly Circulation</strong></td>
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<tr>
<td>Total Co's</td>
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<tr>
<td>In Area Co's #</td>
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<tr>
<td>Under 25%</td>
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<tr>
<td><strong>Total</strong></td>
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<td>1,842,100</td>
<td>1,581,200</td>
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<tr>
<td><strong>Total Co's</strong></td>
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<td>42</td>
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<tr>
<td><strong>Total Co's</strong></td>
<td></td>
<td>1,684,400</td>
<td>1,684,400</td>
</tr>
</tbody>
</table>

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**Example:**

**DIABLE FOR DOLLARS**— which made its debut in Baltimore back in 1940—and has been on the air ever since—now features Stu Kerr as Mr. Fortune, the man whose lucky job it is to give away the dollars. Viewer interest builds as the jackpot mounts. (9:40-10:00 AM., Monday-Friday) in color!

**THE WOMAN'S ANGLE**— features Sylvia Scott...wife, business executive, world traveler, sports woman, Sylvia puts forth the practical approach to cooking, decorating, and home management. She receives more than 600 requests each week for her individualized help in solving homemaking problems. (1:00-1:30 PM., Monday-Friday) in color!

**PROFESSOR KOOI & HIS FUN SCHOOL**— alias Stu Kerr, plays classroom games with an in-studio audience of 20-25 children. (9:00-9:30 AM., Saturday) in color!

**PASSPORT . THE STORY OF PEOPLE**— is a continuing public affair program featuring fascinating guests and a charming host, Mrs. Elise Kemper. In color!

**ROMPER ROOM**— with Miss Sally is one of the most popular children's shows in the Channel 2 area. (9:00-9:30 AM., Monday-Friday) in color!

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**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.
being covered. Musical commercial minutes are being used. Originally planned to counter the general decline in auto sales the first months of the year, the factory campaign combines two popular themes, "Dodge Boys" and "good guys in white hats," both of which have been used with considerable success in radio and TV. Special package models of the Dodge car are featured in the current radio promotion.

The factory campaign has generated a good deal of additional local broadcast business, Dodge indicated, because so many dealers ran their own promotions tying in with the drive.

Microfilm service offers articles to agencies

A new microfilm index service, aimed primarily at ad agencies, will supply articles from Broadcasting and other advertising trade publications in more than 200 categories and subcategories.

The Microfacts Advertising Reference File, soon to be published by World Clippings, Detroit, will feature collections of clipped and indexed articles by subject category. Instead of the usual microfilm roll, the new service will use microfiche, each containing 72 frames with each frame holding a Micro-Clip of an actual article.

The fiche are 4 by 6 inch microfilm cards that fit into a viewer.

Included in the subscription to the file are: rental of the viewer, a minimum of 50 microfiche, an index file box to hold the fiche, and a minimum of 10 new microfiche each month. In addition, subscribers will also receive "an unlimited number of commercial" fiche dealing with market data.

World Clippings is located at 18415 West Eight Mile Road, Detroit 48219.

FTC probes discounts in TV rate structure

An investigation of television's rate structure, with emphasis on discounts, is proceeding at the Federal Trade Commission. What will result, however, is problematical.

The FTC had the problem handed to it last year when Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust and Monopoly Subcommittee, directed FTC Chairman Paul Rand Dixon and FCC Chairman Rosel H. Hyde to look into the matter of TV network discount structure. (Later all three networks virtually eliminated discounts from their rate cards.)

The FTC investigation came to light again in March when the agency appeared before a House appropriations subcommittee. The transcript of this meeting was released May 16.

During a discussion of the activities of the FTC's Bureau of Economics, an item on TV discounts caught the eye of Chairman Joseph L. Evins (D-Tenn.). Representative Evins observed: "Here is a new project: TV discounts. The commission had directed the staff to study the problems of discriminatory rates in TV advertising. The rate structure used by the TV industry is complex and requires extensive analysis and study. The rates charged for TV advertising have considerable public interest. I guess all that is true."

The item, included in a dozen inquiries being conducted by the agency's Bureau of Economics, states that the bureau has been directed to study "discriminatory" rates in TV advertising, and to make a finding as to how this might affect the position of small advertisers in TV.

Dr. Willard F. Mueller, FTC's economics director, acknowledged that his group was studying the question. He declined to say, however, whether any information had recently emerged that might lead to further FTC action. "What we are looking into right now," he told Broadcasting last week, "is whether the networks have actually discontinued discounts for volume advertising, and if not, just what discounts are now permitted and what their effects are." He did not refer to discounts still offered by individual stations.

Network spokesmen last December testified before Senator Hart and his committee that volume and program discounts had been dropped. Still on network rates cards for next fall are discounts for continuity.

WGN sells regional net of 17 Cubs' games

WGN Continental Productions Co. sold its package of five color baseball programs of the Chicago Cubs last week to G. Heileman Brewing Co. for a Midwest regional network with WON-TV Chicago as the originating station. WON-TV regularly carries the Cubs and heretofore there has not been a regional TV network. The package includes a total of 17 games.

Heileman's agency is McCann-Erickson, Chicago. The schedule includes 10 Sunday day games at home and seven nighttime road games. A total of seven stations so far are on the network with Heileman sponsoring the games on five of them. The Heileman list includes WTVN-TV Rockford, Ill.; WTVY-TV Milwaukee; WQAD-TV Moline, Ill.; WMTV-TV Madison and WFRV-TV Green Bay, both Wisconsin. Also carrying the games are WCLA(TV) Champaign and WMBD-TV Peoria, both Illinois.
Joe Levitt used to think his radio station was too small for an IBM system.

With 273 different advertising rates, billing used to be a problem at Joe Levitt's 10,000-watt radio station, KXXR in San Jose, Calif.

But now his IBM punched card system calculates the rates and prepares 300 invoices a month. The bills are in the mail by the 2nd instead of the 15th. The system organizes and prints out program logs and prepares FCC reports. It also helps him schedule programs and commercials. And it shows his 4 salesmen what time slots are still available for sale.

The system also keeps track of all the music in the station's record library. Mr. Levitt's IBM system relieves his 25-man staff of a lot of paperwork so they can concentrate on their other duties. All this for $380 a month.

Find out how an IBM punched card system can help solve your paperwork problems. Just mail in the coupon.
CPTV becomes CPB

Senate subcommittee changes name to Corp.
for Public Broadcasting as it approves
bill to subsidize educational radio and TV

The proposed Corp. for Public Tele-
vision got a new name last week as the
administration's bill for expansion of
educational television and radio cleared
its first congressional hurdle. Respond-
ing to an emphasis placed on educa-
tional radio during the public hearing,
a Senate subcommittee in addition to
making other modifications, voted to
change the name to Corp. for Public Broadcasting.

The Senate Communications Sub-
committee, charged with passing the
legislation on to its parent group, the
Commerce Committee, acted to clear
the measure on the same day the offi-
cial hearing record closed. The Senate
panel reported the bill "without objec-
tion" but with several substantial chan-
ges:

- Besides substituting "broadcasting"
  for "television" throughout the bill, the
  subcommittee voted to change the make-
  up of the Corp. for Public Broad-
casting's board of directors. Keeping
  the number of directors at 15, it was
deemed that nine would be appointed
  by the President (with Senate confirm-
ation) and six would be chosen by the
  presidential appointees.

In the administration's bill, all 15
Corp. directors were to have been ap-
pointed by the President. Various pro-
posals for naming the board were ad-
vanced during two weeks of public
hearings (BROADCASTING, May 1, April
17), most of them aimed at diluting the
President's influence on the cor-
poration. In the original proposal by
the Carnegie Commission on Educa-
tional Television six directors were to
be presidential appointees and six were
to be elected by those appointed. In
the tentative draft presented for sub-
committee approval the division be-
tween appointive and elective directors
was 10 and five. The subsequent
change to nine and six appeared to be
a last-minute modification.

- The corporation's operative au-
thority was strengthened by subcom-
mittee action to permit direct negotia-
tions with common carriers for inter-
connections. Such a change was advo-
cated in testimony of Carnegie Com-
misson members. In the draft legisla-
tion the corporation could deal with
"public or nonprofit private agencies"
for interconnection services; as ap-
proved by the subcommittee, the word
"nonprofit" was deleted.

Other changes enlarged the corpora-
tion's range of activities. In the bill as
proposed, a clause permitted the cor-
poration to "assist in the establish-
ment and development of a system of inter-
connection to be used for the distribu-
tion of educational television and ra-
dio programs. This was changed by
the Senate panel to read "one or more
systems."

Similarly, a section that directed the
Corp. to set up a library of programs
and related materials was changed so
that the word "library" became "li-
braries."

- On the other hand, a passage that
Subcommittee Chairman John O. Past-
ore (D-R.I.) thought might provide
ammunition to critics holding that the
Corp. would become a government
"propaganda ministry" was changed to
somewhat clip the corporation's wings.
In conjunction with its library program
the Corp. was to have been authorized
to "develop public awareness of and
disseminate information about noncom-
ercial educational television or radio
broadcasting by various means." In line
with a suggestion made by the chairman
during testimony by John W. Gardner,
secretary of Health, Education and
Welfare, the words "develop public
awareness" were deleted. During dis-
cussion on the matter, Secretary Gard-
ner agreed that possibly the Corp. had
no need for that broad a mandate to
manipulate public opinion.

- Of the three major sections of the
bill, the proposed $500,000 study of
instructional television (Title III) drew
the most concerted caveats during the
hearing. Educational broadcasters raised
successive and varied objections to the
language of the bill specifying what
was to be studied, why and how. Some
urged that aspects already heavily in-
vestigated, such as comparisons of ef-
fectiveness of classroom television with
conventional teaching methods, need
not be re-examined. Others noted with
alarm that instructional radio was not
mentioned at all in Title III, and in gen-
eral the complaint was raised that the
study as spelled out in the bill would
be too limited.

New specifications approved by the
subcommittee added the key word
"comprehensive" and called for H.E.W.
to supervise a "study of instructional
television and radio (including broad-

CATV serves the schools

The CATV industry was preen-
ing itself last week, following the
"gratifying" results of a survey
to determine how cable systems
are serving educational institu-
tions in their communities, ac-
cording to Frederick W. Ford,
president of the National Com-
munity Television Association, in
a May 3 letter to Senator John O.
Pastore (D-R.I.), chairman of the
communications subcommittee of
the Senate Commerce Committee.

The results, based on returns
from 416 CATV systems, show that
72.4% now serve schools, 4.8% plan to
serve schools in the near future and 22.8% are
not serving schools. The systems now
serving schools reach 940,778 pupils, Mr. Ford said.

The survey also revealed that
44 CATV systems are originating
ETV programs for schools in their
communities and that 18 plan to origi-
inate such programs. These stations originate 422 hours
of ETV programs a week, or an average of 16 hours a week each.
Mr. Ford also told Senator
Pastore that 719 CATV systems
in 45 states carry the signals of
94 ETV stations. This is 73.4% of
the 128 ETV stations on the
air, Mr. Ford noted. He also ob-
served that of the 719 CATV sys-
tems carrying ETV, 641 provide
one ETV station to their subscrib-
ers, 72 carry two, five carry three
and on carries four.
cast, closed circuit, community antenna television and instructional television fixed services and two-way communication of data links and computers) and their relationship to each other and to instructional materials such as video tapes, films, disks, computers and other educational materials and devices, and such other aspects thereof as may be of assistance in determining what federal aid should be provided.

With expanded horizons for the study, the deadline for completion was extended from Jan. 1, 1969, to June 30, 1969. The amount authorized, however, was left unchanged at $500,000.

Bill's Impact = Title I of the legislation, designed to extend and enlarge current commitments for providing educational broadcasting facilities, escaped any major changes at the hands of the Pastore subcommittee. The section, however, departs in some respects from the present law, due to expire at the end of the fiscal year (June 30).

The proposed authorization specifies grants providing not more than 75% of the cost of facilities and equipment, held to a total of $10.5 million during the next fiscal year and for "such sums as may be necessary" thereafter, until the expiration of the program, set for July 1, 1973. Under the bill, no state could receive more than 12½% of the total money available for grants. This could theoretically limit participation to eight states, but during his testimony HEW Secretary Gardner assured the subcommittee that in practice the federal funds would be more widely shared. One departure from the present law would be the inclusion of U.S. territories as well as states. These include the Virgin Islands, Guam and American Samoa. Also, educational radio is clearly spelled out to be a beneficiary of the grants program.

Title II of the measure breaks the new ground of providing governmental aid to program development, production and distribution for educational broadcasting. The agency that will administer the programing subsidy is to be a public nonprofit corporation, barred by law from political activity or from owning or operating broadcast or interconnection facilities but able to contract for interconnections and program production—the Corp. for Public Broadcasting. Educational stations are to be free to accept or reject any programs provided through the activities of the CPB.

Details Challenged = The two weeks of testimony taken by the Senate subcommittee undermined no outright threat to the basic concept of strengthening educational programing by infusions of federal funds; none of the witnesses seemed willing to stand up and be counted in opposition to the administration's bill. But many had objections in part to the way it was written.

The strongest reservations were about the potential danger of he CPB becoming a captive of the federal government. Proposals to guard against this eventuality ranged from limiting the President's power to appoint the corporation's directors (as was agreed to in some measure by the subcommittee) to the National Association of Broadcasters' plan to disburse federal funds directly to the stations, which would in turn fund the national corporation. In addition, the NAB suggested that local educational broadcasters should chose all the corporate directors. The NAB plan did not find favor with the Pastore panel.

Other objections were more technical. Groups representing CATV or Instructional Television Fixed Service, for example, wanted their participation in educational television spelled out in the bill. By and large, such groups were accommodated.

Chairman's Spurs = Fear that the current law providing for facilities grants would expire before the new bill could be enacted prompted Commerce Committee Chairman Warren Magnuson (D-Wash.) to urge the Pastore group to fast action. The subcommittee subsequently passed the measure on to the full committee within a week after the last day's testimony on the bill was taken. And action by the full committee on the legislation was targeted for as early as this week, although as of Thursday no date had been set for a full committee meeting. Vote by the Senate could soon follow Commerce Committee approved.

This, however, could take the bill through only one half of the congressional gauntlet. To date, the House has not scheduled any action on the legislation. And the chairman of the House Commerce Subcommittee on Communications, Torbert H. Macdonald (D-Mass.), needs a vote for considered study of the measure and all its ramifications.

No one is opposed to the aim of the bill—to strengthen educational broadcasting—the congressmen said, but there is not a clear consensus as to how to best achieve this aim. Precisely because new ground is being broken it is necessary to consider the proposal, and the alternatives, with great care and in fine detail, he suggested. On the other hand, he noted, because the proposal is so new, witnesses are in no great measure any more expert on the larger issues than the committee members, and as the bill is relatively nontechnical in nature, inordinately long hearings should not be necessary.

Way Out = One view in the House is that the deadline set by the expiration of the existing facilities-grants law could be avoided by enacting that part of the bill that provides for continuation of the grants, leaving more time for consideration of the novel aspects of the legislation.

One step may be saved, however, in the House action on the bill. Representative Macdonald believes that the full House Commerce Committee, under Chairman Harley O. Staggers (D-W. Va.), will conduct the hearing and directly deliberate on the measure, bypassing prior subcommittee action. He says such action could come "soon."

On the Senate side, it was noted that for all the talk about unhurried consideration, the bill is the President's bill, "and he wants it," and the House will shortly feel the pressure for enactment.

Who'll pay for subsidized TV?

Annenberg forum panelists vary in opinions on financing, operation

Five vocal advocates of noncommercial television split last week on questions of how a Corp. for Public Television should function and be funded.

Participating in a panel discussion on CPTV from programing to financing and from interconnection to local community service were FCC Commissioner Nicholas Johnson; Fred W. Friendly, Ford Foundation consultant; Douglass Cater, White House special assistant; Hyman H. Goldin, former executive secretary of the Carnegie Commission on Educational Television, and John F. White, president of National Educational Television.

The panel session was held in Philadelphia at the Annenberg School of Communications (University of Pennsylvania). Robert Lewis Shayon, professor of communications at the Annenberg school and radio-TV contributor to the Saturday Review of Literature, was moderator. Most of the program was devoted to a free-wheeling discussion, followed by questions from the audience. The discussion took place on Monday, three days before the Senate Communications Subcommittee reported a bill to create a "Corp. for Public Broadcasting" (see adjacent story).

Mr. Cater at the outset noted that the White House precipitated the dialogue on public TV some 18 months ago when the federal authorization of
aid to educational TV facilities was about to expire and it became obvious that "nobody was satisfied" with the "present state" of ETV. By the panel discussion's wind-up, over two hours later, it was obvious that nobody was entirely satisfied with present plans for CPTV operation.

Question of Money - Fred Friendly likened the current mood among many CPTV supporters who want government seed money now, with the decision on permanent funding to come later, as acceptance of "honeymoon money," and when we get back from the honeymoon, we'll decide who pays for the house." Mr. White commented that if the financing issue overshadows all others at this time, "we'll never get it [the establishment of CPTV] through."

The problem of future financing of the corporation, an issue that was swept aside in the Senate Communications Subcommittee hearing, hovered over the participants. Mr. Cater, questioned as to White House "thinking on the taxing of TV sets" as a funding source, as proposed by the Carnegie Commission, acknowledged that the situation was considered and was judged as an "issue potentially controversial." He said it was believed best for Congress to consider this separately next year.

Mr. Goldin pointed out that the Carnegie group had looked at funding through a "trust system" whereby a tax on sets would provide sufficient funds for a corporation to operate as a "private group" as opposed to an annual appropriation and review by the Congress.

Mr. Friendly, referring to the Ford Foundation's proposal that financing come from a siphoning-off of commercial-network revenues via a satellite operation, said the theory of taxing networks was "not an original thought." Mr. Friendly continued: "In commercial television, we have had profits beyond our dreams, as one network executive told me the other day." He said he would presume that money for a public TV service would come from "a combination of ways, including federal money, some foundation money, some from an excise."

"What's wrong with educational television," Mr. Friendly said, "is that too much money now comes from the Ford Foundation. We are a pluralistic society."

Mr. Goldin, reflecting the comments of the Carnegie report, said that no more than an estimated $30 million a year presumably would be derived from a satellite operation, whereas "we are talking about $220 million." He said that in reality the bulk of monies for educational TV now originate with government through such varied sources as federal aid and state government appropriations. "Government aid is not a new principle in educational television," he said, noting that the problem "still is insulation" from governmental influence.

License Fees - FCC Commissioner Johnson took note of Mr. Friendly's statement on network taxing, and pointed out that the FCC now charged modest fees for filings of various applications by stations. He said, however, that for a $100 fee, or so, a broadcaster may now obtain "$20-million worth of license," which he said wryly was a "substantial return on investment." Mr. Johnson said: "We don't license the networks—sort of like not recognizing China."

Mr. White, speaking of appropriations by state governments to ETV, suggested they had a debilitating effect on programing. The ETV station manager "avoids controversy in his community because he must come back to the state each year for money," Mr. White said.

The question of noncommercial network development drew the principals to opposite corners.

Mr. Goldin said the Carnegie Commission was "in favor of live interconnection but not as a dominant system or factor in CPTV." He said the commission sought "some of the virtues of local diversity and audience choice" plus the importance and immediacy of national events. The corporation, he said, would have initial "authority for interconnection" as opposed to the production centers "because then in effect they [the centers] would become networks."

He said the Carnegie group saw interconnection as a means of making available the "maximum number of programs but not scheduled in the manner of a network." While the operation in the programing sphere may be delegated to an entity, policy would be subject to the corporation—"it would let the corporation see how policy would be handled."

Simultaneity - Mr. White and Mr. Friendly were more inclined to favor a planned scheduling of programing to be fed ETV stations through interconnection.

Mr. White said scheduling would lend an "importance to the actual programing, giving leadership to the programers" and encourage local stations to carry shows that they might otherwise desire to skip.

To the contrary, Mr. Goldin said, the idea was to give the local station autonomy and free choice in what to program, that interconnection would be chiefly a method of program distribution with individual offerings fed in no particular order.

Mr. Friendly questioned the advisability of such a plan, noting that the bigger audiences gained by commercial TV—as in a network showing of a documentary or special event—are attracted by the publicizing in advance of a specific time and date.

Mr. Johnson said that "television is programing." He asked whether noncommercial TV would provide programing of "cultural input" that is not already available from existing programing. Whether public TV would encourage more discussion of public affairs and issues of the day "not now discussed" and news "not now available" in broadcast and on the "AP wire."

Mr. Shayon, the moderator, interposed that he was certain that more people would accept the view that public TV would program "more than for the minority."

Mr. Friendly said public TV in his mind is a means of accomplishing what commercial TV set out to do some 21 years ago but failed. He said that contrary to Gresham's law that "bad money drives out good money, I see it—television that good programing will help drive out bad programing."

Mr. White said that he favored a strong system, locally controlled and conceived, that would become "competitor for ideas" with commercial TV.
The whirly-bird gets the worm

"Suspect driving stolen car, license number..." snapped the police report over the safetycopter radio. Seated in the whirly-bird was Milwaukee's veteran traffic reporter, broadcasting road conditions for WTMJ's "Safetycopter Reports." From his vantage point, he quickly spotted the stolen car, radioed police—and within minutes an arrest was made!

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WARM APPLAUSE TO THE WRITERS AND PUBLISHERS WHO HAVE RECEIVED
CITATIONS OF ACHIEVEMENT FOR 1966

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE
Mending fences on the Hill

Loevinger visits Tydings and Pastore to clarify stand on ETV, Friendly

FCC Commissioner Lee Loevinger visited Capitol Hill last week in an effort to set the record straight on his position regarding public television and television in general—a trip he thought necessary as a result of the remarks expressed a week earlier by Senator Joseph D. Tydings (D-Md.) (Broadcasting, May 1).

