

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Senate seems CATV's last hope from full copyright fees. p19  
 Newspapers' top-100 advertisers spend 370% more in TV. p24  
 Broadcast Bureau questions ABC's need for ITT money. p30  
 FM dominates the stage at three NAB radio clinics. p48

Carl B. Ylvisaker Library  
 Moorhead, Minn.  
*S/Silb7*

COMPLETE INDEX PAGE 7

CONCORDIA COLLEGE  
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**30,535,047,000**  
**TV**  
**MPRESSIONS**  
 On Traffic Safety

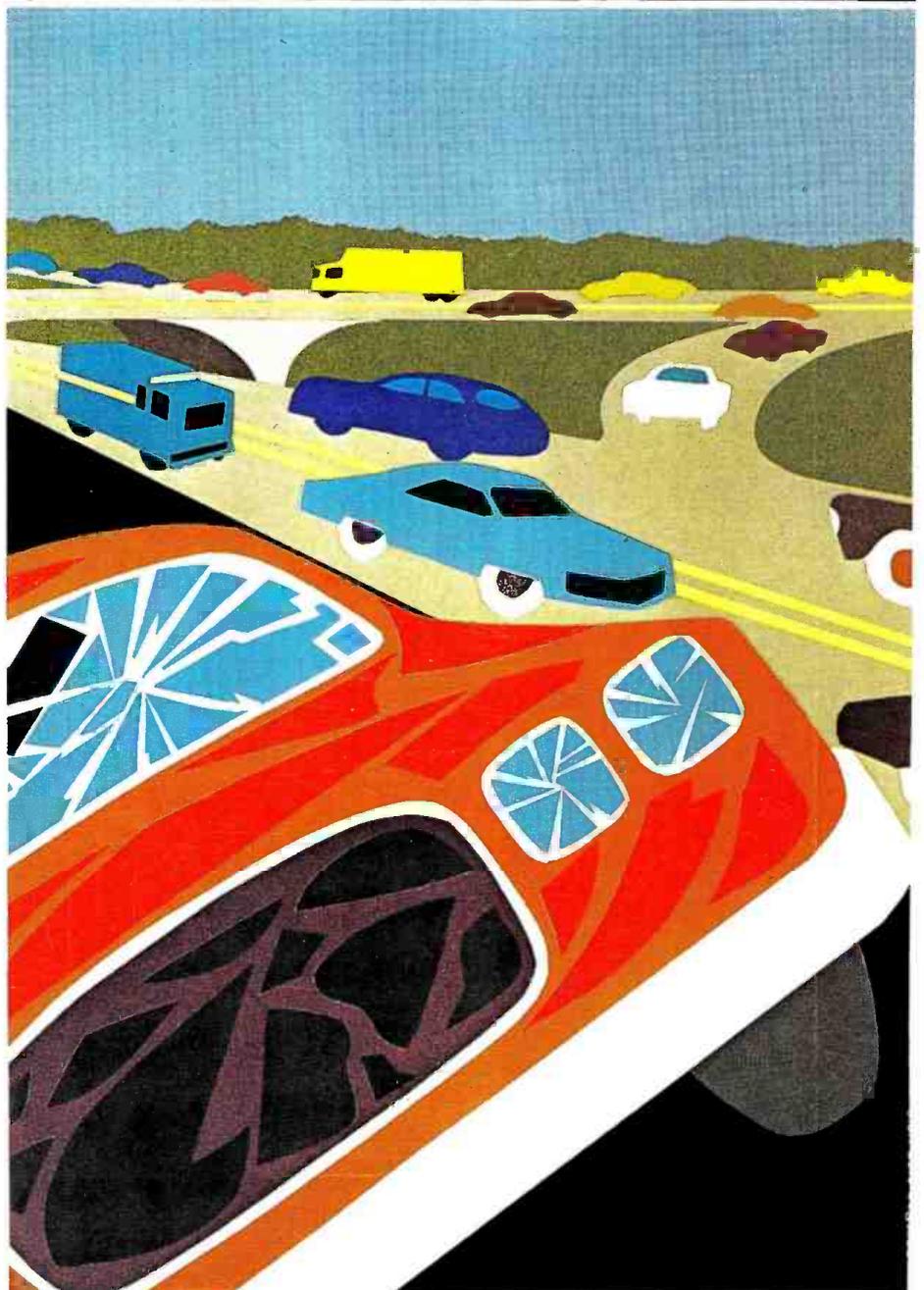
That's the all-out effort the Petry represented TV stations put behind this Advertising Council campaign last year. They believe in serving the public as well as selling it.

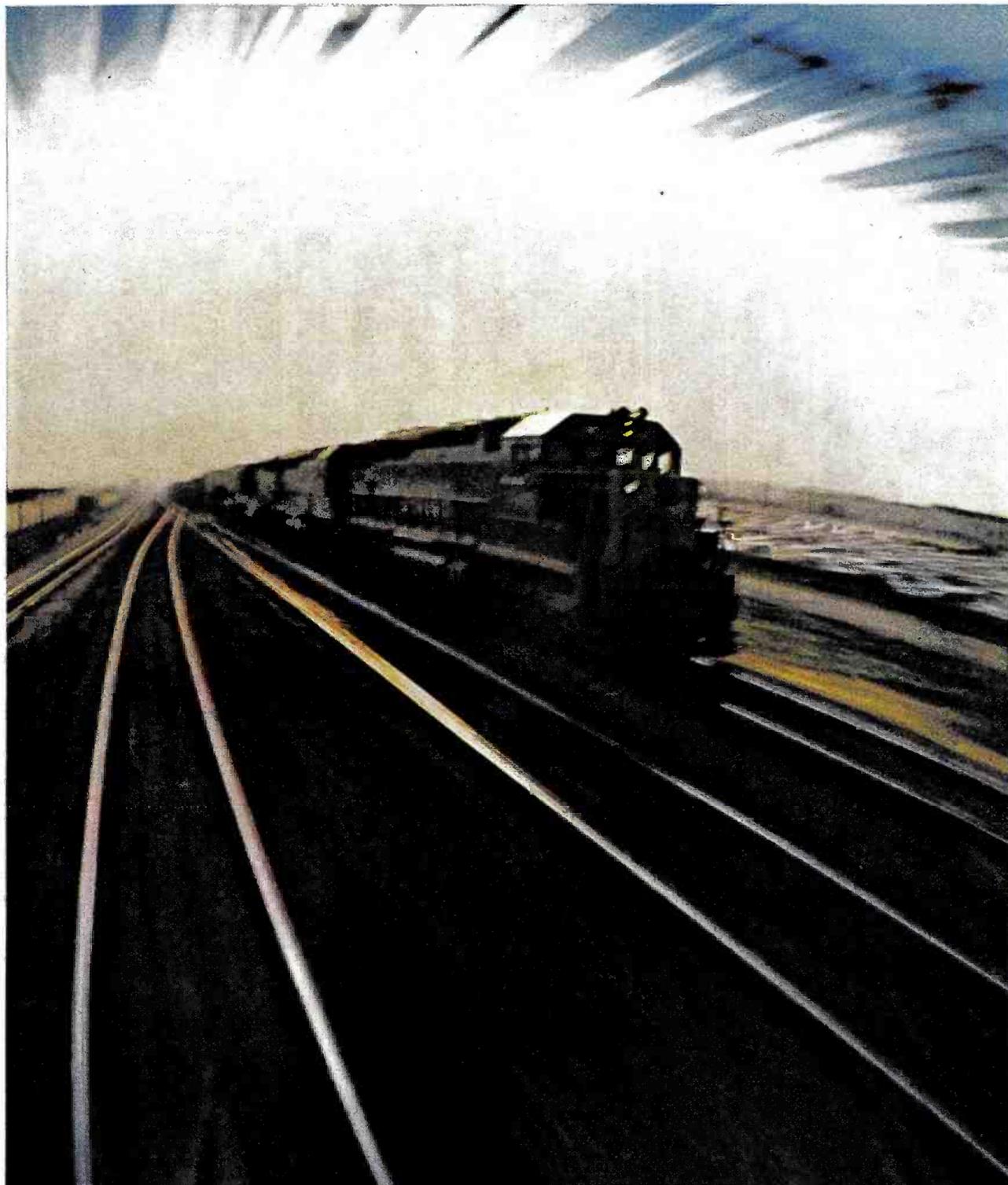
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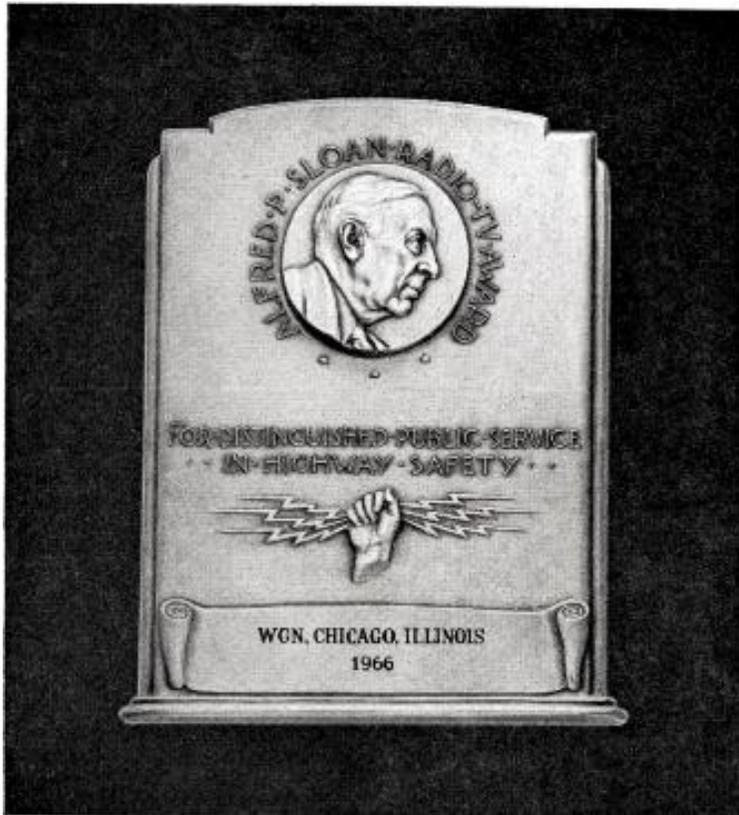




# POWER TO MOVE AMERICA

Fast-moving diesels, thousands of horsepower strong, streak out of the horizon at daybreak. Colossal new diesels like this power the trains that move America's food... fuel... raw materials... manufactured products. □ The efficiency of this power helps hold down the cost of living. □ Railroads are constantly developing new ways to serve our growing transportation needs... helping keep America on the move.

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Another Recognition of WGN's Dedication to Quality, Variety, and Frequency in Traffic Safety Broadcasting

Another Group-Station Accomplishment

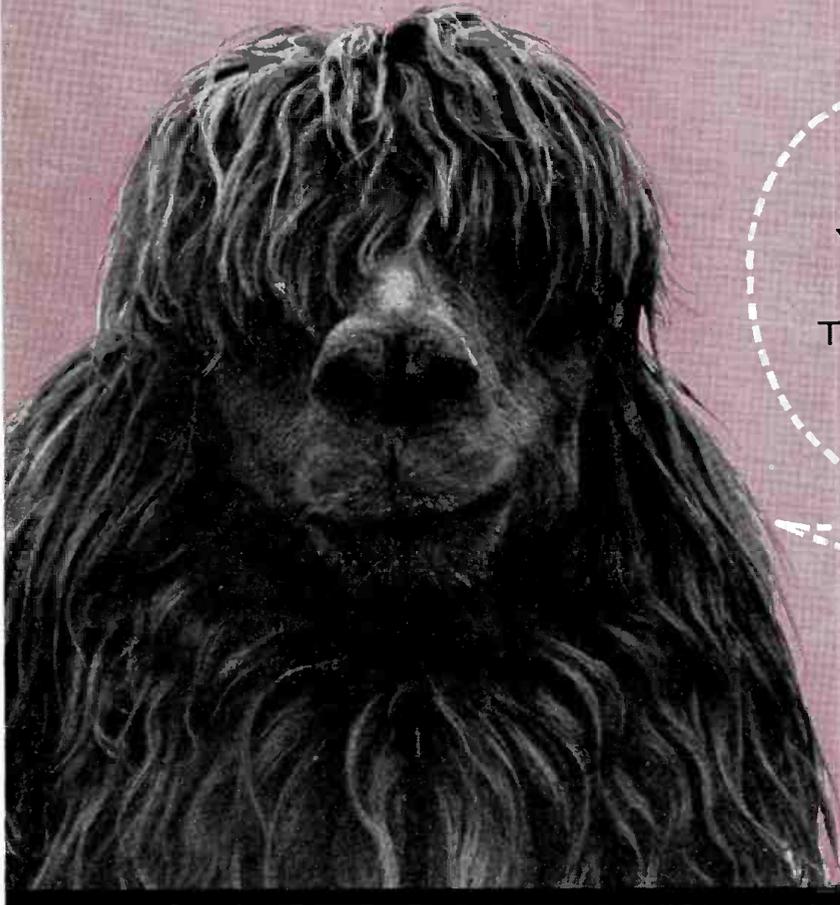
WGN Radio gratefully acknowledges the coveted Alfred P. Sloan Award for "Distinguished Public Service in Highway Safety."

We are gratified with the special recognition accorded our Trafficopter service and our traffic safety programs: Signal Ten, Northwestern Reviewing Stand, WGN Traffic Central, a new innovation, The Striper, and two documentaries on the car and safety.

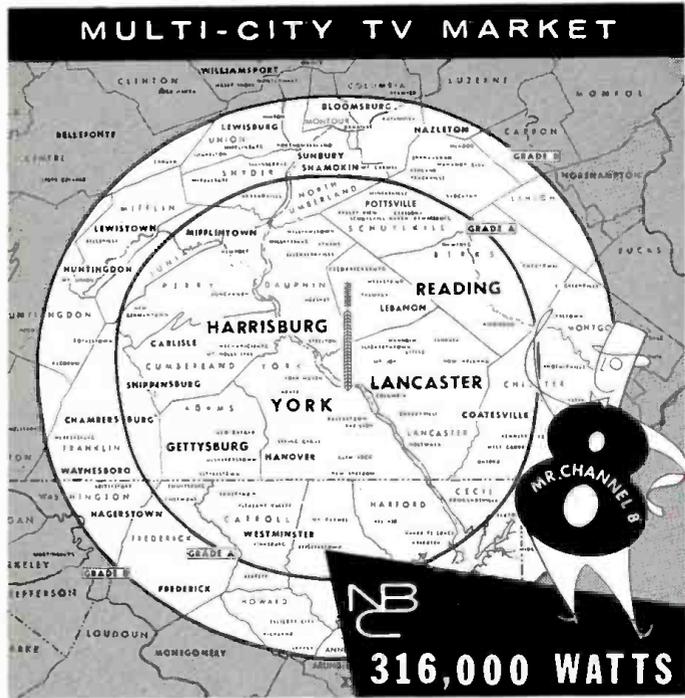
We share this recognition with the people in the following organizations whose generous cooperation made this award possible: Chicago Police Department • City of Chicago Traffic Engineering Center • Cook County Sheriff's Police • Highway Minute Men • Illinois State Highway Police • Illinois Toll Road Minutemen • Indiana State Police • Michigan State Police • Northwestern University Traffic Institute • Wisconsin State Patrol

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*the most respected call letters in broadcasting*

**SPEAKING OF COVERAGE . . .**



LANCASTER-  
HARRISBURG-  
YORK-LEBANON  
IS **ONE**  
TV MARKET WITH  
**WGAL-TV**  
CHANNEL 8



**CHANNEL 8** reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 26%\* color penetration for its all-color local telecasts and NBC programs.

\*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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WTEV Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

## Buyers boil

Some advertisers and agencies are displeased by proposed changes in commercial time standards of National Association of Broadcasters TV code (BROADCASTING, May 15, 22). Critics' gripes center on (1) loss of billboards, (2) potential for clustering commercials, which they feel will reduce effectiveness, and (3) overall rigidity. Officially, Association of National Advertisers had no comment except to point out how much proposed changes differ from its own plea for flexibility. American Association of Advertising Agencies also had no comment, but Richard A. R. Pinkham of Ted Bates & Co., chairman of AAAA Broadcast Policy Committee, made no bones about his opposition to proposed changes, said committee would meet shortly to consider them and that, independently, Bates would take its case directly to networks and stations.

*Not all agency-advertiser reaction is hostile, however. Some authorities, especially among agencies, say code changes were less far-reaching than expected and probably livable. Some even question whether clustering should be condemned out of hand in absence of practical evidence. Others have moderated their criticisms after further study. Very privately there is also some feeling that Mr. Pinkham's AAAA committee erred in sending last-minute do-nothing-till-you've-talked-to-us telegram to code board when in fact committee had two-three months to draft own proposals but failed to do so.*

## Up against deadline

Census Bureau decisions are coming down to wire on radio-TV questions to be asked in 1970 census. Bureau says it hopes to decide by July 1, so it can prepare for dress-rehearsal test next year of whether to rely solely on long-form questionnaire for every fourth household or to use shorter long form for 25% coverage augmented by more-detailed supplementary questionnaire to be answered by 2% to 5% of households.

*Supplement could provide more data on types of set penetration but only for broad areas. Long form with 25% coverage could give fine-grain detail by individual census tract, but due to space limit—and pressure to shorten form caused by poor mail-back return in April New Haven, Conn., test—would most likely be able to distinguish only between color and*

# CLOSED CIRCUIT®

*monochrome TV's and battery-operated or plug-in radios. Census Bureau spokesman urges industry to work through FCC to make wishes felt at forthcoming conference with federal bureaus, set tentatively for June 8.*

## First to go

Departure of John Chancellor from directorship of Voice of America, to return to NBC News, may be only first of several imminent high-level changes, not excluding one at top of parent United States Information Agency. Leonard H. Marks, director of USIA and among officials closest to President Johnson, is likely to be at LBJ's elbow in next year's presidential campaign—as he was in 1964 when he spearheaded financing operations.

*Mr. Marks left lucrative practice in communications law to join USIA two years ago. Another top hand at USIA is Richard M. Schmidt Jr., general counsel, recruited from Denver because of his knowledge of communications (he's radio ham, former sports announcer and promotion man). He's likely appointee to next Democratic vacancy on FCC. Successor to Mr. Chancellor will probably be announced this week—perhaps John Daly, ex-newsman for ABC and MC of What's My Line?, who is known to have been talked to about Voice directorship.*

## Smoke signals

Reports circulating in cigarette industry suggest Reynolds Tobacco's recent cutback in spot radio (BROADCASTING, May 22) may have been only beginning and that further cancellations—possibly bringing total to \$15-\$20 million—may hit spot TV and outdoor. Speculation is that Reynolds, which spent some \$61 million in broadcast advertising alone last year, is moving to shore up profits and/or get ready for new-product introduction.

*Feeling in tobacco industry is that other recent changes in media allocations—Liggett & Myers' reduction of spot TV and American Tobacco's exit earlier this year from spot radio—do not auger dramatic changes in tobacco advertising. "Everybody is redoing ad copy for this coming fall," one source said. "Besides, tobacco companies are in a dilemma over the new*

*100mm length cigarettes. Will they take off like king-size cigarettes did about 10 years ago?"*

## Ultimate aim

What will it mean to CATV subscribers if it is determined eventually by litigation or Congress that cable operators must pay copyright royalties (see page 19)? One CATV consultant who's also veteran cable owner candidly states that royalty payments would become direct operating cost and that extra expense would be passed on to customers. But, he adds, CATV's hope to keep royalties down to level that would mean no more than 10 or 15 cents per customer per month for average system.

## Game's the same

Chance that NBC-TV's new affiliation contract might assure affiliates of share in revenues from any increase in network commercial time, once considered at least long-shot possibility (BROADCASTING, April 10), now is rated as virtually nonexistent. Affiliates had hoped compensation would be put on per-minute basis, but current outlook is for continuation of present basic plan under system that probably won't increase compensation levels much, if at all, but isn't calculated to reduce them either. NBC hopes to distribute new forms to affiliates by about July 1.

## Penalty of success

Recent resignation of Lee Rich as president of Mirisch-Rich TV Productions to join Leo Burnett agency as television executive (BROADCASTING, May 22) leaves future of independent production house in doubt. It's no secret that Mirisch, in paradox of current production situation, has suffered more losses turning out its biggest series hit, *Rat Patrol*, than with its one series failure, *Hey Landlord*.

*In exclusive interview last spring, which forewarned of his decision to leave production business (BROADCASTING, April 3), Mr. Rich indicated that independent program producers may be heading for oblivion unless way is found to avoid deficit financing and to live with restricted, risky network conditions. Mirisch company is understood to be reappraising its own situation before making any further production commitments.*



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for the first time  
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# WEEK IN BRIEF

CATV hopes for copyright protection rest with Senate as appellate court decision in UA-Fortnightly case places full fee liability on cablemen. 'Let 'em sue me' attitude is seen in some CATV quarters. See . . .

## CATV'S LAST HOPE . . . 19

Top-100 newspaper advertisers spent 370% more in TV, says TVB study. TBV's Spiegel challenges print media to provide audience-research figures comparable to TV's, says 'newspapers are hurting.' See . . .

## TV FIRST . . . 24

ABC-ITT merger finds another foe. FCC's Broadcast Bureau queries important combine point: ABC's need of ITT money. Claims net doesn't need what it says it does; suggests ingenuity might be better answer. See . . .

## NEW ENEMY . . . 30

Arthur Hayes, CBS Radio president for 12 years and 33-year CBS veteran, resigns his post for personal reasons. Clark George, WCBS-TV general manager and CBS TV Stations Division vice president, takes his place. See . . .

## HAYES RESIGNS . . . 36

Siren call of CATV lures old-time operator back from pay-TV romance. International Telemeter Corp. applies for franchise in more than 200 cities, designs CATV equipment including 25-channel unit. See . . .

## TELEMETER BACK . . . 40

UHF broadcasters move outside NAB to form new group called All-Channel Television Society. Group chairman Putnam says ACTS will 'undertake a number of projects including lobbying.' See . . .

## OUTSIDE OF NAB . . . 41

FM plays Cinderella to AM stepsisters in NAB radio program clinics. Do's and don'ts of programing with advice about promotion, humor and local involvement help to define FM niche in AM world. See . . .

## UPSTAGES AM . . . 48

Death of campaign tax plan prompts House-Senate conferees to new action. Calls for equal-time repeal for president/vice president candidates and free time to campaigners face broadcasters. See . . .

## TAX PLAN KILLED . . . 52

Lottery-news coverage tangles confront New York broadcasters this summer when statewide games go into effect: Network O&O's are trading warily and lawyers are kept busy trying to comply with FCC rules. See . . .

## N.Y. LOTTERY . . . 52

FCC Hyde's warning about New York World Trade Center TV interference creates congressional outcries. MacDonald calls for FCC hearings; Port Authority strikes out at 'highly exaggerated reports.' See . . .

## UP IN THE AIR . . . 58

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## Broadcasting

THE BUSINESSWEALTH OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

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STILL MOVING UP.  
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**2nd IN THE NUMBER OF DIFFERENT RADIO HOUSEHOLDS REACHED IN THE COURSE OF A WEEK**

**Pulse Jan/Feb/March 1967**

**A Triangle Group Station**

**Figures are estimates only . Subject to limitation of source material.**

## Name of the game is 'name dropping'

### LEE CLEARED OF CONFLICT IN ITT-ABC CASE

Controversial ABC-International Telephone & Telegraph Corp. merger case produced unexpected twist Friday (May 26) with disclosure that Justice Department and FCC had checked into possible conflict of interest in proceeding involving Commissioner Robert E. Lee. Both agencies concluded there was no evidence of such conflict.

Commissioner Lee sparked inquiries himself in March, after reading ITT memo that was part of stack of documents filed as evidence in \$2.4 billion merger case that commission is considering.

Memo reported that Philip Gibson, of Dedham, Mass., consultant to ITT subsidiary, Federal Electric Corp., had said that Commissioner Lee was interested in finding job for his son in "CATV or common carrier microwave and thought if it were possible he would like to see him working with Mr. Gibson." Memo also quoted Mr. Gibson as saying he had been in touch with Commissioner Lee on common carrier microwave licenses and that commissioner had promised to help "in submitting a common carrier plan."

Memo was written by Robert F. Chasen, president of Federal Electric, on Dec. 17, 1965, 10 days after ABC and ITT boards had approved plans for merger.

Commissioner Lee, who has no legal assistant, consulted Hearing Examiner Arthur Gladstone. He, in turn, suggested that Broadcast Bureau conduct investigation. Commission investigators

found no basis for Mr. Gibson's alleged report, and turned results of their inquiry over to Justice Department.

Department, which successfully petitioned commission to reopen ABC-ITT case and which is party to proceeding, reviewed bureau's findings, made independent check that was completed last week.

In letter to Chairman Rosel H. Hyde, department said it will not seek Commissioner Lee's disqualification from considering case.

Commission officials assume that either Mr. Gibson or Mr. Chasen had engaged in name dropping.

Commissioner Lee said Friday he remembers meeting Mr. Gibson twice. First time was at convention of National Association of Retail Dealers Association, in Berlin, Conn., in March 1965. Mr. Gibson then worked for NARDA, and there was talk, Mr. Lee said, of his son joining that organization. Son, Robert Edward Lee, was offered job but rejected it.

Second time Commissioner Lee said he talked to Mr. Gibson was in Washington, after Mr. Gibson had become part-time consultant to Federal Electric. Commissioner Lee said Mr. Gibson discussed obtaining microwave licenses but that he had referred him to members of commission staff. "Commissioner Lee said he later learned staffers had told Mr. Gibson that 'what he had in mind was impossible.'" Mr. Gibson reportedly was employed by Federal Electric October 1965 to January 1966.

will complete construction of station, which operated from 1954 to 1957, and that Storer will lease 1,000-foot tower and transmitter building to Coastal. Broker was William T. Stubblefield.

## Cox, Johnson jab again at public service lack

FCC Commissioners Kenneth A. Cox and Nicholas Johnson renewed their criticism Friday (May 26) of what they regard as agency's indifference to renewal applicants' program proposals.

Both issued dissenting statements in connection with Broadcast Bureau proposal to renew batch of licenses of stations in Arkansas, Louisiana and Mississippi.

Commissioners feel number of them propose inadequate amount of news, public affairs and "other" (agricultural, religious and instructional) programming.

Commissioner Johnson noted that 35 AM and 3 TV stations propose less than 1% public affairs programming; that 36 AM and 9 TV stations propose less than 5% "other" programming.

Commissioner Johnson, who in past has expressed objection to commission policy of renewing such applicants without question, said he realizes staff is following policy encouraged by commission's "implied standards." He said he still has hope that commission "may one day . . . reevaluate those standards."

Commissioner Cox said he dissents to renewal without hearing of all stations proposing less than 2.5% news for AM, less than 5% news for TV; less than 1% public affairs; less than 5% in combined categories of public affairs and "other."

## Ownership changes for WPEN, WGBS-TV

Sales of WPEN-AM-FM Philadelphia and of now-dark channel 23 WGBS-TV Miami were announced Friday (May 26). Both are subject to FCC approval.

Philadelphia stations are being sold for more than \$5 million to group of Philadelphia businessmen by Old Colony Trust Co. of Boston as trustee for creditors of Penrose Industries Corp. (formerly Sun Ray Drug Co.). Purchasers are headed by Martin Field, described as having extensive real estate holdings in Philadelphia and Florida.

Transaction is understood to involve stock of William Penn Broadcasting Co., licensee of two stations.

WPEN was founded in 1929 and operates fulltime on 950 kc with 5 kw. WPEN-FM, which began operating in 1942, is on 102.9 mc with 20 kw.

WGBS-TV was sold by Storer Broadcasting Co. to Coastal Television System Inc. for \$250,000 (CLOSED CIRCUIT, April 10).

Principal owner of Coastal Television is Al Lapin Jr., who is with members of his family and others owner of KHP-TV Santa Barbara, Calif.; WDUV-TV Jacksonville, Fla.; KGPA-TV Phoenix, all construction permits. He personally owns 10% of WKSP Miami.

Sales agreement provides that Storer

## Get VP stripes

John R. Andersen, research supervisor for Los Angeles division of Needham, Harper & Steers, and E. Lynn Hauldren, copy supervisor, Chicago, each elected vice president.

## Merger talks diminish

Talks between Teleprompter Corp. and Metro-Goldwyn-Mayer Inc. on possible consolidation may have broken down (see page 47).

Source privy to MGM finances said Friday (May 26) that "nothing will ever come" of discussions. Irving Kahn, Teleprompter chairman, would neither confirm nor deny that report. "We are

## WEEK'S HEADLINERS

**Clark B. George**, VP, CBS Television Stations Division and general manager of WCBS-TV New York, named president of CBS Radio Division. He succeeds 33-year CBS veteran **Arthur Hull Hayes**, who resigned (see page 36). **Ralph Daniels**, 39, general sales manager of CBS-owned KNXT(TV) Los Angeles and CBS Television Pacific Network, was named Friday (May 26) to succeed Mr. George as division VP and general manager of WCBS-TV. Mr. Daniels joined KNXT and Pacific Network as account executive in 1956, served with CBS-TV Stations National Sales in San Francisco and New York from 1959 until returning to KNXT as national sales manager in 1961. He became general sales manager last year.

**Seymour Poe**, executive VP, 20th Century-Fox Film Corp., resigns as result of "divergence of views" between himself and Darryl F. Zanuck, Fox president. Successor has not been named. He has held top posts with Fox for almost five years. It's reported unofficially that Mr. Poe will take important post with company that emerges

from consolidation of Warner Brothers Pictures Corp. with Seven Arts Productions.

**Stephen C. Riddleberger**, VP, talent and program administration, NBC-TV, named VP and general manager, Owned



Mr. Riddleberger

Radio Stations, reporting to Stephen B. Labunski, president, NBC Radio division. Mr. Riddleberger has held various executive posts with NBC, ABC Radio, ABC News and ABC-TV. He joined NBC in 1941 as guest relations page, left network seven years later and returned there year ago. **Benjamin D. Raub**, assistant general attorney of NBC since 1957, succeeds Mr. Riddleberger. Mr. Raub reports to Robert L. Stone, VP and general manager, NBC-TV network.

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

not negotiating at present; we're doing nothing now," he said.

Merger, if it develops, would bring together major CATV and closed-circuit systems operator with feature film and television series producer.

## STV coming alive in acquiring Blue group

Promise of new life to be pumped into Subscription Television Inc., New York, which admittedly sees its future as including development of pay television "within limits" of its "financial capabilities," was indicated Friday (May 26) with disclosure of new financing arrangements underway by STV.

Securities and Exchange Commission Friday granted STV's request that over-counter trading in STV stock be suspended to protect investors, until STV closes deal in which it proposes to buy all stock of John Blue group of companies. All nine companies in group, which supplies fertilizer and pesticide equipment, would operate as John Blue division of STV. Subscription Television said purchase would be accomplished through "new privately-placed, long-term financing" already arranged. In

addition, 300,000 new STV common shares at one cent per share will be issued, raising total shares outstanding to more than 3.3 million. STV's stockholders hold annual meeting June 30 at which time they'll be asked to ratify agreement, and upon their approval, closing would be set for July 6. Blue companies' principal plants are at Huntsville, Ala., and Laurinberg, N.C.

STV was recently involved in re-financing difficulties in its attempt to acquire Shasta Telecasting Corp.'s KJEO-TV Fresno, Calif., and Shipstad & Johnson's "Ice Follies" (BROADCASTING, Oct. 31, 1966). Subsequently, STV received backing by investment banking firm of G. L. Ohrstrom Partners, New York, which purchased 40% of STV's stock. STV has suit pending against theater owners in California in connection with referendum that outlawed pay TV in state. Later this was held unconstitutional but STV in meantime has ceased its pay TV operation.

## Network sales for week

Network television sales for week ended May 21 totaled \$24,158,300, bringing sales for May to \$74,821,700 and for 1967 to \$596,108,800, Broadcast Advertising Reports (BAR) estimated Friday (May 26). Figures cover

revenues from both time and program sales. For week ended May 21, CBS-TV's share was estimated at \$9,469,400, NBC-TV's at \$8,050,800 and ABC-TV's at \$6,638,100.

## TV code changes are called best possible

Recent revisions of TV code standards were termed best compromise that could be evolved in handling highly complex problem, Bill Michaels, executive vice president of Storer Broadcasting Co., told meeting of Ohio Association of Broadcasters Friday (May 26). He said if some members of NAB's television code board had their "druthers" they would have gone all way by dropping commercial standards entirely, but time isn't propitious.

He said he couldn't predict what TV Board would do about recommendations. Code board adopted new philosophy of counting only nonprogram time and number of interruptions (BROADCASTING, May 22).

Other highlights of 30th OAB convention:

▪ Frank Martin, president of John Blair & Co., said biggest question in spot selling for 1967-68 year is how 30-second announcements will be adapted. He described 30-second spots as "the new member of the spot time family," with question of price and acceptance yet to be resolved as answer to piggy-back problem.