Commissioner Loevinger hand-carried letters to Senators Tydings and John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, stressing that he is a firm advocate of the administration's bill on aiding public television.

Senator Tydings had sharply criticized Commissioner Loevinger for his speech during the National Association of Broadcasters’ convention in Chicago, in which he had heaped scorn on Fred Friendly, former president of CBS News and now consultant to the Ford Foundation (Broadcasting, April 3).

The senator referred to Mr. Friendly as “one of the most imaginative and courageous figures in American television,” and said that television needs more men like him “and fewer Federal Communications Commissioners like Mr. Loevinger.”

Wrong Heading • However, the senator’s remarks were inserted in the Congressional Record under the heading, “An Unjustified Attack on Public Television and Fred Friendly.” But the commissioner’s speech did not deal with public television, the name coined by the Carnegie Commission on Educational Television.

Accordingly, a major point in both letters was the fact that FCC Chairman Rosel H. Hyde spoke for a unanimous commission when, in his appearance before Mr. Pastore’s subcommittee, he supported the administration bill on public television. Commissioner Loevinger said that he was consulted in the drafting of the statement, that he voted for it when it was before the commission, and that he concurred in it then and supports it now.

The commissioner also responded to Senator Tydings’ charge that his attitude toward television is “devil-may-care.” The senator recalled that Commissioner Loevinger in a speech in October had labeled television “the litera-

ture, the culture of the lowbrow” (Broadcasting, Oct. 17, 1966).

The commissioner told both senators that he thinks television generally “has done a good job,” particularly in the area of news and public affairs programming. “Broadcasting is not perfect or beyond improvement,” he wrote Senator Pastore, “and I have suggested some reservations about it at one time or another; but I do not know of any institution that can claim perfection.”

Important Point • “The point that deserves emphasis,” he added, “is that it is not necessary to condemn commercial television in order to support public television.”

Commissioner Loevinger, in his letter to Senator Pastore, said the administration bill for public television offers a new method “of adding to diversity and providing a potentiality for innovation and excellence in broadcasting, without invoking government regulation of programs.”

The commissioner, in his letter to Senator Tydings, denied the Marylander’s assertion that his “apparent vendetta against Mr. Friendly obviously biases his judgment regarding the Ford Foundation proposal” now pending before the commission. The proposal looks to the establishment of a domestic communications satellite system that would transmit television signals and turn over its profits to educational television.

“I have not determined or taken a position” on that matter, he said. “Any official position or decision I reach will be hased exclusively on the relevant facts before the commission and the applicable legal principles. No personal feelings or considerations influence my official action.”

Limited Audience • The commissioner appeared to regard the “misunderstanding” of his position as having arisen from the fact that his speech was, as he told Senator Tydings, “prepared for delivery to a limited and specialized academic audience and took a humorous and satirical approach.”

The audience, composed of members of the Association for Professional Broadcasting Education, understood that “part of the satire was directed to certain aspects of modern behavioral science,” he said.

But “if my efforts to be humorous or amusing have misled you or created an erroneous impression of my position,” he concluded, “I can only hope that this explanation has now clarified my position.”

Senator Tydings told Broadcasting that he appreciated the fact that Commissioner Loevinger took the trouble to see him and give him the letter. “It helps explain his position,” the senator added. “Other than that I have no comment.”
13 on UN's advertiser list

80% of new network's schedule is sold out for Dana show's debut

The United Network began operations last Monday (May 1) with the transmission of its nightly two-hour *The Las Vegas Show* on approximately 125 stations, with 13 advertisers participating in national sponsorship.

A spokesman said that some 80% of the network's schedule was sold out for the first week. He added that other advertisers will begin campaigns on May 15 and June 1 and reported that UN has orders for business to start in the fall and at other times throughout the latter part of the year. As a matter of policy, he said, the network will not announce sponsors before they go on the air.

The new program originates from a 300-seat theater at the Hotel Hacienda in Las Vegas with comedian Bill Dana as host. Acts are taped at nine Las Vegas hotels for insertion in the five-day-a-week show. The large majority of stations are carrying the program in late evening time periods (ranging from 10 p.m. to midnight) and some are presenting it in prime-time slots throughout the week or on several nights (BROADCASTING, April 24).

Advertisers for the first week, a United spokesman said, were Colgate-Palmolive, Armour Inc., General Mills, Noxzema, General Foods, Consolidated Cigars, PepsiCo, Procter & Gamble, American Chicle Division of Warner-Lambert, Menley & James, Adolph's Ltd., J. B. Williams Co. and Johnson & Johnson.

Ad Breakdown - Under the UN formula, the network supplies the two-hour program to stations with the understanding that it is permitted to sell 16 one-minute spots while the outlets retain eight one-minute slots plus 70 seconds of station-break time at the half-hour. United has set a rate of $6,000 for each network commercial minute.

Rating information for the first week of *The Las Vegas Show* was meager. An overnight Nielsen in New York for the first night (Monday), showed that the program on WPIX-TV was second in the 11:30 p.m.-1 a.m. time period with a 6 rating and a 22.1 share trailing WCBS-TV's late-night feature film (6.2 rating and 22.1 share). The James Nichols, United Network managing director, and Las Vegas Mayor O. K. Gragson.

Dana-hosted show led *Tonight* on WNBC-TV, which had a rating of 4.7 and a share of 10.7; *Merv Griffin Show* on WNEW-TV, a rating of 4.5 and a 16.1 share and *Joey Bishop Show* on WABC-TV, a rating of 2.9 and a share of 4.5.

Another overnight Nielsen on Wednesday (May 3) placed *Tonight* on top with 7.3 and a share of 27; movies on WCBS-TV, 6.9 and a share of 26; *Merv Griffin Show*, 4.6 and a share of 17; *Las Vegas Show*, 3.9 and a 14 share, and *Joey Bishop*, 1.9 and a 7 share.

An overnight Trendex in Los Angeles for last Monday placed *Las Vegas Show* on KHJ-TV in first place with a 13 rating and a 29.2 share, leading *Tonight* on KNXT-TV (10.4 rating, 23.4 share); feature film on KNXT-TV (6.4 rating, 14.3 share and the *Bishop* Show on KABC-TV (6.7 rating, 14.9 share).

Communications antitrust case opens in L. A.

In what could be a bellwether case for newspapers in this country—with significant radio-television overtones—a civil antitrust suit against the *Los Angeles Times* got underway last week and immediately concerned itself with the maintenance of competition in the communications field.

The suit was brought by the Department of Justice to require the Times Mirror Co., publisher of the Los Angeles Times, to divest itself of the Sun Co. of San Bernardino. The Times Mirror Co. acquired the Sun Co.'s San Bernardino Sun-Telegram in June 1964.

In his opening arguments, Bernard M. Hollander, assistant U. S. attorney, appearing before Federal Judge Warren J. Ferguson, in the U. S. District Court, Central District, (Los Angeles) California, said that the "maintenance of competition is vitally important in the daily newspaper field." He contended that the Times is engaged in a "continuing program, plan and policy" to acquire "large and prosperous newspapers in the whole southern California area." The government attorney indicated that this "conscientiously acted on" program—implemented by an "acquisition team" of executives set up at the Times—has a tendency of monopoly" and would result in a lessening of competition.

The defense countered that newspapers in various markets are not really in competition with one another to begin with since "they offer different packages of services to different readers" in areas "geographically separate." It was claimed too that all media in a market, including radio and television stations, must be considered when the question of a concentration of ownership or monopoly is being decided.

The opening days of the case moved slowly with lengthy arguments being heard over the admissibility of various government evidence. The trial is expected to last for more than a month.
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Want to sweeten up sales? Buy Jacksonville's first full color station.

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BROADCASTING, May 8, 1967
More leisure may mean less TV time

The effects on television of leisure time, growing affluence and increased education in the decade ahead were examined by Martin L. Nieman, president of Edward Petry & Co., in a speech prepared for delivery to the annual convention of the American Women in Radio and Television in Atlanta last Saturday (May 6) (also see pages 34 and 69).

He pointed out that projections indicated that by 1975 an educated, affluent majority in the U. S. will have time and ability to develop a wide range of interests, and television will have to battle for "tomorrow's leisure happy audiences." It is conceivable that "new and exciting interests could overshadow long established habits and result in less rather than more time spent with television," Mr. Nieman observed.

He prophesied that in an era of individualized viewing in multisite homes, each station's programing will become more personalized and stations will have to "probe the diverse motivations and needs of the many audiences within the mass, and build toward a greater involvement."

Mr. Nieman expressed the view that the role of the station representative in guiding station programing purchases would become even more important in the future. He stressed that with a larger number of stations on the air resulting primarily from the expected proliferation of UHF outlets and deeper competitive pressures on the available supply of programing, the problems of stations in this area will be "more compelling and crucial than ever before."

He predicted that tomorrow's representative will serve more than ever before as "the eyes and the memory bank" of his represented stations. The representative, he said, will seek out and test new programing: his machines will be a storehouse of data on existing shows and their audiences, and his activities will expand overseas in an era of world telecasts and a search for fresh material from all parts of the earth.

Mr. Nieman envisioned that spot representatives would have to uncover new sources of revenue to insure a continuing healthy growth. He voiced the belief that some of the new business would come from program sponsorships as advertisers seek the cultivation of a select viewership, and some would accrue from overseas as advertisers in foreign countries learn to appreciate the values of spot TV as the "surest entre to a greatly expanded U. S. market."

OK given to sale of KMBC, KMBR-FM

The sale of KMBC and KMBR-FM Kansas City, Mo., by Metromedia Inc. to the Mormon Church's broadcasting corporation for $2.2 million was approved by the FCC last week.

The assignment was made to Bonneville International Corp., a wholly owned subsidiary of Deseret Management Corp., which is 100% owned by the Corp. of the President of the Church of Jesus Christ of Latter Day Saints. Bonneville International holds control of KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle, WRFM (FM) New York and international shortwave station WNYW Salt Lake, Mass. It also has major interests indirectly in KID-AM-FM-TV Idaho Falls, and KBOI-AM-FM-TV Boise, both Idaho.

Metromedia, also a group owner, retains KMBC-TV, but Bonneville has first refusal rights should Metromedia ever decide to sell the channel 9 station.

KMBC, founded in 1921, operates fulltime on 980 kc with 5 kw, KMBR-FM began in 1962 on 99.7 mc with 9 kw.

The grant was made on a 4-to-3 vote. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dissented.

Changing hands...

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

* KGA-FM-AM Gainesville, Tex.: Sold by Joe M. Leonard Sr. and others to W. Erle and Emma M. White for $290,000, including real estate and background music company, plus $90,000 for agreement not to compete. Mr. White is in banking, investments and insurance, KGA is daytimer on 1580 kc with 250 w. KGA-FM operates on 94.5 mc with 30 kw.

* KONE Reno: Sold by Dr. Leland J. Fuller to Lotus Radio, subsidiary of Lotus Theatre Corp., for $135,000. Lotus Theatre Corp. is applicant for new TV (ch. 13) in Las Vegas, and also owns KKKW Pasadena Calif., and KENO Las Vegas. Howard Kalmenson is president and director. KONE is fulltime on 1450 kc with 250 w. Broker: Hogan-Feldmann Inc.

* KCCN Honolulu: Sold by Perry W. Carle and others to Al Lapin Jr. and associates for $106,170 plus assumption of obligation of approximately...
NABET's petition fails to block Taft renewal

A union's effort to throw Taft Broadcasting Co.'s renewal applications for WOR-AM-TV Buffalo into an FCC hearing failed last week, but not by much.

The Commission voted 3-to-2 to deny the petition of the National Association of Broadcast Employees and Technicians, AFL-CIO, and to renew the licenses of the stations.

NABET had charged that since Taft acquired the stations in 1964, it had instituted sweeping programming changes that violated Taft's promises to the commission—and resulted in the layoff of 30 NABET members.

The commission said it found no substantial variance between Taft's proposal and its performance. The only “cancelled” programs it found, the commission said, were those network or syndicated features that had run out to the last episode.

NABET had also said that the layoff of 30 employees was inconsistent with Taft's promise “to continue with the existing staff of the station.” The commission noted that Taft, in its application, said that commitment doesn't “preclude changes that might be made in the future.”

“We find Taft's performance during the license period to be in substantial conformity with its projections in the 1963 assignment application,” the commission said. Since no substantial or material question was raised, the commission concluded, it would deny the petition and grant the applications.

The majority was composed of Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Robert E. Lee. Commissioners Kenneth A. Cox and Nicholas Johnson dissented. Commissioner Lee Loevinger was not present, and Commissioner James J. Wadsworth did not participate.

WTVT opens new facilities

WTVT (TV) Tampa-St. Petersburg, Fla., began telecasting from its new 1,549-foot tower May 1. E. B. Dodson, vice president and manager, announced that the new tower and transmitting facilities are part of a $2 million expansion program, which includes color communications centers, five live color television cameras, color video-tape machines and remote unit. Tower is located near Balm, Fla., southeast of Tampa.

EXCLUSIVE BROADCAST PROPERTIES!

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Daytime with excellent power serving a solidly established major market. Grossed $150,000 last year. Priced at $265,500 with $100,000 down. Contact—John F. Hardesty in our San Francisco office.

SOUTH

Daytime serving single station market. This well-equipped facility needs a strong owner-operator to realize the potential the market offers. Total price of $90,000 with 29% down and the balance on very reasonable terms. Contact—John F. Meagher in our Washington office.
CATV wins a round in court

Decision seen as implying that court has doubts on FCC's authority to regulate cable systems

A federal court last week told the FCC it had no power to issue stop orders against CATV systems—such as the cable operators involved turned right around and said they will petition the commission to dismiss the whole proceeding against them.

The order was issued by the U.S. Court of Appeals for the Ninth Circuit and some lawyers read a strong implication in the decision that the court also had some doubts of the validity of the FCC's authority to regulate CATV at all. Others, however, insisted that the decision ought not to be interpreted liberally.

The case involves three CATV systems in San Diego—Mission Cable TV Inc., Pacific Video Cable Co. and Southwestern Cable Co.

Last year, after the FCC issued its Second Report and Order asserting jurisdiction over all cable companies, KFMB-TV San Diego protested to the FCC that the San Diego CATV's were jeopardizing the economic health of the San Diego TV stations by bringing in programs from Los Angeles TV stations.

No Expansion * The commission set this protest for hearing and on July 25, 1966, issued an order forbidding the systems from expanding into other areas except for the relaying to customers of the local San Diego stations. The commission approved the continuance of the Los Angeles service to subscribers to the CATV service as of Feb. 15, 1966, or who had ordered the service by that date. Feb. 15 is the date the FCC set for issuing its second CATV order.

In its CATV rules, the FCC forbids a CATV system from importing TV stations beyond their grade B contour into any of the top-100 markets. San Diego is ranked 54th.

The CATV systems insist, however, that the Los Angeles stations place a grade B signal over San Diego, or at least parts of that city.

The three CATV systems appealed the FCC stop order, particularly its imposition of the Feb. 15 cutoff date. The cable companies won a temporary restraining order against the FCC early in August 1966. At the request of the commission, this was reargued, and late in August last year, the court again issued a restraining order against the FCC, but imposed its own cutoff date of Aug. 23.

Illegal Foundation * In last week's unanimous ruling, the court held that the FCC's basis for issuing its stop order was illegal, since, the court said, the sections on which the commission relied for its power to forbid the systems from expanding into other areas except for the relaying to customers of the local San Diego stations. The commission approved the continuance of the Los Angeles service to subscribers to the CATV service as of Feb. 15, 1966, or who had ordered the service by that date. Feb. 15 is the date the FCC set for issuing its second CATV order.

The court referred to the commission's power to issue cease-and-desist orders (Section 312), but noted that the FCC failed to do so in this case. The commission must first issue a show-cause order before issuing a cease-and-desist order; usually a hearing is demanded prior to such orders.


Judge Ely added a concurring opinion endorsing the court decision written by Judge Barnes, and added that since the FCC in 1958 had held it had no power over CATV, and had failed to secure jurisdiction from Congress, the CATV systems had moved into the field on this assumption. When, therefore, the FCC issued its prohibitions, Judge Ely said, instead of sustaining its ban, he would have required it to abandon it.

Another CATV-inspired mail barrage hits D.C.

A Bluefield, W. Va., CATV system has demonstrated once again the awesome power of CATV systems in generating mail to people of influence in Washington.

The system is Bluefield Cable Corp., which has some 3,200 subscribers. In the past two weeks, it appears that all of them have written their representatives in Washington, as well as the FCC, in response to the "deplorable" action of WHIS-TV Bluefield.

The station in a pleading filed with the commission last month accused the system of violating the commission's top-100-market rule in its importation of four distant signals. The station asked that the system be required to comply with the rule that requires CATV's to obtain commission permission before carrying distant signals. Bluefield is in the Roanoke, Va., market (ranked 61st).

Literally thousands of form postcards have been received by West Virginia senators Robert Byrd (D) and Jennings Randolph (D), and by members of the state's congressional delegation, including Representative Harley Staggers (D), chairman of the House Commerce Committee.

The commission received several hundred cards from subscribers, as well as a telegram of protest from the city's board of directors.

The onslaught was reminiscent of the mountain of mail that descended on Capitol Hill last year in opposition to the commission proposal to assert jurisdiction over all CATV systems. Several hundred thousand pieces of mail were said to have been received by the Congress in response to that campaign.

"I wish to express my feelings against the deplorable act of WHIS-TV in asking the FCC that some of our new channels be taken off the cable," the form postcards from Bluefield read. They say that the city directors had asked that the distant signals be added, and close with a plea that WHIS-TV's request that the signals be deleted be opposed.

Another Complainant * Although WHIS-TV is the only demon mentioned in the postcards, WCVB-TV Bristol, Va., which is in the Bluefield area, also filed a complaint. On April 11 it said it was not being carried on the cable, as required by commission rules, and alleged that the system was illegally importing distant signals.

Bluefield, which is now carrying nine signals, has asked commission permission to import three more distant ones from New York. WHIS-TV says this request should be returned since, it maintains, the system is already in violation of the top-100-market rule.

Bluefield filed a pleading with the commission last week acknowledging that it had violated the rules. But when declared, its violations were inadvertent and stemmed in part from ignorance of commission regulations. The CATV asked that the commission investigate the factors leading up to the violations.

Bluefield asked for an investigation, it said, because it realized that factors responsible for the rule violations would not be considered in a hearing leading to a cease-and-desist order.
...and BEELINE RADIO
KFBK is a proven way
to reach an important part of this market.

Your California sales really start flying high when you put your message on Beeline Radio KFBK. KFBK's rich 21-county Sacramento market includes not only McClellan, Mather, Beale and Travis Air Force Bases, but also a wide range of armed services employees earning over $346 million each year. Cash in on the whole $3.44 billion market. Put your message on Beeline Radio KFBK . . . just one of four Beeline stations and the key to California's rich Inland Valley.

Data Sources: Sales Management's 1966 Copyrighted Survey—Effective Buying Income, U.S. Government

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KFBK Sacramento
KOH Reno
KBEE Modesto
KMJ Fresno
he believes that it "trespassed upon constitutional safeguards against the confiscation of property."

Although the question of the FCC's jurisdiction over CATV was raised by the cable petitioners, the court declined to rule on this issue or other issues raised in the case.

In what some observers see as an indication of the court's attitude on the jurisdictional question, the court quoted, with seeming approval, several sentences from the dissent written by Commissioner Lee Loewinger to the FCC's Jan. 19 order denying reconsideration of its Second Report and Order.

Hearing Ending • The hearing on the KFMB-TV complaint began last fall and continued until the end of March. There was to be another hearing session before the record was to have been formally closed, but this has been held in abeyance with word that the three CATV systems are filing their motion to dismiss the entire proceeding. The cable companies will claim, their attorneys said last week, that since the court has held the FCC has no authority to impose prohibition on expansion before a hearing, it has no authority to do so after a hearing.

Challenges to the assumption of jurisdiction by the FCC over CATV have been filed by a number of cable operators. Most of them have been transferred to the Eighth Circuit Court of Appeals in St. Louis, where Midwest Video Inc., instituted the first appeal in 1965. In addition to Midwest Video, other appeals have been filed by Buckeye Cablevision Inc., 55% owned by the Toledo Blade and 45% by Cox Broadcasting Corp., for Toledo, Ohio, and Jerrold Corp., for Alice, Tex. Buckeye (for Toledo) and Telesystems Corp. (for its Philadelphia-area systems) are in the District of Columbia Circuit; Trans-Video Corp., parent company of Mission and Pacific systems in San Diego, also has a jurisdictional challenge in the Ninth Circuit, but this is expected to be transferred to St. Louis. All are multiple CATV owners.

Raleigh vote grants CATV to Southeastern

Southeastern Cablevision Co. was given the green light last week to build a $1 million CATV system in Raleigh, N. C., when voters approved a 15-year franchise by 600-vote margin.

The cable firm was awarded a franchise last June. This was rescinded when the State Supreme Court last February ruled that a special franchise election was required.

The system, needing about 350 miles of cable, will serve a potential 15,000 subscribers who will pay a $6 monthly service charge and a $20 installation fee.

Viewers will receive two local channels (WTVD-TV Durham and WRAL-TV Raleigh) and one educational channel (WUNC-TV).

Southeastern Cablevision is 50% owned by the Jefferson-Carolina Corp. and 50% by 12 Raleigh citizens. Jefferson-Carolina (jointly owned by Jefferson Broadcasting Co. and Carolina Telephone & Telegraph Co.) has about 30 CATV franchises throughout the Carolinas.