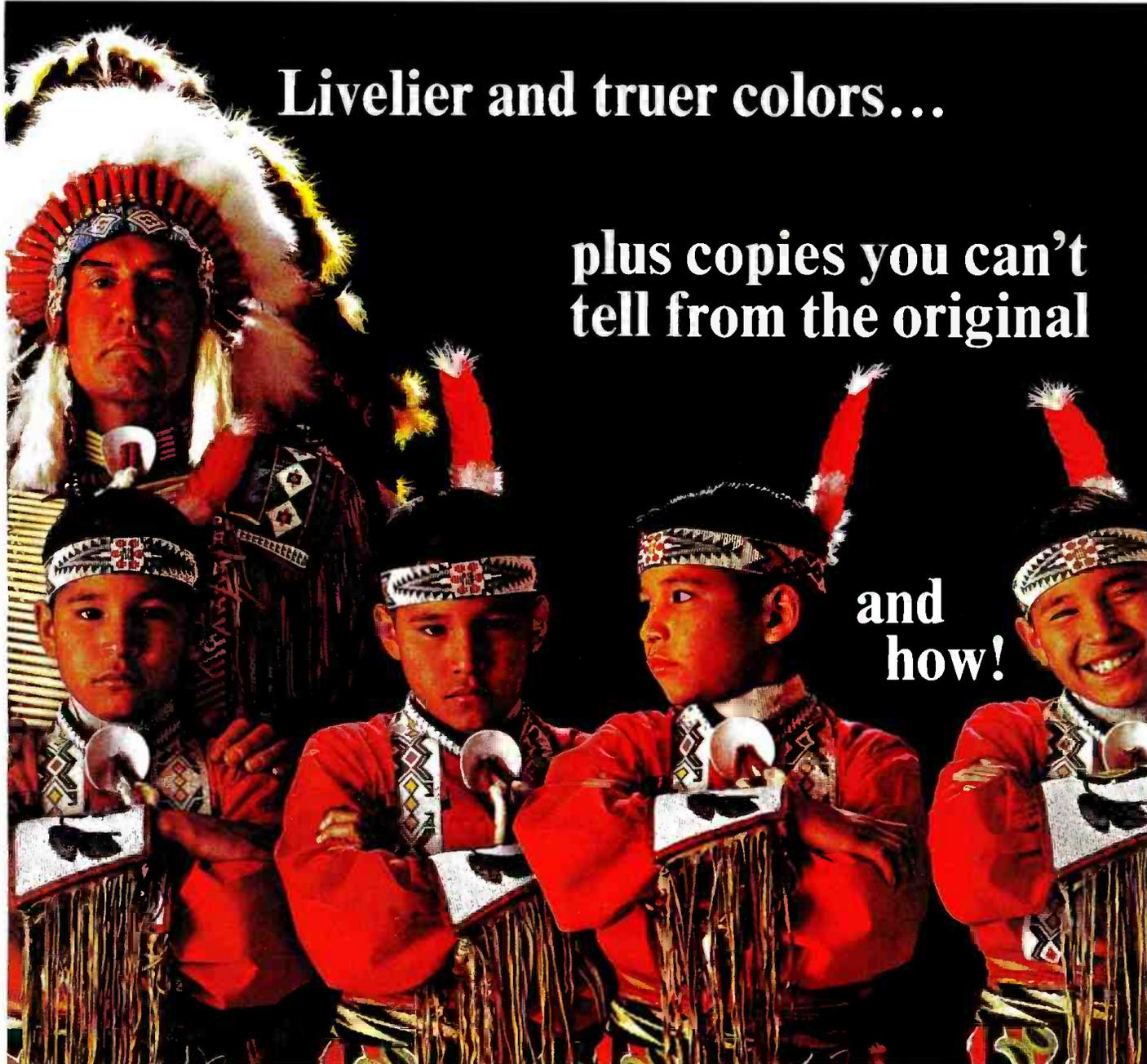
▪ Six veteran broadcast executives were honored for their contributions to broadcasting. Recipients of awards, presented by Ohio Governor James A. Rhodes, were George B. Storer Sr., Storer Broadcasting; James M. Cox Jr., Cox Broadcasting; Jack R. Howard, Scripps-Howard; John T. Murphy, Avco; Hulbert Taft Jr., Taft Broadcasting, and former Secretary of Commerce Charles Sawyer, Air Trails Network.

At OAB board meeting Carlton Dragush Jr., secretary-treasurer, was elected executive vice president of association. Incoming president is Allan Land, WHIZ-TV Zanesville.

## Hill vacancies filled

Two remaining majority vacancies on House Commerce Committee were filled just before congressmen dispersed for long holiday break.

New committeemen are Peter N. Kyros (D-Me.) of Portland and W. S. (Bill) Stuckey Jr. (D-Ga.) of Eastman. Both are freshmen representatives. Mr. Kyros gave up seat on Banking and Currency Committee in order to move to commerce panel; Mr. Stuckey vacated Agriculture Committee seat.



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# DATEBOOK

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

■ Indicates first or revised listing.

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

■ May 31—Deadline for entries for sales presentation awards sponsored by the Broadcasters Promotion Association and the Radio Advertising Bureau. The awards are designed to provide national recognition of outstanding sales presentations by promotion departments in the radio industry. The competition is open to stations, representatives, advertising agencies and manufacturers.

### JUNE

June 1—First annual golf open sponsored by the Broadcasting Executives Club of New England. Framingham Country Club. Framingham, Mass.

June 1-2—Briefing conference on copyright law revision sponsored by the Federal Bar Association and the Foundation of the Federal Bar Association in cooperation with the Bureau of National Affairs Inc. Sessions are included on the revision bill and educational television and on the revision bill and community antenna television. The Commodore hotel, New York.

June 2-3—Meeting of the Florida AP Broadcasters Association. Holiday Inn. Cocoa Beach.

June 2-3—Annual Wyoming AP Broadcasters meeting. Frontier hotel. Cheyenne.

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 5-6—Annual spring meeting of Washington State Association of Broadcasters. Bayshore Inn, Vancouver, B. C.

June 5-7—Board of directors meeting, National Community Television Association. Sahara Tahoe. Lake Tahoe, Nev.

June 5-6—Annual convention, Electronic Industries Association. Continental-Plaza hotel, Chicago.

June 6—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.

June 6-7—The 1967 general conference of CBS-TV network affiliates. Speakers include John A. Schneider, CBS/Broadcast Group president; Stuart T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBS-TV network; Michael H. Dann, senior vice president-programs; David Blank, vice president-economics and research, CBS/Broadcast Group; William B. Lodge, vice president-affiliate relations and engineering, CBS-TV; Richard S. Salant, CBS News president; Walter Cronkite, CBS News correspondent; Carl Ward, vice president-affiliate relations, CBS-TV. Hilton hotel, New York.

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

June 8—Annual banquet and entertainment of the New York chapter of the Broadcast Pioneers. Americana hotel, New York.

### REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

June 12—Boston Statler Hilton, Boston  
June 16—Sheraton hotel, Philadelphia

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

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Madison.

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

June 8-10—Radio-television institute conducted by the Episcopal Radio-TV Foundation, Atlanta. Institute theme is "The Communication Gap." Speakers include Don Elliot Heald, general manager, WSB-TV Atlanta; Elmo Ellis, general manager, WSB Atlanta; Dr. Gerhart D. Wiebe, dean, school of public communication, Boston University Boston; Roy Danish, director, Television Information Office; and Fred A. Niles, president. Fred A. Niles Communications Centers Inc., Chicago, Cathedral of St. Philip, Atlanta.

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

■ June 9—Chicago chapter of Public Relations Society of America holds all-day seminar on communications revolution. Among speakers are Rep. Sidney Yates (D-Ill.) on "legislative communications problems" and Robert Scheer, managing editor of Ramparts magazine, on "ethics and communications of mass media." Lake Shore Club, Chicago.

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

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

June 10-14—Annual convention of the eastern and central region of the American Advertising Federation. Speakers include Edward L. Bond Jr., president and chief executive officer, Young & Rubicam, New York. Shamrock-Hilton hotel, Houston.

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

June 11-13—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Speakers include William Carlisle, NAB vice president for station services. Americana hotel, Miami Beach.

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

June 12-13—Eighth Chicago spring conference on broadcast and television receivers sponsored by the Institute of Electrical and Electronics Engineers. O'Hare Inn, Des Plaines, Ill.

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

June 12-14—Second annual Television Audi-

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Jim Young  
*presented the*  
Alfred P. Sloan  
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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales  
Street, N.W., Washington, D. C. 20036. Tele-  
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BROADCASTING\* Magazine was founded in 1931  
by Broadcasting Publications Inc., using the  
title, BROADCASTING\*—The News Magazine of  
the Fifth Estate. Broadcasting Advertising\*  
was acquired in 1932, Broadcast Reporter in  
1933 and Telecast\* in 1953. BROADCASTING-  
TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

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14 (DATEBOOK)

ence Measurement Seminar sponsored by  
the School of Journalism of the University  
of Nebraska. Speakers include Gale Metzger,  
research director, and Joseph Matthews,  
western sales manager, A. C. Nielsen; R. R.  
Ridgeway, vice president, production, and  
C. A. Kellner, vice president station ser-  
vices, American Research Bureau; Howard  
Mandel, research director, National Asso-  
ciation of Broadcasters; Mark Munn, man-  
ager, media and program analysis, Leo  
Burnett Co.; and Dr. John Thayer, research  
director, Peters, Griffin, Woodward Inc.  
Nebraska Center for Continuing Education,  
Lincoln, Neb. For further information con-  
tact University of Nebraska, School of  
Journalism, Room 319, Nebraska Hall, Lin-  
coln, Neb.

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

June 13—Annual meeting, Federal Commu-  
nications Bar Association. Election of officers  
and of delegate to American Bar Associa-  
tion. Willard hotel, Washington.

June 14-16 — Annual spring meeting of  
California Association of Broadcasters. Mark  
Hopkins hotel, San Francisco.

June 14-16—Annual spring meeting and  
election of officers of Virginia Association  
of Broadcasters. Speakers include William  
Walker, NAB director of broadcast manage-  
ment. Marriott Twin Bridges motel, Arling-  
ton.

June 16—Annual meeting of Vermont Asso-  
ciation of Broadcasters. Marble Island  
Country Club, Colchester.

June 16-18—Summer meeting of the Okla-  
homa Broadcasters Association. Western  
Hills Lodge, Wagoner.

June 17-21—32d annual summer convention  
and engineering conference of Georgia As-  
sociation of Broadcasters. Speakers include  
Howard Mandel, NAB vice president for  
research; Lyn Christian, WPIX-FM New  
York. Holiday Inn, Callaway Gardens.

June 19—Deadline for comments on FCC's  
proposed rulemaking that would allow  
CATV systems to carry the signals of other  
stations in a market if they are required to  
carry the programing of any one outlet in  
that market.

June 19-24—14th International Advertising  
Film Festival, to be held in Cannes, France,  
sponsored by Screen Advertising World As-  
sociation. International cinema and television  
commercials will be judged. Information  
may be obtained from Movierecord Inc.,  
845 Third Ave., New York, SAWA's U.S.  
representative.

June 22-24—Annual summer meeting of  
Maryland-D.C.-Delaware Broadcasters Asso-  
ciation. Henlopen hotel, Rehobeth Beach,  
Del.

June 23-24—Meeting of the Texas AP  
Broadcasters. Commodore Perry hotel, Aus-  
tin.

June 25-28—Consumer Electronics Show  
sponsored by the Electronic Industries As-  
sociation. Americana and New York Hilton  
hotels, New York.

June 25-29—Annual convention and board  
of directors meetings, National Community  
Television Association. Palmer House, Chi-  
cago.

June 25-29—Western region convention of  
the American Advertising Federation. La-  
fayette hotel, Long Beach, Calif.

June 25-July 1—Summer board meeting of  
the National Association of Broadcasters.  
Williamsburg Inn and Lodge, Williamsburg,  
Va.

June 25-July 1—First radio, television and  
film festival and seminar sponsored by the  
public relations section of the American  
Library Association. San Francisco.

June 27-29—World Advertising Conference  
1967. Speakers include S. K. Kooka, com-  
mercial director of Air India, and William  
Bernbach, president of Doyle Dane Bern-

### NAB RADIO PROGRAM CLINICS

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott motor hotel, Phil-  
adelphia

bach, New York. Royal Festival Hall,  
London.

June 30—Entry deadline for Albert Lasker  
Medical Journalism Awards for articles  
and broadcasts published or televised in  
1966 which pertain to the improvement of  
health and the prolongation of life through  
medical research. Entry blanks may be ob-  
tained from, and entries must be submitted  
to, the Albert and Mary Lasker Founda-  
tion, 866 United Nations Plaza, Suite 10E,  
New York 10017.

June 30-July 2—Annual summer meeting  
of Wisconsin Broadcasters Association.  
Leatham Smith Lodge, Sturgeon Bay.

### JULY

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

July 7—Deadline for reply comments on  
FCC's proposed rulemaking that would allow  
CATV systems to carry the signals of other  
stations in a market if they are required  
to carry the programing of any one outlet  
in that market.

July 11—Annual stockholders meeting, Taft  
Broadcasting Co. Cincinnati.

July 14—New deadline for comments on  
proposed FCC rulemaking to amend part  
73 of the commission rules to specify, in  
lieu of the existing MEOV concept for AM  
stations, a standard method for calculating  
radiation for use in evaluating interference,  
coverage and overlap of mutually prohibited  
contours. The MEOV method is used to  
measure radiation from directional antennas.

July 16-18—Annual summer meeting of  
Idaho Broadcasters Association. Speakers in-  
clude Paul Comstock, NAB vice president  
for government affairs. Shore Lodge, McCall.

July 16-22—Sales management seminar  
sponsored by the National Association of  
Broadcasters in cooperation with the Radio  
Advertising Bureau. Harvard Business  
School, Boston.

July 18—Summer meeting of the New  
York State Broadcasters Association. Spea-  
kers include Vincent Waslewski, NAB pres-  
ident. Otesaga, Cooperstown.

July 18-20—Symposium on electromagnetic  
compatibility, sponsored by Institute of  
Electrical and Electronic Engineers. Ralph L.  
Clark, Office of Telecommunications, Office  
of Emergency Planning, chairman. Shore-  
ham hotel, Washington.

July 20—New deadline for reply comments  
in FCC inquiry on need to establish rules  
for FM broadcast similar to those in exist-  
ence for TV translators. Comments are  
specifically invited on such things as limi-  
tations on use of FM translators, channels  
in which they should be authorized, power,  
and equipment specifications. Rules will be  
proposed at later date in event need and  
demand exists for such service the com-  
mission said.

July 30-Aug. 11—Ninth annual seminar in  
marketing management and advertising  
sponsored by the American Advertising  
Federation. Harvard Business School, Bos-  
ton. For further information write or call  
George T. Clarke, director, bureau of edu-  
cation and research, American Advertising  
Federation 655 Madison Ave., New York  
10021. (212) Templeton 8-0325.

■Indicates first or revised listing.

BROADCASTING, May 29, 1967

### Advertising spurs economy

EDITOR: Anyone in Washington who professes to doubt the economic value of advertising should ask himself three questions: Is the automobile industry vital to our economy? When was the last time anyone sold you an automobile? Would you have bought your latest automobile . . . if you had not been spurred by advertising to believe you should buy it?

There's only one thing that keeps the automobile business alive—and that is advertising. There's not one dealer in a thousand who sells cars; people come in and buy them, as a direct result of advertising. . . . Advertising, and only advertising, sells automobiles.—*Clarence W. Metcalf, Engineered Advertising, Stoughton, Mass.*

(Mr. Metcalf's letter is in response to the editorial "Why Washington?" [BROADCASTING, May 1], which asserted the need for a full-time, expertly-staffed Washington office of the American Association of Advertising Agencies.)

### Congressional praise

EDITOR: As a faithful reader for many years, I have always been impressed with the fact that [BROADCASTING] needs no improvement.—*Theodore R. Kupferman, House of Representatives, Washington.*

(Mr. Kupferman, who was profiled in the Feb. 20 issue, represents New York's 17th District, which includes the nation's broadcasting and advertising centers.)

### Ambitious youth seeks opening

EDITOR: I am 21 years of age, and my one ambition is to become a top-40 disk jockey. I know I will make a good one. I have been disillusioned because many program directors will not hire me because I am blind. All I need is a break to prove myself.—*Alan Oringer, 155-19 Jewel Avenue, Flushing, N. Y. 11367.*

### Scholar finds the facts

EDITOR: Just a note to compliment your staff on the usually good job on the 1967 Yearbook. The Yearbook saved me countless hours and telephone calls to check out the data and answer those questions. (The sectional division "tabs" and the various listings are most effective for fast reference.)

Good job, too, in the fast yet full and documented coverage of the ABC-ITT merger hearing. Some valuable data not only for professional broadcasters but for teachers of broadcast-

ing as well, including the hearing excerpts and sequence of witnesses' testimonies and especially the tabulated data on ABC income and net profit vis-a-vis the combined data for the other networks.—*Rev. James A. Brown, S. J., broadcasting research, Bellarmine School of Theology, Loyola University (Chicago), North Aurora, Ill.*

### Help for the sales force

EDITOR: Our 1967 Yearbook was inadvertently destroyed and we are in great need of a replacement. This is an extremely important reference source for our sales organization in supplying the broadcast industry. Will you please ship us another copy.—*M. P. McLaughlin, sales administrator, Fairchild Recording Equipment Corp., Long Island City, N. Y.*

(Replacement copy en route. A few copies of the 1967 BROADCASTING Yearbook are available at \$5 from Publications Department, 1735 DeSales Street, N. W., Washington 20036.)

### Air mail to Mexico City

EDITOR: I would like to have an air-mail subscription to BROADCASTING effective immediately.—*Andrew N. Vladimir, vice president, Kenyon & Eckhardt de Mexico, Mexico City.*

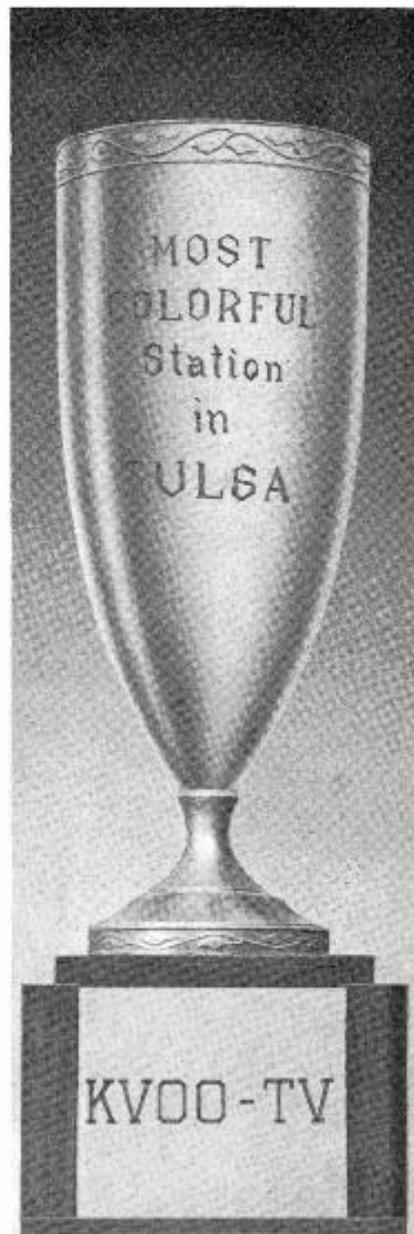
(Air mail service to Mexico as well as other places throughout the world, is available for the actual postage involved plus the \$8.50 annual subscription price.)

### BOOK NOTE

"Television: The Creative Experience," edited by A. William Bluem and Roger Manvell. Hastings House, New York. 328 pp. \$7.95.

Exploring the diversity of TV theory and practice in the U. S. and Britain, this collection of 37 essays surveys the problems television presents to the creative professional: writers, producers, directors, performers and technicians. The essays, selected from *Television Quarterly* and the *Journal of the Society of Film and Television Arts*, Great Britain, offers a progress report on TV from both sides of the Atlantic.

The topics investigated by the essays range from television's continuing challenge as an outlet for serious expression and the prospects for educational TV to the impact on politics and the developing techniques in drama, comedy, interview, documentary and news.



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Ask anyone in Tulsa, "What station has the most color?" and they'll tell you "KVOO TV." With the finest color facilities available anywhere, KVOO TV is Tulsa's undisputed leader in color television. Call your Petry man.

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TULSA, OKLAHOMA

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The Original Station Representative

## Upside down on TV opens the market to an unusual product

Our problem was to introduce the world's newest record changer in the most sophisticated and expensive high-fidelity market. This would be quite a feat considering we were dealing with a single hi-fi component rather than a self-contained unit with brand acceptance by the consumer. And to make the task truly formidable, we hadn't even effected distribution of the product in key high-fidelity outlets in the metropolitan area.

For years, BSR Great Britain had precision-engineered quality record changers and had supplied them in greater number to the world "OEM" markets than any other manufacturer of quality-sound reproduction components. (OEM in the trade refers to the original equipment manufacturer, that is the set maker.) BSR was, in fact, the leader.

In the U. S. alone, BSR provides close to 40% of the record changers sold, but not under the BSR trademark. Rather, these units are incorporated into complete radio-stereo units bearing the name Zenith, Westinghouse, Philco, among others.

But here in America, the consumer did not know the BSR name and reputation, and so it did not matter that BSR's share of the total world market hovered around 30%.

When BSR management's decision to enter the consumer record-changer race was made on the basis of developing an extraordinary new changer with exclusive features heretofore reserved for very expensive hi-fi systems. But we recognized that top-quality sound reproduction had ceased to be the expensive privilege of a few and had over-night become a demand item for the mass market.

**Getting Started** ■ It was decided that extraordinary means should be taken to launch the unit, the BSR McDonald "500." With no advance distribution—and with no consumer knowledge of the unit—we selected key-city TV to do two things: make the "500" an exciting conversation piece for the consumer; entuse hi-fi dealers and open up distribution by preselling the unit on TV and identifying the initial key dealers in the commercial itself.

The creative and marketing strategy evolved by BSR and its New York agency, Kane, Light, Gladney, combined local TV with merchandising nationally in trade publications and consumer hi-fi journals. Our intention was to make a prodigious clamor across the nation using TV, initially in one mar-

ket, as our base for excitement.

New York's WNBC-TV was selected. One-minute participations in two name shows were purchased—the Johnny Carson's *Tonight* show and Hugh Downs's *Today*. A modest budget allowed for just one month of telecasting, or a total of 30 commercials in all.

Creatively, we knew that BSR had to register maximal impact quickly. Since the BSR McDonald "500" was no ordinary record changer, we created and substantiated an astonishing demonstration of the tracking ability of its automatic turntable. The commercial showed the unit doing a complete 180° turn while it continued to play a record perfectly even when it reached the upside-down position. The secret is the tone arm that is perfectly counter-balanced to play in any position.

**Complication** ■ The commercial itself, shot in color, was timed to 50 seconds, allowing for 10-second outlet identification. To further complicate matters, a WNBC-TV ruling made it mandatory that we simultaneously film the upside-down demonstration and record the musical track so that the end film seen by the viewer was not canned in any way whatsoever.

The BSR McDonald "500" performed to perfection on eight out of the 10 takes.

Prior to air date, BSR sales representatives were armed with a miniature storyboard visualizing the "upside down" TV spot. Within three weeks a select group of key hi-fi audio specialists had been successfully recruited and were rotated on both the *Tonight* and the *Today* shows. From a standing-start of only a few consumer outlets, the BSR sales team, using TV as a dealer "loading" device, secured close to 100 dealers in the New York area.

Among them were such leaders as Sam Goody, Liberty Music Shops, Audio Exchange, Newmark & Lewis, to mention but a few.

The power of TV was amply demonstrated by the scores of people who subsequently visited these audio centers inquiring about BSR McDonald "500"—the changer that can play upside down.

It was astonishing to see the residual benefits of this local TV effort outside New York. One hi-fi trade magazine ad alone, featuring the storyboard of the TV commercial telecast in New York, resulted in 7,189 sales leads, proving that BSR is well on its way to establishing nationwide distribution.

BSR is already worldwide in scope, having eight plants in six geographic locations: England, Northern Ireland, Scotland, Australia, West Germany and the U. S. But building consumer identification required a special solution.

**Exposure** ■ Here then is a classic example of rewards accrued when a company with a superior product dares to move in unorthodox and bold fashion. One short month of TV promotion preceded by one month of merchandising this commercial exposure left its mark on the entire industry: the product managers, engineers, purchasing agents and finally the audio outlets and their consumers.

They now know that BSR, through its McDonald "500", is bent on capturing a significant share of the consumer audiophiles. And this first U. S. TV exposure will soon be duplicated in other important hi-fi markets of Los Angeles, Boston, Philadelphia, Chicago and San Francisco. Indeed, the parent company in Great Britain plans to revise the U. S. commercial for use on British TV and as a sales-promotion film primer at trade shows.



John H. Hollands is vice president and general manager of BSR (USA) Ltd., Blauvelt, N. Y., the distributing affiliate in the U. S. of BSR Ltd. in Great Britain. BSR makes record changers and tape decks. Mr. Hollands is a graduate of the School of Business and Public Administration at Cornell University. Before his present association with BSR, Mr. Hollands was supervisor of purchases for the television-radio division of the Westinghouse company.



## Color General Electric "gutsy" at NAB.

### Five ways the PE-250 outperformed every other live-color camera.

It didn't take guts to do what you saw. Just confidence in the finest live-color camera available—the PE-250. And a desire to show you in 11 short minutes how this camera can work for you.

**Starting cold:** All PE-250s were shut down each night. One of 3 show cameras was turned off after every demonstration. You saw it turned on at the start of each show. More than 65 times in 4 days. (And, these PE-250s were right off our production line.)

**Demonstrating color:** The PE-250 performed amid a wide range of colors you didn't see anywhere else at NAB.

After all, isn't that why you were there?

**Remote zoom:** The PE-250 didn't rely on "safe" close-ups for the demonstration. Our remotely operated zoom camera showed you long shots, wide shots and close-ups. All in true color, with true fleshtones.

**The shakes:** An operating PE-250 ran 15 hours on a shake table. More than 400 separate demonstrations. It was mounted on a vibration testing machine operating at 25 cycles per second, exerting .7g force during each cycle. That's stability; built-in ruggedness.

**Special effects:** Nobody knows if the PE-250 outperformed other cameras

in black-light conditions, Chroma-Key demonstrations, Polarized Light, or remote outdoor pick-up—because nobody else tried these special effects. (We're convinced it will outperform them all.)

Gutsy? Not really. Just our way of showing you how the PE-250 can perform for you. You're sincerely invited to see why the PE-250 is the finest camera available. Have your GE representative make arrangements to visit us in Syracuse. General Electric Company, Visual Communication Products, Electronics Park, Syracuse, New York 13201. GE-45

GENERAL  ELECTRIC

# EQUATION FOR TIMEBUYERS

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# Senate seems CATV's last hope

Left liable for full copyright fees by House and losers in appeal of UA-Fortnightly case, wired services still see chance of low-price compromise

The CATV industry this week is looking to the Congress to bail it out of unlimited copyright liability following the unanimous decision of the U. S. Court of Appeals for the Second Circuit that Fortnightly Corp. violated the copyright laws in using United Artists programs from Pittsburgh, Wheeling and Steubenville for its CATV systems in Clarksburg and Fairmont, W. Va.

Cable operators received the news of the appeals court ruling with what seemed to some to be incredible *savoir faire*. The calmness seems to result from the unanimous belief that Congress will do something on the copyright issue before the court decision legally becomes effective; something that will at least outline the rules of copyright payments—who pays, how much and how.

The prevailing opinion among cable antenna operators is that the Senate will in some way embrace the theory of a statutory fee written into legislation calling for payment to a central collection agency for disbursement to copyright holders. They hope that the upper house will also accept their urgings that at the very least an exemption be granted to the channels of a community antenna system that do nothing but relay to customers those local signals the customer himself could have received off-the-air without subscribing to CATV. This differentiation was touched upon by the appeals court.

While acknowledging that some sort of copyright payment is inevitable, the CATV industry is planning no moves at this time to come to terms. In some CATV quarters the attitude is expressed bluntly: "Let 'em sue me." Legally that is exactly what must take place if copyright holders intend to press their claims.

**Review Plea** ■ Practically, however, it is accepted on all sides that until the UA-Fortnightly litigation has run its course, nothing is likely to occur to change the present status enjoyed by CATV systems. Fortnightly plans to

seek review of the decision by the U. S. Supreme Court and this is likely to carry the case well into the fall or winter—and beyond if the high court agrees to hear the case.

The Senate is still considering its version of the copyright revision, passed by the House last month with the entire section on CATV deleted (BROADCASTING, April 17). There is scant hope, however, that this session of Congress will see the enactment of a new copyright law. But, since 1965 the Congress each year has extended the protection features of the present law for those whose copyrights were due to run out. This has been predicated on the fact that the pending copyright revisions provide a longer copyright life than the old one—life of the artist plus 50 years

compared to the present 28 years with one extension.

Since some sort of copyright action is, therefore, necessary the CATV industry expects that its problems may be handled in that legislation, even if only on a temporary basis.

That the Senate may not be capable of completing its work on the new bill before the end of this session is acknowledged even by Senator John L. McClellan (D-Ark.) who is chairman of the Subcommittee on Copyrights of the Senate Judiciary Committee. Last week he said that further hearings may be necessary before the committee can report out a bill. Asked if that included the CATV issue, he replied that he "could not rule it out."

Senator McClellan is considered no stranger to CATV; he is a minor stockholder in Midwest Video Inc., a multiple CATV owner.

The bill under consideration by the Senate contains the controversial Section 111, the part struck from the House version when the lower body passed the copyright revision last month. At that time the section was stricken because of a conflict fanned by CATV forces between Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee. This controversy concerned elements of the bill prohibiting program origination by CATV's and other matters considered regulation and not copyright issues. The House, in striking the entire section dealing with CATV from the bill, did so on the agreement that Mr. Staggers and his committee would study the regulatory aspects of CATV, and that a compromise on the CATV issue would result.

**Waiting for Word** ■ In any event CATV spokesmen and operators of cable systems are united in their attitude that the next step is up to the copyright holders.

The copyright holder, it was ex-

## It's a lot of money

Everyone concerned with the CATV copyright problem has virtually become a scratch-pad artist ever since the U.S. appeals court issued its affirmation of the lower court ruling that each CATV system is liable for copyright payments (see above).

The reason for the calculations is that the present copyright law provides a minimum penalty of \$250 for each violation, and CATV operators are liable for performances they carried going back three years.

Figuring \$250 per violation, with about 4,000 programs on the air per month, the figurers figure this to be \$1 million penalty a month, \$12 million per year, or \$36 million for three years for each system. Copyright owners, may, however, sue for damages. These might raise ante even more.

# Copyright liability of CATV's confirmed

## HIGHER COURT GOES ALL THE WAY WITH HERLANDS'S EARLIER DECISION

The decision that handed CATV's drive for copyright immunity its second and perhaps decisive courtroom defeat (see page 19) was a unanimous three-judge appeals court ruling that affirmed in all significant respects the lower-court finding of CATV infringement in the United Artists-Fortnightly case.

The 24-page opinion, handed down in the U. S. Second Circuit Court of Appeals in New York last Monday (May 22), appeared to legal observers to contain only one potentially meaningful departure from the lower court's ruling. This was a suggestion that infringement might not be involved if a community antenna system's subscribers could receive the same programs from rooftop antennas.

Lawyers for CATV interests considered this a highly significant distinction that might protect CATV operators against payment of copyright fees on programs imported from stations in a distant market if, in the court's words, "one or more of the stations" could be received "satisfactorily by normal antennas." In such a case, the court said, it might be argued that the copyright owner's license to the station in effect licensed its viewers to see it.

But the court, while suggesting the possibility, explicitly refrained from ruling on it, since it was not pertinent to the cast at hand.

**Not Important** ■ Attorneys seeking to impose copyright liability on CATV professed to see little significance in the reference. One contended that "in any case, the only places I know where CATV carries only local stations are New York and San Francisco, and a set owner who can get 'satisfactory' re-

ception from a normal antenna isn't likely to become a CATV subscriber anyway."

Except for raising this unanswered question, the appeals court decision was regarded by most attorneys as hewing closely to the findings on which U. S. District Court Judge William Herlands ruled that Fortnightly Corp.'s operation of two West Virginia CATV systems infringed United Artists' rights in films licensed by UA to five TV stations picked up and carried by the Fortnightly systems (BROADCASTING, May 30, 1966).

Some attorneys thought the appellate decision might even have gone further than Judge Herlands in holding CATV technical characteristics irrelevant to the issue.

Fortnightly attorneys made clear that they would ask the U. S. Supreme Court to review the appeals court's decision. The Supreme Court may grant or deny the request, and opinions last week differed as to which course it may choose.

Some lawyers felt the Supreme Court would be disinclined to review a unanimous appellate decision as thorough as they considered this one. Others thought the landmark stature of the issue, never litigated before, might make the Supreme Court want to take a look.

Fortnightly has 90 days in which to seek review. It might first ask the appeals court for a rehearing, but legal counsel indicated last week that they probably would not do so.

**Endorse Herlands** ■ The appeals court's opinion, by Chief Judge J. Edward Lumbard for himself and

Judges J. Joseph Smith and Irving R. Kaufman, described Judge Herlands's opinion as "thorough and considered" and referred to his "extensive and careful account of the technology of television and the operation of defendant's systems."

The systems are in Clarksburg and Fairmont, W. Va. Among the TV signals they picked up were three from Pittsburgh, one from Steubenville, Ohio, and one from Wheeling, W. Va. One by one the appeals court rejected Fortnightly's arguments.

To its contention that for engineering reasons its relaying of TV signals should not be considered a "public performance" within the meaning of the copyright laws, Judge Lumbard's opinion replied:

"We do not think that this [engineering] fact is decisive. In light of prior decisions and of the policies of the copyright act, the result brought about by one of defendant's CATV systems—the simultaneous viewing of [UA's] copyrighted motion pictures on the television sets of as many as several thousand of [Fortnightly's] subscribers—is fairly characterized as a public performance infringing the copyrights."

**Key Case** ■ In response to arguments that cable systems are receivers comparable to home antennas, the opinion cited—as Judge Herlands had done—two cases in which hotels were found guilty years ago of infringement in picking up radio programs and piping them into guest rooms.

The nub of these cases, Judge Lumbard wrote, was "how much did the defendant do to bring about the viewing and hearing of a copyright work?" This

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## SENATE SEEMS CATV'S LAST HOPE continued

plained, must approach almost 2,000 CATV systems and negotiate payments. Since this appears to be an overwhelming job, it is firmly believed that the major copyright owners of TV program material will form a cooperative collection agency similar to ASCAP and BMI, that will deal with the CATV industry on an industry-wide basis. That is, some sort of blanket fee will be negotiated, to be paid to an ASCAP-type or BMI-type group collecting in behalf of copyright holders as a group.

Some tentative moves have been made along these lines already. It's known that Frederick W. Ford, president of the National Community Tele-

vision Association, and Alfred R. Stern, chairman of NCTA and president of the multiple CATV group, Television Communications Corp., have met several times with Arthur B. Krim, president, and Robert S. Benjamin, chairman of UA, to discuss plans for a royalties receiving group. No one would confirm these conversations, but sources close to United Artists confirmed that "there's been some talk" and expressed the belief that "something will be worked out."

Both Mr. Krim and Mr. Benjamin are members of the New York law firm of Phillips, Nizer, Benjamin, Krim and Ballou, whose Louis Nizer repre-

sented UA in the Fortnightly litigation. The firm also represents a substantial number of motion picture producers and syndicators of feature films, all potential claimants against community antenna television systems for copyright payments.

**Cautious Reaction** ■ The CATV industry's spokesman, Frederick W. Ford, president of the National Community Television Association was extra cautious in his reaction to the court decision. He declined to speculate on the impact of the ruling on the future of CATV, and he had a "no comment" when asked what is being done to arrange terms with copyright holders.

His only comment was that he was "hopeful that the Senate will devise a statutory scheme under which CATV

was his reply:

"Defendant's CATV systems did far more to bring about the viewing of television programs by their subscribers than [those hotels] did to provide radio programs for their guests. The expense and effort required to install, operate and maintain the CATV systems' antennas, head-end equipment, many miles of cable and connections of subscribers' television sets clearly exceeded that involved in wiring master radio sets to loudspeakers in hotel rooms.

"The 'piping' of radio programs was merely incidental to the hotels' business, while the only business of defendant's CATV systems is making possible the viewing of broadcast television programs. If anything were needed to demonstrate that this, and not merely delivering modulated carrier waves to the terminals of subscribers' television sets, is defendant's business, defendant's frequent advertising of the programs and stations available over its cables makes it clear.

"Finally, a fundamental purpose of the exclusive right of public performance is to protect copyright proprietors against dilution of the market for their works . . . and a CATV system making television programs continuously available in viewers' homes seems much more likely to dispel any desire to see the same copyrighted works elsewhere than a hotel which offers the same programs to a constantly changing group of guests."

To the claim that programs carried by CATV are not "public" performances because they are viewed in the privacy of the home, Judge Lumbard replied: "It seems clear to us that when one of defendant's CATV systems enables several hundred of its subscribers to view a program simultaneously, it is engaging in one public performance, not several hundred private ones."

The finding of "public performance," Judge Lumbard continued, was based

upon the result "which [Fortnightly] clearly intended, the simultaneous viewing of the programs by its subscribers, rather than upon the technical characteristics of the systems."

Where Fortnightly claimed to have "a license implied in law" stemming from UA's original license to the TV stations, the appeals court took the position that "in an age of motion pictures and radio and television broadcasting, it would seem self-evident that a copyright proprietor must be allowed substantial freedom to limit licenses to perform his work in public to defined periods and areas or audiences; and his right to do so has apparently never been seriously challenged."

**Double Payment** ■ The argument that CATV copyright liability would mean that subscribers pay twice for TV programs—once by buying the products sold by TV advertisers, again by paying for CATV service—was also rejected. The court ruled that this was a question for Congress, but said that "as a matter of principle, the same problems of 'double payment' seems to be presented by any periodical which derives most of its revenues from advertising but also charges for copies of the periodical and allows special rates to certain classes of readers."

The opinion also went against Fortnightly's claim that CATV copyright liability would conflict with national communications policy aimed at making the maximum benefits of radio and TV available to all people. The court noted that both the FCC and UA had raised the possibility that unrestricted CATV might also conflict with the policy of providing at least one broadcasting service for all and of encouraging maximum variety of local programming.

"We need not resolve these large questions of communications policy," the court concluded, holding it "clear" that, "at least where defendant's sub-

scribers could not receive the licensed broadcasters' signals satisfactorily by normal antennas," the Communications Act "was not intended to preempt the application of the copyright act."

To Fortnightly's claim that CATV presents problems too complex for solution by the courts, Judge Lumbard replied that the court must in any case decide whether Fortnightly's operations amount to unlicensed public performances. "We hold that they do," he said, "and affirm the decision below."

**Long-Time Question** ■ The suit was filed some seven years ago, was heard by Judge Herlands beginning in February 1966 and, following his decision, was argued before the appeals court last January (BROADCASTING, Jan. 16). Meanwhile, Fortnightly had sold the CATV systems involved to Jack Kent Cooke's American Cablevision Corp. in 1965.

A suit raising the same basic questions, brought by CBS against Teleprompter Corp., is currently pending in the same U. S. district court that originally heard the UA-Fortnightly case.

Still to be tried in the UA-Fortnightly lawsuit are specific damage claims advanced by UA and several defenses put forward by Fortnightly, including claims that the programming involved was in the public domain and that Fortnightly is also protected by the statute of limitations.

Counsel for UA indicated last week that they probably would await the outcome of Fortnightly's expected appeal to the Supreme Court before pushing for trial of the other issues.

The New York law firm of Phillips, Nizer, Benjamin, Krim & Ballon represents UA. Fortnightly is represented by Cleary, Gottlieb, Steen & Hamilton, of New York and Washington, with Smith & Pepper, Washington counsel for the National Community Television Association, also supporting Fortnightly's case.

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can grow and provide the public service of which it's capable."

Leading CATV operators candidly stated they were planning no moves at the moment in preparation for the payment of royalties. Irving Kahn, president and chairman of the Teleprompter Corp., New York, a multiple CATV owner which also holds a franchise for upper Manhattan, said the court's decision was "not at all unanticipated." He insisted that irrespective of what the Supreme Court did on the appeal, "the only answer to this dilemma lies in proper copyright legislation in Congress." The appeals court ruling, he added, only points up the necessity for Congress to act on this issue.

Marcus Bartlett, executive vice president of Cox Cablevision Corp., the

CATV arm of Cox Broadcasting Corp., acknowledged that most cable operators recognize that they are going to have to pay royalties but commented that at this point the situation "is so vague and nebulous no blessed soul knows what to do." And this includes the copyright holders themselves, he added. He said that it was inconceivable that Congress would not eventually act to establish a fair copyright bill.

Terry H. Lee, vice president of Storer Broadcasting Co.'s Storer Cable TV Inc., noted that his company has consistently maintained that CATV exists only to improve the reception of local signals. None of the basic Storer CATV systems, he observed, imports distant signals. Therefore, he feels, this type of service is not liable for copy-

right fees and, he added, Storer Cable is ready to test this viewpoint in court.

Robert H. Beisswenger, president of Jerrold Corp., Philadelphia, a major CATV system owner as well as manufacturer, professed no immediate alarm at last week's court ruling.

**Long Road Ahead** ■ "It'll be several months—maybe longer—before the litigation in this case is cleared up," he said. "By then Congress should have acted and we'll know what the rules of the road are." If no action is taken by Congress, Mr. Beisswenger said, the CATV industry will have to negotiate with copyright owners. "There's no question that we are going to have to pay royalties," he said, "it's just a question of how much and to whom."

Charles Dolan, president of Sterling

## SENATE SEEMS CATV'S LAST HOPE continued

Information, New York which holds a CATV franchise for lower Manhattan, indicated that the CATV industry would be pleased to work out suitable arrangements with the holders of copyrighted film materials. He voiced the view that some kind of payment system, perhaps similar to ASCAP, could be devised. Mr. Dolan stressed that the CATV industry is "here to stay" and is willing to co-exist with other TV elements.

Reid L. Shaw, vice president and general manager of the General Electric Broadcasting Co., which is also a group CATV owner, said that GE was studying the copyright question but that it is his personal belief that the issue would be "resolved" through legislation. He observed that a U. S. Supreme Court decision—providing the high court decides to take up the issue—would take an indeterminate time.

An official of one of the major group station operators, also involved in CATV ownership, said he thought the appeals court decision in effect "settled this particular lawsuit" but "doesn't settle the CATV copyright question."

The official, who asked not to be identified, thought *Fortnightly* would seek Supreme Court review but that this would be denied.

The final answer on the copyright issue, he felt, will be given by Congress, and he thought the *UA-Fortnightly* de-

cision would spur efforts to reach a "compromise" that can be submitted to Congress.

One likely compromise in his view would be a "compulsory license" probably applicable in two situations. He described a "compulsory license" as one in which CATV operators could carry TV programming without negotiating individually for the rights, but which would also provide some sort of payment to the copyright owners. He thought this might be made applicable to CATV systems (1) carrying local TV signals or (2) operating in areas that get less than three good, off-air signals.

**Months Off** ■ A sampling of opinion among distributors of program series and features to TV stations revealed the belief that the court's latest decision would have no effect on CATV systems' methods of operations for months and perhaps a year or more. Distributors felt that ultimately CATV systems would have to pay for features or films they picked up from stations. They believed, also, that the legal battle is likely to continue, and even if this barrier is hurdled, there will be a period of negotiating an adequate method of compensation.

The distributors, pointing out that their contracts with stations license the programs only to the stations, noted that

they have no way of preventing cable systems from picking them up.

Several distributors commented that a possible fee formula could involve one of two methods: charging an added fee to a station to cover CATV use, or licensing the CATV system directly for a specific series of features.

**NAB Viewpoint** ■ Douglas Anello, general counsel of the National Association of Broadcasters, commented only on that portion of the appeals court decision dealing with "implied license." "This expresses the view that traditional CATV service—providing customers with improved reception of local signals—might not be liable for copyright payment," he said, noting especially that this section of the decision uses the subjunctive mood. Mr. Anello observed: "With this, NAB has no quarrel. It is in accord with NAB policy that we have no quarrel with the true CATV systems, those picking up Grade A or Grade B TV signals only."

Another Washington lawyer for broadcast interests opposing CATV systems emphasized his belief that what he called "classic" CATV systems aren't going to be hurt by copyright holders. There are too many of them, and there's too little to gain from them, he explained. Over the years, he said, syndicators in contracts with TV stations have reserved redistribution rights for themselves. In all those years, this attorney noted, never have any copyright owners moved against translators.

Even if a flat, fixed fee is established, by Congress or through negotiation, he added, to the small CATV system, with 500, 1,000 or maybe even 2,000 subscribers, the cost will be pennies. But he continued, to the big systems, those with 10,000 customers and more, copyright payments undoubtedly will be significant.

CBS, which has a suit pending against Teleprompter on copyright-infringement charges similar to those in the *UA-Fortnightly* case, had no formal comment on the court's decision, although it was clear officials were pleased with the outcome.

Officials of NBC, which owns a CATV system serving Kingston and Woodstock, N. Y., similarly had no formal statement. Their position has been that direct licensing of CATV by broadcasters is preferable to creation of a separate performing-rights organization comparable to ASCAP or BMI in the music-licensing field.

ASCAP and BMI were also silent on the court's decision, but their known interest in licensing CATV left no room for doubt that they liked it. They have not indicated when they might move to require licenses from CATV operators, but both have made clear that they do not propose to charge big fees.

### O'Connel sees wire in spectrum-users' future

James D. O'Connell, adviser on telecommunications to the President and director of telecommunications management in the Office of Emergency Planning, said last week that some users of the spectrum must face up to the fact that they're going to have to go to wire.

Mr. O'Connell didn't point the finger at any service, but he was responding to a question by a CATV lawyer at the Federal Communications Bar Association luncheon in Washington.

"It's a question of economics," he stated. "A question of trading off the needs of one set of users with others, including new users. It's going to have to be done; the only question seems to be whether we're going to wait until it becomes necessary and do it in a state of confusion, or plan for it. I hope that we can plan it in advance."

Later Mr. O'Connell told re-

porters that the tests by Teleprompter and Hughes Aircraft in New York—using 18 gc frequencies for short haul CATV connections (*BROADCASTING*, May 2, 1966)—are a prime example of a broadcast service using nonbroadcast frequencies. There was an implication, although Mr. O'Connell didn't say so, that this at least could open up some television channels for other services.

Mr. O'Connell does not see much need for a domestic broadcast satellite system. Again responding to a question, he noted that adding services to existing terrestrial systems was generally cheaper than establishing a new system.

"I don't see any requirement for TV," he said, "that cannot be satisfied on existing plant increments." He added that TV networking would be cheaper on microwave than if a domestic satellite system was established for this purpose.

# At 4:46 p.m. in Pittsburgh, Miss Sally Brown watched your coffee spot.



She thought  
it was very pretty.

Too bad her mother didn't see it.

At 4:46 p.m. on any weekday in Pittsburgh, more women\* are watching WIIC-TV than any other station. For this you have to pay a premium, right? Wrong. For less than the cost of one late afternoon spot on Station B, you can buy two spots on WIIC-TV. And at much less cost-per-thousand (including toddlers)!

Maybe you're thinking "4:46 p.m. is the exception." Okay, you pick a time. Any time. But don't be surprised when you discover that, in Pittsburgh, WIIC-TV

is your most efficient television buy.

Unless, of course, you really want to talk only to the Sally Browns of Pittsburgh.

**Demographics:** Who sees your sales message is often much more important than how many see it. For your most effective TV buy, look behind the numbers. Consider demographics and CPM, frequency and impact. For some eye-opening facts about selling to Pittsburghers **efficiently**, contact General Sales Manager Len Swanson or your Petry-TV man.

\*ARB November 1966 TV audience estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



## **FULL COLOR WIIC-TV 11**

**FIRST IN EFFICIENCY IN PITTSBURGH**



Basic NBC Television Affiliate

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

# TV first with newspaper advertisers

## BIGGEST PRINT ACCOUNTS SPEND 370% MORE IN TV THAN NEWSPAPERS

Newspapers' biggest advertisers in 1966 were even bigger—by about 370%—in television.

A study being released today (May 29) by the Television Bureau of Advertising shows that the top-100 newspaper advertisers last year spent \$1,328,122,100 in television to \$361,441,115 in newspapers.

The analysis was made by Harvey Spiegel, TVB vice president for sales and marketing, who accompanied it with a challenge to newspapers to provide audience-research figures comparable to TV's—continuing figures on readership instead of once-a-year circulation statements.

He said his study showed that the newspapers' big spenders are also giving television a bigger share of their new money. In 1966 the top-100 newspaper advertisers as a group increased total newspaper outlays by \$54.3 million, compared with 1965, but raised their total TV spending \$161.8 million over 1965.

Television ran up its advantage even though 23 of the top-100 newspaper advertisers spent no money at all in television. The non-TV group was made up primarily of hard-liquor accounts, whose advertising is not accepted on TV, and media publishing firms, according to Mr. Spiegel.

**Answers Criticism** ■ His call for more detailed newspaper audience research was TVB's first formal response to criticisms leveled at television audience research a few weeks ago by the Bureau of Advertising, American Newspaper Publishers Association. The newspaper-promotion organization charged

that TV audience figures are grossly exaggerated and offered to help finance an independent study of TV audience research methodology (BROADCASTING, May 1, et seq).

The Bureau of Advertising's charges are evidence that "newspapers are hurting," Mr. Spiegel said.

"If the newspaper bureau has money to spare," he continued, "might I suggest that national advertisers would like to have more continuing information regarding newspaper audiences 365 days a year instead of the once-a-year circulation measurements of the Audit Bureau of Circulation. They would also like to know about the audience to their ads and not just the audience to the newspaper.

"Because newspaper circulation is fairly level the year around, they [newspapers] would have you believe that there is no seasonal pattern of reading. That would be no different than the television industry insisting that homes have TV sets the year round [and] therefore they must be viewing. We supply 'usage' measures regularly. Where are the newspaper figures?

"Average daily usage is not enough either. The percentages of people viewing television and reading newspapers probably do not vary too much seasonally. Since we regularly report viewing by time of day, the advertiser knows when and where the dips occur. Where is this regularly reported for newspapers? Do they supply continuing reports by page readership by season? Isn't it probable that people spend different amounts of time with newspapers at different times of the year? Where

are their regularly reported audience measures?"

**More Research** ■ Mr. Spiegel quoted Edward M. Stern, vice president and media director of Foote, Cone & Belding, as telling the International Newspaper Promotion Association earlier this month that newspapers need better research to prove their sales effectiveness—that "both Nielsen and ARB are regularly measuring spot television in about 250 markets" but that newspaper audience data "just isn't available on anything approaching a national basis."

Television "welcomes all plans for more audience information" and is "flattered" to have newspapers spend money on studies of television, Mr. Spiegel said, but the real measure of sales effectiveness is sales.

"The annual reductions in newspaper budgets by a goodly number of the leading national advertisers, and their corresponding enlargement of television budgets, can only be attributed to television's efficiency in reaching ever-increasing audiences," he said. "This is a fact of advertising life that seems to escape the newspapers' own sales promotion arm. . . .

"In this day and age, advertisers and their agencies measure media's effectiveness in terms of sales, and have been doing so for some time. They are investing and reinvesting in the television medium because it reflects directly in their sales and profit pictures."

Mr. Spiegel listed 10 advertisers from newspapers' top-100 who reduced their 1966 newspaper spending by 10.2% to 38.5% while increasing TV expenditures by 4.5% to 127.9% (see page 25):

Newspaper and television investments of the TOP 100 NATIONAL NEWSPAPER ADVERTISERS, 1966

|                              | 1966                 |                       | 1966 newspaper investment      | 1966 television investment |
|------------------------------|----------------------|-----------------------|--------------------------------|----------------------------|
|                              | newspaper investment | television investment |                                |                            |
| 1. General Motors            | \$58,848,332         | \$38,436,730          | 17. Amercian Airlines          | \$3,979,774                |
| 2. Ford Motor                | 26,619,940           | 27,990,480            | 18. Mobil Oil                  | 3,947,441                  |
| 3. Chrysler                  | 17,111,923           | 28,053,860            | 19. Procter & Gamble           | 3,933,711                  |
| 4. Distillers Corp.—Seagrams | 13,988,861           | —                     | 20. United Air Lines           | 3,834,439                  |
| 5. National Dairy Products   | 12,932,138           | 18,200,590            | 21. Whirlpool                  | 3,791,360                  |
| 6. RCA                       | 8,682,265            | 7,741,500             | 22. Delta Air Lines            | 3,767,748                  |
| 7. American Tobacco          | 7,088,630            | 40,827,190            | 23. CBS                        | 3,733,670                  |
| 8. National Distillers       | 6,498,774            | —                     | 24. Trans World Airlines       | 3,623,946                  |
| 9. American Motors           | 5,887,277            | 5,927,180             | 25. Pan American World Airways | 3,592,479                  |
| 10. Goodyear Tire & Rubber   | 5,870,113            | 6,815,500             | 26. Schenley                   | 3,576,835                  |
| 11. General Foods            | 5,747,286            | 93,313,130            | 27. Volkswagen of America      | 3,449,221                  |
| 12. Hiram Walker             | 4,729,449            | —                     | 28. Armour                     | 3,286,802                  |
| 13. General Electric         | 4,398,459            | 9,857,390             | 29. Doubleday                  | 3,201,217                  |
| 14. Firestone Tire & Rubber  | 4,331,129            | 4,716,840             | 30. Pillsbury                  | 3,013,720                  |
| 15. Heublein                 | 4,151,082            | 6,846,620             | 31. Colgate-Palmolive          | 2,786,912                  |
| 16. Standard Brands          | 4,099,967            | 15,544,800            | 32. Zenith Radio               | 2,703,683                  |
|                              |                      |                       | 33. Brown-Forman               | 2,671,738                  |
|                              |                      |                       | 34. Eastern Air Lines          | 2,627,802                  |
|                              |                      |                       |                                | 3,318,030                  |

|                            | 1966<br>newspaper<br>investment | 1966<br>television<br>investment |
|----------------------------|---------------------------------|----------------------------------|
| 35. R. J. Reynolds         | \$2,579,138                     | \$ 49,827,330                    |
| 36. Humble Oil             | 2,440,123                       | 2,629,580                        |
| 37. Time Inc.              | 2,434,262                       | —                                |
| 38. Campbell Soup          | 2,428,310                       | 15,088,020                       |
| 39. Braniff Airways        | 2,388,663                       | 1,545,460                        |
| 40. Motorola               | 2,280,901                       | 5,007,550                        |
| 41. Spencer Gifts          | 2,233,797                       | —                                |
| 42. Gerber Products        | 2,204,423                       | 1,396,970                        |
| 43. General Mills          | 2,190,962                       | 39,124,520                       |
| 44. Westinghouse Electric  | 2,190,790                       | 5,626,090                        |
| 45. Studebaker             | 2,114,340                       | —                                |
| 46. Sterling Drug          | 2,027,202                       | 39,032,300                       |
| 47. *Canada Dry            | 2,009,296                       | 4,210,510                        |
| 48. Sunset House           | 1,945,142                       | —                                |
| 49. Kellogg                | 1,919,715                       | 35,090,650                       |
| 50. *Pepsico               | 1,909,405                       | 27,492,740                       |
| 51. Scott Paper            | 1,902,326                       | 4,448,000                        |
| 52. Lever Bros.            | 1,868,723                       | 58,037,000                       |
| 53. National Airlines      | 1,834,460                       | 2,762,240                        |
| 54. Purex                  | 1,750,279                       | 7,048,410                        |
| 55. Eastman Kodak          | 1,742,582                       | 10,828,710                       |
| 56. Kimberly-Clark         | 1,707,013                       | 4,423,650                        |
| 57. Renfield Importers     | 1,699,507                       | —                                |
| 58. Continental Air Lines  | 1,680,007                       | 1,191,980                        |
| 59. Ralston Purina         | 1,671,181                       | 20,371,810                       |
| 60. *Coca-Cola             | 1,659,057                       | 38,759,310                       |
| 61. Castle & Cooke         | 1,655,019                       | 1,055,350                        |
| 62. California Packing     | 1,595,003                       | 4,908,150                        |
| 63. Capitol Records        | 1,585,956                       | —                                |
| 64. Borden                 | 1,578,118                       | 8,948,270                        |
| 65. Madison House          | 1,569,415                       | —                                |
| 66. Wilson & Co.           | 1,568,189                       | 457,200                          |
| 67. Standard Oil (Ind.)    | 1,564,860                       | 6,996,370                        |
| 68. Bristol-Myers          | 1,552,237                       | 93,602,370                       |
| 69. P. Lorillard           | 1,531,923                       | 26,022,440                       |
| 70. Hertz                  | 1,529,191                       | 2,084,170                        |
| 71. Clark-Cleveland        | 1,528,670                       | —                                |
| 72. Book-of-the-Month Club | 1,520,282                       | —                                |
| 73. Du Pont                | 1,490,192                       | 7,063,900                        |
| 74. General Tire & Rubber  | 1,477,111                       | 1,557,000                        |
| 75. Swift                  | 1,476,502                       | 7,417,150                        |
| 76. American Home Products | 1,473,643                       | 57,103,190                       |
| 77. ABC                    | 1,456,050                       | —                                |
| 78. Corn Products          | 1,444,677                       | 13,667,470                       |
| 79. Liggett & Myers        | 1,441,793                       | 32,972,750                       |
| 80. Admiral                | 1,431,803                       | 3,811,890                        |

## Swinging from print to TV

|                      | Decline in<br>newspaper \$<br>1966 vs 65 | Increase in<br>television \$<br>1966 vs 65 |
|----------------------|--|--|
| Coca-Cola            | -38.5%                                   | + 24.5%                                    |
| B. F. Goodrich       | -34.9                                    | + 16.5                                     |
| Eastman Kodak        | -26.4                                    | + 30.3                                     |
| Kellogg              | -19.8                                    | + 14.3                                     |
| Swift                | -19.3                                    | + 127.9                                    |
| General Mills        | -17.0                                    | + 6.7                                      |
| Standard Oil (Ind.)  | -16.5                                    | + 4.5                                      |
| Du Pont              | -15.5                                    | + 10.9                                     |
| Borden               | -10.4                                    | + 5.0                                      |
| Trans World Airlines | -10.2                                    | + 75.5                                     |

|                                  | 1966<br>newspaper<br>investment | 1966<br>television<br>investment |
|----------------------------------|---------------------------------|----------------------------------|
| 81. *Seven-Up                    | \$1,425,268                     | \$ 7,244,220                     |
| 82. B. F. Goodrich               | 1,398,920                       | 3,226,660                        |
| 83. Greyhound                    | 1,383,932                       | 2,448,550                        |
| 84. ITT                          | 1,382,554                       | —                                |
| 85. Lana Lobell                  | 1,379,624                       | —                                |
| 86. Philip Morris                | 1,355,876                       | 33,155,320                       |
| 87. Reader's Digest              | 1,348,206                       | 693,480                          |
| 88. New York Telephone           | 1,340,075                       | 285,980                          |
| 89. United Film Club             | 1,312,767                       | —                                |
| 90. Standard Oil of California   | 1,299,496                       | 1,790,090                        |
| 91. Rexall Drug & Chemical       | 1,261,107                       | 1,242,040                        |
| 92. Quaker Oats                  | 1,257,014                       | 19,145,660                       |
| 93. Gulf Oil                     | 1,253,348                       | 6,968,610                        |
| 94. Executive Research Institute | 1,247,677                       | —                                |
| 95. Southern Comfort             | 1,220,821                       | —                                |
| 96. Publicker Industries         | 1,198,666                       | —                                |
| 97. Baltimore Gas & Electric     | 1,172,120                       | —                                |
| 98. Uniroyal                     | 1,152,976                       | 3,704,890                        |
| 99. Sperry & Hutchinson          | 1,132,668                       | 1,564,330                        |
| 100. Celanese Corp. of America   | 1,127,639                       | 851,800                          |
| TOTAL                            | \$361,441,115                   | \$1,328,122,100                  |

\*Company and bottler investments  
Sources: Bureau of Advertising, ANPA  
LNA-Rorabaugh

## A partial victory for George Stevens

Producer-director George Stevens last week won part of his legal battle with NBC-TV and Paramount Pictures over breach of his contract to produce the movie, "A Place in the Sun." He was awarded a \$1 token judgment. But he lost his war against television's right to interrupt motion-picture presentations with commercials. Los Angeles Superior Court Judge Ben Koenig ruled that the artistic achievement of the movie had not been damaged by its 1966 broadcast with commercial spots on NBC-TV.

The court also denied Mr. Stevens a permanent injunction against future broadcasts of the picture. It was indicated that these last decisions would be appealed.

Basing his action on a 1946 agreement that gave him sole rights to the cutting, editing and scoring of "A Place in the Sun," Mr. Stevens demanded \$2-million damages from NBC-

TV and Paramount when the movie was first sold for television release. Judge Koenig held that while there had been a technical violation of the producer-director's original contract to make the film, his reputation in the motion-picture industry had not been damaged by the commercial breaks inserted in the movie telecast. The judge cautioned, however, that future showings of the movie on television might subject broadcasters to new demands for damages if substantial changes in the dramatic content of the picture were made and if its quality was altered.

## Will the FTC follow FDA's drug ad lead

Today prescription drug advertising; tomorrow consumer drug advertising? This is one of the reactions by advertising observers to last week's revised advertising rules on drug advertising issued by the federal Food and Drug Administration.

The new advertising rules, applying only to prescription drugs, in effect tell pharmaceutical companies not to claim anything they cannot prove.

The regulations list 34 specific claims that would be considered "false, lacking in fair balance or otherwise misleading" by the FDA. The revised rules warn against:

- Claiming advantages for a drug without simultaneously disclosing any pertinent disadvantages.

- Failing to present information on side effects and "contraindications" with as much detail and depth as claims for effectiveness and safety.

- Using favorable opinions or information that are obsoleted by more recent information.

- Representing in any way as clinical studies data obtained from animal studies.

- Quoting favorable comments from recognized authorities without at the same time quoting unfavorable data or statements from the same authority.

- Using quotations or paraphrasing comments out of context to convey a

## Psychedelic radio spots mix sonic images

Remember "National Shoes . . . rings the bell . . ."? Well, National Shoes Inc., New York, is still chiming its bell, but now with a new "psychedelic" twist in one-minute radio spots prepared by its agency, Mogul Baker Bryne Weiss Inc., New York, especially for teen-age girls.

Listeners along the Eastern coast of the U. S. in 15 National Shoes markets will be in for some bizarre effects as National begins airing a total of 500 radio spots each week. In some markets National plans a 52-week campaign.

One commercial starts with a "gabble of girls" sound, interrupted in a "persuasive tone" by an announcer: "Quiet, you teenyboppers! This is for you!" Attracting their attention, he chimes over the National's jingle in doubletime: "The National Shoe Show presents . . . (through a megaphone 'Vo-do-de-o-

do') . . . the shoes of the Jazz Age!"

Sounds mingle in—goofy auto horns, beeps . . . slightly speeded up old-time jazz, and fade under.

The announcer picks up with "Be a teenybopper flapper in the new Vo-do-de-o-dos by Young 'n Flair . . . little heels in far-out colors and scoobydoo shapes and styles."

Out of nowhere a voice intones: "Ted Sheehof, where are you?" (Insertion was made by MBBW agency writer Peter Van Metre, looking for an old high school buddy.)

Announcer follows with "Vo-do-de-o-dos . . . just the gear for your miniskirts, you crazy little hippies." The commercial continues with a bird twitter, more words by the announcer, more sound effects, and ends with a "dowager creakingly" singing "National Shoes . . . rings the bell . . .", and finally the roar of a lion and a human cough.

false or misleading impression.

Pharmaceutical companies have 60 days to file written comments on the proposed regulations.

Consumer, over-the-counter drug advertising is regulated by the Federal Trade Commission which, up to now, has not issued any rules as stringent as the FDA's. The FTC, however, has moved during the last decade against arthritis cures and claims by some remedies that were found to be misleading.

There are, however, a dozen cases pending in courts of appeals or before the commission itself involving advertising for hemorrhoid remedies, headache relievers, throat lozenges and other drugs sold over-the-counter.

That the FTC will look carefully at the listing put out by the FDA is acknowledged at the Trade Commission. That the FDA's specifications on what may be considered false and misleading in Rx drugs will someday be related to nonprescription drugs is also conceded in FTC circles.

## Graphic 'scriptboards' replace written word

Ted Bates & Co., New York, in conjunction with Radio-TV Reports, has devised a new storyboard-style post-production script for TV commercials, which it calls a "scriptboard."

The scriptboard, which replaces the traditional, two-column "video-audio"

written script, is a one-page mat finish pictorial representation, with the audio element written underneath frames from the finished commercial. For a 60-second commercial, 20 frames are reproduced; for a 30, 10 to 12 frames. To represent piggyback 30's, two scriptboards are stapled together.

In addition to being a more graphic representation of the finished commercial, Bates officials said, scriptboards are easier, quicker and cheaper to produce, store and mail than the often multi-page written scripts. They also can be mailed to the advertiser's field-force as an aid in selling the trade by showing the campaign's commercials.

## Business briefly . . .

Shell Oil (Ogilvy & Mather), J. B. Williams (Parkson Advertising Agency), all New York; Noxzema, Baltimore (Sullivan, Stauffer, Colwell & Bayles, New York); General Mills, Minneapolis (Dancer-Fitzgerald-Sample, New York); Procter & Gamble, Cincinnati (Tatham-Laird & Kudner, Chicago-New York) and Sherwin Williams, through Griswold-Eshleman, both Cleveland, will sponsor NBC-TV special, *Welcome to Japan, Mr. Bond*, June 2, 8:30-9:30 p.m. EDT.

General Foods Corp., White Plains, N. Y., continues to expand introduction of Maxim Freeze-Dried coffee with campaigns in Cincinnati, Columbus and Dayton, all Ohio, using a comprehensive schedule of TV, radio, news-

paper and outdoor advertising, through Ogilvy & Mather, New York.

California Canners and Growers, San Francisco, via Cunningham & Walsh, same city, starts major eight-week summer campaign on June 3 for Diet Delight low calorie canned foods, using minutes in nine NBC-TV nighttime shows.

Texize Chemicals, Greenville, S. C., through Henderson Advertising, that city, has begun a national spot TV campaign for its Freewax line of insecticidal floor wax and floor care products in 35 markets, using 30-second and one minute color commercials. It is marketing the product principally in the southeast, southwest and southern Pacific areas of the U. S.

Insurance Co. of North America, through N. W. Ayer & Son, both Philadelphia, will sponsor NBC News-produced, *The Loyal Opposition*, that will analyze the Republican Party one year before the political conventions (NBC-TV, July 5, 9-10 p.m.).

## WKRC-TV finds success with 30-second rate card

WKRC-TV Cincinnati, which instituted a rate card for a 30-second announcement in all time periods, effective Jan. 1 (BROADCASTING, Dec. 26, 1966), last week issued a progress report on its venture and termed it "workable, beyond our wildest dreams."

H. Needham Smith, general manager, stressed that WKRC-TV did not change the rate for a one-minute spot since the station's objective was not to penalize the advertiser who was content with this length. He added that the price for the 30 was never more than 55% of the minute rate, and in prime time, the 30 was priced on a grid card "at about the going CPM for a 20 in the market."

Mr. Smith reported these results: 33 brands of national advertisers have used 30's under the new policy as well as eight local and regional advertisers. Included among the 30-second users (some for several brands) were Abbott Laboratories, Alberto-Culver, American Home Products, Armour, Best Foods, Bristol-Myers, Carter Products, Carnation Co., General Foods, General Mills, Helene Curtis, Lever Brothers, National Biscuit Co., Nestle Co., Quaker Oats and Vick Chemical.

"My personal hope would be that every station in the country would issue a sensible 30-second rate card," Mr. Smith commented. "And when they do, make all 30's fixed-rates only, no pre-emptible rate, and kill two birds with one stone."

**NEW!**

**Volume**

# 12

52 "Films of the 50's and 60's"  
28 available in color!



### 23 FIRST-RUN ACTION-ADVENTURE FEATURES



## 'THE FAST 23'

#### SOLD:

|         |                        |
|---------|------------------------|
| KABC-TV | Los Angeles            |
| WPHL-TV | Philadelphia           |
| WHDH-TV | Boston                 |
| KRON-TV | San Francisco          |
| WJAR-TV | Providence             |
| KVII-TV | Amarillo               |
| KERO-TV | Bakersfield            |
| KWGN    | Denver                 |
| WOI-TV  | Des Moines/Ames        |
| KELP-TV | El Paso                |
| WKZO-TV | Grand Rapids/Kalamazoo |
| KGMB-TV | Honolulu               |
| KSHO-TV | Las Vegas              |
| KVIM-TV | Monahans/Odessa        |
| WVEC-TV | Norfolk                |
| KTVK    | Phoenix                |
| KOIN-TV | Portland               |
| KCRA-TV | Sacramento             |
| WDAU-TV | Scranton               |
| KZAZ-TV | Tucson/Nogales         |

"THE FAST 23 add a lot of action and excitement to our feature film library."