Viewers given break in CATV decision

When the FCC abandoned its 15-day nonduplication rule in CATV cases in favor of a "same-day" rule, it held that that amount of protection would be sufficient to protect stations near time-zone boundaries from duplication of their programming by CATV's carrying programs in from either border of the zone. But in a decision released last week, the commission made clear that the length of protection is to be one hour in cases where a substantial disruption of a cable system's viewers would otherwise occur.

At issue was the request of KTVI (TV) La Grande, Ore., for nonduplication protection from CATV systems in Pendleton, Ore., and La Grande, which carry signals of stations in Washington and Oregon. The request was made in connection with applications of a microwave carrier to serve the systems.

The case is unusual in that KTVI, which is in the Pacific Time Zone, carries network programs up to three hours earlier than other network affiliates in that zone. KTVI, an affiliate of NBC and ABC, obtains its network programming from commonly owned KTVB (TV) Boise, Idaho, which presents its programs for the central and mountain time zones.

The commission, in that part of its order dealing with a five-channel system proposing to expand to an all-band system, noted that the same-day nonduplication rule was designed to provide for time-zone problems.

One Hour • But, it added, "we considered the problem only in terms of one zone (i.e., one hour) differences. Here, however, we find that two zones and up to three hours are involved. This discrepancy clearly magnifies the disruption of viewing habits involved in requiring program exclusivity on a limited capacity system."

Accordingly, the commission waived...
Old foes fight in CATV brawl

The FCC had another CATV nut to crack last week when a group broadcaster and a multiple CATV owner tangled over an old issue between the two—program nonduplication rights.

In a cease-and-desist request Springfield Television Broadcasting Corp. alleged Pioneer Valley Cablevision refused to afford its stations nonduplication protection after a previous dispute had been ironed out between them and the commission last March. Springfield termed Pioneer’s actions a willful violation of the Communications Act and called for the initiation of criminal prosecution against the CATV system.

Springfield has had a long history of battling CATV interests, most notably over territory served by its six UHF stations in Massachusetts, Ohio, Pennsylvania and North Carolina. In 1965 the broadcaster had proposed tapping CATV’s for badly needed programming to be re-aired over its WRLP(TV) Greenfield, Mass., station (Broadcasting, Nov. 15, 1965).

Pioneer serves Greenfield as well as four other Massachusetts communities. The system is owned in part by multiple-owners Albert J. Ricci, Fred Lieberman and Telesystems Corp., which merged with Gencoe Inc. and Livingston Oil Co. last month (Broadcasting, May 1).

History of Dispute • Their previous dispute over program nonduplication of Springfield’s Massachusetts outlets WRLP(TV) and WRLP(TV) ended with an FCC grant of a joint petition for dismissal of the pleadings. At that time Springfield said Pioneer had installed automatic switching devices and had begun to afford its stations nonduplication.

Six weeks later, however, Pioneer notified Springfield that because of inadequate and inaccurate notice of the stations’ broadcasting schedules which resulted in disruption of subscriber viewing habits, it could no longer provide program protection until it received what it considered to be adequate notice. Springfield claimed it had a standing practice of notifying CATV operators within the service area of its stations of program schedules well in advance of air dates and, with few exceptions, the programs were aired as scheduled.

Apparently, the broadcaster said, Pioneer’s return to a duplicating service was to take advantage of the delay in FCC action and “create an atmosphere in the CATV communities which is adverse to the re-imposition of nonduplication protection.” If Pioneer’s ac-
Seven compete for Las Vegas ch. 13

An FCC invitation to apply for channel 13 in Las Vegas and for interim operation of the station drew responses last week from seven hopefuls, including a new broadcast entity headed by comedienne Phyllis Diller.

KSHO-TV, channel 13, currently operating in receivership, made commission history in 1965 when it became the first television station to be denied a license renewal in a contested case. The station had financial difficulties under its former owners, Nevada Broadcasters Fund Inc. and its subsidiary Television Co. of America, and went bankrupt and into receivership in 1961. An attempt to transfer control of the station through its original licensees to a new owner, Arthur Powell Williams, was quashed when the FCC denied the license renewal.

Mr. Williams appealed the commission’s decision to the U.S. Court of Appeals for the District of Columbia, but was turned down when the court upheld the FCC in 1966. A further appeal to the U.S. Supreme Court failed last February when the court refused to review the case. The station is scheduled to cease operation June 1.


Kaiser has option to buy out Superior

Application for FCC approval of the merger of Kaiser Broadcasting Corp. and Superior Broadcasting Corp. in the ownership of channel 61 Cleveland (BROADCASTING, April 24) was filed last week—and showed that Kaiser also holds an option to acquire 100% ownership.

Kaiser will contribute $200,000 for 50% interest in a new corporation owning the channel 61 permit. It will also lend the new company $1 million and will arrange an additional $1.5 million in financing. Frank V. Mavec, present holder of the CP, will also contribute $200,000 for a 50% interest in the new corporation and will be reimbursted for not more than $50,000 for his out-of-pocket expenses in securing the grant.

The Kaiser option may be exercised any time during a four-year period commencing three-and-a-half years after the FCC issues program test authority. If the option is exercised on or before April 1, 1972, the price for the 50% interest held by Mr. Mavec will be $1.7 million; if exercised after that date but before Sept. 1, 1972, the purchase price rises to $1,925,000. The purchase price rises in increments of $250,000 for each April 1 after April 2 and April 2 for the remainder of the option period.

Kaiser Broadcasting listed total assets of $9,988,812 in its balance sheet as of March 31, filed with the Cleveland transfer application. Total current assets amounted to $1,799,419. Current liabilities totaled $1,976,018, and long-term debt, $4,482,018. The balance sheet also showed advances from its parent Kaiser Industries Corp. of $4,397,000 and a deficit of $1,866,224. Listed was $855,264 as investment in joint venture at equity (Kaiser owns 50% and the Boston Globe 50% of Wkag Inc., permie of wkbo-Tv and licensee of wkhr-am-fm, both Cambridge, Mass.).

Kaiser also owns wbfd Detroit, wkbs-tv Burlington, N.J. (Philadelphia), and kmtv-corona, Calif. (Los Angeles). It also holds a permit for kijx-tv San Francisco. All are UHF stations.

Macdonald invites FCC to a skull session

The Federal Communications Commission will have a chance to improve its communications with members of the House Commerce Committee if a meeting proposed by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) works out as he has planned.

Stressing that what he has in mind will be in no sense an investigation of the FCC, Representative Macdonald last week addressed a letter to FCC Chairman Rosel H. Hyde inviting the FCC head and "a few other commissioners or staff members" to an informal, but on the record, discussion of the larger communications issues facing the commission and Congress.

Time and selection of FCC participants for the meeting were left to the discretion of Chairman Hyde. Representative Macdonald’s plan, he said, grew out of a full-scale Commerce Committee briefing and FCC interrogation session held in March. An equal division of time for all committee members allowed each congressman only five minutes for questioning, and Communications Subcommittee members could have profitably used more time, Representative Macdonald noted.
Ann's locket is telling her that dinner is almost ready.

Without leaving the kitchen, Ann's locket Ann's holding is actually her radio receiver and transmitter. General use of such space-age devices is not just around the corner. But day is coming fast, thanks to microelectronics. A microelectronic circuit no bigger in the head of a common carpet can, today, replace a square foot of ordinary miniaturized circuitry.

Today, there's a pea-sized radio pill that, when swallowed, transmits diagnostic data to the listening physician. There's a computer system that once was the size of a boxcar. Now it's no bigger than a shoebox. There's a TV camera that's the size of a carton of cigarettes and that weighs only seven pounds. There's a two-way radio that once had to be carried in a Jeep that's now built into an infantryman's helmet.

These exciting products are made possible only by the use of microminiaturized circuits. And ITT Semiconductors is a major supplier of these—worldwide—from facilities in the U.S. and in five countries in Europe and the Far East.

International Telephone and Telegraph Corporation, New York, N.Y.
ABA fair-trial panel offers minor changes

Further revisions may be made to Reardon report; Justice Clark calls for reason in solving issue

Several tentative revisions were announced last week by the American Bar Association in the proposals of the ABA special committee on fair trial and free press. News-media representatives described them as minor.

The ABA indicated that additional revisions may be considered after further meetings scheduled with the news-media organizations this summer and early next year.

The proposals, first introduced last fall, seek to restrict news of criminal proceedings to the extent such information is considered by legal interests to be prejudicial to the defendants in such cases. The news media have vigorously protested the proposals, the most recent being that of the Radio-Television News Directors Association before a meeting of the committee in New York April 22 (Broadcasting, May 1). The special ABA committee is headed by Justice Paul C. Reardon of Boston.

The ABA reported that the principal revisions would:

- Modify the proposed strengthened canons of ethics banning prejudicial public statements by attorneys to provide that restrictions would apply until the imposition of sentence in the trial court, but not throughout the time the case may be pending in appellate courts.
- Allow police departments and other law enforcement agencies a "reasonable time" to adopt their own internal rules governing release of crime news during the critical pretrial and trial period. If they failed to do so, steps could be taken to implement the recommendations by rule of court or by legislation.
- Narrow the proposals with respect to use of the contempt power and eliminate an earlier recommendation that proceeds of a contempt fine could be assigned by the court to reimburse a defendant in a criminal case for added costs incurred by him as a result of the contempt.
- Place greater emphasis on the appropriateness of the release, by law enforcement agencies, of essential information about arrests, charges and evidence seized. This change was designed to guard against the dangers of secret arrests and law enforcement.

With respect to proposals for limited use of the contempt power, the committee affirmed its original position that there are certain instances when the use of that power "is appropriate and fully consistent with the Constitution, but it has attempted to clarify those instances still further."

Contempt Uses * In the modification the committee recommends that the power be used "(1) against a person who knowingly violates a valid order not to disclose information revealed at certain closed hearings or (2) against a person who during the course of an ongoing trial by jury makes a statement relating to the defendant or to the case itself that goes beyond the trial record, that is 'wilfully designed' to affect the outcome of the trial and that seriously threatens to have such an effect."

The ABA last week also announced that its annual meeting this summer in Honolulu the fair trial and free press proposals in the Reardon report would be the subject of hearings before two sections of the ABA House of Delegates. One hearing is to be held Aug. 4 before the section of judicial administration and the other Aug. 7 before the section of criminal law.

Representatives of the National Association of Broadcasters, RTNDA and other national media groups have been invited to present their views at the Honolulu sessions, the ABA said. Further hearings are scheduled during the ABA's mid-year meeting in Chicago in February 1968.

Thinking Men * Meanwhile, a seminar on the fair trial—free press issue was held last week in Kansas City, Kan., at which Associate Justice Tom Clark of the U. S. Supreme Court called on lawyers, and the news media to resolve the issues as "thinking men."

Speaking before 400 in attendance at the all-day symposium sponsored by the Kansas Bar Association and the law and journalism schools of the University of Kansas, Justice Clark noted that both a fair trial and a free press are basic constitutional freedoms.

"If there are problems between the bar and the press, it is because of the lack of understanding between the two issues involved," he said.

"The press has done much through

**Programing**

**Strike substitute gets permanent news berth**

A radio station executive's hit performance on network TV as a fill-in reporter during the recent strike of members of the American Federation of Television and Radio Artists had led him back to the news beat, where he hasn't performed regularly for more than a decade. Making the switch from executive suite to TV news anchorman is George D. Skinner, station manager for NBC-owned KNBC Los Angeles, another NBC-owned station.

Mr. Skinner's vault from behind the camera was made at the suggestion of Alex Kalb, director of KNBC news. Mr. Skinner is now a regular panelist on KNBC's "Today" show, replacing the veteran newsmen who had been assigned to television duties.

Mr. Skinner, who has been with KNBC since 1954, will handle the five nights a week, half-hour, "11th Hour News" program. He will work in the KNBC studio and will also be involved in KNBC's news division.

Mr. Skinner's work received favorable critical notices and reportedly stirred considerable national audience interest in him.

At KNBC, he'll replace Dean Breis, who goes back to a previous assignment as correspondent for NBC.
the years of the history of our country in its role as the guardian of the guaran-
tanted right of all Americans to know. The bar also has been dedicated in its
efforts to insure a system of adminis-
tration of equal and fair justice for all.”

“What we must do,” he concluded,
“is to see that all proper safeguards are
taken “is to

by law enforcement of-
ficers and prosecutors in seeing that the rights of the
defender are not abused.”

Speaking for the Reardon com-
teec’s recommendations, David Shapiro,
Harvard Law school professor who is a
member of the ABA committee, said
d judges, lawyers, law enforcement of-
ficers and newsmen should practice self-discipline.

“This would be accomplished first by
enhancing the remedies available to the
parties when a threat to a fair trial is
posed, and second by placing limited restrictions...on release of certain information and opinion by attorneys and law enforcement officials.”

Challenging the basis of the ABA com-
teec’s recommendations was J. Edward Murray, managing editor of the
Arizona Republic, Phoenix. The ABA
recommendations are contrary to the
public’s traditional right to know, he
said. And, he added:

“We say the bar is basing its case, not on a woeful record of mistrials, not on innocent men languishing in jail be-
cause of pre-trial publicity, but rather on a tiny fraction of rare and sensa-
tional cases, and on admittedly untested suppositions of alleged prejudice.”

Austin CATV fights nonduplication rule

The CATV company in which Presi-
dent Johnson’s family has a 50% in-
terest “challenges” the FCC’s right to
regulate the cable-TV business. But if
the commission does have that author-
ity, Capital Cable Co. of Austin says
it wants a waiver of the nonduplication rule as it applies to the Austin UHF station with which the Johnson family-owned KBTV competes. Cap-
tal says that compliances with the rule
could ruin it.

Capital Cable Co., of Austin, ex-
pressed its views in a pleading filed with
the commission in response to a re-
quest by KHI-TV (ch. 42) for nondup-
lication protection. Capital is 50% owned by Midwest Video Inc. and 50% by Texas Broadcasting Co., licensee of KBTV. Texas Broadcasting is owned by Mrs. Lyndon Johnson and the couple’s two daughters. Their TCB hold-
ings have been placed in trust so long as
Mr. Johnson is President.

Capital, under its contract with the
city, carries the signals of KBTC-TV and
KHI-TV, which went on the air in 1965 to end what had been a 12-year monopoly of the Johnson station. The contract also requires Capital to carry the signals of six stations in San Antonio and Waco. The Austin sta-
tions each carry programs from the
three networks. Five of the other stations on the cable carry network pro-
gramming also.

Burden of Compliance = As a result, Capital said, the burden of providing nonduplication protection would be
enormous. It said that complying with
the rule would involve 69 1/2 hours of
programming each week, since KHI-TV is
titled to protection against all sta-
tions on the cable except KBTC-TV. Cap-
tal added that deletion of duplicat-
ing signals would be on a “shifting basis” since KHI-TV picks and chooses among the programs of the three
networks.

Capital based its estimate of the
difficulties that would be involved on
its experience in affording KHI-TV non-
duplication protection for one channel.
A two-month agreement under which
that protection was granted expired in
April when KHI-TV requested full non-
duplication protection.

Capital said that despite its use of
what it feels is the best equipment pos-
sible, it encountered serious technical
difficulties—sound on one channel was
distributed to others through cross
modulation, and the automatic switch-
ging gear didn’t always work properly.
Capital also said that subscribers com-
plained about not being able to watch
their programs at the times when they
were advertised to appear.

Capital said that complying with the
nonduplication rule may prevent it from
meeting the contractual obliga-
tion it has to the city to carry the sig-
nals of the eight stations, with the re-
sult that Austin might lose the franchise.
Capital said that nonduplication would
require deletions from programing pro-
vided by five stations on the cable.

Capital also said that compliance
would have an adverse effect on its al-
ready none-too-healthy economic condi-
tion. It said it has an indebtedness of
$2.5 million and in its operation it has
accumulated a deficit of $976,000 and
is still losing money. The system has
12,000 subscribers.

Capital said it challenges the author-
ity of the commission to adopt rules
governing the operation of the sys-
tem and requiring it to provide television stations with nonduplication pro-
tection. It didn’t press that point, how-
ever. It said that if the commission does
have the authority it should grant a
waiver of the nonduplication rule in
the case of KHI-TV. In any event,
Capital added, the commission should
hold a hearing before requiring com-
pliance.

A call for more local, live programs

The coming of daily network pro-
gramming via satellite feeds will push
some broadcasters right out of the
“satellite age” unless they take the lead
and “provide local, live service to their
markets,” instead of “offering their net-
works for most of the broadcast day.”

This local, live need was explained
Friday (May 4) by Sol Taishoff, editor
and publisher of Broadcasting and
Television magazines, in a keynote
speech to the American Women in Ra-
dio and Television national convention
in Atlanta. (Also see pages 34 and 69.)

Broadcasters, he said, can take a leaf from their print competitors and pro-
vide local, live service with “people
specialized in the reporting, produc-
tion and handling of news and events.”
Successful newspapers, he explained,
learned they could not depend on the
wire services for “total news coverage” so they now have “specialists, not only for home, but in important centers, here and abroad, who look for the local
and regional angles.”

Broadcasters have started on this
route, he went on, noting that television
and radio operations have set up Wash-
ington bureaus to provide local and
regional angles of national news.

Talent Search = The need for local
live coverage combined with “the in-
evitable of local originations by liter-
ally hundreds of small-market CATV’s
and creation of a government-subsidized
educational broadcasting system,” Mr.
Taishoff said, will result in broadcast-
ing demanding “more talented people”
to fill jobs that don’t even exist today.
Stations will have to compete in the
high schools, he added, by showing
broadcasting as a “proud, exciting, chal-
 lenging and lucrative professional field.”

What we know today as educational
broadcasting, he said, will give way to
“subsidized television and radio on a
grander scale than the poor-mouth spor-
adic service of today.” These sub-
sidized operations will be created, he
went on, because commercial TV and
radio “are so dominant, so important and
so close to the public that they are
fair game for the politicians and intel-
lectuals.”

Because broadcasting has overtaken
print as the prime source of news and
opinion, Mr. Taishoff pointed out, “the broadcast media are in trouble.” The fear of politicians over broadcast jour-
nalism’s ability to reach the public, he
continued, coupled with the constant
criticism of commercial TV by “the intelligentsia,” have resulted in the bill
in Congress that would have the tax-
payers subsidizing educational radio
and TV.
Past vs. present in Jackson hearing

Allegations of past conduct contrasted with assertions of present performance in the first week of testimony in the FCC's hearing in Jackson, Miss., on whether the license of WLBT(TV) Jackson should be renewed.

A Negro businessman testified that the station refused to sell him time when he wanted to make political broadcasts during the 1962 election campaign. But the WLBT general manager expressed confidence the station's audience would agree that WLBT is now determined to operate in the public interest.

WLBT is faced with a threat to its license as a result of charges by the United Church of Christ and two Mississippi civil rights leaders that it had discriminated against Negroes in its programming. The hearing was ordered by the U. S. Court of Appeals in Washington, which ruled that the commission had erred in not holding a hearing on the station's renewal application. The commission, as a result of its investigation of the complaints, issued the station a one-year license renewal in 1965.

Mr. Smith's Testimony - The testimony concerning the alleged refusal of WLBT to provide time for political broadcasts when it was requested was presented by Robert L. T. Smith. Mr. Smith, who is one of those pressing the case against the station and who was a candidate for Congress in 1962, said he approached Fred Beard, then manager of WLBT, early in that year. Mr. Beard, he said, told him it was too early in the campaign to sell time and suggested that he use Negro churches instead to get his message across.

Bob McRaney Jr., who is the station's new general manager, said that with the change in management he has reason to believe that local interests in Jackson are conscious of the station's "sincere efforts to operate fairly and in the public interest."

A television license is a public trust, he added. "We believe we have been consistent with that trust and will continue to do so."

A witness for the United Church of Christ, Dr. A. D. Beittel, said he believed the station has provided more objective programming in recent years. Dr. Beittel, a white educator, headed the predominantly Negro Tougaloo College from 1960 until 1964. He is a member of the Mississippi Advisory Committee for the U. S. Commission on Civil Rights.

Under cross examination, Dr. Beittel said that since Mr. McRaney replaced Mr. Beard about two years ago, there had been a "substantial improvement" in the caliber and type of programs shown. He said Negroes appear on programs.

The hearing, which is expected to last three or four weeks, is being conducted by Examiner Jay Kyle.

Florida convention plans freedom-of-press debate

Prominent members of the bar and broadcasters will participate in a panel on freedom of information to be held June 12 in Miami Beach, it was announced last Thursday (May 4) by the Florida Association of Broadcasters. Session will be part of the annual summer meeting of the FAB at the Americana hotel June 11-13.

One side of the panel will be represented by Al Cone, president of the American Trial Lawyers; Mitchell Goldman, president of the Florida Criminal Defense Lawyers Association, and Judge Douglas S. Lambeth, Broward county judge. The other side of the panel will be represented by Ray Reuster, vice president and news director of WFTV(TV) Orlando, Fla., and two other broadcasters to be selected.

The FAB also announced that its luncheon speakers in Miami Beach would include former state Governor LeRoy S. Collins, onetime president of the National Association of Broadcasters, and Florida Governor Claude Kirk.

Tom Welstead, of WLBY-TV Miami, is convention chairman, and Warren Blackmon, wvso Coral Gables, is president of the FAB.

Davis & Cole distribute new historical series

A new series of five-minute shows, Perspective, telling stories of the famed and defamed, is being offered by Davis & Cole Inc., Villanova, Pa. The company reported last Wednesday (May 3) that the series, cut for five separate shows each week, has been bought in five markets.

Perspective comprises selected profiles of contemporary and historical figures in all fields as well as narration of events of human and historical interest. Narrator is George Ansbro, with ABC since 1942 and currently news announcer on WABC New York.