*Elton M. Rule, Vice President and General Manager, KABC-TV, Los Angeles, California*

"We wanted fresh ACTION films for our booming market and we got them in Seven Arts' THE FAST 23. These features are exciting from beginning to end and our audience will love them."

*Donald W. DeSmit, Jr., Administrative Assistant and Sales Manager, WKZO-TV, Grand Rapids/Kalamazoo, Michigan*

"THE FAST 23 has some of the best ACTION adventure features we have seen in any package."

*Joseph S. Sinclair, President & General Manager, WJAR-TV, Providence, Rhode Island*

### 30 FIRST-RUN TELEVISION MOVIES



## 30 ASSOCIATED FEATURES

First-run comedy, romance and adventure with such top international stars as Anthony Newley, Glynis Johns, Tommy Steele, Charlie Drake, Stanley Holloway, Hugh Griffith, Diana Dors and Wilfrid Hyde-White... in addition to Anthony Quayle, Cecil Parker, Cyril Ritchard and Richard Harris.

And, available **IN COLOR** GOOD COMPANIONS, MY WIFE'S FAMILY, NO TIME FOR TEARS, NOW AND FOREVER, OPERATION BULLSHINE, SANDS OF THE DESERT, SHE DIDN'T SAY NO and TOMMY THE TOREADOR.

### Why The Buffalo Evening News' WBEN-TV became the 50th station to buy

## VOLUME 11

52 "Films of the 50's and 60's"  
30 IN COLOR

"WBEN-TV anticipates its greatest season as it began its

### 20th YEAR OF TELECASTING

on May 14th.

"WBEN-TV is the pioneer station in Western New York and is also the area's pioneer in color. Some of the reasons for its leadership can be attributed to the top color movies that we have consistently telecast.

"In 1960 WBEN-TV purchased Volume 1 of Seven Arts' Films of the 50's and 60's" and followed with Volumes 3, 4, 5, 9 and now, 11... a total of 429 features, 222 in color.

"We plan to schedule Volume 11 in our Saturday and Sunday night late shows and in our daily 90-minute 4-Thirty Show as well as in our Saturday and Sunday matinees.

"It's seven years for Seven Arts on WBEN-TV, and it has been a fine relationship for the station, and particularly for the family audience these fine features have attracted to WBEN-TV, Channel 4 in Buffalo."



George R. Torge,  
Assistant General Manager  
of WBEN Inc.



## Seven Arts

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8 8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

# TV ads require taste and truth

Rod Serling laments all is sacrificed to gain audience's attention

Television writer Rod Serling thinks commercials should march to the "clarion call of truth" instead of to "the bang of a drum." He wishes advertising would be judged on the basis of taste and legitimacy as well as on its effectiveness as a message. He questions whether commercials that interrupt a movie shown on television really make an audience go out and buy a product.

Speaking at the 17th annual conference of the Western States Advertising Agencies Association held in Palm Springs, Calif., May 18-21, Mr. Serling argued against advertising that sacrifices everything sacred for the audience's attention. "If I . . . were to be permitted a carte blanche attitude toward my work, in which the only criterion established was that I could grab attention, I guarantee I could grab attention," he said. "I would write shows that involved incest, fornication, nudism, infidelity and perversion." Continuing, he said: "I make this guarantee that I can write and produce a program called *The Dirty Show* and I'll deliver to you 90% of the audience."

Instead of being "panderers, hucksters" or creators of advertising "that use art treasures as models for underarm perspiration," Mr. Serling urged his listeners to be "creative men who



Mr. Serling

The drum dominates

utilize ingenuity, cleverness, freshness, taste and humor."

**More Freedom** ■ Gus Jekel, president of Filmfair, Los Angeles, another broadcast-oriented speaker among the total of 20 panelists and other guests on the program during the four-day session, called for more freedom from advertising agency interference in the actual making of TV commercials. As a panelist on the subject of "The Independents Look at Advertising," Mr. Jekel said that "far too many production people feel they must always please the client and this attitude can only lead to less satisfactory commercial creativity."

He claimed that many agency producers feel they must restrict the production house. Instead of being part of the production team, Mr. Jekel explained, agency people try to boss a commercial project. "They seem to be there to build walls . . . to say what

can't be done rather than what can be done. Not only is this bad management, but it usually creates bad advertising," the production company executive charged.

## 1st-quarter spot decline was a mirage, BAR says

That 2.5% decline in first-quarter spot and local television sales in the top-75 markets, reported earlier this month by Broadcast Advertisers Reports (BROADCASTING, May 15), turned out to be an illusion. Or at least a mistake.

BAR Chairman Phil Edwards said last week that a computer programing error led to the original estimate that March business was down 9.3% from March 1966 when in fact March business was a few dollars ahead of March business a year ago (\$92,657,317 vs. \$92,504,231).

The corrected figure for March raised BAR's first-quarter estimates for non-network business in the 75 markets to \$250,480,059, up 1.1% from 1966's first quarter.

BAR monitors each market one week a month, then projects these figures to full-month totals. What happened, Mr. Edwards said, was that the projection for March (31 days) was made with the computer programed for February (28 days). He said subscribers to BAR's March service, from which the figures were taken, were being notified of the error.

## Personal want ads get FCC rules relief

A recent relaxation of the FCC's rules on sponsorship identification has given relief to personal want ad commercials, often subject to commission waiver in the past.

Under the new rule, want ad announcements sponsored by individuals will no longer be required to have broadcast-sponsor identification. However, the commission said this waiver "shall not extend to classified advertisements or want ads sponsored by any form of business enterprise, corporation or otherwise."

Wherever sponsorship announcements are omitted, the rule requires that the licensee list the name, address and telephone number, as available, of each advertiser. The rule further provides that this list be attached to the station's program log for each day's operation and be made available, on request, to members of the public "who have a legitimate interest in obtaining the information contained in the list."

Previous commission waivers of the

## The fiscal habits of viewers and listeners

Heavy television viewers and radio listeners are more likely to borrow money; more likely to borrow from a loan company than a bank; more likely to have a special instead of a regular checking account, and have fewer savings accounts than light viewers and listeners.

Such are a few of the banking habits revealed in "Banks and Borrowers," a report compiled by the special projects department of Radio Advertising Representatives Inc., New York. Data for the survey was collected from 500 families in New York, Chicago, Los Angeles, San Francisco, Pittsburgh, Philadelphia,

Boston, Baltimore, and Fort Wayne, Ind.

The report shows the percentage of families in each market who use six different banking services; presents a demographic profile of the families most likely to use the banking services; and presents media-exposure information describing how the families who use each bank service and the families who borrow are exposed to radio, television, magazines and newspapers.

Further information on the new report can be obtained from RAR at 90 Park Avenue, New York City 10016.

rules provided protection for private individuals from possible crank calls following broadcast of their names with want ad announcements.

## Vital research necessary to increase sales

Station executives attending the Broadcast Promotion Association's regional meeting in New York last week were urged by two speakers to develop meaningful research as a means of enhancing their promotional activities.

Art Heller, vice president and media director, Ted Bates & Co., evaluated the role of ratings in the buying decision and concluded that they are vital. But beyond ratings, he said, promotion directors should attempt to provide additional information that will influence a buyer and suggested that the area of qualitative media research is one that requires heavier attention.

Maurie Webster, vice president and general manager, CBS Radio Spot Sales, advised promotion men to provide agencies with more significant information about their outlets, including instances of measurable success stories, the basic elements that make up these successes, and presentations that enable buyers to make use of the findings. He emphasized that advertisers and agencies are demanding better research and this is a challenge that sales promotion executives must meet in order to achieve success.

## Rep appointments . . .

- KTHI-TV Fargo-Grand Forks, N. D.: George P. Hollingbery Co., Chicago.
- WHNT-TV Huntsville, Ala.: Avery Knodel, New York.
- KNUI Makawao, Hawaii: Advertising Sales West, San Francisco.

## Agency appointments . . .

- Allegheny Airlines on Aug. 15 transfers from Ketchum, MacLeod & Grove Inc., Pittsburgh to former agency, Van-Sant Dugdale, Baltimore. Allegheny has already moved its advertising and marketing operations from Pittsburgh to Washington.
- Enerjets Division, Chilton Laboratories Inc., Montclair, N. J., has named E. A. Korchnoy Ltd., New York, to handle advertising for Enerjets, a candy-like coffee flavor product. Concentrated radio campaign is planned on stations accessible to motorists on their way to Expo '67 in Montreal.
- Party Tyme Products, Inc., New York, has named J. M. Korn & Son Inc., Philadelphia, to handle introduction for its instant cocktail mixes in

the tri-state Delaware Valley. In the first use of television by such a product advertiser, Korn will use Philadelphia stations, as well as local newspapers. The Korn appointment does not affect Party Tyme's relationship with the Frank B. Sawdon agency, New York.

## Billing practices rule used for first time

The FCC's double-billing rule got its first try-out last week. By notice of apparent liability the commission informed WBZB Broadcasting Co., WBZB Selma, N. C., that it was subject to a \$4,000 fine for fraudulent billing practices and improper log entries.

In its notice the FCC said the licensee had acknowledged double-billing infractions involving one advertiser and that two others had been furnished with affidavits falsely representing "the nature, content or quantity" of such advertising. The commission also found that on some programs with commercial continuity, the station's logs failed to indicate the length of commercials or the sponsor's name.

The double-billing rule was put on the books in October 1965 after three years of complaints from national and regional advertisers who provide cooperative ad funds. Their objection to inflated billings from stations and local retailers provided the impetus for the regulation. The rule prohibits licensees from knowingly issuing bills falsely stating the amount charged for advertising time.

## Radio's growth seen continuing in future

Radio's growth was depicted last week as "remarkable in the last five years" by Julian Goodman, NBC president. At a ceremony that dedicated new facilities of KNBR-AM-FM San Francisco, Mr. Goodman said current signs indicate that radio's growth is accelerating. He noted that the personal medium "is so much a part of everyday life that it is taken for granted. Many major advertisers have returned to radio while others are continuing its use as a key supplement to TV," Mr. Goodman said, adding: "The future of radio is a bright one, and it rests on the substance and quality of the programs broadcast."

The NBC-owned stations in San Francisco have installed four complete broadcast studios into the new Fox Plaza complex. They provide local programming and serve as the West Coast origination point for NBC Radio.

## It's rugged

A spot TV test market campaign for Marvess olefin fiber carpets has been started in Miami, Houston and Dallas/Fort Worth.

Alamo Industries Inc., New York, a subsidiary of Phillips Petroleum Co., produces the new fiber and has selected 11 key markets for introduction. The spots display the weather and stain resistant qualities of Four Seasons, a carpet made from the fiber by General Felt Industries. The carpet is shown in outdoor use for poolside and patio and indoors for playroom and kitchen.

Alamo Industries will introduce the fiber in Washington and St. Louis, in May and in Pittsburgh, Cleveland, Chicago, Philadelphia, Detroit and Boston in June. Agency is Leber Katz Paccone, New York.



The carpet commercial demonstrates durability with scenes (top to bottom) of teen-agers cavorting beside a swimming pool; the usual accident with a dog inside the house, and those same dancing teen-agers putting the living room floor to a tough test.

# FCC staff questions ABC-ITT testimony

Broadcast Bureau attacks key merger argument:  
ABC's asserted need for money from ITT

After spending a good part of their time since January worrying about the Justice Department's opposition to their proposed merger, ABC and International Telephone & Telegraph Corp. last week found themselves with an apparent new source of concern—the FCC's Broadcast Bureau.

The bureau, in the proposed findings it submitted in the controversial case, questioned the validity of the contention that the applicants have made in proposing the merger and on which the commission placed considerable reliance last December in approving it—ABC's asserted need for ITT's financial assistance to become fully competitive with CBS and NBC.

The bureau did not file any conclusions. These are due today (May 29). But the findings, the bureau's view as to the facts in the case, suggest that ABC does not need as much money as it says it does, and that, in any event, it could raise the money without merging with ITT. The bureau also questioned whether it's money that ABC needs to increase its share of network revenues; ingenuity might be the answer.

The antitrust division of the Justice Department, whose petition for reconsideration led the commission to reopen the case and hold a further hearing last month, has made the same argument in the past. And it made it again in its proposed findings last week.

**Bigger Impact** ■ But the Broadcast Bureau's findings hit with greater impact, both because they represented the first comments expressed on the merits of the case by commission staff and because the bureau's role in the hearing was that of a neutral representative of the public interest. (The Justice Department has taken on the coloration of prosecutor in the case.)

Despite the impression created by the bureau's findings, those familiar with the commission's workings are wary about predicting what conclusions the bureau will draw from its findings. They say the bureau could still conclude that, on balance, the merger

would be in the public interest. In any event, the commission not infrequently rejects advice from its staff, and can do so again in the ABC-ITT case—the biggest merger proposal ever to come before it.

But if nothing else, the findings of the parties assure a vigorous and lengthy oral argument before the full commission Thursday (June 1).

The commission on Dec. 21, 1966, approved the transfer of ABC's 17 AM, FM and TV licenses to ITT (technically, the only matter before the agency) on a vote of 4 to 3. But it reopened the case after the Justice Department, on Jan. 18, said the FCC had failed to consider adequately the anticompetitive aspects that might flow from the merger. The department attributed the failure largely to the fact that the commission had held only a two-day oral hearing on the case in September 1966.

But the applicants, in their proposed findings, said that as a result of the 12½ days of further hearing, the commission should be more firmly convinced that "unquestionably public benefits will result from the merger and that no detriments have been demonstrated which properly can lead to denial of the merger." If anything, they added, the facts "demonstrate that the financial position of ABC is even more serious than it appeared at the time of the September hearing."

**Principal Argument** ■ The applicants cite the technological research and development aid they say that ITT can provide to ABC. But they base their case largely on what they say is ABC's need for funds to colorize its equipment, build new studio complexes on the East and West Coasts, refurbish and modernize existing structures and obtain new programming and feature films. These improvements, in turn, are represented as necessary if ABC is to compete effectively with the other networks to the ultimate benefit of the viewing public.

The total cash requirement over the next five years is put at \$372,720,000 with ABC able to generate only \$208,-

850,000 of this. The net deficiency after borrowing is put at \$122,370,000. And it is to help meet this deficit that ITT is needed, according to the applicants.

However, both the bureau and the Justice Department disputed these assertions. They said ABC is already far advanced in its conversion to color. The bureau noted that the network's Hollywood facilities are or soon will be "entirely colorized" and that one studio in New York is colorized, with others there in the process of being converted to color to meet needs through the 1968-69 season.

The bureau also raised questions about the need for additional funds to meet a number of other objectives Leonard Goldenson, ABC president, has laid out:

- Freedom to innovate. ABC already has the reputation of being an innovator, according to ABC-TV President Thomas W. Moore.

- Production of more spectaculars. No ABC official cited plans for spectaculars, although the network uses an 18-month lead time for the selection and planning of programming.

- Additional news, special events and public-affairs programming. ABC has budgeted \$33 million for such programming for next season, but "there is no indication" that the merger would result in a substantial increase of plans in that area. (ABC says it plans to spend \$40 million on news in 1968 to provide coverage of the political conventions and elections.)

- Continued presentation of feature films. Such expensive ABC-presented films as *Bridge on the River Kwai* and *The Robe* outstripped competition and made profits for the network. What's more, the purchase of films "obviates the need" to produce programming "during those time segments."

- Expansion of sports programming. ABC is presenting as much sports programming as CBS, and both are presenting more than NBC. ABC didn't present plans for substantially increasing such programming.

- Meet other increasing programming costs. Programming costs are rising for all three networks, and networks generally endure "huge losses" in program procurement. But in any event, "it seems fair to state" that rising costs of programming will be offset by corresponding increases in the price of network advertising.

**Possible Savings** ■ The bureau also said that by delaying construction of its studio complexes for one year, ABC could reduce its peak cash deficit from \$85.5 million in 1969 to \$57.5

## Geneen's early aid to ABC heightens autonomy question

Harold S. Geneen, president and chairman of International Telephone & Telegraph Corp., has not waited for the merger with ABC to become an accomplished fact to do what he could to help ABC. Last summer, when he thought the A. C. Nielsen Co. was about to drop its 30-market ratings survey, he asked an aide to suggest to the company that a congressional inquiry might be the result of such an action.

This was disclosed by the FCC's Broadcast Bureau and the Justice Department in the proposed findings they submitted last week in the commission's proceeding on the planned merger (see page 30). Both referred to a memo, dated July 11, 1966, that Mr. Geneen wrote to Edward A. Gerrity, IIT senior vice president for public relations.

The memo, quoted in full by the bureau, indicated that Mr. Geneen, after talking to Leonard H. Golden-son, president of ABC, was concerned over what he understood was Nielsen's plan to drop the 30-market

survey. Since ABC has primary affiliates in every one of those mar-kets, but trails CBS and NBC in total numbers of affiliates, it normally shows up better in that survey than it does in the national ratings.



Mr. Geneen

**Gentle Persuasion** ■ Mr. Geneen asked Mr. Gerrity to contact Arthur Nielsen, presi-dent of the company, to check on the report and to: "suggest in a gentle way that since ABC is in the under-dog position that the elimination of those ratings at this point would have a serious effect on its advertising presentation capability and competi-tive position and 'we wouldn't blame them at all' if they wanted to react with a congressional inquiry or what-ever thoughts you come up with that

might make him think twice about doing it." Mr. Geneen said he had "reason to believe" that CBS is "be-hind such a move."

Nielsen officials said last week that Mr. Gerrity did contact mem-bers of the staff last year—and was told that the company never in-tended to drop the 30-market survey. The officials said Mr. Geneen ap-parently had "incomplete informa-tion" and that the only major change then under consideration was wheth-er to make the national ratings survey an instantaneous overnight service. No decision has been reached on that matter.

As for the 30-market survey, the officials said, that will continue as long as anybody wants it.

Both the bureau and Justice cited the memo as part of their findings regarding the autonomy ABC would have following the merger. The de-partment said the evidence, includ-ing the memo, rebuts the applicants' contention that ABC will operate autonomously.

million. Stretching construction out to four or five years, the bureau added, would result in a further substantial reduction of the deficit.

In that connection, the bureau noted that the decision to construct and complete the \$78-million installations in New York and Hollywood before 1970 apparently was made early in 1966, after the announcement of the merger, and resulted in the rejection of a "more modest" modernization plan proposed by the Austin Co., a consult-ing firm.

The bureau also expressed the view that ABC could finance its needs in the money market. Several plans that a Justice Department witness offered for doing just that had been attacked as unrealistic by an ABC expert witness during the hearing. However, that witness, too, the bureau noted, had offered a financing plan. "The im-portant thing," the bureau said, "seems to be the acceptance of a bright earnings picture [for ABC] by the invest-ment community."

The applicants, however, noted that ABC's expert witness, Wilbur L. Ross, a general partner in Faulkner, Hawkins & Sullivan, had said that "the best way" for ABC to meet its needs for capital over the next four years "would be to combine . . . with an entity." He said that would avoid both dilution of the value of ABC stock and the restrictions on the use of ABC funds

that a lender might impose.

(In discussing Mr. Ross's testimony both the bureau and the Justice Department criticized him sharply for using information in an exhibit he knew was erroneous. He repeated an error that the department's witness, Professor John C. Burton, of Columbia Univer-sity, had made, which had the effect of putting ABC's position in a favorable light, the bureau said.)

**No Exaggeration** ■ The applicants sought to rebut any argument that ABC's needs were blown up in order to support its claimed money require-ments. "Detailed planning [on provid-ing 'modern, flexible and efficient production facilities'] has been under-way continuously since early 1965," they said. "The current cost estimates for these projects were largely assem-bled in late 1966, well before the de-partment filed its petition [for recon-sideration], and no evidence has been offered to show they are unrealistic. In fact, they may be on the low side."

Throughout the proceeding, and again in their proposed findings, the applicants stressed the competitive dis-advantage that they say ABC suffers from as a result of a disparity in pri-mary affiliates. (It has 137 compared to 191 for CBS and 203 for NBC.) But neither the bureau nor the Justice De-partment regarded the disparity as a serious disadvantage. They cited testi-mony of ABC officials that ABC, at

least in prime time, obtains substan-tially the same clearances and close to the same ratings as CBS and NBC.

The ABC TV and radio networks lost \$9.1 million in 1965, but ABC's total broadcasting operations, including its owned-and-operated stations, earned a profit of \$19.9 million. Although figures for the other networks, individu-ally, aren't available, their network operations earned, on average, a profit of \$33.2 million each in 1965, and their over-all broadcasting operations, \$71.8 million.

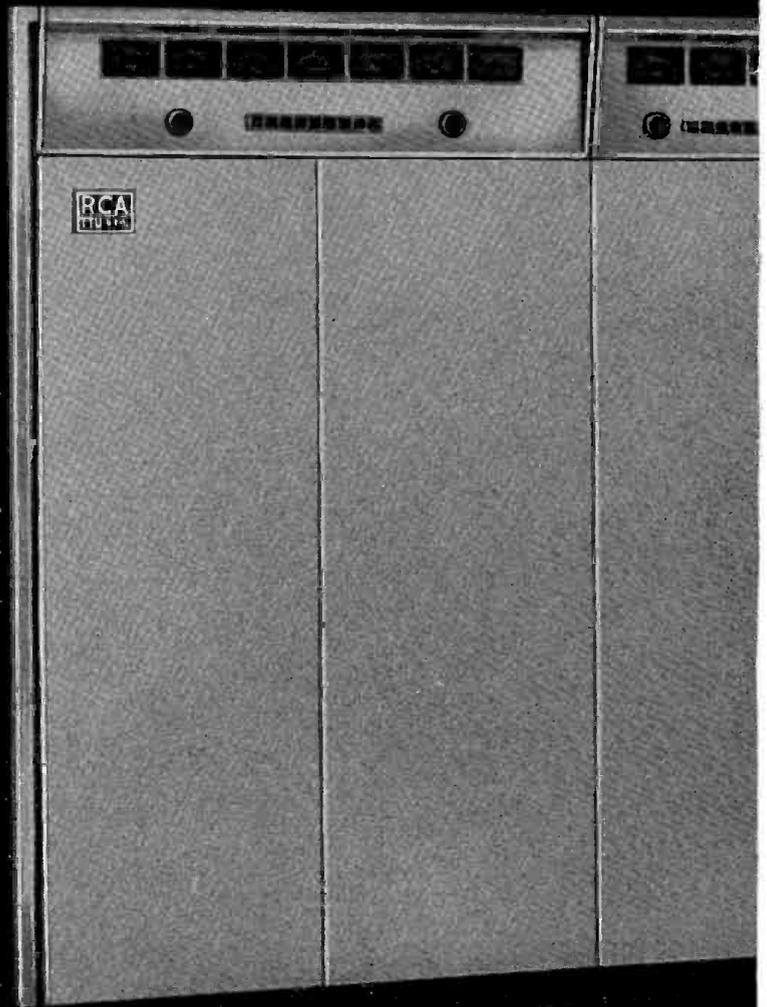
**Money Not the Answer** ■ But the bu-reau said it isn't money that is needed to improve ABC's share of network revenues. "The president of ABC testified in this regard that ABC was not handicapped in its entertainment programing efforts by any lack of funds," the bureau noted. "Conse-quently, it may be concluded that ABC's revenue problems will yield only to programing ingenuity and good fortune and the gradually increasing availability for affiliation of UHF sta-tions."

The parties, however, maintained, in effect, that it takes money to make money. "The ability to plan long-range, without regard for revenue dips occasioned by the vagaries of program ratings, is essential to the full develop-ment of a network program service." And such planning, they added, is not possible in a company dependent upon



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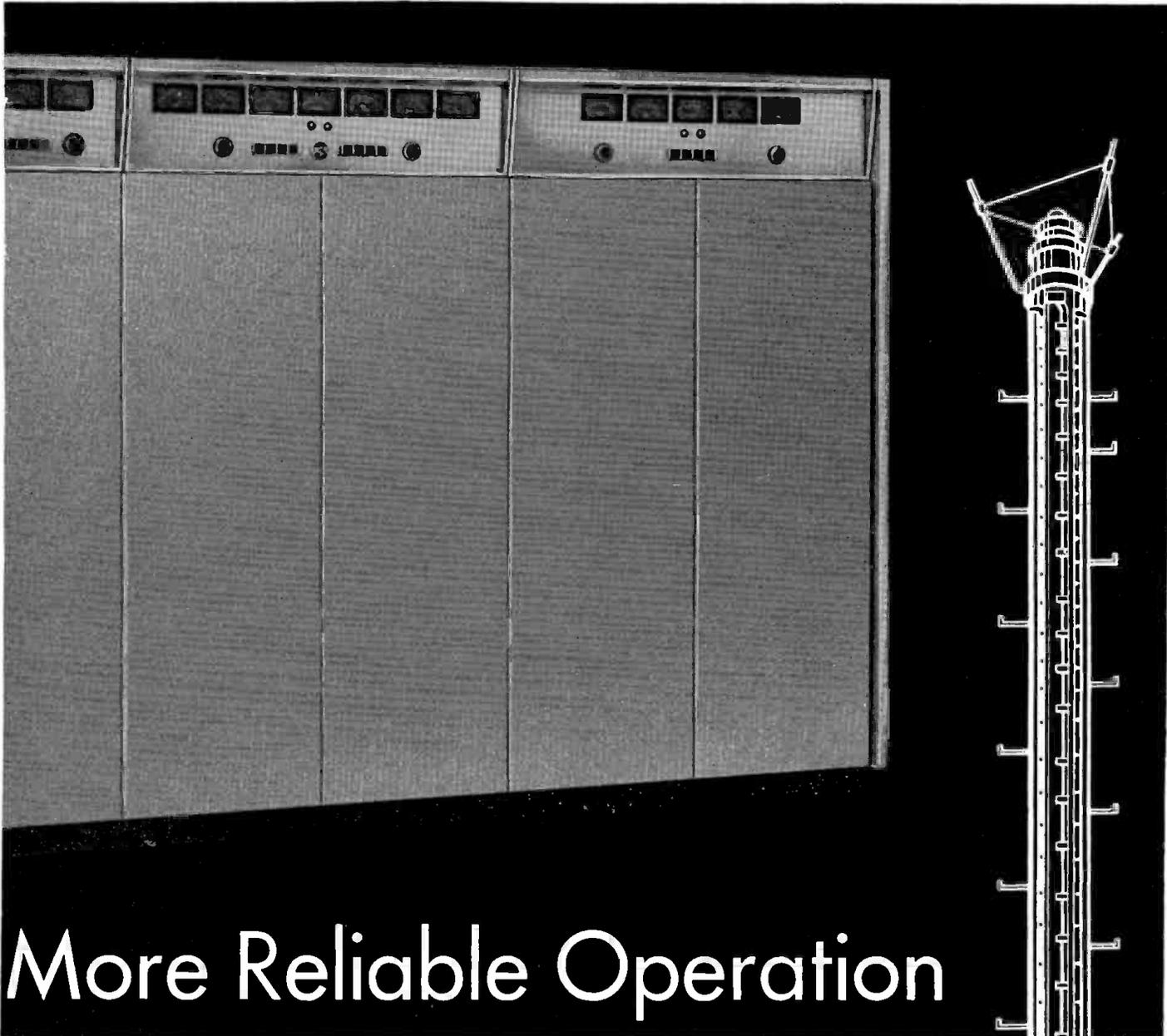
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## 'Too much clutter and not enough CATV'

The role of the broadcast station is increasing in the community because of the public service it can provide and the creative programming it can supply, Roger W. Clipp, vice president and general manager, Triangle Stations, said last week. But, Mr. Clipp reminded, the future of broadcasting, specifically television, must also be assessed from the point of view of effectively reaching "as many people in as many ways" as possible.

Mr. Clipp said that in attempting to maintain these objectives in broadcasting, he has become known for "two significant positions" in the TV industry which he termed as "too much clutter and not enough CATV." He said the broadcaster ought to avoid commercial clutter by scheduling his station's advertising with "discretion." Cable TV, Mr.

Clipp observed, is the "future of television" in providing additional services to viewers. Triangle Stations has interests in CATV.

Mr. Clipp delivered his remarks in accepting the gold Liberty Bell Award from the Television and Radio Advertising Club in Philadelphia on May 24. The event also marked Mr. Clipp's 38th anniversary date—to the week—in broadcasting. He joined NBC as a commercial engineer in 1929. At the award ceremony, Vincent Wasilewski, president of the National Association of Broadcasters, presented Mr. Clipp with WFL's original license (station was called WFI when licensed in 1922).

The TRAC named Mr. Clipp its "man of the year" in recognition of his "unique, multi-faceted and substantial contributions to radio and television over a span of 38 years."



Shown congratulating Mr. Clipp at the luncheon salute were (l to r): Howard Bell, director of the NAB Code Authority; Joe First, vice

president of Triangle Publications; Mr. Clipp; Walter H. Annenberg, president of Triangle Publications, and Mr. Wasilewski.

the short-term profitability of its programming in order to sustain other areas of programming that lose money.

The Justice Department, in its findings, renewed its argument that the merger would have the anticompetitive effects of eliminating ITT as a potential entrant into broadcasting, CATV and pay TV, and would eliminate ABC as a force that would take an independent position in commercial bargaining with ITT and in regulatory proceedings before the commission.

**News Integrity** ■ The parties disputed all of these contentions as they have in the past, as well as the charge that the merger would compromise ABC's integrity in the field of news and public-affairs programming (the news depart-

ment would be "insulated" from influence, they said).

Justice buttressed its charge on that point last week with reference to the testimony of three reporters concerning approaches ITT or ABC representatives made to them about their coverage of the merger proceedings. The department said the testimony indicates that ITT is prepared "to interfere with the editorial judgment of independent news media when it is believed such efforts would advance its interests."

But the applicants noted that two wire-service reporters "had no objection to the conduct of the ITT and ABC personnel." The third reporter, Eileen Shanahan, of the *New York Times*, did object, the applicants con-

ceded, but added: "Notwithstanding what may have seemed overzealous comments to Miss Shanahan, the isolated instances which she described are not characteristic of the relationships between the *New York Times* and ITT press representatives generally."

The applicants also said that the department not only failed to offer testimony concerning ABC's news integrity but that the testimony offered, if anything, "served to support the widely recognized independence and integrity of the press and responsible professional journalists."

The bureau recited the facts surrounding the dispute as to whether the merger would adversely affect ABC's news, as well as the applicants' complaints about the reporters' coverage, but without indicating what conclusion it would draw.

**New Technology** ■ The bureau appeared to side with the applicants, to some extent at least, on the question of whether the merger would discourage ITT from developing new technology that would facilitate new entrants and a more competitive structure in broadcasting. The Justice Department says the merger would have this effect; the applicants say it would not.

The bureau noted that ITT has expressed an interest in a number of broadcast-related projects—such as UHF-reception improvement, direct satellite-to-home transmission, large-screen, high-definition, three-dimensional color television—as a result of its impending merger with ABC.

The new technology, if developed, would help others besides ABC. However, the bureau said: "If ABC were not a part of ITT, the company would have to reevaluate the profitability of some of these projects, since ITT would not benefit by the improvement of ABC's competitive position."

If it was the bureau that attracted attention because of its findings on the issues in the case, it was the Justice Department that raised eyebrows with an attack on the credibility of the principals of the two applicants, Leonard H. Goldenson, president of ABC, and Harold S. Geneen, president and chairman of ITT.

The department described as "incredible" Mr. Goldenson's statement in the hearing last month that commission failure to approve the merger would require ABC to consider cutting back its news and its radio-network operations, reducing salaries or personnel, and, perhaps, dividends. The department noted that in a July 25 letter to the commission Mr. Goldenson had said that if ITT funds were denied it, ABC would have to scale down or spread out over a longer period of time its modernization program.

Mr. Goldenson was also said to have

given an "incorrect representation of facts" within ABC's knowledge that had the effect of exaggerating ABC's coverage problem, and to have misrepresented at the September hearing a Metropolitan Life Insurance loan agreement as providing a fixed limit on the amount of additional borrowing ABC could do.

The department said Mr. Geneen's testimony concerning the ITT board's commitment to furnish ABC \$50 million was "incorrect" and had the effect of "exaggerating the existence and definiteness of ITT board action." Mr. Geneen had testified that he had received legal advice concerning the degree of the commitment. But the department noted that the counsel's letter subsequently submitted to prove the assertion was dated April 17, 1967,—"three days after Mr. Geneen's testimony and offer of proof."

## Storer picks up Cooke's Laguna Beach CATV

Storer Cable TV Inc. has bought a CATV system in Laguna Beach, Calif., and an Ashtabula, Ohio, CATV group has made an agreement to buy a CATV system in Salamanca, N. Y.

The Laguna Beach cable system, with 5,530 subscribers and a potential of 7,400, was sold to Storer by Jack Kent Cooke, owner of American Cablevision Co., at one time one of the giants of the CATV industry. The purchase price was not disclosed, but it is estimated at about \$1,750,000. The system was built in 1953 and modernized to a 12-channel installation in 1960.

The Salamanca system, with about 1,000 customers, was purchased from Lamb Enterprises (Edward Lamb) for \$400,000 in cash. Buyers are William Prefett, Donald, David and Victor Aiello, John M. Feeney, Dennis Harrington and Dr. John Capriotti. All are stockholders in Ashtabula Cable TV Inc., and have varying interests in several CATV systems in Pennsylvania.

## Media reports . . .

**Tucson affiliates** ■ KCEE Tucson, Ariz., joined NBC Radio as an affiliate. The station is owned by Strauss Broadcasting Co., and is fulltimer on 790 kc with 5 kw days and 500 w nights.

**Jump** ■ The Alaska Broadcasting System and the Alaska Radio-TV Sales have moved to new quarters at 516 Securities building, Third and Stewart streets, Seattle 98101. The offices represent Alaska Broadcasting System's KBYR Anchorage, KFRB Fairbanks, KJNO Juneau, KIFW Sitka, KLAM Cordova, Northern Television's KTVA-TV Anchorage, KTVF-TV Fairbanks and KIFW-TV Sitka.

# Columbus UHF grant offers policy insight

## FCC QUALIFIES DIVERSIFICATION-OF-MEDIA GUIDE

The FCC last week granted the application of multiple-station owner Nationwide Communications Inc. for channel 47 in Columbus, Ohio, and in the process provided a new interpretation of its 1965 policy statement on comparative broadcast hearings.

The commission held that, in weighing the factor of local diversification of control of media against an applicant, it will consider the presence of competing media in the area, as well as the ownership by other applicants of media in other markets.

The commission also held that there are some cases in which it will give a preference for integration of ownership and management to a mutual corporation, or its subsidiary, where owners are the stockholders.

Nationwide (formerly Peoples Broadcasting Corp.), which operates WFRD-AM-FM Columbus, WGAR-AM-FM Cleveland and WATE-AM-TV Knoxville, Tenn., is a wholly owned subsidiary of Nationwide Mutual Insurance Co.

The losing applicant in the case is Farragut Television Corp., whose principals own majority interests in permittees of stations in St. Paul, Minn. (channel 29), San Jose, Calif., (channel 48) and St. Louis (channel 30). The principals include Washington communications attorneys Vincent B. Welch and Edward P. Morgan.

**Johnson Dissents** ■ The commission's decision, prepared under the supervision of Commissioner Lee Loevinger and joined or concurred in by five commissioners, failed to persuade Commissioner Nicholas Johnson that the policy statement is the answer to the problem of arriving at rational decisions in comparative hearings.

He said that the course of the case, the first major one in which the policy has been applied, indicates that the statement represents no improvement over no policy at all or, "more likely," that the commission "will not allow the sorely needed standards to guide its decision making."

He noted that a hearing examiner, H. Gifford Irion, guided by the statement, had favored Nationwide for the grant but that the review board, applying the same policy, reached a contrary conclusion and awarded the prize to Farragut. Now the commission has reversed the review board.

The two primary aims the commission seeks to achieve in awarding a permit, according to the policy statement, are the best practicable service to the public and maximum diffusion of con-

trol of media of mass communications.

**Too Much Weight** ■ And the review board, the commission noted, had attached "decisive weight" to Nationwide's ownership of stations in Columbus in awarding a substantial preference to Farragut for diversification of control of mass media. But the commission said that Farragut is entitled only to a "slight preference."

The commission agreed that the presence of an applicant's stations in a community to be served must be considered. But it added that "contrary to the review board's ruling," the operation of three commercial VHF, one educational UHF, six AM, and seven FM stations by licensees other than Nationwide "must be considered in weighing the preference for Farragut. . . ." Furthermore, the commission said, that preference must be considered in relation to Farragut's interest in three UHF permits in other cities.

The commission also said the review board, in considering which applicant gave the greater assurance of providing better service, erred in rejecting Nationwide's claim for preference for integration of ownership and management. George W. Campbell, Nationwide's vice president and executive vice president of WFRD, is to spend a substantial amount of time at the new television station, as well as at Nationwide's other stations.

The commission has in the past regarded individuals holding positions of responsibility in nonstock corporate applicants as participating owners for integration purposes. But the review board felt that principle didn't apply to Nationwide, a stock corporation with a corporate parent. The board held that the officers of Nationwide could be deemed the owners.

**Unrealistic** ■ The commission said that reasoning was "unrealistic." It said Nationwide is a separate subsidiary, organized to operate the broadcasting stations and functioning with substantial independence. It added that in the case of a mutual corporation, or its subsidiary, the circumstances might permit the commission to find the same kind of assurance of providing a better service to the public that is present in conventional cases of integration of ownership and management.

The commission accorded Nationwide only a slight preference on that score, since Mr. Campbell was the only Nationwide official who will participate actively in the TV station. But it also gave the applicant a substantial

preference for its record of past performance.

Commissioner Johnson disagreed with the commission on all three points. But his basic concern was with the "crazy-quilt design" he said the commission follows in disposing of broadcast properties. He said he would like to see Congress and the commission consider alternative methods—including a kind of auction in which a station is awarded to the highest bidder or "even a random drawing on first-come basis."

But if the present system is to be maintained, he said, "surely we can avoid the very perils which it was hoped the policy statement would cure." He said the commission should make more of an effort to establish meaningful standards for rational evaluation of competing applicants.

As an example, he said that if diversification of ownership of media is to be considered more important than having new facilities owned by a community's experienced broadcasters, then the commission could award a facility to qualified but inexperienced applicants if the competition held other local media. The commission, he added, could require "very significant" national holdings by the opponent to overcome a demerit based on local ownership.

## Radio set ownership surveyed in NAB study

College-educated, higher-income individuals tend to have more radios and more types of radios than do those with a lower education and lower income, the National Association of Broadcasters has reported.

As part of its 1966 survey of more than 2,500 adults, the NAB found that 97% of those interviewed had at least one working radio and that 70% had more than one. More than one-fifth (22%) of the respondents reported having four or more radios.

The findings come from a National Opinion Research Center of the University of Chicago study undertaken for NAB in early 1966.

Among the major findings: 55% said they had transistor sets; 48% said they had FM radios; 72% said they had car radios.

Among the college-educated, 80% said they had more than one radio, compared to 49% of those with a grade-school education and 70% of those with a high-school education.

Only 32% of the grade-school educated said they had an FM set, while 62% of the college educated had FM receivers.

The survey also broke down responses

# Hayes leaves as CBS Radio head

Personal reasons given for CBS veteran's move;

Clark George, WCBS-TV manager, named as successor

Arthur Hull Hayes, president of CBS Radio for the past 12 years and a 33-year veteran of CBS, resigned his post last Thursday (May 25), effective immediately. The decision was attributed to personal reasons.

Clark B. George, a vice president of the CBS Television Stations Division and general manager of WCBS-TV New York for the past two years, will succeed Mr. Hayes.

Mr. Hayes, who will be 64 on July 1, joined CBS in January 1934 and in the ensuing years served in various executive capacities, including those of general manager of KCBS San Francisco and WCBS New York. He has been a member of the CBS board of directors since 1955.

It was understood that Mr. Hayes will continue to receive the CBS salary until age 65 and will then be eligible for full retirement benefits.

Mr. Hayes told his staff late Thursday that he will remain as a consultant to CBS for about two years and indicated he will continue his activities in community and industry affairs. He is a director of The Advertising Council, Advertising Research Foundation, National Association of Broadcasters and Broadcast Pioneers. Mr. Hayes is a papal knight commander of the Equestrian Order of the Holy Sepulchre.

Mr. George has been with CBS since 1946 and rose to general manager of KNXT(TV) Los Angeles and of the CBS Television Pacific Network in 1956. He was appointed general manager of WBBM-TV Chicago in 1960 and of WCBS-TV New York in 1965. Mr. George is a graduate of the University of California at Los Angeles and served in World War II and in the Korean conflict as a naval officer.

John A. Schneider, president, CBS Broadcast Group, issued a memorandum to the staff on Mr. Hayes's resignation and Mr. George's appointment. He paid tribute to Mr. Hayes for his 33 years of service to CBS, citing "his far-reaching accomplishments" and wished him "further success, good health and happiness in the years ahead." He pointed out that Mr. George brings to his new assignment "a wealth of experience, energy and enterprise," and said "this background should serve the CBS Radio Division well in the future."



Mr. Hayes

Mr. George

by income: under \$5,000; \$5,000-\$9,999, and \$10,000 and over.

In the lower-income bracket, 41% said they had a transistor radio, compared to 61% in the middle-income, and 74% in the upper-income bracket. FM sets were owned by 69% of the upper-income group but by only 32% of the lower-income and 53% of the middle-income groups.

The study also showed that age was a factor in set ownership. Of those between 35 and 49, 79% said they had more than one radio. Among the older category (above 49), 64% had more than one radio and among the younger respondents (below 35), 63% had more than one set.

Location of sets was also covered by the survey. The majority (62%) said they kept a radio in the bedroom; 50% kept one in the kitchen; 41% kept one in the living room and 16% said they had a radio in the basement, study or den.

## Citizens' group for public TV established

Formation of the National Citizens' Committee for Public Television was announced last week in New York by its chairman, Thomas P. F. Hoving, director of the Metropolitan Museum of Art.

Mr. Hoving said the purpose of the new committee, which numbers two former FCC chairmen in its membership, was "broadly educational, to establish long-range public interest in public TV." He emphasized the committee is not being formed to influence legislation, but to work over the next two or three years to build up the national support required for PTV's long-term success.

Financial support for the committee has been pledged by the Danforth Foundation, W. K. Kellogg Foundation,

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## Incentives win greater diary cooperation for ARB

Maybe it's the upward-creeping cost of living, but the American Research Bureau managed to increase the rate of return of usable diaries in its March nationwide sweep by the judicious use of incentives and follow up practices.

ARB reported last week that the nationwide sample on which its March sweep reports were based reached 127,390 actual, in-tab homes (discounting multiple diaries from homes with more than one set). This is, the company noted, 33,000 more responding households than were obtained in the ARB sweep last November.

The increases were due, Rupert R. Ridgeway, vice president for operations, explained, to the expanded use of incentives and intensified follow-up efforts in selected areas. The incentives: two 25-cent pieces in-

cluded with the diary when sent to those who agreed to participate.

Mr. Ridgeway also noted the high percent of homes selected in the original, designated sample of 272,570 homes that actually became part of the final account—40% last November, 47% in March.

How well the extra effort worked was exemplified by the percentage of usable diaries in some of the markets involved: Pittsburgh, a 54% response; Milwaukee, 56%; Chicago, 54% and Grand Rapids-Kalamazoo, 58%. In the top 10 markets, he added, the program resulted in an increase of 12%.

The Beltsville, Md., TV audience research firm annually conducts two national surveys of the total 225 TV markets. The March reports were all in the mail to customers by May 14, it was reported.

Twentieth Century Fund, Alfred P. Sloan Foundation, Ford Foundation and Carnegie Corp. of New York. Other foundations are expected to contribute. Mr. Hoving said the committee will employ a director, an assistant director and a small staff.

Newton N. Minow and E. William Henry are the former FCC chairmen on the committee. Other members as announced by Mr. Hoving last Thursday (May 25) are: Leonard Bernstein, conductor-composer; Kingman Brewster, president of Yale University; Paddy Chayefsky, author; Sister Mary Corita, Immaculate Heart College, Los Angeles, professor of art; Lee A. DuBridge, president of the California Institute of Technology, chairman of Community Television of Southern California; Ralph Ellison, author; R. Buckminster Fuller, engineer; General James M. Gavin (U.S.A. retired); Arthur B. Krim, president of United Artists Inc.; Myrna Loy, actress; Arthur Miller, author; Gerard Piel, editor of *Scientific American*; Budd Schulberg, author; Leslie Uggams, singer; Eli Wallach, actor; Leonard Woodcock, vice president of the United Auto Workers; Whitney Young Jr., executive director of the National Urban League.

## WGN officers add new titles

A number of corporate elections by WGN Continental Broadcasting Co. were announced last week by J. Howard

Wood, board chairman, and by Ward L. Quaal, president. Harold F. Grumhaus, president of the Tribune Co., parent firm, was elected to the board of directors of WGN Continental. Ralph F. Batt, manager of engineering, WGN Continental, was elected a vice president.

Mr. Grumhaus, and Daniel D. Calibraro, assistant to the president of WGN Continental, were elected to the board of directors of KDAL Inc., WGN subsidiary in Duluth. Mr. Calibraro also was elected vice president of WGN Televents Inc., WGN's CATV system in Michigan. James G. Hanlon, manager of public relations and advertising of WGN Continental, was elected a director of WGN Televents.

Justin N. Liss, assistant controller of WGN Continental, was elected controller of WGN Continental subsidiary companies. These include KDAL Inc., WGN of Colorado Inc., WGN Televents Inc., WGN Continental Productions Co. and WGN Continental Sales Co.

## FCC rules and copyright may limit CATV growth

Broadcasters who seek to confuse Congress on the differences between copyright liability and regulatory issues were charged with trying to stifle the growth of CATV by Alfred Stern, chairman of the National Community Television Association.

Speaking at the annual convention of the NCTA of Canada in Montreal

May 19, Mr. Stern said CATV operators don't expect to avoid "realistic" copyright payments. CATV's are, however, opposed to restrictions on their right to originate programs being written into the copyright law, Mr. Stern stated.

Although the House version of the new U.S. copyright bill does not actually mention CATV, Mr. Stern said he expected the Senate version to contain a CATV section that will be acceptable to the industry. If Congress doesn't spell out the extent of copyright liability for community antenna TV, Mr. Stern said, it would "allow the slow death of this new and valuable communications medium."

## ETV cut from HEW budget request

Because authorization for ETV-grant appropriations is tied up in the pending bill to establish a Corp. for Public Broadcasting, the House passed last Thursday (May 25) and sent to the Senate a Health Education and Welfare appropriations bill shorn of any funds for ETV station construction or facilities. A total of \$305,000 had been asked for grants in fiscal 1968, which begins July 1.

The public broadcasting bill awaits action by the House Commerce Committee. It was passed by the Senate two weeks ago, but the House panel has indicated that consideration of the measure must await the resolution of the railroad-strike issue and pending health measures. Title I of the public broadcasting bill would authorize \$10.5 million for facilities construction in fiscal 1968.

In other appropriations actions:

■ The House Appropriations Committee approved a subcommittee report on allocations for the U.S. Information Agency. The committee noted that the full amount requested for Voice of America operations was "approved once again." The amount for VOA was not broken down in the committee figures released.

The committee noted that the largest increase voted for USIA was for "acquisition and construction of radio facilities." The largest part of this was earmarked for funding of a new relay station in Greece. In all, the committee approved \$156 million for USIA, an increase of \$4 million over last year, but \$3 million less than requested. Radio facilities acquisition was up \$11.6 million to a total of \$18.2 million.

■ Both houses passed and cleared for the President's signature a supplemental appropriations bill allocating \$513,800 for the FCC for fiscal year 1967.



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### OCCASION—The 16th Annual Convention of American Women in Radio and Television

Industry leaders, along with 600 AWRT members in attendance, examined the challenges facing the broadcast industry today.

(1) "Imitators or Innovators" panel participants agree on need for innovation. (left to right) Elmo Ellis, general manager of WSB, Atlanta, representing programming; AWRT member and moderator Mrs. Carolyn Harris, creative director for Harris & Weinstein, Atlanta; and Maurie Webster, vice president and general manager of CBS Radio Spot Sales, New York City. (2) "Advertising is So Daily" panel participants agree it is! (left to right) AWRT member and panel moderator Mrs. Ruth Trager, assistant media director of Tucker Wayne & Company, Atlanta, Georgia with panelists Herbert Maneloveg, vice president and media director of Batten, Barton, Durstine & Osborn, Inc., New York City who spoke for media, and Stan Torgerson, general manager of KCBQ, San Diego, California, who spoke for radio sales. (3) "Strip for Action" panelists (left to right) Cleveland Amory of New York City who represented the critics point of view, AWRT member Maureen Roberts of WQXI Radio, Atlanta, and John K. Hanson, director of advertising for Burlington Industries, Inc., New York, who represented the client. (4) "Behind the 8 Ball" panelists accept the challenge with smiles. (left to right) AWRT member Ruth Kent Sherwood, hostess of WSB-TV's "Today in Georgia", panel moderator, and panelist Bill Thompson of Fibber McGee and Molly fame who is now manager of community service for Union Oil Company of California. (5) Obviously prepared for "The Image Scrimmage" are participants in the principal panel of Friday morning general sessions. (left to right standing) Referee or moderator Don Elliot Heald, general manager of WSB-TV, Atlanta; Bill Daniels, president of Daniels Enterprises, Denver, Colo., representing CATV; AWRT member Jean Morton, convention program chairman; John H. Pinto, vice president of RKO General Phonevision Company representing Pay TV; (left to right seated) Dr. Lois V. Edinger, assistant professor at University of North Carolina, Greensboro, N. C. representing Educational TV; and Terry Lee, vice president of the television division of Storer Broadcasting Company, Miami Beach, Florida.



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# CATV lures Telemeter back

200 cities in plans  
of firm that defected  
to pursue pay TV

International Telemeter Corp., one of the first community antenna television operators in the country but out of the systems business for more than a decade, now is aiming to be the biggest in the CATV field. In the last three weeks Telemeter, which abandoned community television to concentrate on pay television, has applied for CATV franchises in more than 200 cities across the U. S. The company already is building CATV systems in two states and is negotiating to go into joint ventures with at least six different entities.

According to George Brownstein, Telemeter's vice president for CATV operations, the decision to go back into the community antenna business in a big way was made after the company and its Paramount Pictures parent were acquired by Gulf & Western Industries last year (BROADCASTING, Oct. 24, 1966).

"We're acquiring franchises on a

joint-venture basis and applying for our own franchises all over the country in areas where we think CATV will be needed," Mr. Brownstein explained in Los Angeles last week. "We decided to go into CATV in a way that we expect will make us the largest multiple systems operator in the country because we know CATV stands on its own as a profitable field to enter."

**Where They'll Be** ■ The Telemeter executive declined to specify who will be involved with the company in its joint ventures. He did cite a number of markets where Telemeter's CATV applications have been filed. Included are Beaumont and Fort Worth, both Texas; Daytona Beach and Miami, both Florida; Youngstown, Ohio; Des Moines, Iowa; Jefferson City and Joplin, both Missouri; Rockford and Springfield, both Illinois and Bay City, Lansing, Saginaw and Flint, all Michigan.

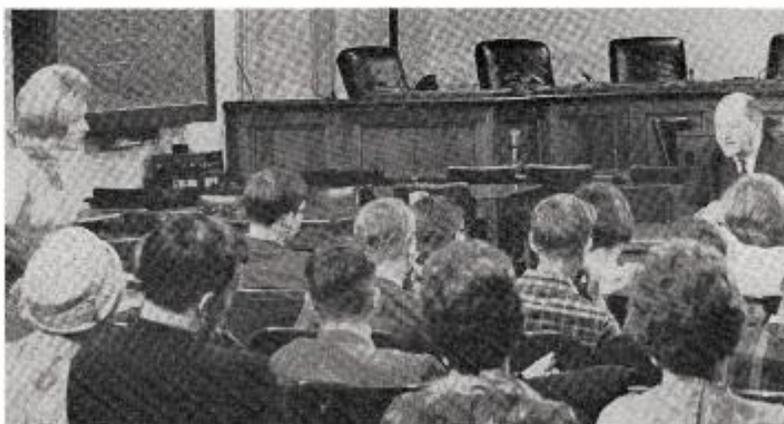
In addition, Telemeter already has acquired some franchises on an outright purchase basis from local interests in Louisiana and Kentucky. These are in smaller communities. In Louisiana, for example, Telemeter is building systems in two communities northeast of Lake Charles. But the company is not stringing cable as yet because approval of its tower height for the systems is still pending.

Telemeter also is designing CATV equipment for the industry. Such equipment as a CATV unit having 25-chan-

nel capability will be shown at the National Community Television Association convention next month. The company already is furnishing the CATV industry with special converters purported to solve ghost problems in transmission in such places as New York City.

**Started in 1951** ■ International Telemeter Corp. was formed in 1951 and at that time was 50% owned by Paramount Pictures. It built a CATV system in Palm Springs, Calif., in 1952 when cable television was still in its early development stages. Telemeter also was one of the first companies to put equipment into a CATV system that was of its own design. The system in Palm Springs was soon converted into a cable pay-television experimental operation that continued for three winters (1953-55). Turned back to CATV use, the system subsequently changed hands several times as Telemeter went on to conduct its well-publicized pay-TV test in Etobicoke, Ont., Canada.

William C. Rubenstein, Telemeter's research development director for the Palm Springs system, was named president of the company last February, replacing Leslie Winik. International Telemeter is no longer a subsidiary of Paramount Pictures but instead a separate subsidiary of Gulf & Western Industries, a highly-diversified company with headquarters in New York and Houston.



## Expert quizzers grill Wadsworth

FCC Commissioner James J. Wadsworth (right) who usually does his share of cross-examination from chairs shown in the rear of the commission hearing room did a turn-about May 18 and made himself the target for questioning. Junior high school students, winners in the year-long *Jr. High Quiz* series of WTAE-TV

Pittsburgh, subjected the commissioner to a full hour of questions, at times resorting to background information gained during group's Washington visit with officials at the White House, Russian embassy and Capitol Hill. At left is Ricki Wertz, moderator of the show sponsored by Pittsburgh National Bank.

## CATV challenges NFL poverty plea

The image of the National Football League about to be robbed of its last nickel by the loss of blackout protection for some of its games was challenged by a CATV operator last week. Multiple-CATV-owner Telerama Inc. rejected the NFL's economic-injury claim with its opposition to the football interest's petition to intervene in a Cleveland CATV hearing.

Telerama has proposed to deliver 13 distant signals to Euclid and 14 other Cleveland suburbs. Among the signals would be that of WSEE(TV) Erie, Pa., which televises all home games of the Cleveland Browns. The NFL petitioned jointly with the Browns to be made part of the proceeding because of an allegedly adverse impact upon the revenues not only of the Browns but also of all NFL-member clubs playing in Cleveland.

A 1953 Pennsylvania district court decision, subsequently upheld by a 1961 congressional public law, formed the basis for the NFL claim. The court found that telecasting of a home game

into home territory while the game was being played had an adverse effect on the gate attendance. Specifically cited were the Los Angeles Rams who, without blackout protection, suffered such an effect in 1950. At that time the court said: "Less than one-half of the clubs over a period of years are likely to be financially successful; there are always teams in the league which are close to financial failure."

That contention, Telerama argued last week, is out of date in 1967. In three charges the CATV operator noted the NFL-Browns growth in 14 years: a \$4 million sale of the Browns six years ago; average 1965-66 attendance for the Browns games of 78,000, representing a virtually sold-out stadium, and a \$9 million price on the two new NFL franchises in Atlanta and New Orleans. Telerama noted: "The National Football League is in a robust economic condition which would not be affected in any manner by the limited CATV activity proposed."

Telerama also asserted that the court decision and public law did not rule on the public interest desirability of the blackout: rather they were expressions that no illegality should be attached to this practice under antitrust laws. In fact, Telerama said, the rules were designed only to protect gate attendance and maintain viability of the league and its weak clubs; it was not intended to protect it from all competition from the broadcast medium. That the court also ruled radio broadcast blackouts of home games had no rational relationship to the effect of gate attendance and therefore were found illegal under antitrust laws, Telerama said, was significant.

The CATV operator took note of a recent NFL relaxation of the ban which will permit telecasting of games being played elsewhere in the league over local TV stations in the cities on that day in which the home team is also appearing. "[Pete] Rozelle . . . coyly refers to this practice as an experiment which is being 'carefully observed,'" Telerama said. "This is a most striking illustration of the changes in circumstances between 1953 and 1967."

## AMST's visit brings reconsideration plea

The visit of Association of Maximum Service Telecasters representatives to members of the FCC three weeks ago continues to have repercussions. Last week, Back Mountain Telecable Inc. asked the commission to reconsider a decision adverse to the CATV company that was handed down "barely hours" after the visit.

Back Mountain, which operates cable systems in seven communities in the

Scranton-Wilkes-Barre, Pa., area, referred to a commission decision denying, on a 4-to-3 vote, a request for expeditious consideration of a petition for waiver of the rules to permit importation of distant signals from three New York stations without a hearing.

Back Mountain said it "believes and hereby avers" that the matter came before the commission on May 10, "barely hours subsequent to the visit of the impressive MST delegation," and asked whether it was merely "coincidence" that the four commissioners voting against the proposal were the four who had been visited: Chairman Rosel H. Hyde, and Commissioners Kenneth A. Cox, Nicholas Johnson and Robert E. Lee.

Trade-press reports of the visit by five AMST representatives led four CATV systems two weeks ago to accuse AMST of trying illegally to persuade the commission to take a firmer stand against waivers of the distant-signal rule. AMST has denied any wrongdoing, and is preparing a formal reply (BROADCASTING, May 22).

Back Mountain stressed that it is not accusing anyone "of intentional wrongdoing." But it said it would be "manifestly naive" to believe that the "forceful representations of the distinguished and able MST delegation . . . did not affect, to petitioner's great detriment, the environment in which its petition was immediately to be considered."

Accordingly, Back Mountain said its rights, "which undeniably have been impaired and otherwise infringed," can only be restored by a prompt, fair and objective reconsideration and grant of the petition for expeditious consideration of the waiver request.

## Lamar stations renewed while WLBT(TV) pends

The FCC has renewed the licenses of WJDX-AM-FM Jackson, Miss., owned by Lamar Life Insurance Co. The renewals were granted, the commission said, with the specific understanding that they were not to have any bearing on issues concerning a renewal application for WLBT(TV) Jackson, another Lamar Life station.

A commission hearing on the WLBT application, which ended May 17 (BROADCASTING, May 22), had been instigated after complaints were registered by the United Church of Christ and others that the station discriminated against Negroes in its programming. Three commissioners—Kenneth A. Cox, James J. Wadsworth and Nicholas Johnson—in effect dissented from the majority opinion when they voted to grant the radio station renewals subject to the outcome of the TV-station renewal.

# UHF's organize outside of NAB

## ACTS, formed by 26 UHF's, selects officers and opens membership drive

UHF broadcasters formed their own organization independent of the National Association of Broadcasters, called the All-Channel Television Society (ACTS), at a meeting last week in New York.

While the new ACTS organization has no membership as yet, it was formally established by a meeting of 26 UHF broadcasters who enacted by-laws, elected officers and organized committees. William L. Putnam, Springfield TV Broadcasting Co., chairman of the new organization, described the meeting as "the most successful meeting of UHF broadcasters I've ever attended."

Sterling (Red) Quinlan, president of Field Communications, was elected ACTS vice chairman and chairman of the membership and dues committee. Robert Adams, a communications consultant, was named temporary secretary. Mr. Adams said he would be mailing invitations to all UHF broadcasters and CP holders in the country to join ACTS.

He may be reached at 485 Madison Avenue, New York.

An executive committee was formed, whose members are: John W. English, vice president of WSEE(TV) Erie, Pa.; Sarkes Tarzian, president of Sarkes Tarzian Inc.; Leonard B. Stevens, executive vice president of WPHL-TV Philadelphia, and David W. Baltimore, vice president of WBRE-TV Wilkes-Barre, Pa.

According to Mr. Putnam, ACTS will "undertake a number of projects including lobbying, though we will not do more lobbying than the National Community Television Association, The Association of Maximum Service Telecasters or the American Medical Association."

Also in New York last week 50 UHF broadcasters attending the Committee for Full Development of All-Channel Television meeting at the Overseas Press Club passed these resolutions:

- Unanimous insistence on "strict enforcement of the FCC's Second Report and Order" on CATV importation of signals into the top-100 markets, and that "waivers be granted only when the public interest is clearly going to be served, regardless of whether stations in the market object to or support the waiver."

This resolution came out of a discus-

sion of what was generally called "the Pennsylvania give-away," in which the FCC approved CATV systems in Harrisburg, Hershey and York, all Pennsylvania, citing "broadcaster silence."

▪ Unanimous support of a resolution by the National TV Translators Association March 5, urging "equal protection from exploitation by CATV with metropolitan citizens for rural citizens" under the Second Report and Order.

▪ Unanimous resolution urging Senate action on copyright revision to "guarantee competition on equal terms of exclusivity" of program material for CATV and broadcasting, and "a limit on program origination by CATV systems carrying TV signals."

▪ Resolutions in favor of one proposed FCC rulemaking which would have the effect of extending the Grade B contour of the stations, and against another one, which would move "theoretical restriction of coverage area" of stations with tilt-beam transmission.

A proposed resolution concerning joint CATV and broadcast ownership was deferred to the next meeting.

## Baltimore ETV to start state's 7-station net

The FCC has granted the first station in a proposed seven-outlet educational TV network for the state of Maryland. In granting the application of the Maryland Educational-Cultural Television Commission for channel 67, Baltimore,

the FCC waived mileage separation requirements.

The proposed transmitter site of the Baltimore channel will be about two and a half miles short-spaced to channel 68 at Hagerstown, Md. Eventually the Maryland commission indicates that it will file an application for a new transmitter site for channel 68 to meet the mileage separation requirements.

## FCC turned down on travel proposal

Well, it was a nice try, but the FCC should know better than to ask a government accountant a gift/ethics question. After nearly three months of interagency volleying the FCC money matter has received a negative response from the comptroller general of the U.S. and the Civil Service Commission. As a result commission personnel are not going to be traveling this year under the conditions proposed by the FCC.

Last January the FCC had asked the Civil Service Commission whether it would be consistent with practice throughout the government for its personnel to accept industry reimbursement for expenses incurred in participating in communications association meetings (BROADCASTING, Jan. 16). In the past the FCC has had a practice of refusing such reimbursement. However, not unlike other government agencies,

the commission is in a financial pinch. An apparent loophole in a CSC regulation that would allow reimbursement under certain conditions, unless prohibited by law, provided the basis for the FCC's query to CSC.

The CSC, responsible for making such determinations, passed the question on to the comptroller general with a notation that its rule did not cover the situation presented by the commission. It said its regulation, prescribing standards of ethical conduct, was intended to allow an agency employe to accept reimbursement when he voluntarily participated in outside activities on his own time or when administratively excused from duty. The FCC had proposed that it alone would authorize an individual's participation and that such participation would be in an official pay status.

In his opinion the comptroller general held that in the absence of statutory authority which allows an agency to accept gifts (government parlance for reimbursement, in this case), expenses incurred by FCC employes would be chargeable to that agency's appropriation. And such augmentation of its appropriation through the acceptance of gifts would not be authorized.

The CSC noted that since the FCC is an agency that does not have authority to accept gifts, its proposal would be inconsistent with the comptroller general's decision and the CSC regulation. It also said the language of the rule would be revised, in effect to plug the loophole.

## False filings result in WHHL revocation

The FCC has revoked a standard broadcast license because of alleged willful, repeated and deliberate misrepresentations made to the commission by the station's owners.

Cited in the order was Palmetto Communications Corp., WHHL Holly Hill, S. C. In a revocation hearing on three counts the licensee was alleged to have made misrepresentations in documents and statements regarding the ownership of stock and control of the corporation from its inception to and including the hearing. The commission maintained over a three-year period ownership reports were filed which concealed the stock interests of five individuals holding a total of 13 shares. Subsequent denials by the corporation's president that he had knowledge of the stock transactions proved false. Later ownership reports, which excluded persons previously reported as having stock interests, were filed with the indication that these persons had never owned any stock and that the

## Call-letter procedures to be codified

The FCC, faced with a bagful of old policies and precedents concerning the issuance of call letters, has begun the task of sorting them out and codifying them in a proposed amendment to its call-sign rule.

Proposed for codification in a notice of rulemaking issued last week are such hoary policies as the assignment of "W" call letters east of the Mississippi River and "K" groupings west of it, and the assignment of only four-letter calls or six-letters where FM and TV suffixes are used.

Other policies to be included accord stations the right to use call signs of their own choice if they are in good taste and distinguishable phonetically and rhythmically from other call letters in use in their area, and permit commonly owned AM, FM and TV outlets in the same or adjoining communities to use the same basic calls.

Another policy provides for a first-come-first-served principle, un-

der which receipt of a request for a call sign rules out commission consideration of other requests for the same call until processing of the first request is completed.

One new proposal to be considered in the rulemaking concerns "trafficking" in call letters. The commission noted that under the first-come-first-served principle a broadcaster relinquishing a call sign can arrange for a preferred applicant to file for it first, and thereby be assured of getting it.

The commission, therefore, is proposing to employ a public-notice procedure to permit competition for relinquished or deleted call letters. Winners of such contests would be those applicants with the longest continuous record of broadcast operation under substantially unchanged ownership or control.

Comments on the proposed amendment are due July 3, reply comments July 13.



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theaters, dance halls, concert halls, ballrooms have shuttered their windows. Hundreds of thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

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## Ashtabula CATV tangles in court conflicts

The 25,000 citizens of Ashtabula, Ohio, have gone through two major lawsuits on the CATV front since 1964, and they have discovered they're in for another.

It all started three years ago when the city council voted a CATV franchise to Ashtabula Cable Co. The CATV firm could not arrange pole rights with the Ashtabula Telephone Co. and announced it would put the entire system underground.

Last year, Time-Life Broadcasters contracted with the telephone company for a lease-back arrangement, whereby the telephone company would construct the system and lease it to the Time-Life subsidiary, Lake Erie Cable Co. Time-Life also submitted an application for a franchise to the Ashtabula city council.

The city sued Time-Life and the telephone company to enjoin them

from instituting CATV service without a franchise. Early in April, a common pleas judge ruled that CATV's were public utilities and should be regulated by the state public utilities commission. He dismissed the city's suit.

At about the same time, the city council by a four-to-two vote granted a franchise to Time-Life. This was vetoed by the city manager. The next day, the council overrode the veto on a five-to-two vote.

Meanwhile, because of allegations about its principals made by a Time-Life witness before the city council, Ashtabula Cable filed a \$1.5 million libel suit against Time-Life, the *Cleveland Plain-Dealer* and others. The *Plain Dealer* had published a story alleging that some of the stockholders of Ashtabula Cable had criminal records. This suit is still

pending. Some of the stockholders of Ashtabula Cable are also principals in the Altoona, Pa., CATV system.

After the city council authorized Time-Life to offer CATV service in the city, Ashtabula Cable announced that it would complete the remainder of its systems by erecting 2,800 of its own poles. In fact, it immediately put up four poles.

The city council ordered its solicitor to secure an injunction to prohibit this move on the part of Ashtabula Cable. The solicitor refused to institute the suit.

Earlier this month, a citizen served notice on the solicitor demanding that he seek an injunction against Ashtabula Cable. Under Ohio law, if the solicitor persists in his refusal to go to court, the citizen himself may bring suit and, if successful, collect his costs from the city.

president had always had positive control of the corporation.

The commission found that for a two-year period the licensee failed to file financial reports despite numerous

requests from the FCC for them. A third count involved repeated violations of the rules governing the technical operations of the station which included: failure to broadcast call letters and lo-

cation as required, fictitious entries in the program logs concerning station identification and failure to have a first-class operator employed full-time.

The commission said: "It is quite clear that all of the persons directly involved in the ownership and management of the licensee have been less than frank and candid with us. The necessity of true, complete and accurate representation is well established, but such representations are totally lacking in this case." After seeking mitigating circumstances in the charges that would have brought an order of forfeiture rather than revocation, the commission concluded: "We have been unable to find any such circumstances."

The station was ordered off the air by June 30.

## Changing hands . . .

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

■ WLAP-AM-FM Lexington, Ky.: 80% sold by Paul N. Lindsay to Merrill Lindsay for \$326,000. Merrill Lindsay is president of WSOY-AM-FM Decatur and WVLN and WSEI-FM Olney, both Illinois. He is not related to the seller. WLAP is on 630 kc with 5 kw days and 1 kw nights. WLAP-FM operates on 94.5 mc with 3.5 kw. Broker: John D. Stebbins Co.