Signed up for the series are WING Tampa, Fla.; WLRB Elizabethtown, N. C.; WLOX Biloxi, Miss.; WZZZ Scranton-Wilkes-Barre, Pa., and WGHM Skowhegan, Me.

Davis & Cole is at 733 Stoke Road, Villanova, Pa. 19085.

Hansen proposes options to election quandry

Uniform closing times for polls or prohibitions on networks from projecting winners from early election returns were alternatives offered by Senator Clifford Hansen (R-Wyo.) in remarks delivered to a meeting of the Rocky Mountain Collegiate Press Association at Laramie, Wyo.

"Everybody loves a winner," the senator noted, adding that he couldn't believe that "rapid-fire election-night 'guesstimations' " didn't influence votes in states where polls had not closed.

Senator Hansen also called attention to fictional World War II exploits on television and asked the industry whatever happened to the "two lost wars," Korea and Vietnam. "The awareness of our times would be substantially heightened and greatly strengthened if the story of America's involvement in Vietnam were to be credibly fictionalized and presented on television," he said.

Radio series sales . . .

*Grand Ole Opry (WSM Inc.): KJCF Festus and KRES Moberly, both Missouri; WDWX Clarksville and WBCQ Elizabethton, both Tennessee; WERK Elkton, Md.; WBIP Booneville, Miss.; WHO New Orleans; WAMJ Memphis, Pa.; WTNJ Newport News, Va.; WWOP Ocala, Fla.; WBTW New Martinsville, W. Va., and WKKS Vancouve, Ky.

*Chickenman (Spot Productions): WTHI Terre Haute, Ind.; WHLO Akron, OH.
What’s the value of a Byline?

Years of a man’s professional life can pass before he rates a byline.

Some never make it.

Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.

Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.

The Joe Pyne Show (Hartwest Productions Inc.): KCSC San Bernardino, KMAK Fresno and KEYV Turlock, all California; KRAM Pueblo, Colo.; WCCO Bistis, WIVY Jacksonville and WMPM Tampa, all Florida; KWKX Forrest City, Ark.; KDFM(FM) Des Moines, Iowa; WJBD Salem, Ill.; WFBM Indianapolis; KBBM Billings, Mont.; KCLV Clovis and KAFE Santa Fe, both New Mexico; KLPD Minot, N. D.; KYZY Everett and KEPR Kennewick-Richland-Pasco, both Washington; KRPL Moscow, Idaho; KFPR Columbia, Mo.; KFAB Omaha; KANN Ogden, Utah; WNAR Norristown, Pa.; WELK Charlotte and WBTV Bedford, both Virginia; KABB Aberdeen and KELO Sioux Falls, both South Dakota; KRGB Weslaco, Tex.; KATT Casper, and KRAE Cheyenne, both Wyoming; WXXL Harrison and WKKV Knoxville, both Tennessee; WECL Eau Claire, Wis.; WTTV Fort Huron, Mich., and WJTN Jamestown, N. Y.

NBC plans regular satellite news feeds

NBC-TV has announced a regularly scheduled satellite news feed from Europe, beginning May 20 on The Frank McGee Saturday Report (6:30-7 p.m. EDT).

William R. McAndrew, NBC News president, in announcing the feed last week referred to the innovation "as the first step toward instant global communications." The network plans to use either the Early Bird or Canary Bird Atlantic satellites for 24 consecutive Saturdays through the end of October, transmitting reports both live and taped from "all the capitals of Europe, including Moscow and other Communist bloc cities." Mr. McAndrew added that NBC News also intends to reserve space on the Pacific satellite when its circuits become available.

NBC has reserved space on the Atlantic satellites from the four common carriers—RCA, Western Union, ITT and AT&T—for news stories and analyses originating from European cities. Each Saturday the satellite circuits will be available from 5:30-5:40 p.m. EDT. NBC will prepackage the transmissions of insertion on the Frank McGee newscast, which is being scheduled as the replacement to The Scherer-MacNeil Report.

Program notes...

Moves west = United Television Inc., including United Artists Associated Division, is at a new address in New York. UA TV has moved from 555 Madison Avenue to new quarters at the United Artists building, 729 Seventh Avenue (New York 10019). Phone number: Circle 5-6000.

Tiger-Torres coverage = Madison Square Garden-RKO General Sports Presentations plans to syndicate coverage to TV stations of the May 16 world light heavyweight title fight between Champion Dick Tiger and Challenger Jose Torres live from Madison Square Garden in New York. Colorcast will be blacked out in New York area until May 17.

Africa commentator = NBC News commentator Howard K. Smith has been named commentator for ABC-TV's four-hour "Africa" special to be broadcast Sept. 10. He will review the major issues presented in contemporary Africa and their meaning for U. S. foreign policy. Program will be narrated by Gregory Peck.

TV series sales...

McHale's Navy (MCA): WLVN-TV Lynchburg, Va.; KPSN-TV Denver; KIMA-TV Yakima, Wash.; WAND-TV Decatur and WTVG-TV Rockford, both Illinois; WMBF-TV Binghamton, N. Y.; WSPD-TV Toledo, Ohio; WATE-TV West Palm Beach, WINK-TV Fort Myers and WFLA-TV Tampa, all Florida; KTVN-TV Reno; WKBF-TV Cleveland, and KSCC-TV San Jose, Calif.

Wagon Train (MCA): WMAR-TV Baltimore; KCRG-TV Cedar Rapids, Iowa; WHIO-TV Dayton, Ohio; WTCN-TV Minneapolis; WBBM-TV Chicago, and WKBW-TV Buffalo, N. Y.-Philadelphia.

Volume II: Films of the '50s and '60s (Seven Arts): KABC-TV Los Angeles; KGO-TV San Francisco; KLYD-TV Bakersfield, Calif.; WFTL-TV Philadelphia; WAND-TV Decatur, Ill.; WFTV-TV Orlando, Fla.; WTVJ-TV Miami; WTVW-TV Evansville, Ind.; WHDH-TV Boston; WTHC-TV Hartford, Conn., and KZAZ-TV Nogales, Ariz.

Islands in the Sun (Bill Burrrt Productions): WABC-TV New York.

I Love Lucy (CBS Films): WPIL-TV Philadelphia; WNBV-TV Binghamton, N. Y.; WNBH-TV New Haven, Conn.; WLTU-TV Lancaster-Lebanon and WFBG-TV Altoona, both Pennsylvania; KFRF-TV Fresno, Calif.; WKBX-TV Detroit, and WKRG-TV Cambridge-Boston.

Hayride (ABC Films): KTLV-TV Texarkana, Tex.-Shreveport, La.; KKEK-TV Grand Junction, Colo.; WHEN-TV Syracuse, N. Y.; WJTV (TV) Elkhart-South Bend, Ind.; KVTN-TV Fort Worth-Dallas; WCKT-TV Miami, WJBS-TV Jacksonville and WFTV-TV Orlando, all Florida, and WGN-TV Chicago.

One Step Beyond (ABC Films): KPLR-TV St. Louis; KOMA-TV Honolulu, and WFTV-TV Orlando, Fla.

New post at AP for broadcast news problems

A heavier flow of regional and state news reports from the Associated Press broadcast news division was anticipated last week with the appointment of James M. Wessel as director of special projects in the general office of the division.

Robert Eunson, AP assistant general manager in charge of broadcast services, said Mr. Wessel's first assignment would be a study to develop new techniques in both transmission and writing of news for the broadcast media. He predicted "a greatly increased regional and state news report" would result to meet "ever-increasing demands" from AP's station members.

Wes Gallagher, AP general manager, said "tremendous growth" of AP's broadcast division over the past decade dictated expansion of the executive staff by creation of the new post of special projects director.

Mr. Wessel, 51, moves into the new assignment after 23 years with AP, all of them in broadcast news and the last eight as a supervisor on the broadcast news desk. Before joining AP he was a news executive with WCPO (now WKEA) Cincinnati, Transradio Press and WBEN Buffalo, N. Y.

His new duties will also include recruiting young writers and training them in the writing of broadcast news.

Mr. Wessel
More than ever before... the soundest sound in FM is the new sound of Gates

FM BROADCASTING BREAKTHROUGH:

“DCFM” (direct carrier frequency modulation) in a new 100% solid-state 10-watt exciter

One-tube, 1KW; two-tube, 3KW; two-tube 5KW; two-tube, 10KW and three-tube, 20KW transmitters! Eight brand-new FM transmitters, all made possible through a Gates engineering breakthrough — a solid-state exciter employing “DCFM” (direct carrier frequency modulation) where modulation occurs at carrier frequency.

The new Gates exciter is self-contained, of modular construction. It is the heart of all new Gates "H" Series FM transmitters.

All “H” models are FCC-type accepted, and available for prompt delivery.

For complete descriptive brochure, write today.

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation
The FCC has launched an in-house study of the largely unexplored reaches of the spectrum above 13 gigacycles. Its aim is to determine, before making any allocations, how the frequencies available there can be most effectively used.

The study grows out of the request of Teleprompter Corp. for a rulemaking proceeding that, theoretically, could revolutionize the CATV industry by permitting cable companies to operate without cables. Teleprompter has proposed that 448 megacycles between 18.349 and 18.797 gigacycles be set aside for short-haul CATV relay service. (A gigacycle represents 1,000 megacycles).

The proposal conjures up visions of CATV systems using the 18-gigacycle band to serve homes in sparsely settled areas—service that CATV's cannot afford to provide now because of the cable costs involved. Teleprompter and Hughes Aircraft Corp. have conducted experiments in the 18-gigacycle range through their New York CATV project, in a test authorized by the commission last year (Broadcasting, May 2, 1966).

The proposed study was opposed by the Communications Satellite Corp. and AT&T on the ground that such use of the 18-gigacycle band could adversely affect the future development of communications satellite service. Comsat said "substantial segments in the upper portions of the spectrum" will be needed to meet the needs of such service (Broadcasting, March 13).

These arguments appear to have been persuasive. The staff had prepared a draft notice of rulemaking, reportedly along the lines requested by Teleprompter. However, the commission two weeks ago decided to shelve the matter until a study of the upper portions of the spectrum could be made. Teleprompter officials were informed of this decision, but were also assured that that decision did not constitute a prejudgment of the company's proposal. The study is expected to last six weeks.

Commission engineers are known to regard the Teleprompter proposal as significant. However, they point out that the commission has yet to authorize operational services above 13.5 gigacycles.
Land-mobile study starts

Renton to head FCC staff committee for spectrum probe

The FCC has begun moving ahead in its study of how best to provide frequency relief for the land-mobile services—a study that will include possible reallocation of channels now assigned to UHF television.

The commission last week established a staff committee that will be headed by Ralph Renton, chief engineer, and directed it to make the wide-ranging probe that was announced last month (Broadcasting, April 17). No reporting deadline was set, but the commission, under pressure from Congress and land-mobile forces, is hoping for a report reasonably soon.

The commission, in announcing the establishment of the committee, said, "with nearly 3 million transmitters in service and new applications coming in at a rate of almost 20,000 per month, the land-mobile growth rate has been such as to produce severe congestion in our largest metropolitan areas."

Among the possible solutions to the problem to be explored by the committee are the possible reallocation of the seven lowest UHF channels to land-mobile, frequency sharing between television and land-mobile services, and a combination of those alternatives.

The committee will also study the feasibility of reallocating the highest 14 UHF channels, and in that connection will consider whether an outside study should be made to determine the costs that would be involved in manufacturing land-mobile equipment that could operate on those frequencies. Land-mobile users have said such costs would be prohibitive.

Another aspect of the study will involve a critical look at the present system of block allocations of land-mobile frequencies. Under that method, certain frequencies are assigned to the same specified uses across the country, leading to such situations as channels in the New York area being reserved for the forestry service.

The National Labor Relations Board has ordered New York local 11 of the National Association of Broadcast Employees and Technicians, AFL-CIO, to refrain from charging initiation fees that are found to be unlawful, excessive or discriminatory, and to refund to employees amounts in excess of the normal initiation fee charged by the local before Dec. 15, 1965. The board affirmed the rulings of its trial examiner issued last November on a complaint brought by ABC and NBC.

Trial Examiner William Seagle said that NBC had required extra broadcast technicians, called vacation relief employees, in the fall of 1965 because of the football season. On Dec. 15, 1965, local 11, which had been charging all its members an initiation fee of $150, adopted a higher schedule of initiation fees requiring members making $119 a week or more to pay fees ranging from $500 to $1,000. Mr. Seagle said the increased fees were adopted to discourage the networks from hiring the extra technicians who, he said, could not normally expect work of more than several months' duration. The effect of the increased fees, he said, would be to add to unemployment and to discourage employment of broadcast technicians who were already members of the union and who would not, therefore, be required to pay the increased fees.

The union contended that the increased fees were adopted to correct its financial condition and to improve its services.
Access to foreign satellites

Robert Sarnoff thinks U.S. carriers should be allowed to use future foreign systems

A proposal that American international communications carriers be permitted access to foreign satellite systems whenever they could provide the best service at the lowest cost was advanced last week by Robert W. Sarnoff, president of RCA.

In an address before the International Communications Association in Minneapolis, Mr. Sarnoff said it is "entirely conceivable that at certain times, the customer could be better served through a French or a Russian or British satellite rather than through a multinational or American-owned one." He said provision also should be made for foreign carriers to have access to any regional satellite system the U. S. might establish in the future.

Although he made no direct reference to regional systems designed exclusively for broadcasting, RCA's subsidiary, Communications Satellite Corp.'s monopoly on transoceanic satellite communications since 1965 is being threatened by talk of other space communications systems.

Aimed for launching in 1970 is an experimental European system to be co-sponsored by France and West Germany. And planned for 1969 is a Japanese communications satellite.

The French-West German announcement was made April 28 by Maurice Schumann and Gerhard Stoltenberg, respectively French and West German ministers of scientific research. The Japanese announcement, made the same day, was by the Japanese Post and Telecommunications ministry.

The French-West German project is apparently aimed at putting a communications satellite system into operation in time for the 1972 Olympic Games, scheduled to be held in Munich. France has offered its launch site on the equator in French Guiana. The launch vehicle would be one of those under development by the European Launcher Development Organization. ELDO is supported by France, West Germany and Britain. Great Britain was said to have been invited to participate in the communications program, but declined.

The cost of developing two communications satellites has been put at $75 million. The ELDO project is estimated to cost about $600 million.

The only communications satellite other than Comsat's that is operating is a Russian system handling domestic traffic between Moscow and Vladivostok.

The Japanese system is to be developed by the Post and Telecommunications ministry, Nippon Telegraph and Telephone Corp., Kokusai Denshin Denwar Co., and the Japan Broadcasting Corp.

Canada's Board of Broadcast Governors recently held a hearing on a proposal to establish a domestic satellite system for that country.

Earth Station • Meanwhile, Comsat has asked the FCC to approve its fourth U. S. mainland ground station—near Jamesburg, Calif., 30 miles southeast of Monterey on the coast.

The Jamesburg earth station will be designed to use large, 90-foot to 100-foot antennas to provide commercial multichannel telephone, TV, telegraph, facsimile, data, etc., between the U. S. mainland and Hawaii, South America, Australia, Japan, Asia and other Pacific points.

Cost of the station is estimated at $6.5 million. Completion is expected next year.

The Jamesburg station will bring to six the number of earth stations owned by Comsat and the U. S. international carriers in the U. S.; the others are at Andover, Me.; Brewster Flat, Wash.; Pamalu, Hawaii; Cayce, P. R., and Green Valley, W. Va. The last two are also awaiting FCC approval.
McLendon in Stockholm

The U.S. position in Vietnam was scheduled to be defended at the "war crimes" tribunal in Stockholm last week by Gordon McLendon, Dallas-based group broadcast owner.

Mr. McLendon, who made a trip to Saigon to inspect the progress of the war, asked to testify in a telegram to French philosopher Jean Paul Sartre, a sponsor of the trial, according to KLIF Dallas.

To assure that the U.S. action in Vietnam received a fair and factual hearing, Mr. McLendon desired to relate his experiences of the war. The mock trial is being held by British pacifist Bertram Russell and others. Mr. McLendon was scheduled to appear last Friday (May 5).

NBC, as well as CBS, ABC and the Ford Foundation have all proposed the establishment of regional systems for the transmission of radio and television programs within the U.S. Foreign entities would apparently have access to such systems under Mr. Sarnoff's proposal.

Freedom to Communicate = Multi-national access to satellite systems is necessary, Mr. Sarnoff said, "not just to obtain reciprocal rights, but to be consistent in upholding the principle of freedom of communications."

The imminent prospect of international communications satellites launched by other countries creates a "compelling need for agreement to insure the orderly introduction and use of all future regional and global" systems, he added. Key objectives of the agreement would be to insure a basic compatibility among all systems enabling complete interconnection and an assurance of equitable access to all systems on a nondiscriminatory basis.

Mr. Sarnoff also repeated an earlier proposal for uniting the facilities and operations of U.S. international communications carriers into a single privately owned enterprise. Now under government study, such a merger would unite RCA, AT&T, Western Union International, International Telephone & Telegraph and the Communications Satellite Corp. RCA, AT&T, WUI and ITT own about 50% of Comsat, which currently has sole authority to own and operate a U.S. commercial system. "Subject to proper government regulation, this new enterprise should be endowed with independence in operations and policy," Mr. Sarnoff said.
RCA faces bright new world

Scott refuses to disclose pay of Carson and Palmer; minor discontent heard on dividends and executive pay

Stockholders at RCA's annual meeting in New York last week heard top officials freely paint a bright picture in 1967 for sales and earnings, abetted by the company's growth and diversification program, its expanding role in the "information revolution" and its strong position in the home entertainment field, including color television.

On certain other matters that enlivened the meeting attended by about 2,200 shareholders in the Waldorf-Astoria hotel, RCA officials were less open-handed. They declined to discuss, for example, the remuneration that Johnny Carson is receiving as an aftermath of his well-publicized absence and return to NBC-TV's Tonight series, as well as the financial arrangements that had been made with golf champion Arnold Palmer to bring him into the NBC family.

To questions on both personalities from several persistent stockholders, NBC Board Chairman Walter Scott, an RCA director, stood firm, declining to reveal financial details on the ground that it represented competitive information. When one shareholder insisted that he comment on reports that Mr. Carson's new agreement will bring him more than $1 million a year, Mr. Scott replied:

"I can only tell you that reports in the press about Mr. Carson's salary are grossly distorted and exaggerated."

But shareholders appeared to be generally content and delighted with RCA's past performances and its projection for expanded sales and profits. There was some discontent voiced over the amount of cash dividends, which has been averaging about 80 cents a year; the stock options granted to top RCA officials and the salaries paid to leading RCA executives ("some of them get paid a lot more than the President of the United States," grumbled one stockholder). Brigadier General David Sarnoff, RCA board chairman, presided at the meeting and exercised control with firmness and frequent good humor.

Cash Dividends • To the questions of allegedly meager cash dividends, he pointed out that RCA also has paid a stock dividend for some years and split its stock three-to-one several years ago, and concluded that "it really hasn't been so bad." He replied to the ques-

tion of salaries for top officials by pointing out that satisfactory financial arrangements must be made with outstanding executive talent in order to retain their services in this competitive era. The issue of stock options was settled by the stockholders themselves when they voted overwhelmingly during the meeting to reject a shareholder's resolution that would have limited stock options.

On other resolutions, RCA stockholders approved by substantial majorities proposals to merge the Hertz Corp. into RCA (earlier in the day Hertz shareholders had approved the consolidation); to re-elect 19 incumbent members of the board of directors, and to appoint Arthur Young & Co. as RCA's independent public accountant firm.

Elmer W. Engstrom, chairman of the executive committee of RCA, advised shareholders that sales and earnings continued to advance during April to set new all-time records for the first four months of 1967. He noted that RCA had achieved these gains although it had been affected, along with other manufacturing industries, by "some softening" in the consumer goods market, including color television.

Temporary Pause • He called the current slow-down in consumer-goods sales "a temporary pause in the pattern of economic expansion," and predicted the economy would rise and electronics would make "a unique contribution" to the advance. Mr. Engstrom disclosed that capital expenditures by RCA in 1967 would approximate those in 1966, keeping pace with the company's growth opportunities and requirements.

Robert W. Sarnoff, president of RCA, placed emphasis upon the growing information requirements of industry, commerce, science and education and told the meeting that RCA is equipped to meet the need on the basis of its experience in communications and data processing. As indications of RCA's growing strength, Mr. Sarnoff pointed to its "unmatched" position in the home entertainment field, including color TV; the new first quarter sales and earnings records set by NBC, and substantial gains registered by such units as RCA Electronic Data Processing and RCA Electronic Components.

He stressed that RCA is changing to meet the needs of a changing society and today, among other things, the company is an electronics manufacturer, a broadcaster, a publisher, a global communicator and a leading research organization.

In his opening remarks, General Sarnoff contrasted the situation of the company in 1967 with its position 46 years ago at the first stockholders meeting. At that time, he said, there were about 50 shareholders, representing 34,000 holders of RCA shares, and added: "Today the shareholders in this hall represent nearly 330,000 owners of RCA—the eighth most widely held enterprise in the nation. The total value of their share holdings, at current market prices, approaches $3 billion."

Increased earnings seen for Teleprompter

Teleprompter Corp. last week reported record first-quarter 1967 earnings, up 46%, and gross revenues up 20% over the corresponding period of a year ago.

Irving B. Kahn, chairman and president of the firm, whose interests are principally in CATV, told stockholders at an annual meeting in New York that 1967 earnings "augur well for the continuation of the pattern of increasing annual earnings." In 1966, he said, Teleprompter's net earnings climbed 57% over 1965. The company's gross revenues last year were enhanced by the closed-circuit telecast of the Daytona 500 stock-car classic. Mr. Kahn predicted that this annual racing event would "make a substantial contribution to future earnings."