■ WWGM and WSET(FM) Nashville: Sold by Philip Meltzer to Messrs. John E. Murdock Sr. and Jr. and L. S. Lawo Jr. for \$215,000. All three principals

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are local businessmen. WWGM is a daytimer on 1560 kc with 10 kw.

■ WPAD-AM-FM Paducah, Ky.: Sold by Mrs. Rubye L. Lackey, widow of Pierce E. Lackey, to Edward B. and Ruth O. Fritts for \$158,000. Mr. Fritts is station manager of WENK Union City, Tenn., and will manage Paducah stations. WPAD is on 1450 kc with 1 kw days and 250 w nights. WPAD-FM operates on 96.9 mc with 36 kw. Broker: Chapman Co.

■ WLBA Gainesville, Ga.: Sold by Ernest H. Reynolds Jr. to Norfleet R. Johnston for \$150,000. Mr. Johnston is banker and has interest in health club. WLBA is daytimer on 1580 kc with 5 kw.

■ WJBS Deland, Fla.: Sold by Ralph S. Hatcher to Cosmopolitan Communicators Group Inc. for \$140,000. Cosmopolitan Communicators is headed by Bill D. Ross, public relations vice president of International Paper Co., and includes Robert M. Carson, president of Robert M. Carson Productions Inc., Winter Park, Fla., as executive vice president. Following FCC approval, Cosmopolitan will establish a new corporation as licensee of the station; Mr. Hatcher will hold a minority interest in this. He also remains as general manager of WJBS, with Ray G. Blomquist as station manager. WJBS is on 1490 kc with 1 kw daytime, 250 w nighttime. Broker: Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 65).*

■ WBNR Beacon, N. Y.: Sold by Robert Gessner and Cy and Alfred Dresner, to Robert and Al Lessner for \$405,000. Messrs. Lessner are with Lance Productions, TV film syndicators in New York. WBNR is on 1260 kc with 1 kw daytime only.

■ KRSA-AM-FM Salinas, Calif.: Sold by Robert T. McVay to Nels E. and Oliver G. Bjerke and Stanley Lichtenstein for \$160,000. Nels Bjerke is engineer and supervisor for KTVU(TV) Oakland-San Francisco, Calif. Oliver Bjerke is engineer for KQED(TV) San Francisco (noncommercial). Mr. Lichtenstein is sales manager for KFOG(FM) San Francisco. KRSA is daytimer on 1570 kc with 250 w. KRSA-FM operates on 100.7 mc with 730 w.

■ WGSB Geneva, Ill.: Sold by Robert A. and Ralph T. Buehlman to Dolph Hewitt, Harry Campbell and Norbert Drake for \$115,000. Mr. Hewitt has interest in WINX-AM-FM Dixon, Ill. Mr. Campbell has interest in KCFI Cedar Falls, Iowa. Mr. Drake is attorney. WGSB is on 1480 kc with 1 kw days.

■ KSPL-AM-FM Diboll, Tex.: Sold by Arthur Temple Jr. to J. Harold Bates, Leroy J. Gloger and C. A. Neal Pickett for \$90,000. Mr. Bates is attorney. Mr. Pickett is Federal Housing Administration director. Mr. Gloger has 100% interest in Industrial Broadcasting Co. d/b as Radio Station KIKK Pasadena, Tex., 50% interest in magazine publishing concern and 100% in Nor-Temp Broadcasting Co., which operates KIKK-FM Pasadena, Tex. KSPL is daytimer on 1260 kc with 1 kw. KSPL-FM operates on 95.5 mc with 6 kw.

## FCC slaps W.Va. CATV for grass-roots campaign

A Bluefield, W. Va., cable company's campaign to drum up grass-roots and congressional support for the company in a controversy over the importation of distant signals has earned it only a rebuke from the FCC.

Bluefield Cable Corp. had instigated thousands of pieces of mail—mostly form postcards—to members of the West Virginia congressional delegation as well as to the FCC after WHIS-TV Bluefield complained that the system was violating the top-100-market rule.

The cards expressed the signers' ob-

jection to "the deplorable act of WHIS-TV in asking the FCC that some of our new channels be taken off the cable" (BROADCASTING, May 8). Some of the West Virginia congressmen and senators whose offices were inundated by the mail sent queries to the commission.

But last week the commission ordered Bluefield to show cause why it should not be directed to stop violating the top-100-market rule in the importation of four distant signals, from Huntington, W. Va., and Greensboro and Winston-Salem, both North Carolina. The rule requires major-market CATV systems to obtain commission permission before relaying distant signals. Bluefield is part of the Roanoke, Va., market, ranked 61st.

The commission also ordered the system to comply immediately with a rule requiring it to afford nonduplication to WCYB-TV Bristol, Va., which serves Bluefield.

The commission took note of the avalanche of inspired mail in a footnote in the order in which it rapped Bluefield for soliciting ex-parte contacts with the commission. The commission said such action cannot be condoned and may weigh against the system in the final determination of the case.

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## Whitney to take over Corinthian

### MOVE IS FIRST STEP TO GROUP-OWNER GOING PUBLIC

In a move to facilitate public sale of stock in the Corinthian Broadcasting Co., Whitney Communications Corp. asked the FCC last week to approve transfer of control of the stations from itself to John Hay Whitney, almost but not quite sole owner.

Corinthian officials acknowledged that the move was a step toward "going public," as reported earlier (CLOSED CIRCUIT, May 15), but declined to give any other details. The transfer applications were believed to be the only step that would involve the FCC.

Having control officially in his own name would enable Mr. Whitney to offer stock in the Corinthian stations for public sale without disturbing the other ownership interests of Whitney Communications Corp.

There was no indication as to what percentage of Corinthian stock he might designate for public offering, but earlier reports said it would be a minority interest.

Mr. Whitney owns about 99% of Whitney Communications Corp., which in turn owns about 99% of Corinthian Broadcasting. Corinthian, in its turn, owns 100% of KOTV(TV) Tulsa, Okla., WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., and about 97% of KXTV (TV) Sacramento, Calif., and about 99% of KHOU-TV Houston.

Whitney Communications Corp. also owns 100% of WGHO-AM-FM Kingston, and WVOX-AM-FM New Rochelle, both New York, but these stations are not

involved in the Corinthian transfer applications.

Other Whitney Communications Corp. interests include the Sunday newspaper supplement *Parade*, a number of magazines and, until its demise in 1966, *The New York Herald Tribune*. It also held a one-third interest in the *New York World Journal Tribune*, which closed early this month.

Mr. Whitney's decision to offer Corinthian stock for public sale was believed to be a part of long-range estate planning.

### O&M International ups dividend, lists salaries

Chairman David Ogilvy of Ogilvy & Mather International Inc., New York, last week told stockholders he was "reasonably optimistic" about 1967 profits as he reported to the annual meeting in New York that a dividend increase from 10 cents to 12½ cents a quarter, or from 40 cents to 50 cents for a full year, had been voted by the board of directors May 1.

Ogilvy & Mather lists among its top paid officers, according to annual direct remuneration, the following: Mr. Ogilvy, \$85,135; Donald Atkins, vice chairman, \$52,265; John Elliott Jr., chairman, and James R. Heekin Jr., president, New York office, both

\$75,135; Andrew Kershaw, chairman-director, Toronto office, \$50,134; Shelby H. Page, treasurer-assistant secretary, \$55,135; and Alan N. Sidnan, vice chairman, New York office, \$70,135. Mr. Ogilvy as of March 15 held 100,000 shares of O & M common stock.

Of the agency's 1966 profits (\$1,437,000), Mr. Ogilvy said, 84% came from U. S. billings. U. S. profit alone jumped 75%, he indicated.

In the past five years, he noted, about 58% of agency growth came from billing by existing clients. Test campaigns are now being prepared for some 45 new products in the U. S., he said.

The agency is about to open an Australian office, its eighth overseas.

### Collins's income jumps 67% for nine months

Collins Radio Corp., Dallas, has announced a 67% increase in net income for the nine months ended April 28 as compared with the same period last year. Sales were up 18% according to President Arthur A. Collins.

The company's backlog of orders on April 28 was \$403 million, compared with \$337 million at the end of same period in 1966, and \$403 million Jan. 27.

Nine months ended April 28:

|                     | 1967        | 1966        |
|---------------------|-------------|-------------|
| Earned per share    | \$3.27      | \$2.37      |
| Sales               | 322,274,000 | 272,062,000 |
| Income before taxes | 16,778,000  | 9,873,000   |
| Net income          | 8,937,000   | 5,357,000   |
| Shares outstanding  | 2,735,467   | 2,260,717   |

## Toledo UHF expects black ink in fall

The trials and tribulations associated with launching and operating a UHF station in a market dominated by two VHF's can be fearsome, but WDHO-TV (ch. 24) Toledo, Ohio, hopes to move into the "break-even" column by the fall of 1967.

Arthur Dorfner, executive vice president of WDHO-TV, owned by the Overmyer Corp., reported in an interview coincident with the first birthday of the station, that the maiden year admittedly was fraught with problems: assembling the proper staff, putting together an attractive program structure and attracting sponsor support. For the

next few months, he observed, the emphasis will be in the sales area.

"We need about \$60,000 a month to break even," Mr. Dorfner revealed. "And we are optimistic that we can reach this figure by next fall. We now deliver an average weekly cumulative audience of 90,000 homes, an increase of 50% over last November, according to Nielsen figures. UHF conversions and set purchases are moving well in Toledo with more than 76,000 homes equipped to receive UHF."

WDHO-TV carries programming of both NBC and CBS that is not presented by WTOL-TV. In addition,

WDHO-TV, according to Mr. Dorfner, is building a group of local live and taped programs (children's, personality, sports) to establish community identity.

"Our business has jumped 200% from our first quarter in the spring-summer of 1966 to the final quarter ended April 30," he pointed out. "We have attracted a sizeable group of local and national advertisers, including Colgate-Palmolive, General Foods, Lever Brothers, Liggett & Myers, Standard Brands and Procter & Gamble. But as with all young UHF's, there is, of course, room for considerable improvement."

The

# SEVENTH

annual report on the prolific product of today's hometown television will appear in the August issue of

## TELEVISION

Magazine

# THE MANY WORLDS OF LOCAL TV

**presented in a new informative  
format containing answers  
to questions like these:**

- How much local programming do stations do?
- What local programming attracts the most interest?
- Does local programming pay its way?
- What were the most talked about local programs last year?
- How much staff is needed to produce good local news coverage?
- Is TV editorializing becoming a local force?

Here's an opportunity for television stations to tell the story of their efforts to enlighten and entertain. On display: a cross-country panorama of what the television broadcaster does to provide his community with impressive hours of local programming. The August issue will tell the story of how he does it, what he's up against and how well he's met the many challenges of hometown television. Here is an issue in which your station's story will be seen and read by the leaders in the business and governmental world of communications.

**(Deadline for advertising reservations July 14.  
Call your local TELEVISION man today)**

Answers to these questions and other pertinent information about local programming will be reflected in word and picture in this showcase issue.





## A ONCE-A-YEAR ADVERTISING OPPORTUNITY

The important role that television stations play in community affairs will be documented in the seventh annual "The Many Worlds of Local TV," to be published in the August issue of **TELEVISION**. Personal copies of **TELEVISION** will be received by every member of the **FCC**, **U.S. Senate**, **House of Representatives**, state governors and communications officials. Distribution to agencies and advertisers will be 7,000 minimum. When the roll is called, make sure you've told your story.

**Deadline for Advertising  
Reservations: July 14**

## WHAT NATIONAL LEADERS HAVE SAID ABOUT PREVIOUS ISSUES

. . . There are two publications among many that I am familiar with. One in BROADCASTING. The other is TELEVISION MAGAZINE. I noted in the TELEVISION MAGAZINE August or September issue a story about the many local programs on your local stations. I must say that I was very much impressed with this display of the wide variety of public service broadcasts. . . . It is well known to all of you that most people of America now rely upon radio and television for their news. This doesn't mean that other media have no important function to play because they do. I believe the printed word is vital and important, but I also believe that the spoken word is the message most readily received, and I want to congratulate you for the good work you do in promoting these valuable public service programs. Particularly the news programs and many programs that you have on your local stations.—Hubert H. Humphrey, Vice President of the United States

"Television Magazine does for the industry state by state what the local television stations are doing for their respective communities. The coverage is equally good in either case."—Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Committee on Interstate and Foreign Commerce, Washington, D. C.

I found "The Many Worlds of Local TV" (TELEVISION, August 1966) to be a very good summary of the local contributions made by the broadcasting industry. Informed publications such as this can make a major contribution to the industry.—Senator Frank E. Moss (D-Utah), Washington.

I am sure that the sampler will prove to be an asset in providing me with a picture of television as it is today.—Representative Dante B. Fascell (D-Fla.), Washington.

This was a very excellent edition of the magazine and I was glad to note that the local stations were given proper credit for their activities.—Sen. James B. Pearson (R-Kan.), Washington.

It is quite apparent that few activities elude the probing eye of the television cameras across the nation.—Senator Daniel K. Inouye (D-Hawaii), Washington.

I found the material most informative.—Senator Fred R. Harris (D-Okla.), Washington.

There is no doubt that television is now the pre-eminent medium of communication, both on the local and national level. Its influence is felt throughout the country, and I was most interested in the scope of programming represented in TELEVISION MAGAZINE.—Rep. Brock Adams (D-Wash.), Washington.

This is a most informative publication.—Representative E. C. Gathings (D-Ark.), Washington.

It is indeed a beautiful, well-done job.—Senator Vance Hartke (D-Ind.), Washington.

"I was interested to read of the varied activities in the industry throughout the nation."—Senator Robert F. Kennedy (D-N.Y.), Washington.

I have always felt that television can be one of the most effective and powerful media of education if used wisely and intelligently. Your publication is an excellent example of what can be done . . . with a little effort.—Representative Cornelius E. Gallagher (D-N.J.), Washington.

**One collect phone call will get you the full story.**

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**Hollywood, California 90028**  
**Bill Merritt, Western Sales Manager;**  
**1680 N. Vine Street**  
**Phone Hollywood 3-3148**

## Taft earnings rise 18% for the year

Taft Broadcasting Co., Cincinnati (group station owner) reported an increase of 18% in earnings per share based on 3,360,872 shares outstanding for the fiscal year ended March 31.

During the year, Taft purchased all stock of Hanna-Barbera Productions Inc., Hollywood, program producers and distributors. Also, the company sold WKYT-TV Lexington, Ky. to Kentucky Central Television Inc. for \$2.5 million in April (BROADCASTING, May 1). The annual stockholders' meeting will be held July 11 in Cincinnati.

Taft stations are: WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WBRC-AM-FM-TV Birmingham, Ala., WGR-AM-FM-TV Buffalo, N. Y., WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa.

For fiscal year ended March 31 (neither the acquisition of Hanna-Barbera nor the sale of WKYT-TV are reflected in the operating results):

|   | 1967       | 1966       |
|---|------------|------------|
| Earned per share                                      | \$2.03     | \$1.72     |
| Net revenues  | 27,226,603 | 29,604,635 |
| Operating profit before depreciation and amortization | 13,839,921 | 15,494,171 |
| Net earnings  | 6,813,894  | 5,783,763  |

## H&B American sets nine-month record

One of the largest CATV owners and operators, H&B American Corp., Beverly Hills, Calif., with approximately 95,000 subscribers, reported record highs in net income and gross revenues for the nine-month period ended April 30 as compared to the like period of the preceding fiscal year.

The corporation is now completing, reported Chairman William M. Jennings and President Harold R. Sugerman, two new systems serving Cape May and Lower township, N. J., for summer operations.

Nine months ended April 30:

|                  | 1967      | 1966      |
|------------------|-----------|-----------|
| Earned per share | \$0.16*   | \$0.16*   |
| Revenues         | 4,276,820 | 3,750,486 |
| Pretax income    | 553,115   | 410,505   |
| Net income       | 424,115   | 410,505   |

## Globetrotters go under Metromedia's banner

Metromedia Inc., New York, broadcast group owner with diversified interests, last week purchased the Harlem Globetrotters basketball team. Purchase was in cash for an undisclosed sum,

although unofficial reports indicated the selling price was about \$3 million.

Acquisition of the team from the estate of the late Abe Saperstein (CLOSED CIRCUIT, May 22) is the second sports-entertainment attraction to be acquired by Metromedia's live entertainment division. The other is the Ice Capades, which Metromedia bought in 1963 for \$5 million. The Globetrotter purchase is subject to approval by the Cook county probate court in Chicago. Mr. Saperstein, founder of the team in 1927, died in March 1966.

There are actually two basketball teams playing under the Harlem Globetrotter name, operating out of Chicago. The teams play in 300 cities in the U.S. alone each year and it is estimated they have performed before nearly 60 million people since their first game.

## Financial notes . . .

Rollins Inc., Wilmington, Del., voted a 25% increase in its quarterly dividend rate. Quarterly dividends were declared on the common stock of 7½ cents per share and on the class B common stock of 3¾ cents per share. Dividends will be payable July 25 to shareholders of record for both classes June 26. Rollins owns 11 radio and TV stations in its diversified holdings.

The board of directors of Columbia Pictures Corp. has authorized a two-for-one split of the corporation's common stock to stockholders of record at the close of business July 27. The

split is subject to approval by stockholders at a special meeting on July 27, at which time shareholders also will be requested to approve an increase in authorized common stock from 3 million (par value \$5 per share) to 10 million shares (par value \$2.50 per share). Columbia is parent company of Screen Gems.

CBS directors have declared a dividend of 35 cents per share on the company's common stock, payable June 9 to stockholders of record May 26.

## RCA weighs plans for long-term borrowing

RCA said last week it is considering the advisability of raising additional long-term capital amounting to approximately \$150 million to meet the needs of increasing business volume and the expanding growth of operations.

A joint statement issued by Elmer W. Engstrom, chairman of the executive committee, and Robert W. Sarnoff, president, said RCA's finance committee is considering issuing about \$150 million in subordinated convertible debentures, with subscription rights being given to holders of RCA common stock. They added that discussions regarding the financing program are being carried on with Lehman Brothers and Lazard Freres & Co.

RCA's latest proxy statement shows that as of Dec. 31, 1966, the company's long-term debt was \$263,438,000.

## Teleprompter and MGM talk of merging

Teleprompter Corp., New York, one of the largest CATV system owners in the country, confirmed last week reports that discussions have opened with Metro-Goldwyn-Mayer Inc. on a proposed consolidation of the two companies.

Irving Kahn, Teleprompter chairman, said that talks are still in a preliminary stage and that no agreement has been reached. He withheld further comment, but reiterated an earlier statement that the move was not an attempt to "sell out, but to allow Teleprompter to expand and grow."

MGM officials declined comment other than to say that discussions between the two companies have taken place.

Teleprompter also reported last week that papers have been signed between

it and Hughes Aircraft Co., Culver City, Calif., for the purchase of about 200,000 shares of authorized but unissued Teleprompter stock. The purchase gives Hughes 20% of all Teleprompter stock now outstanding. Cost of the transaction was reported at about \$5 million. Mr. Kahn said he is voting trustee for all Hughes-owned stock and that he will exercise the same power over any shares purchased by Hughes in the future.

The recent purchase by Hughes does not represent the first time the two companies have gotten together. Last year, Hughes acquired a \$10-million minority interest in Teleprompter's New York City CATV system, and formed a jointly owned subsidiary, Theta Communications Corp., for the development of electronic products.

# FM upstages AM at radio clinics

Do's and don'ts of programing spelled out at NAB's initial sessions along with advice about local involvement, humor and promotion

Talk of FM dominated this year's first round of six in the annual series of National Association of Broadcasters radio program clinics. Like Cinderella this stepsister of broadcasting came out from behind the chimney to steal the ball.

The FM dialogue got off with a bang at the first clinic in Salt Lake City (May 18-19) and didn't slacken one bit at Palo Alto, Calif. (May 22-23) and Oklahoma City (May 25-26).

Once the formal presentations were over at the NAB's first clinic in Salt Lake City, AM broadcasters hardly got a word in edgewise.

Maybe it was all the result of remarks made by Frank McIntyre, the one FM representative on the formal program (BROADCASTING, May 22). The vice president of KLUB-AM-FM Salt Lake City came on strong with a talk not always specifically related to programing. Under the title of "Finding the FM Niche," Mr. McIntyre found a way to flail AM whatever its niche.

He really dispensed with the title theme right at the beginning. "Consider your FM a *radio station*—lavish it with attention—and you'll find your FM niche! Any format that works on AM

should work on FM," he told the 76 broadcasters from 10 states (most from the West) assembled at the Hotel Utah. Then he went to the attack.

'Never Had a Chance' ■ "TV did not kill FM," he contended. "Radio killed FM. . . . Early FM did not provide a wanted-and-needed service. It was a still birth. The poor infant never had a chance." Pointing out that even in a small market FM can fill a need, Mr. McIntyre cited markets large enough to support a nonduplicated FM operation as the place where radio has "a golden opportunity to re-establish" its integrity—to purge itself "of all the quick-buck shennanigans that have cost . . . so much in both dollars and respect."

He called for an FM guided by firm operational policies, disdaining expediency, explaining that it was starting fresh and clean. Through FM, he said; "we can make it known that radio is no longer a sucker industry—the only one I know with such low regard for its product that it gives it away." Before singling out specific transgressions of the radio business, Mr. McIntyre asked that FM be given a chance to grow minus "the evils we've built into AM

during almost half-a-century of wheeling and dealing."

Earlier the clinic opened with a welcoming address by Professor Kenneth Harwood, head of telecommunications, University of Southern California (also president of Oak Knoll Broadcasting, operator of KRLA Pasadena, Calif., and general manager of noncommercial KUSC[FM] Los Angeles). Quoting from findings of an unpublished paper that he co-authored, Professor Harwood reported that broadcasters are a highly educated group, four times as likely as any other civilian labor force to have completed a college education. He paid tribute to radio broadcasting's willingness to take a look at its product and attempt to find out how to improve it.

Ad Station's Sound ■ A 30-minute tape, "Sounds from Modern Radio,"—featuring programing excerpts from 30 radio stations from across the nation—was given by Sherril Taylor, NAB vice president for radio. It turned out to be a potpourri of production techniques, personalities and sound that shapes today's radio industry. Newest sound played—and the one apparently stirring up the most interest among clinic listen-

## CATV and FM seen as dominating future

It happened at the NAB radio program clinic in Salt Lake City. A distinguished gentleman at the back of the room suddenly got up and introduced himself.

"I probably have the dubious distinction of being the oldest broadcaster here, although maybe not in years," he said. "This month marked my 41st year as a station manager." He then launched into a series of predictions:

- That in 25 years FM stations will exceed AM stations in revenues if not in numbers.

- That the current VHF channels —2 through 13—will be the subject

of much acrimony and eventually will be assigned to government use, except, perhaps, for use on closed-circuit devices such as cable.

- That UHF will be used to cover the rural areas where possible but that a system of rural cable service also will be established similar to the Rural Electrical Administration and possibly with the same degree of federal support.

- That there will be nothing positive done to preclude cable systems from importing outside signals.

- That CATV, as we know it today, will become a primary major means of distribution of program-

ing.

- That some FM stations may achieve near nationwide coverage because of the use of their signals on cable systems throughout the country.

- That long before any of the preceding predictions take place a nationwide system of government broadcasting, including both radio and TV, will be established in direct competition with private enterprise.

Who's this prognosticator? He's Rex Howell, founder of KREX-AM-FM-TV Grand Junction, Colo., and chairman of the board of XYZ Television Inc., owner of the stations.

ers—was that of KADS (FM) Los Angeles, billed as the world's first all-classified ad radio station. Mr. Taylor played six of the hourly ad features that are broadcast by the McLendon-owned station.

In analyzing the ins and outs of programming for a small market radio station, Edward J. Patrick, vice president and general manager, KAVI-AM-FM Rocky Ford, Colo., came up with a four-word formula for success: enthusiastic total community involvement.

He told of the problem KAVI had in Fowler, one of the four communities in its coverage area. The station's man in Fowler, who used to cover the town's sports and community affairs in a direct broadcast, died. The people in the community wanted the program to continue, but where was another capable reporter to be found in so small a place? KAVI found him in the local grocery store. Now the station's man in Fowler is the local grocer who does a twice-weekly program from his store and sells his competitor on the show.

Mr. Patrick predicted that "a deeper type, a more intensive type of local radio operation and coverage is coming . . ." He pointed out that for a small market station, at least, the concept of exclusive community programming is a must, as well as the conviction that no one is too small to be a customer. Indeed, on this later point, Mr. Patrick reported that his station found it necessary to sell just about every potential advertiser in town. He concluded by reminding that to sell, to prosper, to be a force, a radio station "must first serve . . . be involved with the community."

**Hard Work** ■ A big market authority, Philip Nolan, national program manager for Westinghouse Broadcasting, had no special formula for solving the problem of how to get and hold listeners. He said that attracting and keeping an audience is "as simple or (realistically) as difficult as putting good people on the air and then working very hard to do the best possible job as consistently as possible."

How well programming is executed, Mr. Nolan emphasized, is more important than what is programmed. He backed exclusivity as one of the important ways of attracting audiences, but noted that even this ingredient should be salted with excellence.

Mr. Nolan also cautioned programmers to get with it, to find out what's happening in the social arena, if they're concerned about holding listeners. "We as programmers," he said, "are obliged to know what's going on out there, equate it with what we do on the air,



RAB clinic speakers in a huddle before the meetings got underway were (seated, l to r) Philip Nolan, Westinghouse Broadcasting Co., New York; Dr. Kenneth Harwood, KUSC-FM Los An-

geles; (standing, l to r) Sherril Taylor, NAB, Washington; Edward J. Patrick, KAVI Rocky Ford, Colo.; John Barrett, KRLA Pasadena, Calif., and Frank McIntyre, KLV Salt Lake City.

hopefully place our programming in the mainstream of contemporary life and not out on the fringe."

The Westinghouse executive explained how programming, by establishing a feeling of believability, gives the audience confidence in a station. Anything that's badly done—even poorly presented public service—will affect, if not destroy, that confidence.

**Leaves 'em Laughing** ■ The windup speaker on the program, John Barrett, station manager, KRLA Pasadena, brought the curtain down with laughter. Discussing "How to be Humorous on the Air," he played tapes of some genuinely funny stuff his station used as on-air promotion. The promotional spots, some of which were conceived and produced by Stan Freberg, included a satirical campaign for an imaginary gasoline advertiser called the Valhalla Petroleum Corp. After running 13 weeks of Valhalla spots and offering free credit cards on a "democratic, cost-plus credit system" (Valhalla's operational costs are divided equally among all credit card holders), Mr. Barrett claimed that the station received 60,000 stamped, self-addressed applications for membership and three new gasoline accounts.

Essentially, the West Coast station manager suggested that a station's humor be consistent, "an important constant in your program proposal." He

believes humor can be profitable, give a station a chance at greater audience involvement. But he does not think a personality or disk jockey is synonymous with humor or a billed humorist synonymous with consistency. Instead, he called for taking the humor off the DJ's back and creating it collectively among station people around a table.

**FM Playback** ■ The more than two-hour panel and audience participation session that concluded the Salt Lake City clinic was mostly taken up with reactions to Mr. McIntyre's FM speech. In answer to a question, Mr. McIntyre said that the spectrum "is in terrible shape" and claimed that "radio is going to be FM only" in the near future.

The radio program clinics—under the supervision of Mr. Taylor, assisted by Alvin M. King, NAB director of station association liaison, and Jim Joyella—are in their fourth year. A total of six are scheduled this year starting in Salt Lake City and ending in Philadelphia June 8-9.

At Palo Alto, a special discussion on the use of helicopters on radio was conducted by Russ Barnett, director of programming for KMPC Los Angeles.

Mr. Barnett presented specific examples how KMPC makes use of helicopter reports. He pointed out that the reports appear within disk jockey shows as well as on the news.

**More Horn-Blowing** ■ Also at Palo

Alto, Robert J. Somerville, station manager of KFOG(FM) San Francisco substituted for Mr. McIntyre, and Ted A. Smith, vice president and general manager of KUMA Pendleton, Ore., replaced Mr. Patrick. Talking about FM, Mr. Somerville stressed the importance of promotion. "If the programing is in good order," he indicated, "then a potential audience need only be aware of its existence to assure success and promotion is the key."

Mr. Smith, a member of the NAB small market committee, said the group's primary concerns are manpower recruitment and "what appears to be the archaic license examination procedures being practised by the FCC." Junior college students are being proselytized to meet the first problem, while documentation is being compiled as to the financial hardship and inconvenience of the second problem, he said.

At the Oklahoma City clinic last Friday (May 26), Durward J. Tucker, WRR-AM-FM Dallas, promptly ran up the banner for FM. In doing so, he dealt a verbal cuffing to those FM owners who, "until just recently, have done as little as they could with FM and still hold on to their licenses."

The FCC ruling extending hours of unduplicated programing of FM has changed this, he noted, and unquestionably has given FM a strong push.

Mr. Tucker, managing director of WRR-AM-FM who has an extensive experience in engineering, recited the

technical advantages of frequency-modulation broadcasting.

He told FM operators: "Anyone who has not added vertical polarization to their horizontal radiating pattern should certainly look into this advantage at once. Vertical polarization is an almost must for the growing automobile FM audience. In addition, vertical polarization does much to eliminate dead or weak spots in heavily populated cities where only horizontally polarized signals formerly existed."

Mr. Tucker declared that stereo is the "most salable thing that FM has going for it now." He reiterated his earlier prediction that FM stations programing rock 'n' roll in stereo will give the AM "rockers" a "hard time sooner than you think."

## Seven stations pick up 'Carlton Fredericks'

ABC Films reported last week that the daily, half-hour color series, *The Carlton Fredericks Program*, has been sold in seven new markets since it began on the air seven weeks ago and will be moving to a new originating site over the next few months.

Hal Golden, ABC Films president, said that the series, spotlighting the well-known nutritionist in discussions with health authorities and people in the news, has been sold to KABC-TV Los Angeles, WKBG-TV Boston, KTVU

(TV) San Francisco, WKBD-TV Detroit, WKBF-TV Cleveland, WBEN-TV Buffalo and WABC-TV New York. The program, which has been produced in cooperation with the Triangle Stations, has been taped at WFIL-TV Philadelphia.

Mr. Golden said that WFIL-TV had notified ABC Films several weeks ago that production of the *Fredericks* program had been taxing the station's facilities severely and requested that it discontinue taping arrangements there. George A. Koehler, station manager, confirmed that he had proposed the change but stressed that ABC Films has a 13-week contract with a 26-week option that the syndicator may exercise. He added that WFIL-TV decided to drop the *Fredericks* program two weeks ago but said taping is continuing in accordance with the agreement with ABC Films "although we'd naturally like to get our facilities back as soon as possible."

ABC Films is "diligently searching for a new origination site," Mr. Golden stated, and hopes to obtain a new location either in the New York area or on the West Coast. He pointed out its contract with Triangle will provide a continuity of programing for a satisfactory length of time, but emphasized that ABC Films hoped to be in a new facility soon.

## News blackout move fought in Los Angeles

A threatened injunction banning release of certain information by police and prosecutors to print and electronic news media between arrest and arraignment of a suspect was given a full-dress hearing before the state court of appeals in Los Angeles last week. City and county officials are seeking a writ from the court prohibiting the injunction. Superior Court Judge Alfred Gitelson has proposed the injunction as a way of preventing prejudicial information from reaching prospective jurors and thus affecting chances for a fair trial.

An attorney, appearing as a friend of the court in behalf of California newspapers, told the hearing that the public has come to depend on news articles about timely happenings and said that nothing need be done about alleged prejudicial statements since they are made long before the actual trial. Various city and county officials argued that the proposed injunction is too sweeping and questioned the court's need and authority to take such broad action.

Attorneys for the American Civil Liberties Union, which originally sought the injunction, claimed the court has

## Radio-TV music sales set Ascher record

Emil Ascher Inc., New York and Hollywood, which supplies background music for TV-radio programs and commercials, reported last week that business is at a record high with sales in the first four months of this year exceeding the comparable figure for 1966 by 45%.



Mr. Ascher

Mort Ascher, president and son of the founder of the company (established in 1879 as a music publishing organization), noted in an interview that part of the increase stems from expanding sales volume of background music in distant markets, including Germany, England, Italy, Australia and New Zealand,

Hawaii, Canada and Puerto Rico. The Ascher firm, he added, now is ready to add a representative in Japan.

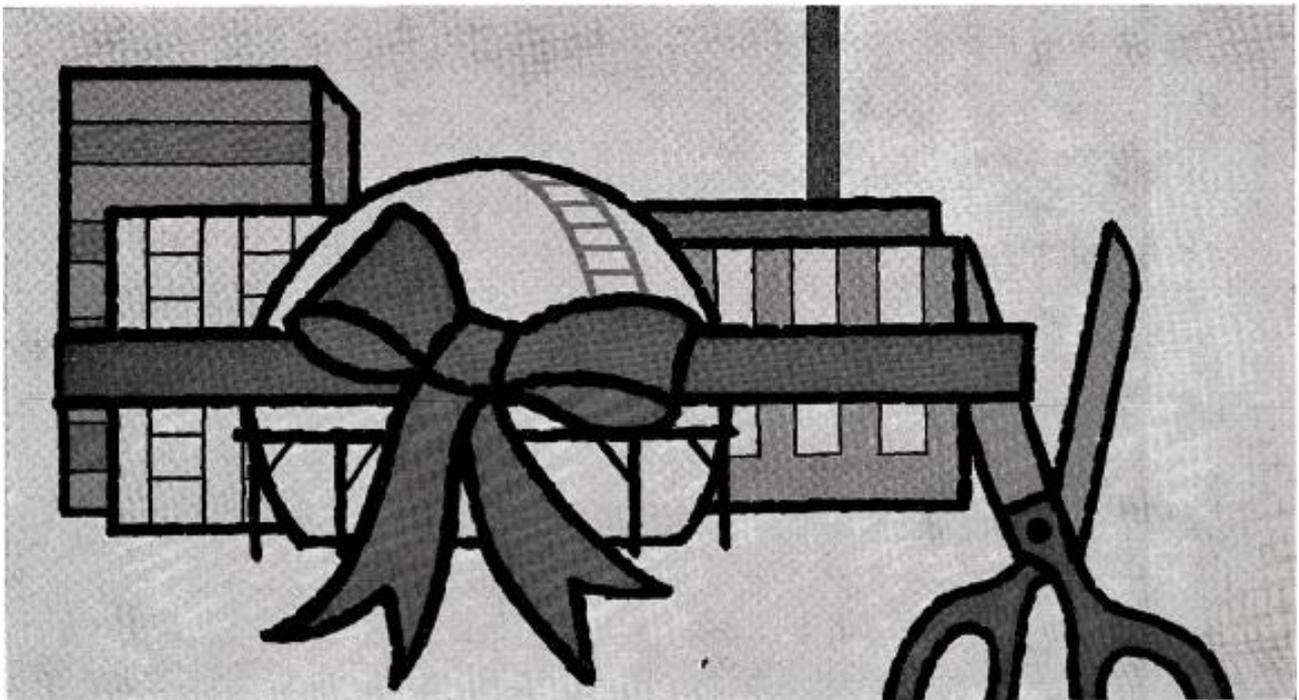
The Ascher library consists of more than 2,000 records covering more than 200 hours of background music depicting all types of moods and sounds that a producer may require. The music is supplied to Ascher by various British publishing firms, obviating the necessity of paying royalties for U. S.-licensed music.

The company deals with virtually all the leading advertising agencies for music for commercials (the minimum fee is \$25) plus many TV series, including *Truth Or Consequences*; *The Fugitive*; *Car 54, Where Are You?* and the original *Superman* programs. Mr. Ascher reported he has obtained as much as \$9,000 for supplying all the background music to a series.

# What does it mean to you when we cut our five-billion-dollar ribbon?

Our five-billion-dollar plant investment this year means more than just better electric service. It's one of the greatest plant investments of all industry. And you get the benefits of what it does for the economy—benefits that will go on for years to come. It attracts new business and industry, creates new jobs. It gives investors new opportunities as we finance our expansion in the open money market. We try to make good things happen for all our customers and neighbors with each penny of the billions of dollars we put into new plant investment every year.

The electric company people...  
the folks at your  
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the power to control proceedings before the case comes up for trial as a way of protecting itself. "Something has to be done by the court," they said, "because at least so far no one else has done anything."

After a one-day hearing, the injunction proposal was submitted for later ruling by three justices of the court of appeals.

## N.Y. lottery poses problems

**Broadcasters divided over legality of news coverage of state game of chance**

Voters in the state of New York seem to have opened a can of worms for broadcasters last year when they approved a state-sponsored lottery. News coverage of the monthly game of chance has already caused a divergence of opinion among electronic journalists and has raised questions in the minds of others.

What concerns broadcasters in New York and surrounding states are the limits and legalities surrounding coverage of the lottery, which begins this summer. The U. S. Criminal Code prohibits broadcast of "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. . . ." And FCC rules provide that violations of the statute are grounds for revocation of broadcast licenses.

In an effort to stay within the law, some New York broadcasters are planning a virtual blackout of news concerning the lottery. NBC executives, for example, have been told to "refrain from broadcasting information about the New York state lottery or any other lottery, except where such information is not itself the basis of the report, but is clearly incidental to a newsworthy event." NBC News staff members were told to consult an NBC attorney in any case.

Westinghouse Broadcasting Co.'s WINS New York, and RKO General's WOR-AM-FM-TV New York, for instance, follow the NBC policy. WOR spokesmen said that on the advice of counsel they will stop covering lottery news now that enabling legislation has passed the New York legislature and now that such information is no longer "political" news as such.

Case By Case ■ ABC and CBS, both

of which own New York stations, indicated they will decide on lottery coverage on a "case by case" basis. Both networks emphasized that at no time would they break the law. The legal departments of both networks are currently preparing more specific and definitive policies.

WNEW-AM-FM-TV and WPIX(TV) both New York, however, intend to continue coverage of lottery news until they are otherwise advised by legal counsel. WPIX said: "Our policy in the past has been to cover lottery winners and events about lotteries. We have interviewed winners of the Irish Sweepstakes and those of the New Hampshire lottery. In our view this is legitimate news and has been approved by the FCC in the past. We will continue our standard practice to cover the lottery as a news event."

Most stations in New York and surrounding states have not decided on a specific policy. "Fortunately, we will have some time," one broadcaster said. "The tickets don't go on sale until June, and the first drawing takes place in late July. We'll have to decide between now and then how much news we can provide without breaking the law."

Concern on the part of broadcasters is reflected in the number of phone calls placed to other broadcasters in New Hampshire, a state which approved a lottery some time ago. Sam Phillips, vice president and general manager of WMUR-TV Manchester, N. H., told BROADCASTING he has received many calls in the past weeks from broadcasters in New York, New Jersey, and Connecticut, all asking him how he handles lottery coverage.

Procedure ■ Mr. Phillips said he clears any questions concerning a lottery news story with the station's Washington law firm, Cohn and Marks, before broadcast. Recently, he said, a lottery winner won a special bonus prize against odds that were considered highly improbable, so much so that the man's success was considered a freak of mathematics. Experts attested that the long odds constituted news as such, and a film interview with the winner was aired.

Mr. Phillips's method may appear to be a difficult way of conveying the news to broadcasters and an easy way for attorneys to make a dollar, but it is just one of the many considerations facing electronic journalists in relation to lottery coverage.

Some broadcasters have already looked above and beyond the immediate problems of getting a story on the air and are asking deeper questions: Does carrying political campaign news where the lottery is an issue constitute a violation of law? Can a station carry the speech of a governor who urges

participation in a lottery for the good of schools and hospitals? Can the broadcaster be prosecuted for aiding and abetting a man who acts like a numbers runner? Is using the airways to disseminate information that could lead to lower taxes and improved public facilities a misuse of public trust?

Such are some of the questions recently raised by broadcasters and, incidentally, by others in the news business.

In any event, broadcasters are treading warily in the area of lottery-news coverage. While no one at present favors promotion or advertisement of the lotteries, broadcasters are aware that a great many viewers and listeners are going to be very interested in the results, as much as they are interested in the stock market.

The lottery was approved by a wide margin of voters during a special referendum last fall and it will hopefully gross \$360 million annually for New York. (Profits after prizes and costs, estimated at \$198 million, will go for school aid.) Lottery players, some of whom will undoubtedly listen to the radio or watch TV, will be in line for regular monthly prizes which include 15 grand awards ranging from \$100,000 to \$5,000. In addition, a bonus prize of \$250,000 and 14 prizes of \$7,500 each will be awarded once a year.

## Campaign tax plan killed

**House accepts Senate amendment; alternative plans for campaigns offered**

Congress took final steps last week to nullify the Campaign Financing Act of 1966 as House-Senate conferees agreed to accept the Senate's action in forestalling any collections or disbursements under the law until guidelines can be enacted. At the same time, two bills were introduced looking toward solutions of some of the problems of arranging for large blocks of broadcast time by campaigners and both houses received President Johnson's proposals on the subject.

The House Thursday (May 25) accepted the compromise investment-tax-credit bill, to which had been attached a Senate amendment suspending the operation of the presidential campaign fund law (BROADCASTING, May 15, April 24). Senate action to send the measure to the President is expected Wednesday

(May 31).

As promised during debate led by Senator Albert Gore (D-Tenn.) to repeal the campaign-fund law (suspension of the law's operation was a last-minute compromise), Senator Gore introduced a complex bill intended to solve problems seen in the current law.

Title I of the Gore bill is aimed at prevention of corrupt practices with strict reporting procedures and limits on amounts that could be contributed to or spent in campaigns. Title II would provide for payments from appropriations for campaign expenses with the option that a campaigner could elect to rely instead on private contributions. Office-seekers would have to choose one method of funding or the other, however. Title II also provides that one-half of any private contribution up to \$200 would be tax deductible.

**Free Time** ■ Title III of the Gore bill would direct the FCC to issue rules and regulations requiring broadcasters to provide free time to campaigners as a condition of licensing.

Taking another approach, Senator James B. Pearson (R-Kan.) offered a bill that would simply render inapplicable Section 315 of the Communications Act as it applies to candidates for President and Vice President. This would free stations from having to

provide equal time to minor-party candidates for the offices.

Senator Pearson said that by thus protecting stations from unreasonable demands for time by splinter-party and frivolous candidates, stations would be encouraged to offer free time to the major-party contestants. The senator noted that if time had been purchased for the Kennedy-Nixon debates in 1960, the cost would have been approximately \$2 million.

President Johnson offered a two-part proposal for campaign reform. He would have funds appropriated for presidential campaigns, to be used only for expenses needed to bring issues to the people and in amounts determined by an advisory board to the comptroller general. The President also urged a variety of reforms for what he termed "obsolete election laws."

These would include complete disclosure of contributions and expenses in lieu of unrealistic ceilings. Mr. Johnson noted that radio and television campaigning costs are "spectacular and skyrocketing." He said appropriations for meeting these costs would lift the burden from candidates and free them from reliance on large contributors. Disclosure requirements would serve to put a realistic limit on contributions, he said.

## Program notes . . .

**Offered to stations** ■ Westinghouse Broadcasting Co. is offering its series of six half-hour radio documentaries, *The VD Epidemic*, to stations around the country. The series is being broadcast by Westinghouse-owned outlets. Also being made available is a package of special spot announcements, advertisements and promotional material. Station requests go to William Kaland, WBC's director of program development, at 90 Park Avenue, New York 10016.

**Moving Tors** ■ The Hollywood division of Ivan Tors Films Inc., which had spilled over to four separate locations, has been consolidated in one center, Producers Studio at 650 North Bronson Avenue. The new facility has 12,000 square feet of office space to accommodate the production company's more than 50 executives and administrative personnel in addition to editing, dubbing and projection technicians.

**Polish film agent** ■ Celebrity Holdings Inc., New York, has become sole agent in the U. S. for the Polish film industry under terms of a contract signed with Film Polski, covering features, documentaries, news and animated films.



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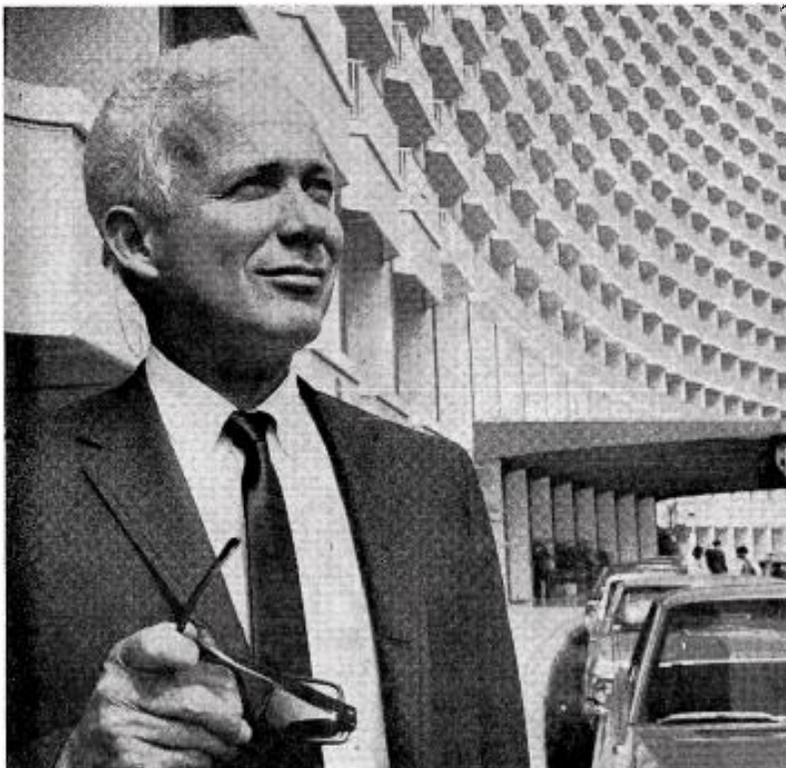
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## New, mod look set for Emmy '67

The 19th annual presentation of the Emmy awards by the National Academy of Television Arts and Sciences is going to have a decidedly mod look. The national telecast, scheduled for ABC-TV Sunday, June 4, will feature a number of hopefully upbeat firsts:

- Op art opening titles and billboards.
- A new West Coast origination point in the Century Plaza hotel.
- Live pick-up of nominees as they arrive.
- Tape and film clips of outstanding musical numbers seen during the last TV season.
- Plastic, see-through podium for presentators.

These changes will have been some

13 weeks in the making. That's how much in advance of the telecast ABC-TV opened its Emmy awards office in Hollywood (or right after the same network completed its Academy awards coverage). Richard Dunlap (in photo above), producer-director of the Emmy show, came into the production seven weeks ahead of the telecast. He's known as a special specialist, having handled the last seven Oscar telecasts for ABC-TV. This will be his second successive year as director of the Emmys (first as producer).

Working with Mr. Dunlap will be a production and performing crew of some 175 (as compared to 375 for the Oscars). As is traditional, the telecast will originate live from both

New York and Los Angeles. Sid Smith will direct the event from New York's Americana hotel, with Hugh Downs as host. Joey Bishop is host on the West Coast, where ultimate control of the show rests.

The origination from the Century Plaza hotel in Los Angeles instead of the Hollywood Palladium is figured to be a distinct improvement for the telecast. The Century Plaza is this year's hotel on the West Coast, strikingly futuristic in style. The Emmy crew is going to take up the entire California floor of the establishment, two levels beneath the lobby. An audience of some 1,900, about the same as in New York and 400 more than in the Palladium, can be accommodated on the level, which ordinarily uses sliding partitions to form individual rooms.

With such a glamorous backdrop at his disposal, Mr. Dunlap is going to open the Emmy telecast for the first time with arrival shots of nominees à la the Oscar production. Celebrities in the audience will drive to the lobby entrance of the hotel, while others will make their approach directly to the lower level, where the presentations are to be held.

Thanks to a waiver obtained from the musicians union, this year's Emmys will include a formal entertainment program, again similar to the Academy award show. Film and tape clips of seven musical numbers shown on network television during the season will be presented. Three of the numbers will be from among the best musical shows nominated, while the remaining four will come out of best variety program candidates. Last year, as in most others, the Emmys were covered by a straight documentary approach.

This year's telecast is scheduled to run for two hours or longer, beginning at 9 p.m., EDT. The open-end technique is necessary because 25 categories of awards—two more than last year—will be given full presentations. Craft and technical awards will be handled briefly in montage style.

## SAG seeking 30% wage hike

The Screen Actors Guild served notice last week that major improvements will be demanded in its new TV contract up for negotiation in June. Among SAG's proposals, already approved by its board of directors, are a general

30% wage increase, residuals for all domestic reruns, a 100% increase in payment on foreign reruns, the establishment of an eight-hour day for all players and a significant raise in pension and welfare employer contributions. These proposals, already handed to the Association of Motion Picture and Television Producers, are outlined by Chester L. Migden, associate national executive secretary of SAG, in the current May-June issue of *Screen*

*Actor*, the guild's house organ.

SAG also is asking for "positive and meaningful corrective action" in the area of accident prevention and insurance for performers. Other contract clauses that are expected to come up for negotiation include responsibility for reruns, policing of reruns, performances in trailers, option stipulations, exclusivity rights, flight insurance, late-payment conditions, and problems involving term contracts, arbitration, two-hour

program standards, voice rates for animated TV programs and reuse of recorded material.

Writing in the same issue of *Screen Actor*, John L. Dales, national executive secretary of SAG, seems to point a wary finger at CBS. Without specifically mentioning CBS, Mr. Dales writes of the "danger of ultimate control" in the field of network production of movies for theatrical exhibition and indicates that it's "not too early to express our concern—and we will do so."

The negotiations of a new contract covering the employment of guild members in filmed television programs are scheduled to begin with the AMPTP and the networks about the first week in June. The old agreement between the union and management expires June 30.

## Journalism honors program planned

Columbia University's Graduate School of Journalism will institute a new two-year honors program in journalism and public affairs in the fall of 1968, it was announced last week.

The school now offers a one-year graduate program leading to a master of science degree. This course of study will be continued, but superior students, selected young journalists and young professionals from related fields, will be eligible for the two-year program. Some experienced newsmen will be admitted to the second year of study if they meet certain established criteria of journalism background.

Edward W. Barrett, dean of the school, said the honors program will be "more problem-oriented than event-oriented" and aims to develop a breed of journalists equipped to cope with the complexity of modern society in reporting the vital community, national and international news.



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BROADCASTING, May 29, 1967

## CBS-TV adds half hour to Saturday cartoons

The cartoon parade on CBS-TV Saturday mornings will be extended a half hour next fall, programing to run through 2 p.m. EDT instead of 1:30 p.m. as the schedule is now constituted.

The color series schedule effective Sept. 9: *Captain Kangaroo* at 8-9 a.m. followed by half-hour shows, *Frankenstein Jr. and the Impossibles*, *The Herculoids*, *Shazzan!*, *Space Ghost*, *Moby Dick and the Mighty Mightor*, the 11:30 a.m.-12:30 p.m. *The Superman-Aquaman Hour of Adventure*, and half-hours *Johnny Quest*, *The Lone Ranger* and *The Road Runner*. All except *Kangaroo*, *Space Ghost*, *Lone Ranger* and *Road Runner* will be new cartoon series. Current series not being carried forward are half-hour shows, *Mighty Mouse*, *Underdog*, *Superman*, *The Beagles* and *Tom & Jerry*.

## Daily six-hour stock show planned in Chicago

Chicago's pioneer UHF television station, channel 26 WCIU-TV, plans to convert much of its daytime schedule some time next month to a daily six-hour running account of the nation's stock markets, commodity trading and related financial-business news. Emphasis will be placed upon action at the New York Stock Exchange, the American Exchange and the Chicago Board of Trade. William J. O'Connor, WCIU-TV president, noted the era is coming when everyone will have a portable TV nearby "and programing of this type will be as necessary as a wristwatch is now."

## Plans concert specials

Park Productions, formed by Ron Delsener, producer of the Rheingold Central Park music festival concerts in New York, and Bob Bach, Goodson-Todman producer of *What's My Line?*, will tape a series of color TV specials of top-name concerts this season. The initial project is a one-hour special of highlights from various concerts, to be followed by 10 to 12 half-hour shows for syndication. Last year, the Rheingold festival comprised 47 concerts attended by more than 225,000. This season, 60 concerts are scheduled, including appearances by Lou Rawls, Stan Getz, the Byrds, Ferrante and Teicher, Ian and Sylvia, the Duke Ellington orchestra, and the Butterfield Blues band.



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## Publisher joins radio for all-media show

ABC Radio's Special Program Services Division in cooperation with Grosset & Dunlap, New York publishing firm, will produce *Date-line: Entertainment*, a five-minute, five-day-a-week program on motion pictures, broadcasting, music and books.

The program will be underwritten by Grosset & Dunlap, which will get a 30-second spot announcement in the show on behalf of a local G&D bookseller in each market where the program is aired. ABC

Radio affiliates will have another one-minute availability in each program for local sale. ABC officials said the program deal was the first in which a major commercial publisher has underwritten a radio program in a promotional effort tied to book sales.

Above, from left to right, program host Paul Greif; Nils A. Shapiro, advertising director for Grosset & Dunlap, and Robert R. Pauley, ABC Radio president, discuss plans for the new show.

## RKO offers specials

The newly reorganized RKO Pictures Inc. is continuing its activities in the program syndication field with three new one-hour color specials, *Art in Peril*, *Meet Marcel Marceau* and *International Aero Classic*.

Aaron Beckwith, vice president and general manager of the company, reported that the Marceau special has been presented on the CBC and the BBC but is being offered to stations for the first time in the U.S. The art documentary focuses on the search that started at the end of World War II for the thousands of art treasures that were removed in various parts of the world by the Nazis. Mr. Beckwith said that *Aero Classic* traces the development of air acrobatics.

## Radio series sales . . .

*Boston Symphony Concerts* (Boston Symphony Orchestra): KMFM San Antonio; KDOX Tyler, Tex.; WFLY(FM) Troy, N. Y.

*The Bud Wilkinson Sports Show* (VIP Enterprises): WLOL-FM Minneapolis; WBNL Booneville, Ind.; KBOE Boulder, Colo.; KWPR Claremore and KVLH Pauls Valley, both Oklahoma; WBAP Fort Worth; KXYZ Houston; KHOZ Harrison and KADL Pine Bluff, both Arkansas; WRLB Long Beach, N. J.; WMMB Melbourne, Fla.; WTYM East Longmeadow, Mass., and KOKO Warrensburg, Miss.

## FANFARE

### BPA, TVB plan second sales-presentation awards

The Broadcasters Promotion Association, New York, will hold its second annual sales presentation awards competition, in joint sponsorship with the Television Bureau of Advertising.

Norman E. (Pete) Cash, president of TVB, and George Rodman, president of BPA, announced that "providing advertisers and agencies the information they need to know in their evaluation of television" is in itself an important form of communication. The competition asks the telecaster to present his station or his group's value, "as a station, for a particular client, for a specific program."

Awards will be presented for gen-



eral station presentation, specific accounts presentation, specific program presentation and best use of air time to sell television. The first prize in each category will be a Steuben glass cornucopia.

For entry blanks contact: TVB, One Rockefeller Plaza, New York 10020, or BPA, 1812 Hempstead Road, Lancaster, Pa. 17601.

### Critics Consensus finds little to praise in TV

With the plethora of Emmy awards due to be heaped upon aspiring nominees next Sunday (June 4), the Critics Consensus last Wednesday (May 24) jumped the honors gun with its own modest selections for "exceptional contributions to television."

The 15 geographically distributed newspaper and wire service critics, who formed the consensus to counteract the proliferation of meaningless awards, chose from among 214 separate cita-

tions on an eight-page ballot. Only three candidates received the necessary two-thirds vote.

Two winners—"A Christmas Memory," *ABC Stage '67*, written by Truman Capote and starring Geraldine Page, and Hal Holbrook's performance in *Mark Twain Tonight!* (CBS)—were each accorded 12 votes. The third, *Mark Twain Tonight!* as a program, received 11 ballots.

Overall, one or more votes were cast for 168 nominees; 62 received only one vote each, 46 nominees received no votes at all.

### Lasker awards announced

ABC-TV and WXYZ-TV Detroit, an ABC-owned TV station, were among five winners of the 18th annual Albert Lasker Medical Journalism Awards presented last week during a luncheon in New York.

The network was honored for a documentary program, *The Long Childhood of Timmy*, which recounted how a family handled a mental retardation

problem. WXYZ-TV received its award for *Red Measles Sunday*, a program that spotlighted a mass inoculation drive in the Detroit area. Each winner, including three in the printed media, was given \$2,500 and an engraved citation.

The Lasker print winners were Barbara Yuncker, *New York Post*; Lawrence Lessing, *Fortune*, and Albert Rosenfeld, *Life*.

## Drumbeats . . .

**Safety Council honors** ■ WCAU-TV Philadelphia's 25-minute *Design for Danger* program on automobile accidents was chosen by the National Safety Council last week as one of 14 motion picture winners in safety films for 1966. Other winners were non-broadcast groups. Merit awards for TV spots were given to Needham, Harper & Steers and the Advertising Council for "Safety on the Highway" and to the Texas Farm Bureau and Jamieson Film Co. for "SMV—Slow Moving Vehicle," a spot sponsored on the air by Southern Farm Bureau Casualty Insurance Co., Jackson, Miss.

**Blue Ribbons** ■ Blue ribbons were awarded CBS News for two TV specials, *Sixteen in Webster Groves* for the best social documentary and *Inside Red China* for the best news and current events broadcast, in the ninth annual American Film Festival held in New York. The festival, under the auspices of the Educational Film Library Association, presents the ribbon awards to the highest ranking films (16mm, 8mm and 35mm filmstrips) released in 1966. No other TV films were reported among the awards.

**Mean screen** ■ WSBK-TV Boston (ch. 38) found itself facing a proverbial problem of the young UHF's: gaining recognition for a new UHF in the network-affiliated VHF-dominated market. They resorted to having their station reps pack "38's" when making the rounds of the local agencies and advertisers. Using television itself to sell television, the Marvin and Leonard Advertising Company of Boston introduced pocket-sized, transistor sets sporting 3-inch screens with an entire program for and about WSBK-TV aimed at building recognition with prospective sponsors.

**Telling its story** ■ WvON Chicago has started a three-month campaign using full page four-color ads in local newspapers to promote its impact in area and especially its involvement in affairs of Negro community. WvON sponsors clubs for mothers, teen-agers and children as well as a basketball clinic.

**'Tell' and tour** ■ Marilyn Klein of Mar Visto, Calif., recently "told" her way into a tour of the world with her entry

in UA-TV's Patty Duke "I'll Tell the World" Contest. Miss Klein and other winners were given awards for having told what they would like people in foreign countries to know about their home towns and the U.S.A. Developed as a promotion for the syndication release of *The Patty Duke Show*, the contest, aside from public service, was successful in boosting the adjacent time slot audience. The Duke audience itself has increased by eight percentage points in the past six months; up seven Nielsen rating points.

**Dream hour** ■ WQAM Miami is offering "the hour" that Floridians lost in celebrating their first experience with daylight savings time to one of the eligible listeners who know the variable hourly jackpot. Grand prize alternatives include an hour in a \$600,000 Lear Jet.

**ARC recognizes JWT** ■ J. Walter Thompson Co., N. Y. has received a special recognition award from the American National Red Cross for 10 years of outstanding service as the Advertising Council-appointed volunteer agency for ARC. Their 1967 voluntary contribution campaign is expected to elicit \$100 million, the largest in peacetime history.

**Sales trip** ■ WWJ-TV Detroit took its new 20-minute color film sales presentation to Chicago and New York agency audiences a fortnight ago and to Los Angeles and San Francisco last week. Presentation emphasizes WWJ-TV's heavy local live color programing in nonnetwork periods. Bingo-type game after each showing drives home key sales points for WWJ-TV and color TV portables are given as prizes.

**KOYN contest** ■ KOYN Billings, Mont. offered a 10% refund to the first area buyer of the day to have his sales clerk call the station and report the sale. By limiting the total price to \$100, KOYN accrued but a \$300, five-week audience bill. According to station manager William J. Drilling, the primary benefit of

## Gilmore car in '500'

A 255 cubic-inch rear-engine Ford V8 carrying 70 gallons of alcohol fuel will be the chief advertising vehicle for Gilmore Broadcasting Corp. tomorrow (May 30).

Nurturing a penchant for racing cars, Jim Gilmore, owner of the corporation, has entered the Gilmore Broadcasting Special in this year's Indianapolis 500. Thirty-one-year-old Gordon Johncock of Hastings, Mich., will pilot the car.

the "KOYN Keeps the Economy Moving" contest was manifested in the many new clients and leads received.

**'La Onda Amiga'** ■ In apparent accordance with their alias, WPAB Ponce, Puerto Rico, "The Friendly Wave," made a January request to the National Association of Broadcasters for the instrumental beds of this year's Radio Month jingles. Upon receipt, they engaged four girls, juniors at a city high school, and, following the original theme as closely as possible, recorded three Spanish vocal versions over the beds. The jingles, the first the station has attempted to produce in Spanish, are currently being given heavy airing.

**Shoplifting** ■ In cooperation with South Florida officials and department stores, the WLBW-TV news and special events department filmed a 30-minute, color documentary on juvenile female shoplifting. The program outlined the growing danger of shoplifters, half of whom are juveniles, who cost department stores two to three billion dollars each year. The American National Bank and Trust Company of Fort Lauderdale sponsored the documentary in prime time, May 18.

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# Congressmen up in the air

They're upset over reports that trade center building will cause TV interference for New York viewers

The Port of New York Authority said late Thursday (May 25) that there had been "highly exaggerated reports" about the degree, extent and duration of TV interference apt to occur during the construction of the projected World Trade Center in Manhattan.

And earlier that day in Washington a number of New York area congressmen, alerted to the possibility of an outraged constituency deprived of television, announced that they had urged the FCC to hold a hearing in New York "as soon as possible" on the matter.

The Port Authority statement was issued to allay "understandable concern" that it said these reports had created among congressmen and "people of the port district."

Congressional concern took the form of a letter signed by a bipartisan group of 24 representatives from New York, New Jersey and Connecticut districts that are expected to be affected by construction of the trade center. The congressmen said their interest was triggered by a letter sent to them by FCC Chairman Rosel H. Hyde.

**Warning** ■ Chairman Hyde's letter warned the congressmen that signals reflected from the walls of the proposed World Trade Center would spread northward in an arc producing degrees of interference ranging in severity from significant to "totally destructive." Some 6 million households are predicted to be seriously affected, the congressmen noted.

The congressmen want the commission to explore "every feasible solution" to the television-interference problem posed by construction of twin 110-story towers. The representatives also hope that an FCC hearing would serve to focus public attention on the issue.

One of the congressmen, Richard L. Ottinger (D-N. Y.), a member of the Communications Subcommittee of the House Commerce Committee, said he has been promised by Subcommittee Chairman Torbert H. Macdonald (D-Mass.) that if the FCC does not hold a hearing as requested, the subcommittee will, so "either way, there will be a hearing."

**Costly Answer** ■ Before the start of a news conference Thursday, Representative James H. Scheuer (D-N. Y.) said that the answer would probably be cable TV, but noted that \$5 to \$6 a month for cable service multiplied times five million or six million households

would amount to a considerable penalty that the Port Authority would inflict on the metropolitan area by its activities.

Congressman Scheuer noted that at the very least, residents would be faced with the expense of realigning antennas after the twin towers had been built and the area's TV transmitters had been moved to them from their present location atop the Empire State Building. Chairman Hyde's letter had said that after such steps had been taken, reception would on the average be slightly better than at present.

Representative Scheuer appeared at the news conference with Representative Ottinger and three other congressmen: Jonathan B. Bingham (D-N. Y.), Theodore R. Kupferman (R-N. Y.) and William F. Ryan (D-N. Y.). At one point, Representative Bingham charged the Port Authority with operating "without regard to the public interest." He said he thought they should be worried about the possibility of "millions of lawsuits" from people deprived from the fruits of their investment in television sets.

"The Port of New York Authority has a lot of money," Representative Bingham continued. "Perhaps they should pay for a community antenna system. It seems to me it would be their simple obligation."

Broadcasters came in for some criticism and defense at the conference. On

the one hand New York stations were censured for not fighting the project with more vigor, but on the other hand, some of the congressmen present praised the stations for taking what steps they could to analyze and prepare for the situation. But Representative Kupferman said that as a businessman, he would have waited to see the building before agreeing to move transmitters to it. He said he wanted to see what was behind agreements made by broadcasters with the Port Authority.

**Meetings** ■ Congressman Scheuer said he would be active in New York this week on the matter, meeting with community and civic leaders. In addition, he said a meeting has been set for Friday, (June 2) with representatives of New York's television stations. He also plans to testify this week before the New York board of estimate, which has the power to block the start of construction of the towers by refusing to allow a street to be closed.

Other congressmen signing the letter urging a hearing by the FCC were: Joseph A. Addabbo (D-N. Y.); Frank J. Brasco (D-N. Y.); Hugh L. Carey (D-N. Y.); James J. Delaney (D-N. Y.); John G. Dow (D-N. Y.); Leonard Farbstein (D-N. Y.); Paul A. Fino (R-N. Y.); Jacob H. Gilbert (D-N. Y.); Seymour Halpern (R-N. Y.); Henry Helstoski (D-N. J.); Donald J. Irwin (D-Conn.); Edna F. Kelly (D-N. Y.); Thomas J. Meskill (R-Conn.); Abraham J. Multer (D-N.Y.); John M. Murphy (D-N. Y.), a member of the House Commerce Committee; Ogden R. Reid (R-N. Y.); Benjamin S. Rosenthal (D-N. Y.); Herbert Tenzer (D-N. Y.), and Lester L. Wolff (D-N. Y.).

The Port Authority said TV reception in the nearby regions would be "permanently improved" once TV transmitters are installed atop the trade center. The agency said "the interest of the viewing public, therefore, would be best served by rapid completion of the north tower. . . ."

Earlier this month the authority and the TV Broadcasters All Industry Committee said TV interference during construction of the trade center would be minimized by completing work in stages. That statement was issued after announcement of an agreement in principle to move nine TV-station transmitting sites from the 102-story Empire State building to the proposed 110-story trade center by 1971 (BROADCASTING, May 22).

Otis S. Freeman, president of the TV committee, said Thursday his committee would make data, including engineering findings on the proposed relocation, available to congressmen interested in the subject.

Mr. Freeman reiterated the TV com-

## GE, German firm agree

General Electric Co. has announced that it has entered into a license agreement with Fernseh GmbH, Germany under which Fernseh will manufacturer color-TV camera systems using the basic design of camera head of the GE PE-250. The PE-250 is a live, color camera using four Plumbicon tubes, introduced in 1966. GE said the Fernseh color camera will use camera heads supplied by GE. They will be modified to European standards in Darmstadt, Germany. Fernseh is a major European manufacturer of broadcast studio equipment sold in TV markets in Europe, Asia and Africa.

mittee's stand, based on engineering studies, "that once the towers are built the only practical solution to the interference is relocation to the towers, which will then be the best site." He also said the only reason for the broadcasters' move was to provide the public with "optimum television reception."

**Another View** ■ A private group of some 90 realtors and builders in New York have organized as a "Committee for a Reasonable World Trade Center" in opposition to the project, which features construction of two 1,350-foot-high towers. Lawrence Wein, who heads the syndicate in control of the Empire State Building, is chief spokesman of the group.

This committee had commissioned an engineering study by Kear & Kennedy, a Washington engineering firm. Some of the findings were reported last month when operators of the Empire State filed a suit against the Port Authority, charging a take-over of its broadcaster tenants (BROADCASTING, April 24).

Last week the committee released a series of letters Frank G. Kear sent to the committee dealing with relocation of the TV transmitters. (The committee promised a full report of the Kear & Kennedy study this week.)

The letters indicate, in Mr. Kear's words, that if the transmitters are moved "the net effect would be to measurably reduce the energy available to provide [TV] service to the Bronx, Harlem, Westchester county, etc. This reduction in energy would be evidenced by a corresponding reduction in the quality of the picture, and in many cases the presence of 'snow'."