Teleprompter operates 18 CATV systems, among them two in New York and Los Angeles, both in joint ownership with Hughes Aircraft Co. Mr.
Kahn said those two large CATV franchises alone represent an aggregate investment of $18 million. The company, he added, is now working toward new franchises in South Carolina, Connecticut, Pennsylvania and other areas.

Reporting on divisional activity, Mr. Kahn said the master antenna division has completed installation of closed-circuit TV security and traffic control systems, educational-TV distribution facilities, and a CATV system for Homestead Air Force Base in Florida. The group communications division, responsible for closed-circuit feeds of boxing, football, basketball and the Daytona stock car races, plans to undertake new projects for both domestic and foreign markets, he indicated.

Both Teleprompter and Hughes have asked the FCC for extensions of their microwave system experiment that employs the high-frequency spectrum in the 18,000 mc range for "short-haul" TV distribution, and possibly for use with CATV distribution where cable feed is limited. The short-distance system was reported to be "most useful" for Teleprompter's operation.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$0.13</td>
<td>$0.09</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,894,843</td>
<td>1,830,531</td>
</tr>
<tr>
<td>Net earnings</td>
<td>107,689*</td>
<td>73,439</td>
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</tbody>
</table>

* Included is $52,782 net gain on sale of 1% of Manhattan subsidiary (after tax provision) purchased by Hughes Aircraft. Hughes previously had bought 10% of the system giving Teleprompter a $44,000 gain.

**Sonnderling stock goes on the open market**

The first public offering of Sonderling Broadcasting Co. stock went on the market last Thursday and by the end of the day, according to the underwriter, Bear Sterns and Co., the stock was sold out and selling at a premium.

The 380,000 shares went on the open market at $13 a share. At the end of the day, the bid-asked price was 15½-16.

The shares represent 47.5% of the outstanding 800,000 shares of the Sonderling group. They are being sold by Richard Goodman, who is selling 34.8% and by Mason Loundy, 12.7%.

At the $13 price, the offering would bring $4,544,800 after commissions to the two sellers.

Egmont Sonderling, president of the group, retains his 24.6% ownership. Mr. Goodman still owns 19.4% and Mr. Loundy, 7.0%. Washington attorney, A. Harry Becker, holds 1.5%.

Sonderling Broadcasting owns six station properties, all fulltime outlets. They are: WOWA Oak Park, Ill. (Chicago) on 1490 kc with 1 kw days, 250 w nights; WOPA-FM Oak Park on 102.7 mc with 50 kw; WOL Washington on 1450 kc with 1 kw days and 250 w nights; WOL-FM Washington on 98.7 mc with 20 kw; WDMA Memphis on 1070 kc with 50 kw days, 5 kw nights; WOPA-FM Memphis on 102.7 mc with 100 kw; KDIA Oakland-San Francisco, on 1310 kc with 5 kw; KFOX Long Beach, Calif. (Los Angeles), on 1280 kc with 1 kw; KFOX-FM Long Beach, on 100.3 mc with 58 kw, and WWRL New York, on 1600 kc with 5 kw.

**Storer has profit drop in first quarter**

Storer Broadcasting Co. reported a decline of $231,547 in earnings for the first quarter of 1967 compared to the same period last year.

Total broadcast revenues, however, increased by almost $1.5 million for the quarter. The only unprofitable station was WSBE-TV (ch. 38) Boston. This was attributed to the expenses of re-equipment, reorganizing and reprogramming. Storer acquired the Boston station last year for over $2,250,000. Storer also reported that depreciation expense had increased in excess of $135,000 chiefly as the result of the purchase of over $2 million worth of color-TV studio equipment.

Storer owns 83.7% of Northeast Airlines, and 100% of Storer Leasing Corp. which owns jet aircraft leased to Northeast. Storer Leasing's depreciation charges also increased substantially, it was said, because of the addition of four new Boeing 727's and associated equipment.

**Reeves reports earnings up 43%, revenue up 15%**

Reeves Broadcasting Corp., New York, last week reported net earnings for the first quarter increased 43% and gross revenues were up 15% over the comparable 1966 period.

J. Drayton Hastie, president of Reeves, attributed the gains to strong growth in all phases of the company's studio division. He said further improvements—as well as more profits—can be expected in coming months, especially with the operation of a new...
Airmobile-Video System introduced this year. The system is a portable color unit designed for short-notice transportation by commercial jet to anywhere in the world.

Mr. Hastie also cited Reeves's application now before the FCC for a TV station in Lexington, Ky., as further evidence of the company's growth. He predicted FCC approval sometime in June. Besides two TV and two radio stations, Reeves owns 12 CATV systems, film sound and video tape recording studios and diverse interests in land development and real estate.

For the three months ended March 31:

<table>
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<th></th>
<th>1967</th>
<th>1966</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.10</td>
<td>$0.08</td>
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<tr>
<td>Revenues</td>
<td>2,533,000</td>
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<td>Net earnings</td>
<td>181,500</td>
<td>197,100</td>
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<tr>
<td>Shares outstanding</td>
<td>1,807,000</td>
<td>1,615,000</td>
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</table>

ITT sells about 20% of its Comsat stock

International Telephone & Telegraph Corp. last week sold 235,000 shares of its stock in the Communications Satellite Corp. Total sale price, at $68.75 per share, was $16,156,250. ITT retains 816,250 shares and remains, next to AT&T, largest single shareholder in Comsat.

Reports that profits from the sale, $11,162,500 after broker's fees and before taxes, would be used to build ground stations for satellite communications were neither confirmed nor denied by ITT officials. Ownership and operation of ground stations are generally conceded by investors to be the most lucrative aspect of satellite communications.

ITT is committed to an ownership interest in earth stations. Under an FCC formula, ITT is to own 7% of the earth stations in Maine and Washington, as well as the projected facilities in California and West Virginia, and 6% of the station in Hawaii. Together with its Puerto Rico subsidiary, ITT will own 41% of the proposed earth station there. Comsat is 50% owner of all the installations. The other carriers have varying ownership.

ITT also has asked to be permitted to share in the ownership of the projected cable between the U.S. mainland and Puerto Rico, to be laid by AT&T. And, of course, ITT has loaned ABC $25 million to help the network equip itself for color; the merger of the two companies is under review by the FCC.

ITT bought 1,050,000 shares at $20 each when Comsat stock first went on sale in June 1964 and later purchased 1,250 shares when it bought Press Wireless Inc. Under the provisions of the congressional act establishing Comsat, common carriers are eligible to buy half of the corporation's initial public offering. The remaining half was sold to the public. ITT will continue to hold two seats on the Comsat board.

Pennsylvania CATV borrows $3 million

Centre Video Corp., State College, Pa., multiple CATV owner, has announced a loan agreement for $3,470,-000 with the Fidelity Bank of Philadelphia.

The money will be used for construction of CATV systems in the Pittsburgh area, and for the conversion of State College and Bellefonte, Pa., cable systems from five to 12-channels. The rebuilding is contingent on FCC approval to bring in New York City TV stations.

James R. Palmer, president of Centre Video, said that the new construction will total 300 miles, while the remodeling will total 100 miles. The company, which operates six CATV systems in Pennsylvania, two in Ohio and one in West Virginia, hold franchises for 26 Pittsburgh suburbs with almost 200,000 population.

Mr. Palmer is also president of C-Cor Electronics Inc., State College, which will supply the equipment for the construction.

Ling Altec votes to split stock

A two-for-one stock split was approved by shareholders of LTV Ling Altec Inc., Dallas manufacturer of high fidelity, broadcast and communications equipment, at an April 27 stockholders meeting. The company, which is 87.8% owned by Ling-Temco-Vought Inc., plans application for listing on the American Stock Exchange subsequent to the stock split.

Alvis A. Ward, president of Ling Altec, reported that net income increased $78,000 and sales $472,000 in the first three months of 1967 compared to same period in 1966.

Meanwhile, shareholders of both LTV Inc. and Wilson & Co. Inc. (food products, sporting goods, pharmaceuticals) approved the merger of Wilson into LTV. The merger plan provides for the issuance of a new LTV $5 series A cumulative preferred stock to be exchanged for Wilson common on the basis of one share of the new LTV preferred for each 1½ shares of Wilson. The new preferred stock is convertible anytime in the next 10 years for eight-tenths of a share of LTV common. LTV already owns 53% of the Wilson firm.

LTV's first quarter sales reached $396,045,000 compared to $100,041,-000 for same period last year, it was reported. Net income increased to $5,831,000 compared to $2,735,000. Earnings per common share, after provision for preferred dividends, reached $2.64, compared to $1.37 a year earlier. LTV stockholders also approved a three-for-two stock split.

Three months ended March 31 (Ling Altec Inc.):

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<th></th>
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<td>Earnings per share</td>
<td>$0.18</td>
<td>$0.19</td>
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<tr>
<td>Sales</td>
<td>6,633,000</td>
<td>6,156,000</td>
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<tr>
<td>Income before taxes</td>
<td>461,000</td>
<td>511,000</td>
</tr>
<tr>
<td>Net income</td>
<td>260,000</td>
<td>162,000</td>
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</tbody>
</table>

Harris-Intertype heads for new reports

Shipments and earnings for Harris-Intertype Corp., Cleveland, diversified corporation that owns Gates Radio Co., for the nine months of its fiscal year were ahead of last year's records.

Officials reported that the backlog of orders at the end of the third quarter was approximately the same as at the beginning of the fiscal year. They also estimated that sales and earnings for the full year ending June 30 are expected to set new records. Harris-Intertype recently announced merger plans with Radiation Inc., Melbourne, Fla., advanced electronic communications equipment manufacturer (Broadcasting, April 10).

Nine months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$7.95</td>
<td>$1.75</td>
</tr>
<tr>
<td>Shipments</td>
<td>139,881,589</td>
<td>119,780,645</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>17,497,364</td>
<td>14,978,568</td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,568,371</td>
<td>5,101,598</td>
</tr>
<tr>
<td>Shares of Common outstanding</td>
<td>4,567,354</td>
<td>4,631,023</td>
</tr>
</tbody>
</table>

Bartell's net earnings leap 177% for the year

Bartell Media Corp., New York, last week reported a 177% gain in 1966 net earnings compared to 1965. Also disclosed was a 10% profit gain in 1967's first quarter over that of a year ago.

Frederick A. Klein, executive vice president, attributed the substantial growth last year to profits from Bartell's publishing and broadcast divisions. He said that WADO New York had progressed "by leaps into a general audience position, and establishing itself as
WQXR's billings up 12.9% in first quarter

The New York Times, owner of WQXR-AM-FM New York, reported record earnings, circulation and advertising in 1966, due to "continuing general prosperity and substantial change in the newspaper situation in New York City."

In its annual report to stockholders, the Times said that the separate programming of its AM and FM stations for 50% of the broadcast day is too new yet to assess long-range effect. The WQXR stations began separate programing Jan. 1.

WQXR said the station enjoyed a 12.9% increase in billings during the first quarter of this year, making it the best first quarter in the station's 31-year history. An increase of 17.9% in sales was achieved in March, WQXR reported.

The Times' consolidated report for the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.17</td>
<td>$0.154</td>
</tr>
<tr>
<td>Net earnings</td>
<td>337,245</td>
<td>305,699</td>
</tr>
<tr>
<td>For the year ended Dec. 31, 1966:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$0.40</td>
<td>$0.15</td>
</tr>
<tr>
<td>Net sales</td>
<td>22,450,902</td>
<td>20,588,570</td>
</tr>
<tr>
<td>Net earnings</td>
<td>801,347</td>
<td>289,455</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,681,029</td>
<td>1,637,453</td>
</tr>
</tbody>
</table>

Luce's estate to put stock of Time-Life on market

Time Inc., New York, filed a registration last week with the Securities and Exchange Commission of 130,000 shares of common stock to be offered for sale to the public at a maximum $110 per share.

A block of 100,000 shares will be offered by executors of Henry R. Luce's estate, and 30,000 by trustees under Mr. Luce's will for the benefit of his surviving widow.


Blair per-share earnings up a bit

John Blair & Co., New York, reported last week that gross revenues rose slightly in the first quarter of 1967 while net earnings dipped by a small margin. Earnings per share rose to 46 cents from 44 cents in the corresponding 1966 quarter, because there were fewer shares outstanding in the 1967 period, a Blair spokesman stated.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.46</td>
<td>$0.44</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>2,689,068</td>
<td>2,668,583</td>
</tr>
<tr>
<td>Net earnings</td>
<td>472,594</td>
<td>473,332</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,024,153</td>
<td>1,060,230</td>
</tr>
</tbody>
</table>

The WJEF Countrypolitan

Just average listeners — but what an average!

What's the average WJEF Countrypolitan like? He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home.

They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countrypolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

They're inquisitive; they listen to WJEF to know what's going on, as well as to be entertained.

And they're acquisitive; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knelo about WJEF — the country music station listened to by people with lots of needs and the means to meet them.
**The complete Emmy list**

Over 160 nominations are made in 33 categories; with CBS leading

More than 160 nominations for Emmy Awards in a total of 33 areas of achievement were announced last week in Hollywood. The awards, to be presented by The National Academy of Television Arts and Sciences during a two-hour telecast, June 4 on ABC-TV, covered 23 categories for program excellence and performing, writing and directing achievements by individuals in the entertainment field and 10 general areas of newsmaking, sports programming and craft achievements. Multiple winners are possible in the non-categorized areas.

CBS-TV collected 72 nominations to lead its rivals, while NBC-TV amassed 53 and ABC-TV was cited 41 times. Individually, Death of a Salesman, shown on CBS-TV, led with 10 nominations. ABC-TV's Brigadoon won eight nominations. Both were specials. NBC-TV's leading entry was a series, I Spy. It garnered six nominations.

Nominations were drawn from entries made by the academy's 6,000 members in nine chapter cities throughout the year. The various programs, program series and individual achievements nominated covered the period from March 25, 1966 through April 16, 1967. This will be the 19th year of the Emmy Awards presentations.

The nominees:

Outstanding comedy series—(award to producer): The Andy Griffith Show, Bob Ross, producer (CBS); Bestwicht, William Foug, producer (ABC); Get Smart, Arthur Man, producer (NBC); Hogan's Heroes, John Frank, producer (CBS); The Monkees, Bert Shecter, producer (ABC); Petticoat Junction, Bob Matheson, producer (NBC).

Outstanding variety series—(awards to producer and star): The Andy Williams Show (starring Andy Williams), Edward Stephenson, producer (NBC); The Dean Martin Show (starring Dean Martin), Greg Garrison, producer (NBC); Hollywood Palace, Nick Vanoff and William O. Harbach, producers (ABC); The Jackie Gleason Show (starring Jackie Gleason), Ronald Wayne, producer (CBS); The Smothers Brothers Comedy Hour (starring Tom and Dick Smothers), Saul Jason and Ernest Chambers, producers (CBS); The Tonight Show (starring Johnny Carson), Art Stark, producer (NBC).

Outstanding variety special—(awards to producer and star): "A Time for Laughter: A Look at Negro Humor in America" on ABC Stage 67, Phil Stein, producer (ABC); Chrysler Presents the Bob Hope Christmas Special, Bob Hope, executive producer (NBC); I Spy, David Friedman and Mort Fleischman, producers (NBC); Impossible, Joseph Gantman, producer (CBS); Fun for All airing in connection with the producer (NBC); Star Trek, Gene Coon, producer (NBC).

Outstanding dramatic series—(awards to producer): The Avengers, Julian Winters, producer (ABC); I Spy, David Friedman and Mort Fleischman, producers (NBC); The Final War of Oily Winter, CBS Playhouse, Fred Cox, producer (CBS); Playhouse 90, David Susskind and Daniel Melnick, producers (CBS); The Avengers, David Susskind, producer (CBS).

Outstanding musical program—(a special, a program, one of a series or a series, awarded to producer and star): "Toscanini: The Maestro Revisited," Bell Telephone Hour, Gerald Green, producer (NBC); Brigadoon, Fielder Cook, producer (NBC); Brigadoon, Charles Brown, Producer, NBC; Port 2, Dwight Hennon, producer (CBS).

Outstanding dramatic program—(a special, a program, one of a series or a series, awarded to producer and star): "The Love Song of Barney Kempinski," ABC Stage 67, Marie Merson, producer (ABC); "A Christmas Memory," ABC Stage 67, Frank Tipton, producer (ABC); "The Final War of Oily Winter," CBS Playhouse, Fred Cox, producer (CBS); "The End of a Love Song," CBS Playhouse, David Susskind, producer (CBS).

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For more information on the Emmy Awards, please visit the official website of the National Academy of Television Arts and Sciences.
(NBC); The Angry Voices of Watts, Stuart Schulberg, producer (NBC); CBS Reports, Palmer Williams, executive producer (CBS); \"The Homosexuales,\" CBS Reports, Harry Morgan, producer (CBS); Chimes, The Roots of Madness, Mel Stuart, producer (Syndication); Hall of Kings, Harry Raskin (producer (ABC)); If It's Tuesday, This Must Be Bel-gium, J. C. Sheets, producer (CBS); The Italians, Bernard Brinkley, producer (CBS). Individuals: Luigi Bartini (narrator), The Italians (CBS); James Mason (narrator), Hall of Kings, (ABC); Walter Cronkite, CBS Evening News with Walter Cronkite (CBS); Chet Huntley and David Brinkley, Huntley-Brinkley Report (NBC); Frank McGee, The Frank McGee Report (NBC); Eric Severeid, CBS Evening News with Walter Cronkite (CBS); Howard K. Smith, Elections '68 (ABC); Luigi Bartini and Perry Wolff (writers), The Italians (ABC); Budd Schul-berg (writer), The Angry Voices of Watts (NBC); Theodore H. White (writer). China: The Roots of Madness (Spot TV).

Individual achievements in sports: Programs: ABC's Wide World of Sports, Larry Rosen, producer (Syndication); Mutual of Omaha's Wild King-dom, Don Nieder, producer (NBC). Individuals: Mike Douglas, The Mike Douglas Show (Syndication); Tom Kennedy, You Don't Say! (NBC); Gene Rayburn, Match Game (NBC).

Program and individual achievements in daytime programming: Programs: G.E. College Bowl, John Cleary (NBC); The Mike Douglas Show, Larry Rosen, producer (Syndication); Mutual of Omaha's Wild Kingdom, Don Nieder, producer (NBC). Individuals: Mike Douglas, The Mike Douglas Show (Syndication); Tom Kennedy, You Don't Say! (NBC); Gene Rayburn, Match Game (NBC).

Program and individual achievements in sports: Programs: ABC's Wide World of Sports, Larry Rosen, producer (Syndication); Mutual of Omaha's Wild Kingdom, Don Nieder, producer (NBC). Individuals: Mike Douglas, The Mike Douglas Show (Syndication); Tom Kennedy, You Don't Say! (NBC); Gene Rayburn, Match Game (NBC).


The station award—(regional winners): WHBO-Chicago; WEAL-TV Lancaster, Pa.; KMUS-Eugene, Ore.; The Road to nowhere, KLZ-TV Denver; The Lengthening Shadow, KSD-TV St. Louis; James of Galion, KTVN-TV Los Angeles; Five Civilized Tribes: An Unfinished Jour-ney, KTLU-TV Tulsa; Odd Man Out: A Baby is a Wonderful Thing, WBAL-TV Baltimore; I Remember wre, KYW-TV Philadelphia; WBBM-TV Chicago; The Face of Genius, WLBZ-TV Boston; Assignment: WTV Philadelphia. Celebrating Our 20th Anniversary!...
Radio-TV awards
given by AMA

First place awards each carrying a prize of $1,000 have been announced by the American Medical Association for broadcasts and articles in 1966 that contributed to a better public understanding of medicine and health in the U.S. The contest covered all media.

WXYZ Detroit took first place in the general category of "editorial writing" for a series of editorials on measles immunization. KNOX Los Angeles was first in the radio category for a program, The Battered Child, while NBC-TV placed first in the TV category for a program, The Air of Disaster.

Stations and networks also received special commendations in certain divisions. KABC Los Angeles and WFLD St. Louis were cited in the editorial writing category. ABC-TV, CBS-TV and KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, received commendations in the television division.

Drumbeats...

Prize newsman - For coverage of Indonesia's internal crisis and coup, John Hughes of the Christian Science Monitor has won the 1967 Pulitzer Prize for international reporting. Mr. Hughes since 1964 also has been Hong Kong correspondent for the Group W (Westinghouse Broadcasting Co.) stations. His reports on Southeast Asia are carried on WRB Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, WIND Chicago, KFWB Los Angeles and WOWO Fort Wayne, Ind.

Calling all reps - Katz Television is running a series of advertisements in broadcast trade publications pointing up the need for station representatives to become involved in TV programming on behalf of the stations they represent. One feature of the advertisements is a programming quiz for readers and an invitation to mail answers to Katz.

Dancing robot - KIFM (FM) Bakersfield, Calif., wants to be with it, so a robot spaceman named Mfik was installed as station representative. But Mfik, who makes every dance scene in the market, isn't universally accepted. Showing up for a recent dance that charged him $19.50 admission and caught shy of funds, Mfik gained admittance when youngsters in the crowd took up a collection for him.

Latin happening - It was, to use the Spanish idiom, a taradeada or happenstance. Some 20,000 Latins and aficionados attended. Cinco de Mayo, Mexico's Independence Day, was the occasion, and the Spanish-language station KMEX-TV Los Angeles made it a giant fiesta. Hosting the crowd with a free four-hour show of international folk singing and flamenco dancing plus picnic foods and carnival rides, the UHF station thanked its community for putting it in the black after five years of operation.

FATES & FORTUNES

BROADCAST ADVERTISING

W. S. Redpath, vice chairman of board and chairman of executive committee of Ketchum, MacLeod & Grove, Pittsburgh, elected board chairman, succeeding George Ketchum, who resigns. Mr. Redpath is in New York as chief executive of KMGX New York operations and will continue in that capacity. Mr. Ketchum continues as director, and becomes chairman of executive committee, succeeding Mr. Redpath. Edward T. Parrack continues as president and chief executive officer of agency.

Joseph Hughes, VP, creative director of Frank B. Sawdon Inc., New York, elected executive VP.


Brewster G. Pattison, VP and general manager in New England for Blair Television, Boston, joins Ingrams Associates Inc. there as senior VP. Arthur W. Ingrams, founder of 36-year-old agency, retires but will continue as director and board chairman and serve as consultant.


Sanford Greenwald, account supervisor, and John J. Tarrant, associate personnel director, with Benton & Bowles, New York, elected VP's.

Robert Gage, head of art department of Doyle Dane Bernbach, New York, named creative head.

A. V. (Bud) Cole, VP in charge of radio and television for Campbell-Ewald Co., Los Angeles, resigns.


R. W. McNealy named to new post of VP-marketing services at American
Motors Corp., Detroit. Advertising will be among his responsibilities.

Gary M. Campbell, head of Gary Campbell Advertising, Los Angeles, joins Speer & Mays as VP of Los Angeles-based advertising and PR firm.


Melvin T. Kofod, assistant sales manager of WSEE(FM) Erie, Pa., named general sales manager.

Peter Beach, copy writer, and Jordan Krimstein, art supervisor, Campbell-Mithun, Chicago, named creative group heads.

John Amey, with sales staff of The Katz Agency, New York, appointed to newly created post of director of data processing.

George Brent and Leonard Pearlstein, media supervisors with Papert, Koenig, Lois, New York, named associate media directors.


Robert Widholm, broadcast buyer for Needham, Harper & Steers, New York, named assistant media director in charge of broadcast buying.

David E. Partridge, manager, Media Survey Inc., named director, marketing services, WPIX(TV), both New York.

Robert M. Williams, assistant to president for Television Advertising Representatives, New York, appointed national sales manager for WLS Chicago.

Ellie Betty Jr., account executive for WFIL(FM) Philadelphia, named sales manager of KFRE-TF Fresno, Calif. Both are Triangle stations.

Randall E. Griffin Jr., commercial manager for KBRZ Freeport, Texas, appointed sales manager for KBRZ and KLJT(FM) Lake Jackson, Texas.

Bob Johnson, salesman at KJVO Missoula, Mont., appointed sales manager.

Terry LaLley, national sales manager for Areawide Communications, Minneapolis, appointed sales manager for Medalion Broadcasters Inc., permittee for channel 14 in Sioux City, Iowa.

John A. Kekalos, account executive at KYW Philadelphia, appointed advertising and promotion manager.

Art Seabolt, manager of sales office in Fayetteville, N.C., for WTVD(TV) Durham, N.C., appointed Durham/Fayetteville sales manager for WTVD.

Grace Van Dyke, account executive for Norman, Craig & Kimmel, New York, joins Johnstone Inc., that city, as account executive.

Herb Yager, account executive for Carson/Roberts/Inc., Los Angeles, on Mattel Toy Makers Inc. account, appointed account supervisor for same account.

Tom McBurney, with Knox Reeves Advertising, Minneapolis, named account supervisor.


Marianne Fetter, fashion coordinator for Grey Advertising, New York, appointed account executive at LaRoche, McCaffrey and McCall, that city.

Clint W. Pace, with WCPO-TV Cincinnati, appointed account executive.

Mark Sayatovic, with Liberty Mutual Insurance Co., Boston, appointed account executive for WKJ Cleveland.

Bill Walberg, with WVLN and WSEE(FM) Olney, Ill., joins WIBC-FM Bloomington, Ill., as account executive.


Hank Sommers, with WACE Chicopee, Mass., named account representative.

Lloyd T. Brummett, sales manager at KVKM-TV Monahans-Odessa, Texas, joins KMOX-TV St. Louis, as assistant to Judd Choler, director of advertising and sales promotion.

Burt Harris, with MPO Videotronics Inc. from 1960 to 1965 as director on TV filmed commercials, rejoins MPO in Hollywood.

F. J. Guthrie Jr., group account supervisor, Hicks & Greist Inc., New York, elected VP.

Bert Lawrence, director with VPI Productions Inc., New York, joins Filmex Inc., that city, as TV commercial director.

Pat Slattery, TV commercials production editor, named supervising editor, Harold Becker Productions, commercials producer, New York.

Eleanor Richmond, with Avery-Knodel Inc., New York, appointed TV-radio media buyer at Kane, Light, Gladney Inc., that city.

Don Meneefee, with WIBF-TV Philadelphia, joins sales staff of WHAT-AM-FM, that city.

Raleigh W. Fitzpatrick, sales representative for Procter & Gamble, Cincinnati, joins staff of Metro TV Sales.
Los Angeles, as salesman.
Jack Rattigan joins WMMR-FM Philadelphia, as account executive.

MEDIA
Lou Stratton, sales manager for KXOA Sacramento, Calif., named general manager.


Y. Tom Kirby, program director of WGGG Gainesville, Fla., named station manager.

David M. Davis, assistant general manager of noncommercial WGBH-TV Boston, named to new post of manager of operations for WGBH-FM-TV and WGBX(TV). Richard H. Thomas, production manager for WGBH-TV, becomes associate director of operations for WGBH-FM-TV and WGBX. Gregory G. Harney, on leave of absence working on staff of Carnegie Commission on Educational Television, named associate director of special projects, WGBH-TV.

William P. Rees, VP and director of advertising for Forbes magazine, New York, named VP of RKO General Inc. (group owner), that city.

Milton L. Lubow, assistant general manager of WVNJ-AM-FM Newark, N. J., appointed general manager.


James O. Marlowe, VP for programming at WWLP(TV) Springfield, Mass., appointed to newly created post of director of marketing and development for Pioneer Valley Cablevision Inc., Greenfield, Mass.

James V. Fridle, operational manager of KBBZ Freepor, Tex., appointed general manager of KBBZ and KLJY(TF) Lake Jackson, Tex.

Bert Files, manager of WCHS Charleston, W. Va., named manager of KDAY Santa Monica, Calif.

Ernie Sanders, former sales manager and sports director of WCHS, succeeds Mr. Files as manager. Robert Fishman, former sales manager of WAMS Wilmingtonton, Del. (1960-61), named manager of WRAP Norfolk, Va. All are Rollins Inc. stations.


Allen Hurlbut, VP of Cowles Communications, New York, also named to newly created post of director of design.

Robert M. Henderson, with area development office of State of Kentucky, joins Kentucky Authority for Educational Television, Lexington, as assistant to executive director.

Jim D. Kime, radio and television accountant for KGW-AM-TV Portland, Ore., appointed assistant to general manager.


PROGRAMING
Dick Morrison, VP in charge of sales for Spot Productions Inc., Fort Worth, named executive VP.

Michael S. Rice, assistant general manager for radio at noncommercial WGBK-FM Boston, appointed director of programming for WGBK-TV. Robert L. Larson, program manager of WGBK-TV, named director of education division of WGBK-FM-TV and WGBK(TV).

Everett H. Hughes, assistant program manager of WPRO-TV Providence, R. I., appointed program director of WDBO-TV Orlando, Fla.

Steve Hollis, with WJBR Newark, N. J., appointed program director.

Lee Askervold, with KING Seattle, joins KTAC Tacoma, Wash., as program director.

Bob Finnegan, with WWVA Wheeling, W. Va., appointed program manager, succeeding Arlen Sanders, who becomes program director of KBV Glendale, Calif.

Verne Freeman, program director for KREL Corona, Calif., joins staff of KDEO San Diego.

Juan Felipe de la Cruz, producer-director for noncommercial WUSF-TV Tampa, Fla., appointed director of Spanish programming in charge of Florida sales, programming and productions in that language for WUSF-Tv St. Petersburg, Fla.

John Oven Jr., producer and director for WTTV[Tv] Bloomington-Indianapolis, joins WIN-TV Pittsburgh, as producer and director.


Gill H. Cowley Jr., art director at WDCN-TV Washington, named art director at WJZ-TV Baltimore.


Joseph Gershenson, music department head, Universal Studios, Universal City, Calif., joins ASCAP, New York, as writer-member.

John G. Chanin, producer of Chris Schenkel and Frank Gifford Worldwide Sports programs for CBS, New York, appointed executive producer for ABC
Radio, that city, with responsibility as producer of ABC Radio's World of Sports weekend broadcasts.

Eugene Cella, with entertainment division of Trans-Lux Corp., New York, appointed assistant to Albert Boyars, director of advertising and publicity.

Pat Fox, music programming staff, WINS New York, named music director.

Darel Bargar named music director at KMA Shenandoah, Iowa, succeeding Dale Eichor, who joins KBUC San Antonio, Tex.

NEWS


George Weiss of WBBQ Augusta, elected president of Georgia AP Broadcasters Association.

Eugene E. Hebert, assistant director of editorials since September 1965 at WCBS-TV New York, named news reporter-assignment editor. Charles Os-
Holzhauser assumes presidency at AWRT meeting

Krin Crawford Holzhauser, VP and director of air media, Goodwin, Dannenbaum, Littman and Wingfield Inc., Houston, was to be installed Sunday (May 7) as 1967-68 president of American Women in Radio and Television at AWRT convention in Atlanta (see stories, pages 34, 40, and 69). May Dorr, freelance broadcaster, Malibu, Calif., was elected president-elect.

New VP's elected were: Jacqueline W. Nokes, KSL-TV Salt Lake City; Grady Claire, KXYZ, Houston, and Jan Voss, WMT-TV Cedar Rapids-Waterloo, Iowa.

Elected directors were: Betty Jane Bupp, United Appeal of Central Maryland, Baltimore; Lois Hanevold, WSB Atlanta; Shirley M. Smith, KCMO Kansas City, Mo., and Betty Zolper, KOEO-TV Oklahoma City.

DEATHS

John A. Barnett, 59, owner and general manager of KSWS-AM-TV Roswell, N. M., died April 30 after long illness at Eastern New Mexico Medical Center in Roswell. Earlier he had been named 1967 New Mexico Broadcaster of the Year by New Mexico Broadcasters Association. He was also independent oil operator, geologist, and petroleum engineer. Surviving are his wife, Frances Mayo, daughter and two sons.

Jacques Rioux, 36, correspondent at Quebec legislature in Quebec City for CJMS Montreal, CHLN Trois-Rivieres and CKCH Hull, all Quebec, died April 22 of injuries suffered when struck by car in Montreal.

Martin Starr, 64, former radio commentator, died of stroke April 26 in New York. He had commented on drama and films for WMCA, WOR, WABC and WINS, all New York. He is survived by his wife, Lila.

Jefferson McGrath, 39, creative supervisor at Benton & Bowles, New York, and James Stephens, 43, announcer on radio and TV commercials died May 2 in New York when chimney collapsed and fell on patio of Mr. Stephens' residence. Mr. McGrath is survived by his wife, Lois, and four children.

Louis Dreyfus, 89, music-publisher president of Chappell & Co., New York, died May 2 in London. He was partner in music publishing firm, and director of American Society of Composers, Authors and Publishers. He is survived by his wife, Jean.

Hattie (Sue) Graham, 45, radio personality in central West Virginia, died April 28 in University Medical Center at Morgantown, W. Va. Mrs. Graham had been with wpxi and wboy, both Clarksburg, W. Va., and WMMN Fairmont, W. Va. Surviving are her husband, John, daughter and son.

Lionel T. Brousse, with Spitzer, Mills & Bates Ltd., Toronto, named senior VP and director of creative services.

Joe Joel, sales supervisor for Far East, Australia and New Zealand for Screen Gems International, Sydney, Australia, named VP in charge of Far East operations.


Ronald M. Gates named assistant director of information, National Community Television Association, Washington, and editor of NCTA's weekly Bulletin. Before joining NCTA, he was on editorial staff of Bureau of National Affairs, Washington, specializing in labor reporting.

Donald F. Fanning, page supervisor for NBC-TV Burbank, named promotion assistant for network on West Coast.

Ruth Brown, supervisor of Lipton Kitchens unit of Thomas J. Lipton Inc., New York, named director of consumer services, The Softness Group, that city.

George H. Rogers Jr., with noncommercial WCET(TV) Cincinnati, appointed director of community relations.

Allied fields

Frank P. Fogarty, president, Meredith Broadcasting Co., Omaha, re-elected northwestern division VP of U.S. Chamber of Commerce.

William T. McClanaghan, product manager for radio market reports of American Research Bureau, Beltsville, Md., appointed to newly created position of manager of marketing services.

John L. Tierney, with Fletcher & Heald, joins Washington law firm of McKenna & Wilkinson.

International

David B. Farrell, marketing manager for Lever Brothers in Toronto, named manager of Toronto office of BBDO, replacing Michael Hicks, who resigned.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 27 through May 3 and based on filings, authorizations and other FCC actions.


New TV Stations

APPLICATIONS

Boulder, Colo.—Computer and Devide Electronics Inc., a division of International Electronic Development Corp., a Maryland corporation, filed ch. 14 (479-476 mc); ERP: 4.65 kw vs. 2.61 kw. Aur. height above average terrain 950 ft.; height above average ground, 1,128 ft. P. O. address: 285 South 40th Street, Boulder according to FCC. Construction cost $32,325; first-year operating cost $17,050; revenue $21,250. Estimated construction cost $565,000; first-year operating cost $165,000; revenue $160,000. Geographic coordinates 40° 35' N lat.; 105° 21' W long. Type trans. RCA TTU-1B. Type ant. RCA TFBU.

Tallahassee, Fla.—Leon County Community Corporation, seeks UHF ch. 40 (532-532 mc); ERP: 5 kw. Aur. height above ground, 1,128 ft.; antenna height above average terrain, 1,107 ft.; antenna height above average ground, 1,128 ft. P.O. address: c/o Weyman H. Walker, 442 Jim West, Temple, Ga. Estimated construction costs $565,000; first-year operating cost $165,000; revenue $160,000. Geographic coordinates 30° 36' N lat.; 84° 21' W long. Type trans. Townsend & Associates TT 55 BT. Type ant. JZZ-41-0-0.

Legal counsel: Scharfendar, Bechhoefer & Baron; consulting engineer: David L. Steel Sr., both Washington. Principals: Weyman H. Walker, president; James L. Bradford, president of board, and Mr. Walker. Mr. Walker is president, director and 10% owner in Galveston-Kellogg Corp., applicant for new TV, ch. 16, Galveston, Texas. It is in insurance, real estate, drive-in groceries and is director of management of saver of the Times, Galveston, Texas.

Special action. Mr. Walker filed applications to operate a television station at a site in Galveston, Tex. (Dots. 25.)

 báo of FCC's rules filed simultaneously. April 25.

Crosse, Wis.—WKTY-TV Inc. seeks UHF ch. 18 (1500-506 mc); ERP: 52 kw. Aur. height above average terrain, 1,167 ft.; height above ground, 1,150 ft.; address: Box 546, 4th & State Streets, La Crosse, Wis. Estimated construction cost $345,000; first-year operating cost $150,000; revenue $170,000.

Geographic coordinates 44° 01' 27" 26' north lat.; 91° 32' 59" west long. Type trans. RCA TBU-304A. Type ant. RCA TFU-303. Legal counsel Robert M. Slidiman; consulting engineer Robert M. Slidiman, Washington. Principals: Herbert H. Lee, vice president and treasurer (40%), John H. Lee, president and secretary (30%). Mr. Lee is 86% stockholder, president, treasurer and general manager of Lee and Associates Inc., licensee of WKTI 950. Mr. Lee is also 8% stockholder, president and general manager of Lee and Associates Inc., licensee of WKTY 550.

Applications and other cases involving possible conflicts in Channel 18 operations and attempted farm sale (Dots. 30.)

Hebrew Broadcasting Co., Augusta, Ga. Requests WABTH-TV.

Forward of Iowa Inc., Sioux City, Iowa. Requests RKAU-TV.

For Trend Broadcasting Inc., Jamestown, N. Dak. Requests WNTV-TV.

TBD—TBD

Edward Tornberg, and Company, Inc.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FS 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

FOR THE RECORD
hearing applications of Sarasota-Bradenton, Florida Television Inc., and Tampa-St Petersburg Broadcasting Inc. for new television stations to operate on ch. 40 at Sarasota. Federal Aviation Administration maximum permissible radiation levels are not participating.

Existing TV stations

FINAL ACTIONS

WCTV(TV) Thomasville, Ga.—Broadcast Bureau granted renewal of license. Action April 28.

By memorandum opinion and order, commission granted ch. 19 to WCTV(TV) Buffalo, N. Y., and denied opposing petition to assign ch. 19 to WCTV(TV) Detroit, Mich., on the basis of employee and Technicians (AFL-CIO) Commission on May 3, 1960. WCTV(TV) Buffalo, who proposes to operate in the Buffalo, N. Y., station, and WCTV(TV) Detroit, who proposes to operate in the Detroit, Mich., station, have filed joint petition to reconsider action.

WCTV-TV Charlotte, N. C.—Broadcast Bureau granted modified of CP to make changes in ERP to 600 kw vis. 0.6 kw aura, change type of antenna, correct geometrical coordinates, decrease ant. height, and extend transmission in accordance with rule, and further granted with statement.

NEW AM stations

APPLICATIONS

Kodiak, Alaska—Midnight Sun Broadcasters Inc. (William E. Murphy, 430 Fourth Avenue, Anchorage 99501, Est. 

radio license for new AM station to operate on frequency of 1500 kc with reach of 150 miles, estimated annual revenue of $100,000, estimated operating cost $90,000, revenue $45,000, Principal: A. O. Bratstad, president (25%), Mr. Thomas, secretary, and Mr. Halvorsen, director, and situated on Chatham, Y. T. District.

Kaktovik, Alaska—Broadcast Bureau granted license for new AM station to operate in Kaktovik, Alaska, on frequency of 1887 kc with reach of 150 miles, estimated annual revenue of $45,000, estimated operating cost $40,000, revenue $15,000, Principal: William E. Murphy, president, and Mr. Halvorsen, director, and situated on the Chatham, Y. T. District.

New AM stations

APPLICATIONS

Kodiak, Alaska—Midnight Sun Broadcasters Inc.

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OTHER ACTIONS

By memorandum opinion and order, commission granted ch. 19 to WCTV(TV) Buffalo, N. Y., and denied opposing petition to assign ch. 19 to WCTV(TV) Detroit, Mich., on the basis of employee and Technicians (AFL-CIO) Commission on May 3, 1960. WCTV(TV) Buffalo, who proposes to operate in the Buffalo, N. Y., station, and WCTV(TV) Detroit, who proposes to operate in the Detroit, Mich., station, have filed joint petition to reconsider action.

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change frequency from 89.3 mc ch. 207 to 106.7 mc ch. 217; increase TPO to 3 kw; decrease "WSTM, St. Matthews, Ky., should not change authorized frequency from 106.7 mc, or in alternative 95.7 mc. Ann. May 1.

By memorandum opinion and order, commission granted for extraordinary relief filed on March 18 by Tinker Inc. (WVRK), Ltd., and in terms granted, Ky. standard broadcast revocation proceeding (Doc. 14121). Tinker Inc. not participating. Action May 3.

By memorandum opinion and order, in License Action (WLBT) Jackson, Miss. proceeding (Doc. 16683), commission affirmed review board's order, to extend that it permits examination of the WLBT "station logs, transcripts, scripts, and tapes of programs" from Jan. 1, 1962 to date. Such examination, however, is to be limited to documents which are relevant to first two hearing issues. Moreover, examiner is instructed to reject any application for hearing request by the intervenor for disclosure of programming material of categories mentioned, on ground of lack of relevance, intervener must make prima facie showing of such relevance under one or both of first two hearing issues. Memorandum also dis-allowed application for effective AM broadcast license covering new FM broadcast station. Action April 25.

Office of opinions and review on May 1 granted requests of Hontz and Keilig extended to May 1 time for filing responsive pleadings to Broadcast Bureau's April 4 communications. Broadcast Bureau proceeding on renewal of license of Northwest Broadcasting Co., Inc. and application of Bellevue Broadcasters (IKCFK) for CP (Docs. 16952).

REQUESTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on May 2 in proceeding on AM application of Norristown Broadcasting Co. Inc. (WNAR), Norristown, Pa., granted motion of applicant and continued procedural dates including hearing on June 27 (Doc. 16953).

Hearing Examiner Isadore A. Hong on May 2 in proceeding on AM applications of Arthur A. Critill, trustee in bankruptcy (Broadcast Bureau, Ltd.). Superior, Pa. et al. ordered that hearing on issue 1 applicable to proposal of Quality Radio Inc. is deferred without date but hearing on other issues will be continued as scheduled on May 18 (Docs. 16547-78).

Hearing Examiner H. Gifford Irion on April 23 in proceeding on AM applications of Madison County Broadcasting Inc. (WRTIH), Wood River, Ill., granted petition of applicant and continued further prehearing conference from April 28 to July 5 (Doc. 16580).

Hearing Examiner Jay A. Kyle on April 28, in proceeding on AM applications of WMGS Inc., (renewal) and Ohio Radio Inc. (CP), both Bowling Green, Ohio, scheduled further hearing conference for June 1, and hearing for June 26 (Docs. 16290-91).

Hearing Examiner Robert L. Clenneng on April 27 in proceeding on AM application of city of Camden (assignor) and L & P Broadcasting Corp. (assignee) for assignment of license of WCAM Camden, N. J., denied petition for continuance filed by L & P Broadcasting Corp. insofar as it seeks continuance without date, and continued procedural dates including hearing from May 17 to June 25 (Doc. 16796).

Hearing Examiner Herbert Sherman on April 28 in proceeding on AM applications of Columbia Broadcasting System Inc. (WCAU), Philadelphia, and Plains Broadcasting Co., Oklahoma City, Okla., extended time to May 15, for CBS to turn in additional papers and information requested by Broadcast Bureau; extended time for filing proposed findings from June 14 to June 29, and hearing June 29 to July 12 (Docs. 16589, 16446).

Hearing Examiner Elizabeth C. Smith on April 25 in proceeding on AM applications of 1400 Corp. (KBMT) (renewal) and Joseph P. Judah (WDM), both of Amherst, Neve, scheduled further prehearing conference for May 18 (Docs. 16513-14).

FINES

Commission adopted order for forfeiture in amount of $500 against Miracle Valley Broadcasting Inc., licensee of WEIP Mountaville, W. Va., for repeated violation of Sec. 73.54(a) and (b) of rules by operating without properly licensed operator. Action May 3.

CALL LETTER APPLICATION

WKYR, WKYR Inc., Cumberland, Md. Request WCMC.

CALL LETTER ACTIONS

WBIC, Long Island Broadcasting Corp., Islip, N. Y. Granted WLIC.

WGOC, Winson Bay Broadcasting Inc., Georgetown, S. C. Granted WINH.

New FM stations

APPLICATIONS


DEFINITIONS

ON AIR

CP's

LIC.

Commercial AM

902

4,109

18

1,508

VC

25

24

Educational FM

292

301

7

Educational TV-AM

42

103

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1965

VHF

1,533

209

Commercial

519

Total

3

76

Noncommercial

97

97

8

778

103

179

COM'L AM

CP's

Licensed (all on air)

4,083

1,533

5/0

CP's on air (new stations)

25

49

10

25

16

10

Total authorized stations

1,180

1,844

760

319

167

Licenses deleted

0

0

0

0

0

CP's deleted

0

0

0

0

0

*In addition, two AM's operate with Special Temporary Authorization.

*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.

SUMMARY OF BROADCASTING

Compiled by Broadcasting, May 4

ON AIR

NOT ON AIR

LIC.

CP's

Commercial AM

902

4,109

18

84

Commercial FM

1,508

25

264

Commercial TV-AM

479

16

83

Commercial TV-FM

92

28

131

Commercial TV-UHF

92

28

131

Educational FM

301

3

31

Educational TV-AM

60

7

7

Educational TV-UHF

42

8

53
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 206-6400</td>
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<td>Consulting Engineer National Press Bldg. Wash., D.C. 20006 Phone 206-746-3000</td>
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<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Muesy Bldg. Sterling 3-0111 Washington 4, D.C.</td>
<td>Phone: 202-741-8700</td>
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<td>COMMERCIAL RADIO</td>
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<td>COMMERICAL</td>
<td>G.O. WASHINGTON, Wash., D.C. 20005 Phone: 202-337-3000 Phone: 202-337-3000</td>
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<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineers 1302 18th St., N.W. Hudson 3-9000 Washington 6, D.C.</td>
<td>Phone: 202-337-3000</td>
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<td>A. EARL CULLUM, Jr.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MIFON 1-8360</td>
<td>Phone: 202-337-3000</td>
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<td>GARY C. HUTCHESON</td>
<td>Consulting Engineers 817 Crestview 4-8721 P.O. Box 808</td>
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<td>HAMMETT &amp; EDISON</td>
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<td>Phone: 202-337-3000</td>
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<td>PETE JOHNSON &amp; Associates</td>
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<td>MERL SAXON</td>
<td>CONSULTING ENGINEER 622 Hoskins Street Lufkin, Texas 634-9558 632-2221</td>
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<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone: 816-474-3000 Phone: 816-474-3000</td>
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FREDERICK A. SMITH, P.E. Consulting Engineer 5 Exchange St. Charleston, S.C. 29401 A/71 723-7703

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers owning them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities.
*ARB Continuing Readership Study
Naumowicz Jr.,

Bureau granted

- Broadcasting

- Broadcasting

Existing

C

New Brighton. Minn. Requests KSJN-FM.

CALL LETTER ACTIONS


*Susquehanna University, Selinsgrove. PA. Granted WSPU-FM.


*University of South Dakota, Vermillion. Granted KUSD-FM.

G. C. Monson, Spokane. Wash. Granted KUID-FM.

DETERMINED FOR NOTIFIED


Existing FM stations

FINAL ACTIONS

WEZK(FM) Winfield, Ala. —Broadcast Bureau granted license covering increase in power. Action April 27.

KBSM(FM) Los Angeles —Broadcast Bureau granted mod. of CP to change station location to: Enterprise Court at Southern Railroad, Macon, Ga. Ant. height in same station conditions. Action April 28.


Translators

ACTIONS

*Commission waived Sec. 1.534(b) of rules and regulations of Co. for CP to replace expired permit which authorized changes in UHF TV translator station KSNP at Granby, CO. Action May 3.

K1CVP-LV Hot Springs, Ark. —Broadcast Bureau granted CP for VHF TV translator station in Hot Springs, and make changes in ant. system. Action May 3.

*Commission waived Sec. 74.723(e)(1) of its rules and regulations of Garry Owen Butler TV translator on ch. 11 to serve Evaro, Mont. by re-broadcasting of TV stations ch. 4 and 5, and for changes in facilities of translator KXLF-2TV. Action May 3.

W6AGA Burnsville, N.C. —FCC granted mod. of CP for VHF TV translator to specify operation on output ch. 8 (In lieu of ch. 6, by rebroadcasting of TV stations WLOS-TV, Asheville, NC, and WLOS TV translator station KXLF-8TV at Asheville, NC). Action May 3. Commissioner Cox abstained from voting.

Broadcast Bureau granted CP for new VHF TV translator station in surrounding area operating on ch. 7 by rebroadcasting of KXTV-TV, ch. 3. Action May 3.

CATV

APPLICATIONS

Beoth American Co. —Requests distant signals from WTV(TV) Bloomington, Ind. (KIRO-TV, Seattle, WA) and WUXK-TV, WPTA(TV) and WANE-TV, all of West Palm Beach, FL for CATV systems in Ind. and WGN-TV Chicago to Kokomo and Howard County, Ind. (Indianapolis- ARB 1B). Ann. April 28.


FM Translator


*Commission granted temporary waiver request for operation of translator station K11CP-WT near Fort Riley, Ks. Action May 3.

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BROADCASTING, good one record. Excellent Dale Tacoma, need live incentives and then major market, INC.

Salesman/announcer E CASTING. markets.

Immediate opening for manager new

Salesman-announcer Three stations general manager promoted.

-40

Immediate opening for manager new

Salesman-announcer Three stations general manager promoted.

Good on

High-

good one record.

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Salesman-announcer Three stations general manager promoted.

-40

Announcers (continued)

Talented, mature announcer: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box E-17, BROADCASTING.

Immediate need for experienced dj in pleasant new university town. Box C-169, BROADCASTING.

First phone announces needed 3 day time

time near New York station growing

market. Good working conditions,

benefits, salary open. Tight first board

MOR news-information format. No maintenance. Send resume to Box D-214, BROADCASTING.

Where are the good announcers? I've been listening AM man and I've really a little concerned for the future of our industry. One of the nation's finest radio stations is ready to add to its staff, but only when we find the man with a radio announcer's voice and an honest personality. Your first letter must include commercial and news audition, resume, salary requirements and availability. Box E-5, BROADCASTING.

Announcer-announcer, permanent. Start $100 week plus commission for experienced man. Box C-17, BROADCASTING. Biz location near central market. Complete resume first letter. Box E-5, BROADCASTING.

Excellent opportunities for hustling, creative salesmen. Box C-17, BROADCASTING. Excellent opportunities for hustling, creative salesmen. Box C-17, BROADCASTING. Biz location near central market. Complete resume first letter. Box E-5, BROADCASTING.

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Help Wanted—Announcers—(Cont’d)

Newman, 35, $6,000 west popular music station in major market seeks on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary, west market. Response to WDGY Radio, Box 606, Minneapolis, Minnesota. (A St. Paul Station).

Technical—(Cont’d)

Newsmen—$5,000 want popular music station in major market seeks full-time in with phone. Good writing, voice, talent, sales, and creative man. Full-time newshour or woman, must be aggressive and able of gathering, writing and delivering copy. Excellent salary, June opening. Reply to WZOL, Alhambra, Ga.

Production—Programming, Others

Program director, major market, east, nationally known Top 40. Station must be solid citizen with good documentary background and willing to work hard to maintain station stature. Send resume, references and recent photo or snapshot. Box D-225, BROADCASTING.

Full-time newshour or woman, must be aggressive and able of gathering, writing and delivering copy. Excellent salary, June opening. Reply to WZOL, Alhambra, Ga.

Production man. Large metro east coast group has management position for talented and creative man. Must be able to write and produce imaginative and exciting copy. Generous salary. Send complete resume, plus samples to Box D-332, BROADCASTING.

Girls Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Some travel between company-owned stations. Send resume, photo and salary requirements to E-140, BROADCASTING.

Wanted immediately! Experienced copywriter capable of taking over continuity department. Either send resume and sample copy to WBCK, 300 Golden Avenue, Battle Creek, Michigan 49015.

Salary in upper 4 figures to start. Program director for Morgan. Must be strong in production, and able to handle telephone talk. Reply to Box D-268, BROADCASTING.

Half-time graduate assistantship available September, supervising news program, and writing and production, on $6-a-week-university station. Must have experience. Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management


Manager-chief engineer. Small or medium market. Competent, 15 years experience. Available 30 days. Box E-25, BROADCASTING.

Professional operations manager. Thoroughly experienced in major market top 40 operation. Excellent record of excellence. Would prefer employed, but desire stimulating challenges and growth potential. Box D-28, BROADCASTING.

Outstandingly experienced general or sales manager. Creative, well-rounded management. $15,000. Box E-81, BROADCASTING.

Top ten market operations manager/rd. 15 years experience in all phases—former general manager. Well-rounded technical experience as engineer, sales and recently reloca-

NEWS—(Cont’d)

NEWS—(Cont’d)

NEWS—(Cont’d)

Box D-81, BROADCASTING.

Top ten market operations manager/rd. 15 years experience in all phases—former general manager. Well-rounded technical experience as engineer, sales and recently relocated for more opportunity. Box E-117, BROADCASTING.

Hardworking employed assistant-manager in midwest market seeks moved up. Know all phases of operation. Over 5 years experience, marketing background in medium market. Solid track record, excellent sales sense, family man. Box E-132, BROADCASTING.

Management, sales, production, program-Inf. Excellent background in medium market. Solid track record, excellent sales sense, family man. Box E-132, BROADCASTING.

 Experienced manager seeks opportunity in growing town in Midwest or Southwest. Strong sales, production, promotions, program-Inf. Married, early forties, can invest. Box E-141, BROADCASTING.

Help Wanted—Announcers—(Cont’d)

Experienced announcer-production man to answer radio and TV commercials in the thriving Pennsylvania Dutch Country. Excellent, responsible job with good working conditions. Good voice quality required to include air shift and work in creative control. Must have experience with equipment, conditions and fringe benefits. First phone preference. Please send tape and resume to Phillip A. Jacobs, Program Director, WZSOA, Box 1306, Ephrata, Pennsylvania 17522.

Good middle of road personality for well established 5 kw CBS full time in city of 40,000. Good working conditions, salary based on experience, no house. Send tape, resume, salary requirement to operations Manager WINA, Charlottesville, Virginia.

Wanted: 3 first phone announcers for new station. Male tape, resume, salary requirements to: Manager , WLHI Radio , New Rochelle, New York 10801.

Announcer-operator must have 3rd torch. Good music FM station. Resume to WMBC-FM, P.O. Box 519, Michigan City, Indiana 46360.

Wanted: Announcer-salesman or announcer for AM-FM station. Send tape and photo to Harold Harris, WMFC, Monroe, Alabama.

WOCY, Columbus, South Carolina, has first AM-FM station in town. Master of all formats. Must do news. Send air check and resume to Cissy Derrick, WOCY, Box 365, Columbus, S. C. 29706.

Immediate opening for DJ-announcer-MOR Progressive new owner. 15 kw L. L., lively top 40 station. Must be able to work nights. Send tape, resume, and references to: Box 300,ZPG, P.O. Box 177, Pleasantville, N. Y. 10570.

Saginaw, Michigan—Needs top 40 DJ. Should have experience in news and production. No, 1 station, WSAW , NBC. Contact Dave Hoffs, PD.


Rapid advancement for management potential announcer-salesman with growing company. Box 258, and resume to Boyce Hanna, Box 186, Shelby, N. C. 28150.

Sunyi, Phoenix. Adult music station with cluster format degree first ticket experienced announcer. Reputable, stable operation. Salary commensurate with abilities. Send complete resume and references and tape to: Program Director, P.O. Box 426, Phoenix, Arizona 85001.

Technical

Chief engineer for top-rated 5000 watt CBS News-omatic sale capital and company benefits. Write Box C-177, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salaries approx. $200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Chief engineer needed at once for midwest 1 kw non-directional AM and automated station FM operation. Must be strong on maintenance. Salary open. Box D-250, BROADCASTING.

First class engineer for position as chief some years experience. Pleasure northwestern New England area and excellent working conditions. Will construct new facilities that FM transmitter can be maintained by a few persons near future. 1000 watts daytime-well-equipped. Position available mid-May. Box E-60, BROADCASTING.

Immediate opening in south for well-qualified chief engineer with AM-directional and FM-stereo experience. Box E-115, BROADCASTING.

Ambitious engineer for television. Prefer experience with FM, transmitter, microwave and VTR. Good opportunity. Box E-125, BROADCASTING.

Immediate opening. Engineer/Announcer, with morning show, needs announcer capable of building, repair and CATV. Box C-208, Connecticut.

Now AM and CATV building FM contact Thomas Holmquist, Manager, KMCZ, Fair- field, Iowa 52555. Salary $15,000.

First phone engineer and competent engineer or announcer and sales. Mail tape, picture, references and resume to Box 70, X, Washington, D. C.


Technician with first class phone license needed for well established radio and UHF television station in mid-west market. Good experience and qualifications. Prefer some previous radio experience, but will consider the beginning. Air mail resume to: Pat Finnegan, C. E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Chief engineer for WLPW, Suffolk, Virginia. Must be able to handle non-directional AM. $8,000 with Fringe. Top salary after 5 years. No announcements. Phone. Contact: E. D. Foster, Station Mgr., Suffolk, Va. 23436.

Immediate opening—full or part time board operators. Steady-3rd class required. WSBG, Chicago, Illinois.

1st class engineer experience in complete maintenance or extensive vocational training for daytime and 50 kw FM. Prefer man interested in living conditions. Job is Salary based on qualifications. Send complete resume and references to: C. R. Griggs, Radio Station WYLN, Box L, Ohio, Ohio, 43764.

Radio engineer for minimum 2 year assignment with 10 kw educational radio station on South Georgia. Must have some experience at combo work and have thorough knowledge of transmitter and studio operation and maintenance. Pleasant living conditions and benefits. Send comprehensive resume to NAERF, 1007 Columbia Ave., N.W., Washington, D.C. 20035.


News

News oriented announcer with last phone. Send resume and references for challenging job with future. Start $125 or better. Box D-81, BROADCASTING.

Top 100 midwest market needs experienced on-air news director. All necessary equi- pment, staff and salary. $5000 to $10,000. Send air check and resume. Box E-7, BROADCASTING.

Upgrading station sound. Need at once......Newswoman capable of setting up and managing local news department. Will consider person now working in third man in live wire operation. Also need good production man to take air shift. Con- temporary programed station. Must be able to multi- task. Have much to offer. Box E-18, BROADCASTING.

Need addition to large, well-equipped news department. Midwest Independent with heavy news total. Salary open. E-43, BROADCASTING.

News Director—Award winning news de- partment in aggressive station. Strong on local news. No network. KAGE Wilming, Minnesota.

ANNOUNCERS (cont'd)

Good music man, mature, voice, intimate style, retail, good music background, writes and delivers creative and believable copy. Excellent on promotion, spot, and music, great at booking. Box E-113, BROADCASTING.

Top 40 Announcer. First ticket B.A. Young, College, Excellent, Free Draft, Box E-119, BROADCASTING.

Announcer DJ—Service complete. AFRTS, College, Friend liked top 40, Authoritative News, have bag, will travel. Box E-113, BROADCASTING.

Young experienced top 40 DJ Blind, need break. Have tape will travel. Box E-128, BROADCASTING.

Recently graduated top 40 DJ needs position. Box E-128, BROADCASTING.

Young sportscaster...desires to relocate. Who will consider all offers. Prefer Oregon, California, or near-by states. College graduate in 2 years experience. Married, draft exempt. Play-by-play in all sports. Can re-create football, basketball. Number one sportscaster in 140,000 3 sports station market. Available July. Box E-128, BROADCASTING.

Experienced middle of road announcer seeks position in metropolitan area: 1st phone: military complete, Box E-129, BROADCASTING.

Negro announcer DJ. Recent graduate in all phases. Prefer DJ, DJC, DJE and endorses. Medium or large market. Will relocate. Box E-130, BROADCASTING.

FM or Pop. Experienced DJ announcer 3rd class: Young, college, and skilled in production. Will relocate. Box E-134, BROADCASTING.


Just finishing military service. Two years with AFRTS, Guam, last 18 months as station manager. Twelve years commercial experience in addition to being a broadcast school graduate. Smooth, relaxed, easy listening style, 3rd phone working for 1st through Civil Touring July 15. Prefer Pacific NW, or Washington, D.C. area. For reference, Tom Davis, Station manager, AFRTS, Box 148, e/o FPO, S. F., 96630.

Attention Florida stations! Mature announcer. Experienced, Northeastern Florida soon. Box E-140, BROADCASTING.

Attention Florida stations! Mature announcer, Northwest Florida soon. Over 5 years experience. Box E-142, BROADCASTING.

Florida stations! Mature announcer. Experienced, Northwest Florida soon. Box E-143, BROADCASTING.


Greatest top 40 personality—Third class endorsed—Single—Draft exempt—College degree—Excellent color, good salary. Good on all phases, complete endorsement.

—Locate any state—Contact before June 30th. John Stanley, Box 22, Avenue, Chi- cago, Ill. 60611, suite—306 (312) 337-9781 or (312) 337-9587.

Hey Tiger: Vacat ioning jocks causing problems? What you need is me! Responsible, hard-working, energetic. 3rd ticket college man wants to pen up your programing this summer, maybe nation-wide. Regardless of job, I ***am*** the man! Satisfaction guaranteed! Have wheels, will travel. Request Larry Lauer, Box 3501, Elm, Brookfield, Ill. GRRR.

Build a better listener trap! Controversial talker! Great potential. Box E-163.

Top 40 DJ wants secure position with progressive station. Draft exempt. Chris Kelly, 403 South Seigel, Decatur, Illinois.

ANNOUNCERS (cont'd)


West only! 13 years, third, vet, single, ready, 606-292-3066. After 6.

And then there was the cat who steamed—and looked in the mouse hole with baited breath. Potential experience all phases programing, air work, promotion. Box E-168, BROADCASTING.

TELEVISION—Help Wanted

Management

Terrific opportunity for young aggressive Television Executive. Prentice applicants from Midwest with complete details $.18, $5,000. Call Jerry Jackson, 312-337-5518 for complete details.

NEWS

Top rated reporter seeks news directorship. Can build department from bottom. Box 959-250, BROADCASTING.

New York City news writer seeks TV/radio opportunity in major Northeast market. Write for details on request. Box E-161, BROADCASTING.


Production—Programing, Others

Director, 32, first phone, experienced on full hour news, sports, remotes, VTR spots, switching, TD background. Now on west coast, will relocate. Box E-21, BROADCASTING.

Sportscaster (under 30) ready to take charge of aggressive sports department. Capable of projecting personality, stating opinions. Degree, family too references. Box E-49, BROADCASTING.

Good music personality—8 years experience. School graduate, experienced, mature, stable, completely dependable. 3rd endorsed. Currently earning $5,000/year. Desire opportunity to gain more responsibility and advancement. Will pay half cost of personal interview. Box E-59, BROADCASTING.

Northern city boy in small Southern market seeks major market opportunity. 1966 earnings: $11,000 as radio program director, TV, radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-60, BROADCASTING.

Pro 1st phone PD Any market. format. Box E-79, BROADCASTING.

Potential small market pd desee position in medium-large market. First phone, good production-copy. Married, good health and credit. Box E-108, BROADCASTING.
**TELEVISION—Help Wanted**

**Sales**
Outstanding salesman wanted for nation's only charismatic TV-Radio station. Must have strong knowledge of TV, Radio, and Selling. Send resume to Tom Wright, Box 111, Portsmouth, Virginia 23704.

Looking for a live-wire salesman. Good opportunity. Box E-123, BROADCASTING.

**Announcers**
Both announcer for ETV station in Northeast. Reasonable familiarity with foreign language, good in liberal arts back. Send audition tape and resume stressing educational background and experience. Box D-243, BROADCASTING.

Opportunity for young radio announcer desiring to move into TV. Profit sharing plan, life and hospitalization insurance. Prefer man already located in Southwest. Send picture, audio tape, and resume to Dean Oron, RCEN-TV, 505 Professional Building, Waco, Texas 76701.

**Technical**
Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified mature technician ready to move up. Box D-2, BROADCASTING.

Major midwest market TV needs 1st class engineer with full pull. If you are licensed or long on experience, send resume to Box D-261, BROADCASTING.

Immediate opening for Engineering—first phone Television station in Midwest. Willing to consider ambitious, experienced engineer. Location, Northern Lower Michigan. Box D-25, BROADCASTING.

Chief engineer for new UHF station in major midwest market. Your chance to build something from the ground up. Must be experienced all phases of installation and technical operation, including design, color, and personnel supervision. You know what we mean. If you have it, send complete summary, references, photo, salary to Box E-84, BROADCASTING.

Florida high power UHF seeking chief engineer who can take charge of complete construction and operation. Excellent floor space, full experienced personnel. Only full resume, references and salary requirements first letter. Box E-76, BROADCASTING.

May need first class license? Experience not necessary, will train new man in full studio transmitter operation. Must be experienced UHF engineer to handle pulling fast. Box E-92, BROADCASTING.

Chief engineer VHF-TV expanding facilities. Prefer consider ambitious, experienced engineer ready for the switch. Box E-124, BROADCASTING.


WREX-TV Rockford, Illinois has opening for engineer with first class certificate, PD experience not necessary. Call or write WREX-TV Dick Peck, Chief Engineer.

General Electric, technicins for WRGB, union scale $12,000, exceptional additional benefits. TV, radio, good for experience required. Write or call Charles B. King, 330-377-3283, Schenectady, N. Y.

Engineering supervisor—Color—VTB—2000 mc—Degree preferred—good salary—benefits include—TNT, Johnstone, Director TV, Northeastern University, Boston, Mass.

Television engineer—1st phone, heavy maintenance experience, excellent working conditions, immediate opening for engineer in south central Pennsylvania. Phone 717-333-9731.

Engineer: Chief for CCTV system; experience: RF and video system design capability: July 1 start. Technician to operate headend—nothing to do with audio and video equipment. Open now. Degree work possible. Contact: University of Detroit, Detroit, Michigan University, Ypsilanti, Michigan 48197.

**TELEVISION—Help Wanted**

Anchore newsmen ready to move up? Write, prepare and perform. Midwestern net affili- ated. Medium market group. Box E-78, BROADCASTING.

**TELEVISION—Help Wanted**

**Production—Programming, Others**
Art Director for TV station in nation's capital. Head up our well equipped and functioning art/photo department with no ceiling on your creativity. You will be responsible for station's entire graphic look, including credits and promotions. Send resume to Box E-138, BROADCASTING.

Filmmaker, independent station with heavy feature film schedule needs editor experienced in all phases of TV film production operation. Excellent opportunity for ambitious young man looking for advancement. Send resume to Box E-139, BROADCASTING.

TV Director for 3-year Federal television pilot project beginning July 1. Must be creative and TV oriented. Project based in Tallahassee, Florida. Salary $9,000. Send complete resume photo, TV first communication. Ed Hert, WFSU-TV, Florida State University, Tallahassee, Florida 32306.

**TELEVISION—Help Wanted**

**Management**
Director with 5 years television experience wants responsible station manager. Producer-director position desired. Capable, experienced, strong program production background. Box E-45, BROADCASTING.

Production/operations manager backed by 14 years experience in broadcasting desires similar position in national market. Young, aggressive, heavy production background, Box E-118, BROADCASTING.

**News**
Television sales manager, Excellent record. My system works. Box C-92, BROADCASTING.

Announcer
Northern city boy in small southern market seeks major market opportunity. 1986 earnings: $11,500 as Bendix broker. Write for list, S. W. Elect, Co, Box 4668, Oakland, California 94628. Phone 415-461-9180.

8 day RCA tubeless channel 9, 8 day RCA channel 4, 2000 watt FM 3% transmission lines, reflector, 1800 foot tower with elevator, excellent equipment. Write Box E-253, BROADCASTING.

Spotmaster cartridge equipment, QIK turntables, will take any trade. Audiocon, 4310 S. W. Ave, Miami, Florida 33145.

15 MM TV Broadcast director Holmes model 17 with pedestal. F.O.B. $285.00. RCA TV color is un-used $65.00. Box E-105, BROADCASTING.

For sale . . . TR-22 tape recorder. Fully colorized. Four years old, excellent condition. Medium market. $400.00. Avail. July. Call 717-223-3614 or Box E-168, BROADCASTING.
FCC License Preparation and Electronics Associates Degree. Phone: 55. Correspondence courses; resident classes. Schools located in Hollywood, Chicago, New York, D.C. For information, write Grantham School of Electronics, 415 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete correspondence courses. Fully approved for Veterans' Training. Write Elkins Institute, 2003 Inwood Road, Dallas, Texas 75235.


Announcing, programming, production, newscasting, sportscasting, disk jockeying and all phases of Radio and Television. Fully approved for Veterans' Training. Elkins Institute, 2003 Inwood Road, Dallas, Texas 75235.


"Warning!" accept no substitute, REI is #1 in — success — guarantee — lowest tuition — highest return. 9 week school, FCC 1st class license in five (5) weeks, full tuition apartments $10-$15 per week. Over 96% of REI graduates pass state license exam. May 25-June 30. Write Radio两大 Training Center, 505 Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE, Box E-127, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st Class license prep., and radio-TV announcing. Offers two courses: East coast-to-coast. Veteran approved—licensed by N. Y. State, Contact: Anthony Shub, 55 W. 43rd St., New York, N. Y. OX 5-8245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training. The School of Radio and Television (serving the entire Broadcasting Industry), 1937. Make your reservation now for our Accelerated Theory class June 19 and August 17. Most experienced instructors in the field, with methods and techniques. Lowest costs—finest accommodation available. Call or write to: Box E-143, Martin School, 1853 N. Cherokee, Hollywood, Calif. (213) 850-2851.

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BROADCAST TV SYSTEMS ENGINEERS...

Decide for yourself!

If you are a qualified broadcast TV engineer, you probably have a good job now and there are many reasons to stay where you are. You may be asking yourself, "Why should I consider going with F & M Systems Co?" Let's review the reasons briefly so you can decide for yourself:

more interesting work
At F & M, you enjoy the excitement of designing, furnishing and installing new or improved television systems. Our prime contract programs include turnkey system design and management of major network and station studio, theater, mobile, and other technical facilities. F & M assumes responsibility for integrated video, audio, switching, intercom and the other technical facility elements.

At F & M, you have the depth of organization and facilities of a large company... plus the varied work assignments of a smaller organization. But that's not all. You also have...

outstanding opportunities for advancement
In just the last two and one half years, our engineering staff has grown six-fold. With growth like that, our engineers have enjoyed almost unlimited opportunities for personal advancement.

There is every indication that rapid growth (and excellent advancement opportunities) will continue in the future. At F & M, you can look forward to assuming greater and greater responsibilities as fast as your abilities permit.

You also get...

better pay
If you qualify for one of our openings, we can probably offer you a significant increase in income right from the start. We also offer liberal relocation allowances so your pay increase is a net gain the first month.

Also, your money is likely to be worth more because living costs in Dallas are substantially lower than in many other important metropolitan areas. This alone is equivalent to still another raise.

But, important as it is, money isn't everything. We can also offer you...

top fringe benefits...

...that include free life insurance and long-term disability income insurance as well as a $100,000 business-connected travel accident policy. The company-paid hospitalization and medical insurance policy covers your dependents as well as yourself and it includes attractive major medical benefits.

Add an excellent retirement plan plus liberal tuition-reimbursement provisions...

...and you have one of the best fringe-benefit plans in industry.

Look who's talking!
F & M Systems Company is the electronics systems management and engineering division of Fischbach and Moore, a corporation with over 5,000 employees, annual sales exceeding $100 million, and nearly fifty years of achievement. We have what it takes to back up our promises.

Do you qualify?
There are choice permanent openings at F & M for broadcast TV engineers. Requirements include a BSEE plus experience in design, installation, testing, and/or operation of systems used in TV studios and mobile units.

We also have a number of openings for systems design engineers with experience in Telecommunications, digital data transmission, microwave communications, and telephone terminal interface.

If you qualify, don't delay another day! Send your resume (in full confidence) to R. J. Finley or call me collect at (214) 241-2121 in Dallas.

*Specific terms defined in the group policies.
International Assignment

International television organization seeking qualified engineers for challenging position in Far East.

Minimum of five years maintenance experience in such positions as Chief, Transmitter, Mobile Van and Studio Engineer.

Job requires separation from dependents, however periodic home leave included as condition of contract.

Salary and allowance commensurate with positions.

Box E-144, Broadcasting.

TELEVISION

Situations Wanted—News

Weekend TV Newscaster

Newman now employed in freelance capacity in N.Y.C. seeks weekend TV newscast (either on regular or assignment basis). News coverage desired. Will travel within 300 mile radius of New York. Box E-106, BROADCASTING.

RADIO-TV NETWORK NEWSMAN

2 yrs. reporting, anchorman documentation, news director, domestic and foreign correspondent with top business and personal references. Mid 30's, married, seeking directorship or anchor. Box E-116, BROADCASTING.

CATV—Help Wanted

CATV OPENINGS

Innovative opening available for MISO Management Executives, MISO Chief Engineer, System Managers & Chief Technicians. Send resume today. No fees, please! Nationwide CATV Personnel Consultants 845 W. Michigan Avenue Chicago, Illinois 60611

FOR SALE—Stations—(Cont'd)

For Sale

250 watt station—fulfill AM could be 1,000 near Tampa, Florida area. Asking $59,000. Write Paul L. Llinos, 2922 East Street, Toledo, Ohio, or call: 419-Greenwood 3-3378.

Confidential Listings

G. BENNETT LARSON
R.C.A. Building, 3663 Sunset Blvd. Suite 701
Hollywood, Calif.

Brokers-Consultants

West TVAM profitable $255,000 terms
Fla. coast daytime 125,000 cash
N.E. suburban daytime 150,000
S.F. suburban daytime 100,000
South CATV chain 1,500,000 cash

Chapman Associates

2045 Peachtree, Atlanta, Ga. 30309

FOR SALE—Stations—(Cont'd)

California Fulltimer


Box E-84, BROADCASTING.

Rocky Mountain—Daytimer

Attention owner, 1600 watt, number two rated in the state, capable of sales numbers with splendid growth potential. Profitable, but owner needs dollars now. Asking 8 per cent return on sale. Cash or terms to qualified buyer.

Box E-107, BROADCASTING.

BROADCASTING, May 8, 1967

(FOR THE RECORD) 101
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through May 3. 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.

- Chickasaw, Ala. — CISCO has been granted a franchise. Franchise held by Chickasaw T. V. Co. and G. T. Inc., expires May 1.

- Fairchild City, Ala.—Mobile TV Cable Co. has been granted a franchise by the City of Fairchild T. V. Co. and G. T. Inc. have also been granted a franchise. The franchise is for 50 years, with options for renewal.

- Davis, Calif.—Oroville Communications Inc. has been granted a franchise. The franchise is for 50 years, with options for renewal.

- McFarland, Calif.—Kern Cable Co. (owned by HBO Aircraft Co., multiple CATV owner), Time-Life Inc. (multiple CATV owner and owner of United Artists Enterprises) has applied for a 25-year franchise in the 12-channel system and 20-channel system, with the option to expand to 24 channels.

- Oakdale, Calif.—W OICX-AM-FM-TV has been granted a franchise. The franchise is for 25 years, with options for renewal.

- Perris, Calif.—Video Communications Corp. of Palm Springs, Calif., has applied for a 25-year franchise. The franchise is for 12 channels, with the option to expand to 24 channels.

- San Francisco, Calif.—The name of the Western TV Cable Co. has been changed to Western TV Cable Co. The new company will operate in the 20-channel system and 50-year franchise.

- Fairview, Ind.—General Vision Cable Co. has been granted a franchise. The franchise is for 20 years, with options for renewal.

- Shoreline Cable TV Co. has applied for a franchise. The franchise is for 25 years, with options for renewal.

- Holdenville, Okla.—By a vote of 179-119 citizens approved a franchise to Holdenville TV, a service that will carry nine channels, one UHF channel, and one FM radio station.

- Lawton, Okla.—KSWO Television Co., owners of KSWO-TV, has been granted a 25-year exclusive franchise. The franchise fee is $150,000. The service will be operated by KSWO, Inc., and will be transmitted by a 250,000-watt station.

- Gilbertsville, N.Y.—Neil Leonard has been granted a franchise. The franchise is for 25 years, with options for renewal.

- Irwin, Pa.—WJHB Greensburg, Pa., has applied for a 25-year exclusive franchise. The franchise fee is $75,000. The service will be operated by a 250,000-watt station.

- Newburytown, Mass.—Marr CATV Inc. and Radio Hanover Inc. have each been granted a franchise.

- Shoreline Cable TV Co. has applied to the state Public Utilities Commission for a franchise. The franchise fee is $75,000. The service will be operated by a 250,000-watt station.
IF there existed such a group as the "television advertising pioneers," Samuel Thurm would have to be numbered among them.

At age 49, he is advertising vice president for Lever Brothers Co., chairman of the Association of National Advertisers, and has been in the medium since 1948.

It was in that year as radio research director for Young & Rubicam that he, along with some other bright young people from Y&R and from Benton & Bowles, decided to measure the audience of the Kraft Theater, one of the medium's earliest. Their methodology was much like that used by rating services today: Viewers were called on the telephone or asked to keep diaries of what they saw and what they remembered, all this so Mr. Thurm and colleagues could gauge the effectiveness of television as an advertising medium.

Results in hand, the group took a cold, hard look at the figures: All concluded—not surprisingly, when viewed with the hindsight afforded by nearly two decades—that this new medium promised to be the most effective and dynamic advertising tool around.

Television has grown and times have changed, of course, and so has Sam Thurm. He's a bit heavier now than when he played on the Dartmouth (class of 1939) tennis team; his hair is a bit thinner than during the war days in the Pacific; and he's moved from his boyhood home in Brooklyn to Scarsdale, N. Y.

In his Lever House office overlooking New York's busy Park Avenue, Mr. Thurm took time out a few weeks ago to reflect on television, its changes and its relationship with advertising.

Referring to the research plowed into television during the medium's germinal days, he said: "What they [television advertisers] have today is what they bought in the past. Research of 20 years ago is paying off today. Surprisingly enough, we never anticipated how the people would buy [television] sets. Projections in 1948 and since then on the growth and influence of the medium have been consistently understated.

"Back in those days, for instance, we didn't foresee daytime or late-night television.'"

However, the man who oversees Lever Brothers' advertising (TV's fifth largest budget in 1966, according to the Television Bureau of Advertising, totaling more than $58 million) says he is somewhat disappointed in the medium.

The glorious promises television held out in 1948 and the results it delivered in the fifties and the early sixties are slowly diminishing, he claims.

He expressed those thoughts earlier this year when, as keynote speaker during an ANA-sponsored TV workshop in New York, he warned of a "steady erosion of potential commercial effectiveness" in television, a development he attributed to, among other things, rising costs, commercial clutter, a scarcity of television talent, network promos, the diminishing number of programs supported by a single sponsor, and the possibility that the networks will increase the number of commercials in prime-time feature films. (The ANA recently urged retraction of an NBC plan reserving the right to do just that.)

Production Concentration - Mr. Thurm views the advertising business and its relationship with television in terms of a risk-reward equation. "The increasing concentration of production in the hands of relatively few [network] people," he believes, increases the advertiser's risks while decreasing the rewards. "Rewards to the advertiser in the past have been great, but they are growing smaller." He said, however, that advertisers would desert TV only when the effectiveness of advertising becomes greater in another medium.

For another thing, Mr. Thurm thinks television has lost something in its move away from agency and independent-producer participation in programming. Once a hand-in-glove operation with advertiser and agency, TV's trend now is to the "opposite" way, and he feels its "a trend for the worse," a situation he believes should cause some concern for the future.

He draws a parallel to "what happened with the movie industry in the thirties when it handled both the production and the distribution of motion pictures." With a smaller range of creativity and tighter control in the hands of fewer people ideas and program pilots have narrowed, imitation has increased and talent (including writers and producers as well as actors) has become limited.

To compound the issue, Mr. Thurm observes, network TV appears to have swung full about to the longer segment, more 60- and 90-minute shows, two-hour specials and motion pictures. "One can recall," Mr. Thurm says, "that network TV began with 15-minute shows and half-hour programs but with only a few one-hour segments." There are just fewer programs on the networks, which in his view means less room or reason for the innovators in programming.

Communication Problem - Reflecting on his job as ANA chairman, Mr. Thurm said he feels the biggest problem facing the advertising community today is communication. Odd as it may appear, the communicators are having trouble getting through to a segment of the public that has been consistently critical of advertising. "We're not communicating very well externally with educators or with government. Too often, they attribute power to advertising that simply do not exist and often, they think we're charlatans, dishonest, or worse. At ANA we're trying to dispel these fallacies by a program of information and education."

Has all the fun and excitement gone out of TV for the advertiser? Not for Sam Thurm. There's the challenge and the satisfaction of the advertiser in seeing results "almost immediately" when a new product or an existing product, such as Lever's Dove, is marketed in a new advertising campaign: "We can see the sales almost literally move, and that's a thrill."
EDITORIALS

Breaking the mold

THE great upsurge in commitments to television specials for next season, as documented extensively elsewhere in this issue, is by itself a denial of the common criticism that television management cares only to appeal to the depleted housewife or the lowbrow sitting in his undershirt with a can of beer in his hand.

The special, whatever its nature—light entertainment, a view of far places, serious drama—is what its name implies. A special effort to make a program that will be different from the weekly series. In that purpose alone, it must be welcomed. If it achieves excellence as well as uncommonness, it elevates the medium.

It is also gratifying to note that more and more advertisers are buying specials for their proved value as vehicles for moving merchandise, and not merely for the vague purpose of "image" advertising.

Specials present the advertiser and its agency an opportunity to exercise creativity in both the placement and content of the commercial messages that the productions contain. Hopefully, the creativity on the advertising side will match that of the programing.

A need to modernize measuring

IT would be easy, and undoubtedly proper, to write off the Bureau of Advertising's current outcries about television's audience research as the natural bleating of a competitor hurting from competition.

As reported in this publication a week ago, the bureau, which is the sales promotion voice of the newspaper business, contends that TV's audience figures are grossly inflated, perhaps by 70%, and that as a result advertisers were tricked into spending $2.8 billion in television last year. The bureau wants an independent study of TV's audience-measurement methods and has offered $10,000 to help foot the bill.

Let's look at that again, a piece at a time.

First, it strains belief to suggest that the nation's advertisers, businessmen all, would blindly invest $2.8 billion on the strength of anything that might be 70% fat—unless, as the bureau failed to mention, they felt they were getting their money's worth. They certainly wouldn't go on increasing their TV budgets by 8% to 10% or more a year, year after year, if television weren't moving their goods. Based on the investment record, then, a 70% inflation of the ratings would suggest that TV's sales effectiveness is a lot better than even its own salesmen believe.

That 70% inflation figure is, of course, subject to serious question. It is based on a study in which researchers went from door to door and counted families as "not at home"—and therefore not watching television—if they didn't answer the doorbell. There are many reasons why people won't go to the door, especially at night, but for the purposes of this commentary it is enough to note that many competent research men say door-to-door solicitation is invalid for audience measurement, producing "not at home" figures so hieh that they cannot be taken seriously.

While the bureau's reasons may be wrong, however, the call for a methodology study may not be entirely out of order, though possibly premature. With the rise in multi-se' homes, which the bureau noted in passing, some TV as well as non-TV researchers are thinking more and more that the time is approaching when the whole question of TV audience-measurement methodology should undergo basic re-

view. Privately if not publicly there is a feeling that it's about time to start thinking of some sort of TV counterpart of radio's recent ARMS project, which subjected numerous techniques to elaborate tests in an effort to find superior radio audience measurement methods.

Such a project, if it comes, will not come cheap—and the probable costs may give a clue to the seriousness with which the newspapers rate their own claims. Assume that a TV version of ARMS would cost what ARMS did: close to $300,000. If the Bureau of Advertising thought TV's audience figures were seriously out of line and that the answer to what it calls the "$2.8-billion question" would enable newspapers to recoup any significant part of that amount, would it not—should it not—wager more than one-thirtieth of the cost of getting that answer?

'Talent, truth, energy'

IT has become almost an annual ritual in our shop to congratulate the winners of the Pulitzer prizes for journalistic enterprise and excellence. It also has become an occasion to ponder the accuracy of awards that recognize only print journalism and ignore the very existence of broadcast journalism, of documentaries, commentaries and even the theatrical arts on the air.

The Pulitzer dividing line is not the talent, initiative or ability of the individuals but rather the medium of "publication." Would any one of the dozens of superb essays or news scoops of Eric Sevareid have won a Pulitzer if it had been on the printed page rather than on the air? What about the filmed reports in full color and with running commentary of actual combat in Vietnam as against still pictures and news stories of the same action?

We do not disparage the Pulitzer awards for what they were intended to be when Joseph Pulitzer established them at the turn of the century. But in an era when one network—NBC—maintains what it proclaims to be the world's largest news organization, when the wire services derive substantial, if not their major, revenues from radio and television clients, and when news constitutes a substantial portion of programing content of some 7,000 stations of all classes, we respectfully suggest that it's about time that the heirs and assigns of the late publisher reappraise the foundation's definition of journalism and of the arts.

Drawn for BROADCASTING by Sid Hix

"It sure pays to advertise on radio. . . I just told your wife a houseful of new furniture!"
eyes over read?

Put down that book on salesmanship you just can't put down. Take a moment for KPRC-TV. KPRC relieves, refreshes weary sales caused by too much reading. That goes for reading this ad.

The end.

courtesy of The Murine Co., Inc.
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 controls 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 15½" 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 5¾" high by 19" wide.

RACK-MOUNTED ASSEMBLY. The assembly contains 16 preamplifier 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 separate 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.