In another letter, Mr. Kear noted that "a change in location, even a slight change of one antenna, will not only change the path between the transmitting antenna and the receiving antenna a slight amount, but will also change the path of any reflected signal which may be present."

The move to the trade center, he said, will establish an entirely new and foreign path problem. Areas which formerly received near ghost-free signals will find reception suddenly riddled with ghosts," while other areas may find reception improved.

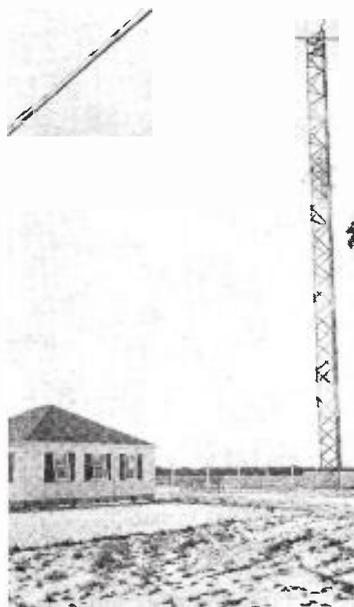
## Acme claims to process color video tape to film

Acme Film and Videotape Laboratories Inc., Hollywood, which claims to be the nation's largest independent specialist in the transfer of video tape to 16mm film, says that after four years of research and experimentation and at a cost of \$250,000, it has come up with a new process of importance to color

## Progress to fell fir tower

Tornadoes, blizzards and other destructive forays of old-man weather have of late been graying the hair of station chief engineers. But at WHLB Virginia, Minn., the engineer throws a worried glance up at his tower only when he hears termites chomping away.

That's the way it's been since 1936 when the station erected its present 165-foot wooden guyed tower. Now the station plans to re-



WHLB's tower since 1936

place the structure, built out of 4,000 board feet of 3-by-6 and 3-by-8 Douglas fir.

Dennis A. Anderson, WHLB program director, quotes George Bartlett, National Association of Broadcasters vice president, as attesting to the wooden tower's rarity in saying he [Mr. Bartlett] feels "this could be the last tower in this height range of its kind."

television. This reported electronic breakthrough supposedly makes possible high-quality color film transfers from color video tape. Fast processing is a feature of the process, with delivery guaranteed in 48 hours.

Known as Acme-Chroma Color Film Transfers, the process has been tested by stations, networks, agencies and producers during the last four years. In fundamental terms it's described as a process "in which the three color elements are electronically synergized."

Acme Film and Videotape Laboratories is a subsidiary of Filmways Inc.

## FM channels demand tightens FCC policy

The FCC, faced with an increasing number of requests for changes in the FM table of assignments, has moved to tighten procedures governing such requests.

The commission issued a policy statement declaring that future changes in the table will only be made consistent with a convincing showing that the proposal will result "in fair and equitable distribution of available facilities."

The aim of the policy is to preserve the basic integrity of the FM assignment plan, based on the commission's view of nationwide needs, as against requests to meet private needs.

The commission said the showing of those seeking changes should include an outline of areas which might be barred from use of the channel proposed and the six pertinent adjacent channels. Such showings would not be required, however, in connection with requests for a first assignment in small communities not located near large population centers.

The commission said a convincing showing of need for requested assignment should also be included, "especially in communities of under 10,000 population where a request for a second assignment is made, and for additional assignments in larger markets."

The commission policy also covers requests for wide-coverage class B or class C channels in places where class A is or could be assigned. If a request is based on need for a large facility to serve a "white" or "gray" area, the commission said, it should include a showing as to the extent of the underserved area.

## Combined vote keeps L.A. local in NABET

The rebellious Los Angeles local of the National Association of Broadcast Employees and Technicians has agreed to go along with a cumulative vote—that included a dissident local in New York—rejecting a shift to rival unions. Los Angeles members decided to remain with NABET after first voting against such a proposal earlier in the month (BROADCASTING, May 22). The New York and Los Angeles locals, in disagreement with their international organization over network policies, had voted on whether to stay or not to stay with NABET through a mail referendum. The New York vote was for a settlement, while Los Angeles voted to revolt. The combined vote, however, favored peace.

## WRIZ leases seven acres out in the ocean

Reporting to work is an easy task for engineers at WRIZ Coral Gables, Fla. While Miami commuters struggle through downtown traffic, the engineers speed off in motorboats to the station's transmitter site.

Situated six-and-a-half miles off the Miami shoreline between Biscayne Bay and the Atlantic Ocean, WRIZ's transmitter rises 162 feet above more than seven acres of water leased from the state. The self-contained facility includes two separate buildings for equipment and employe housing and four transmitter towers, which rest on concrete pilings and are interconnected by

catwalks.

The site uses a transistorized 10-kw Gates unit said to be the first of its kind in operation in the U.S. plus a 1-kw backup unit. Both sets are fed fresh air from a specially-screened five-ton air conditioning unit which filters salt from the sea air. The transmitters are powered alternately by two 60-kw diesel generators built on a separate platform to prevent vibrations from affecting the equipment. Grounding of the entire facility is provided by 22 miles of copper wire strung five feet above water.

Unusual engineering problems were

encountered during the six months of construction. Besides the pulling together of the structure from several work barges, monitor references were difficult to pinpoint until station engineers used a device called a geodimeter. The geodimeter emitted light beams that were reflected from a mirror target at the center of radiation of the transmitter towers and indicated distances accurately to a quarter of an inch per mile.

Though studio location is in downtown Miami, microwave relay provides the connection with the transmitter site. Few AM's presently use the microwave system.

## Technical topics . . .

**Converter** ■ AVT Engineering Specialties, Seattle, announces a new service, converting any standard 500 series Bell and Howell 16mm film projector so it can be used in a television system. The

conversion consists of changing the motor, drive system components and shutter.

**Zoomies** ■ Zolomatics Corp., Hollywood, has developed a motorized zoom control for the Angenieux 12 to 240 mm zoom lens. Features include bat-

tery-operated hand-control and speed variation. Complete outfit sells for \$425.

**Vikoa** ■ Viking Industries Inc., Hoboken, N. J., manufacturer of electronic equipment and cable, has changed its name to Vikoa Inc.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Sidney B. McAllister**, senior VP and director of marketing services for The Fletcher Richards Co., New York, named executive VP. **Lawrence M. Colen**, associate media director of Fletcher Richards, New York, elected VP.

**Paul Girard**, writer and consultant, named VP in charge of radio and television for Rogers & Smith Advertising, Dallas.

**Charles M. Thomas**, director of sales and advertising for Greyhound Corp., Chicago, elected to newly created position of VP for advertising.

**Henry C. Kennedy** and **Donald G. Campbell**, account executives with Lennen & Newell, New York, named VP's.

**Edwin H. Holzer**, account supervisor, **Richard R. Kiernan** and **Sandy Wilson**, creative supervisors, with Grey Advertising, New York, elected VP's.

**Steve Tart**, VP, Tatham-Laird & Kudner Inc., New York, named director of marketing and research.

**Thomas A. Casey**, VP for Campbell-Mithun, Minneapolis, named VP, marketing and merchandising, for Fred A.

**Niles Communications Centers Inc.**, Chicago.

**W. A. Sohl**, studio manager for EUE/Screen Gems, New York, named VP and studio manager. **Jack Martin**, Midwest sales representative of EUE/Screen Gems, Chicago, named VP, Midwest sales.

**John Kishler**, with Young & Rubicam, New York, joins Motivation Dynamics Inc., Yorktown Heights, N. Y., as partner.

**Andrew W. Ockershausen**, general manager of WMAL Washington, elected president of Advertising Club of Metropolitan Washington. Elected to three-year terms as directors: **Charles Warner**, WTOP Washington, and **Thomas Maney**, WTTG(TV) Washington.

**Gilbert R. Lindberg**, research account executive, Cunningham & Walsh, New York, joins C&W's San Francisco office as research director. **Maxine Marx**, casting director with Norman, Craig & Kummel, New York, joins C&W, that city, as casting director.

**Donald E. Lynch**, senior account executive and assistant to president of Jones, Brakeley & Rockwell, New York, appointed director of public relations for Chirurg & Cairns, that city.

**Philip Miele**, formerly PR director of Ametek Inc., New York, and president of Miele, Stone Inc., PR firm with

offices in New York and Chicago, named PR director of Al Paul Lefton Co., New York. He will supervise PR services in New York, Philadelphia and Los Angeles.

**Michael Karlan**, account supervisor for Recht & Co., Beverly Hills, Calif., appointed marketing director.



Mr. Farnath

**Leslie D. Farnath**, VP of N. W. Ayer & Son, Philadelphia, named to newly created position of coordinator of media computer services.

**Bill Jong**, senior art director for D'Arcy Advertising, Los Angeles, appointed senior art director for Hixson & Jorgensen, Los Angeles.

**Jack A. Winkelseth**, media supervisor at Daniel & Charles, New York, appointed associate media director.

**William G. Mulvey** named to new post of assistant general sales manager for Triangle Stations, Philadelphia. **Peter H. Engel** replaces Mr. Mulvey as West Coast director of Triangle Program Sales, Los Angeles.

**Luis Estrada**, sales manager for KIFN Phoenix, named sales manager for KPAZ-TV, that city.

**Jack R. Kimmelman**, account executive of WDCA-TV Washington, named

sales manager of WMET-TV Baltimore.

**Sherwood O. Heath**, sales supervisor for WNEW-TV New York, named national sales manager. **Gerard N. Molfese**, sales account executive with WNEW-TV, becomes sales supervisor. **Lawrence K. Maloney**, sales development coordinator for WNEW-TV, appointed sales account executive.

**Duffy Blabon**, general manager of KBLA Burbank, Calif., named national sales manager for KGL San Fernando, Calif.

**Ernest R. Latessa**, sales manager of WJAR Providence, R. I., named local sales manager of WJAR-TV.

**James J. Brennan**, manager of Chicago office of Marplan, research affiliate of Communications Affiliates Inc., appointed manager of Los Angeles office.

**Richard Yoder**, with Detroit TV sales staff of Edward Petry & Co., appointed TV sales manager, replacing **Bruce C. Mayer**. **Michael J. Corken**, account executive at ABC Spot Sales, New York, appointed TV sales manager of Petry's San Francisco office. **James S. Morgan**, account executive at WWJ-TV Detroit, joins TV sales staff of Petry, that city.

**John H. Lockhart Jr.**, product manager for consumer products division of Calgon Corp., Pittsburgh, appointed advertising and sales promotion manager for that division.

**Donald H. Haugh**, car distribution manager at Cincinnati for American Motors Corp., appointed assistant automotive advertising manager for American Motors, Detroit.

**Grant Keefer**, president of his own Beverly Hills, Calif., agency, joins Hixson & Jorgensen, Los Angeles, as account executive for various departments of Atlantic Richfield Co., among other assignments.

**Howell L. Davis**, sales staff, WSPD-TV Toledo, Ohio, joins Blair Television in Detroit as account executive.

**Polly Langbort** and **William Liptack**, with Young & Rubicam, New York, named media group supervisors.

**Ann McCarthy**, with Metro TV Sales, Chicago, appointed account executive.

**Martin Jelsema**, account executive at Marsteller Inc., New York, joins J. M. Mathes Inc., that city, as account executive.

**Pat McDowd**, account executive with KGBS Los Angeles, joins Blair Radio, San Francisco, as account executive.

**Ruth Zipkin**, research analyst for CBS, New York, joins Blair Radio, that city, as research assistant.

**Robert McArthur**, sales representative, Branham Co., Chicago, appointed ac-

## Mitchell to U. of Denver

**Maurice B. Mitchell**, former broadcaster and Encyclopaedia Britannica Inc., Chicago, will become chancellor of University of Denver next September. Mr. Mitchell, one-time manager of WTOP Washington, was first head of National Association of Broadcasters' Broadcast Advertising Bureau, which later became independent Radio Advertising Bureau. He left BAB to become VP of Muzak Corp. In June 1953 he was named president of Encyclopaedia Britannica Films and in 1962 became president of parent company.



Mr. Mitchell

count executive, NBC Radio Spot Sales, same city.

**Robert L. Bryan**, VP, Med-Mark Research Inc., New York, joins WPDX-TV, that city, as account executive.



Mr. Mehlman



Mr. Reichel

**Sidney A. Mehlman** and **Walter E. Reichel**, associate media directors at Benton & Bowles, New York, elected VP's.

**Bill Worster**, media director for Marsteller Inc., Los Angeles, joins KLAC there as account executive.

**Paul Bannister**, with Australian National Travel Association, New York,

and **Gordon (Pat) Patrizio**, products advertising manager for Swanson division of Campbell Soup Co., Camden, N. J., join Weightman Inc., Philadelphia, as account executives. **June Coles**, copy department, N. W. Ayer & Son, Philadelphia, joins Weightman, that city, as copy supervisor.

**Ken Pletz**, account executive at WKBD-TV Detroit, joins WDCA-TV Washington, as account executive.

**Mark S. Oken**, manager of network facilities at Foote, Cone & Belding, Chicago, rejoins Needham, Harper & Steers there as media supervisor.

**Dennis Beauchamp**, with WBAY-TV Green Bay, Wis., appointed account executive.

**Harvey Schulman**, with WNBC New York, joins sales staff of WHN there as account executive.

**Michael D. Rosenthal**, commercial producer, Ogilvy & Mather, New York, joins Panel Films, same city, test commercial production company, as executive producer.

**Hal Bernard**, former principal with Domino Films, New York, joins Focus Presentations, that city, film production company, as supervising editor in charge of editing department.

**Edwin Gilbert**, copy director for Cox & Tanz, Philadelphia, joins Firestone & Associates Inc., that city, as copy writer.

**Clarke S. Davis**, formerly with WBOS-AM-FM Brookline, Mass., WPLM-AM-FM Plymouth, Mass., and WHIM and WEAN, both Providence, R. I., joins WCAS Cambridge, Mass., as sales representative.

**Thomas R. Miles**, assistant production manager of Robert A. Becker Inc., New York, appointed administrator, advertising and promotion for WRC-TV Washington.

**Robert W. Sarra** of Doyle Dane Bernbach, New York, joins Capital Cities Broadcasting Corp. there as research

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analyst and assistant to research director.

**Rodney Robb**, with WKDN Camden, N. J., appointed account executive for WRCP-AM-FM Philadelphia.

**Jerry Webb**, news director of KLEO Wichita, Kan., appointed account executive.

**Joe Germann, Fred Racine and Carl Janke Jr.** join sales staff of WPBC-AM-FM Richfield, Minn.

**Edward M. Shea**, with WGN-TV Chicago, appointed to sales staff of Storer Television Sales, that city.

**Herman Pease**, formerly with Metro-media Inc., Buffalo, N. Y., and WRoc-TV Rochester, N. Y., joins sales staff of WGR-TV Buffalo.

**William H. Aaron**, with NBC Radio Spot Sales, Chicago, joins sales staff of Katz Radio there.

**Gary E. Hill**, previously with Grant Webb & Co. and KCBS, both San Francisco, joins sales staff of Robert E. Eastman & Co., Los Angeles.

**John N. Catlett**, assistant director of promotion and publicity for KGW-AM-TV Portland, Ore., appointed to sales staff of KGW.

## MEDIA

**Raymond T. O'Connell**, contact representative for TV stations in NBC's station relations department since 1951, named director, station relations, for NBC, New York.



Mr. O'Connell

**Clair Tetterer**, general manager of noncommercial KFME(TV) Fargo, N. D., resigns to become head of department of communications at Northern Illinois University in DeKalb, Ill. **Carleton Brookins**, program director of KFME, succeeds Dr. Tetterer effective Aug. 1.

**Dave Williams**, general manager, KWIP Merced, Calif., appointed general manager, KDON Salinas, Calif.

**Ron Kempff**, general manager of WCOG Greensboro, N. C., appointed manager of WUBE Cincinnati.



Mr. Kempff

**Charles T. Lynch**, program director of WKZO-AM-TV Kalamazoo, Mich., resigns to join faculty of Southern Illinois University as assistant professor of broadcasting and manager of noncommercial WSRU(FM) Carbondale, Ill.

**Tom Nichols**, general manager of KZNG Hot Springs, Ark., resigns to become assistant manager of KXOW,

## FCBA names Fisher

**Ben C. Fisher**, a partner with the Washington law firm of Fisher, Wayland, Duvall & Southmayd, has been nominated to be president of the Federal Communications Bar Association for the 1967-68 year. Mr. Fisher, the present 1st VP of the organization, would succeed **Arthur H. Schroeder**, the current FCBA president. Others nominated: **Warren E. Baker**, 1st VP; **Robert L. Heald**, 2nd VP; **Herbert J. Forrest**, secretary; **Michael H. Bader**, assistant secretary; **Howard Anderson**, treasurer. For delegate to the American Bar Association, **J. Roger Wollenberg**; for executive committee, **Thomas H. Wall** and **Harry J. Ockershausen**. Heading the nominating committee was **Donald C. Beelar**.

that city.

**Richard L. Blais**, Paper City TV Cable Corp., Berlin, N. H., elected president of New England CATV Association. Other officers elected: **Edward Robinson**, Youngs Community TV Corp., Springfield, Vt., VP, and **Barry D. Stigers**, Pittsfield-Dalton TV Cable, Pittsfield, Mass., secretary-treasurer.

**Dino Ianni**, general manager of WHK Cleveland, named station manager of WJAS-AM-FM Pittsburgh.



Mr. Ianni

**Howard S. Shepard**, administrator of research for NBC Radio, New York, named director of research for Golden West Broadcasters, Los Angeles.

**The Rev. Donald F. X. Connolly**, associate director, radio-TV office of Diocese of Miami, named coordinator of National Catholic Office for Radio and Television, New York. He succeeds **Monsignor William J. Shannon**, recalled to duties at cathedral in Syracuse, N. Y.

**Mary Warren**, assistant director of syndicated *Melody Ranch* TV series, appointed director of operations and traffic for KTLA(TV) Los Angeles.

## PROGRAMMING

**Charles Mountain**, announcer, elected president of New York chapter, National Academy of Television Arts and Sciences. **Ted Bergmann**, **Ted Bates & Co.**, and **Evelyn F. Burkey**, Writers Guild of America (East), elected 1st and 2d VP's, respectively.

**Larry Levinson**, in charge of liaison between sales and production, named VP

for Music Makers Inc., New York, music production firm for radio-TV commercials. He will work as general executive in company's expansion in entertainment and broadcast fields.

**Paul Shively**, with Pantomime Pictures Inc., Hollywood, elected VP.

**Arlen Sanders**, with wwva Wheeling, W. Va., joins KIEV Glendale, Calif., as program director.

**Steve Hollis**, programming department, WJRZ Hackensack, N. J., named program director and **Lee Arnold**, named music director.

**Fred R. Sanders**, with WAZE Clearwater, Fla., appointed program director.

**Bonnie McNabb**, assistant to station manager of WJBR(FM) Wilmington, Del., named program director of WRIO(FM) Cape May, N. J.

**Tom Campbell**, with WONE Dayton, Ohio, appointed music director.

**Dick Kernen**, traffic director of wxyz Detroit, appointed assistant director of operations. **Jim Neil** succeeds Mr. Kernen. **Perry Krauss**, with WCAR Detroit, joins wxyz there as producer.

**Bob Shelley**, with WMRB Greenville, S. C., joins Poole Productions, that city, as general sales manager.

**Al Blanco**, in production services for DeLuxe Laboratories Inc., West Coast division, named customer services manager. **Ray Gaul**, assistant plant manager, appointed plant superintendent, Hollywood. **Bill Medlin**, production manager of Allied Laboratories, Detroit, joins DeLuxe's production staff on West Coast.

**Michael O. Presbrey**, account executive, sports program sales, NBC, New York, appointed manager, sports program sales, NBC-TV.

**Shamus Culhane**, with Paramount Pictures Corp., New York, joins Krantz Films Inc., that city, as executive producer.

**Terry Colasacco**, production manager at Animatic Productions Ltd., New York, joins Filmex Inc., that city, as film producer.

**Thomas L. Brown**, with WMBD Peoria, Ill., joins KDKA Pittsburgh, as producer-director.

**Edward Shellhorn Jr.**, producer-director at WDCA-TV Washington, named production supervisor.

**Daniel A. Boniarski**, film editor of WBAL-TV Baltimore, joins WMET-TV there as program coordinator.

**Everett Mitchell**, farm broadcaster and radio personality for 44 years and farm director of WMAQ-AM-TV Chicago, for good part of time, retires June 16. He began in radio as vocalist in 1923 and became announcer three years later. In 1930 he started as M.C. of

NBC's *National Farm and Home Hour*. He began local shows on WMAQ in 1952.

**Michael Blankfort** elected president of Writers Guild of America, West for two-year term. He succeeds **Christopher Knopf**, who did not seek reelection. **Richard Murphy** elected VP and **Fay Kanin**, secretary-treasurer. **Joel Kane** elected VP of TV-radio branch, with **Oliver Crawford** elected secretary-treasurer.

**Paul Eells** of Iowa joins WSM-AM-TV Nashville, as director of sports.

**Bob McHenry**, director of publicity and promotion for State of Florida, joins marketing division of Walt Disney Productions, Burbank, Calif.

## NEWS



Mr. Chancellor

**John Chancellor**, director of Voice of America, Washington, named national affairs correspondent for NBC News, that city (CLOSED CIRCUIT, May 1).

**Bill Scott**, director of public affairs, Straus Broadcasting Group, named VP for public affairs with responsibilities including planning and on-air delivery of editorial campaigns for WMCA New York and Straus group activities.

**Peter O'Laughlin**, with AP bureau in Manila, appointed correspondent for AP in Bangkok, Thailand. **Mervyn J. Pereira** named AP correspondent in Singapore.

**Roger Carter**, promotion director of WIOD Miami, named news director.

**Dick Levofsky**, formerly of WGBS Miami; WBAZ Kingston, N. Y., and news director for Armed Forces Radio & Television Service in Italy, named news director of WEOK Poughkeepsie, N. Y.

**Hal McWilliams**, news director for KFRE-TV Fresno, Calif., named assistant news director for KOGO-AM-FM-TV San Diego.

**Al Charles**, WAYB Waynesboro, elected president of Virginia AP Broadcasters Association.

**Barry R. Nemcoff**, press attache, U. S. Embassy, Tokyo, named editorial director, WCAU-TV Philadelphia.

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**George Weeks** appointed foreign editor in Washington bureau of UPI, succeeding **Carroll Kenworthy**, who retires after 37 years as UPI reporter and executive. **Vergil Kret** of UPI, Tokyo, transfers to Saigon to replace **Thomas Cheatham**, injured May 17 near Con Thien (BROADCASTING, May 22). **John G. Warner** appointed Atlanta bureau manager for UPI, succeeding **Anthony E. Heffernan**, who becomes UPI state news manager for Virginia. Mr. Heffernan succeeds **Charles N. Flinner**, who transfers to Washington foreign desk effective June 15.

**Don Dahl**, business news editor and associate sports director of WCCO-TV Minneapolis-St. Paul, resigns to join investment firm of Paine, Webber, Jackson & Curtis, Minneapolis.

**Gary E. Park**, newsman for KCRA-TV Sacramento, Calif., joins KTVU(TV) San Francisco-Oakland, as reporter.

**David J. McClure**, with WFRV-TV Green Bay, Wis., appointed reporter-photographer for WISN-TV Milwaukee.

**James Harry**, with WMAV Springfield, Ill., joins news staff of WBBM Chicago. **John Cody**, with City News Bureau, Chicago, also joins WBBM.

**Ronald Gold** appointed to news staff of Metromedia's WIP Philadelphia, replacing **Bob Moore**, who moves to Washington bureau of Metromedia.

**Virgil R. Huseman** appointed farm reporter for WIBW-AM-FM-TV Topeka, Kan.

## FANFARE

**David Callahan**, senior VP for Gaylor & Ducas Inc., Los Angeles, opens David Callahan & Associates as PR subsidiary of Holzer/Taylor/McTighe/Dawson Advertising, Los Angeles.

**Heather Woodard**, director of informational service for noncommercial WTHS-TV Miami, appointed promotion and continuity director for WINZ, that city.

**Norman Cohn**, with WFIL Philadelphia, named publicity director.

**Marni McCormack**, traffic and operations department staffer for KTLA(TV) Los Angeles, named director of on-air promotion.

**A. J. (Gus) Buttacavoli**, with KNBC(TV) Los Angeles, named on-air promotion specialist.

## EQUIPMENT & ENGINEERING

**Paul B. Garver**, general manager, RCA parts and accessories, named VP and general manager, with responsibility for management of RCA's distribution center at Deptford, N. J. Dr. **D. J. Donahue**, manager, industrial

semiconductor operations department of RCA, appointed manager of newly established RCA solid-state operations department. Dr. Donahue will have responsibility for design, development and manufacture of solid-state devices produced by RCA electronic components and devices, Harrison, N. J.



Mr. Stacy

**William E. Stacy**, manager of electronics division of R. M. Hallam Co., Thompsonville, Conn., appointed general manager of Gray Research & Development Co., East Hartford, Conn.

**Norman E. Hall**, studio supervisor for KERO-TV Bakersfield, Calif., named engineering manager, succeeding **Ward Bledsoe**, who resigned to assume ownership of Muzak franchise in Kern county, Calif.

**Allan T. Wang** appointed controller of entertainment products division of Sylvania Electric Products Inc., Batavia, N. Y., succeeding **J. Lee Lockard**, who becomes manager of procurement and materials for that division.

**Paul H. Lee**, consulting radio engineer of Kensington, Md., recalled to active duty as captain in Navy. As-

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signed to Naval Ship Engineering Center, Washington, Captain Lee is in charge of program for improvements in fleet communications.

**Harry F. Preston**, with General Electric Co., New York, in marketing, named marketing administrator, sound and video products division of Compu-tron Inc., Waltham, Mass., manufacturer of precision magnetic tape.

**Mary White**, with Spencer-Kennedy Laboratories, Boston, joins Ameco Cable Inc., Phoenix, as sales administrator.

**Stanley D. Bennatts**, applications engineer for Deutsch Co., named sales engineer for Memorex Corp., Bellevue, Wash.

**Lewis L. Parson**, with Sony Corp., Long Island City, N. Y., appointed to southeastern region sales staff of Visual Electronics Corp., Atlanta.

### ALLIED FIELDS

**Don L. Kelly**, program manager of WTTG Toledo, Ohio, joins Nationwide Broadcast Personnel Consultants, Chicago, as VP.

**Edward L. Clinkscales**, chief of standards division of Defense Communications Agency of Department of Defense, Washington, appointed chief of cable and radio facilities branch of international and satellite communications division of FCC's Common Carrier Bureau, that city.

**Robert C. Temple**, long-time radio producer, elected president and general manager of Radio, Television, Recording and Advertising Charities Inc., Los Angeles. **Thomas W. Sarnoff**, staff executive VP, West Coast, NBC, named chairman of board.

**Daniel Finton** named assistant to Howard Mandel, VP for research, at New York office of National Association of Broadcasters. Mr. Finton will work with audience measurement on

several projects aimed at improvement of radio and television ratings.

**Mary Finch Hoyt**, with Peace Corps, Washington, named director of radio and television.

**Dr. Kenneth Harwood**, professor and chairman of department of telecommunications at University of Southern California, Los Angeles, appointed dean of school of communications and theater at Temple University, Philadelphia. Dr. Harwood is also director on NAB radio board.

**Prof. Malcolm S. MacLean Jr.**, George H. Gallup professor of communication research at school of journalism, University of Iowa, Iowa City, appointed new director of school of journalism. He succeeds **Prof. Leslie G. Moeller**, who resigns to return to full time faculty and research duties.

### INTERNATIONAL

**Robert Norris**, director, ABC Television, London (controlled by Associated British Picture Corp.), appointed to newly created post of managing director, Associated British-Pathe. Mr. Norris will promote export sales of TV and feature films distributed by Pathe, and programs produced by ABC Television and ABC Television Films.

**Mike Stevens**, sales executive with CKGM Montreal, named manager of CKWW-FM Windsor, Ont.

**Robert L. Graham**, managing director of operations in Australasia and New Zealand for Paramount International Films, Sydney, Australia, appointed regional director for Latin America, Far East and Australasia for Paramount in New York.

**Harry Putnam**, operations manager for Britain Radio and Radio England, pirate stations, resigns to return to home in Washington.

**Bob T. Sako**, assistant manager-TV films for Dentsu Advertising Ltd.,

Tokyo, appointed to newly created position of Japan television representative for 20th Century-Fox TV International, that city.

### DEATHS

**Richard Francis**, 63, agency executive for 40 years with Campbell-Ewald Co. and VP in the agency's Los Angeles office, died May 20 after long illness at his home in Brentwood, Calif. He had been in retirement since last January. He is survived by his wife and two daughters.

**Robert D. Ashby**, 42, director of advertising for Cascade Electronics Ltd., Port Moody, B. C., died of heart attack May 15 at Lions Gate hospital, North Vancouver, B. C. He previously had been associated with Ameco Inc. and KPHO-TV, both Phoenix.

**Paul S. Armstrong**, 75, general manager of Sunkist Growers from 1931 until his retirement in 1957, died on May 21 in Santa Monica, Calif.

**Andy Clyde**, 75, actor in early "Hopalong Cassidy" movies, died May 18 at his home in Los Angeles. He also had roles in television series such as *The Real McCoys*, *Lassie* and *No Time for Sergeants*. He is survived by his wife, Elsie.

**Lyle C. Wilson**, 67, national columnist for UPI and former VP and Washington manager of UPI, died May 23 in hospital in Stuart, Fla. Mr. Wilson's career with UPI spanned 42 years, including 37 years in Washington.

**Tommy Riggs**, 57, radio performer who won fame in 1930's with voice of little girl he called Betty Lou, died May 21 at his home in Pittsburgh. He had worked for CBS and for WCBE (now WRYT) Pittsburgh, WLW Cincinnati, and for radio and TV stations in Cleveland and Alabama. In 1960 he formed Riggs Marketing Research Co., which he operated for five years. Surviving are his wife, Noel, and son.

**David J. Muhlstein**, 39, sales executive for KLIF Dallas, died May 13 following heart attack. He started his broadcast career on KFBU Columbia, Mo., and served as news director for radio stations in New Mexico, Tennessee and Louisiana. He is survived by his wife, Noreen, two sons and three daughters.

**Alice Watkins Lovvorn**, 43, wife of Dixon Lovvorn, senior administrator for WSFA-TV Montgomery, Ala., died May 13 after long illness. Mrs. Lovvorn started in radio in news department of WHAS Louisville, Ky., and later was news writer at WMCS and WIS-TV, both Columbia, S. C. In addition to husband, she is survived by son, Dixon, Jr.

## Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 18 through May 24 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CF—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

FINAL ACTIONS

Columbus, Ohio—Nationwide Communications Inc. Broadcast Bureau granted UHF ch. 47 (668-674 mc); ERP 610 kw vis., 120 kw aur. Ant. height above average terrain 596.5 ft.; ant. height above ground 559 ft. P. O. address: 246 North High Street, Columbus. Estimated construction cost \$421,340; first-year operating cost \$310,000; revenue \$280,000. Geographic coordinates 40° 09' 32" north lat.; 83° 00' 36" west long. Type trans. RCA TTU 25 B. Type ant. RCA TFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine; consulting engineer George C. Davis, both Washington. Principals: W. Kenneth Howell, general counsel, succeeding P. Lee Thornbury who retired; vice president and general counsel of Nationwide Insurance Co.'s, parent corporation of applicant. Noah E. Kefauver, member of board of directors of applicant and parent corporation; he is farmer and owner of hay, feed and trucking business, director of Frederick, Md., Chamber of Commerce, has served six years on planning and zoning commission and has been member of Frederick sanitary commission for past three years. Wendell Weller, member of board of directors of applicant and parent corporation; he is grain and livestock farmer and operates farm; is president of Farm Bureau Agricultural Credit Corp. Robert H. Leslie, member of board of directors of applicant and parent corporation; he operates poultry business; he is president of Butler County Farm Bureau, director of Farm Bureau Marketing Cooperative, and other cooperatives as well as director and treasurer of Butler County Council. Nationwide Communication Inc. operates WFRD-AM-FM Columbus, WGAR-AM-FM Cleveland, both Ohio and WATE-FM-TV Knoxville, Tenn. Action May 22.

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion on May 22: in proceeding on TV applications of Aljir Broadcasting Inc., and South Kane-Kendall Broadcasting Corp., both Aurora, Ill., changed date for commencement of hearing from June 20 to July 11 (Docs. 17407-8).

By Hearing Examiner Forest L. McClenning on May 22: in proceeding on TV applications of Desert Empire Television Corp. and Oasis Broadcasting Corp., both Palm Springs, Calif., scheduled procedural dates and continued hearing from June 19 to July 17 (Docs. 17373-74).

By Hearing Examiner Herbert Sharfman on May 16: in proceeding on TV applications of Orange Nine Inc., Orlando, Fla., et al., granted petition to amend of applicant TV 9 Inc., to reflect financial matter (Docs. 11081, 11083, 17339, 17341-44). And on May 17: in proceeding on TV applications of Orange Nine Inc., Orlando, Fla., et al., granted petition to amend of applicant Central Nine Corp. to reflect financial matter (Docs. 11081, 11083, 17339, 17341-44).

RULEMAKING ACTIONS

By notice of proposed rulemaking, FCC granted request of Nebraska Educational Television Commission (NETC) for amendment of Sec. 73.606(b), table of television assignments, to add two noncommercial educational channels to State of Nebraska: ch. \*12 at Merriman, and ch. \*29 at Hastings, Neb. Ann. May 24.

By notice of proposed rulemaking, FCC granted request of Columbia Empire Broadcasting Corp. (KNDO Yakima; KNDO Richland-Pasco-Kennewick, all Washington) for

amendment of Sec. 73.606(b) of rules to assign ch. 27 to Wenatchee, Wash. (RM-1009). Ann. May 24.

CALL LETTER APPLICATIONS

Communications Corp. of Indiana, Richmond, Ind. Requests WACH-TV.  
 \*University of North Carolina, Concord, N. C. Requests WUNG-TV.

CALL LETTER ACTIONS

\*State Board of Education, Providence, R. I. Granted WSBE-TV.

Existing TV stations

FINAL ACTIONS

KBIM-TV Roswell, N. M.—Broadcast Bureau granted license covering new TV. Action May 22.

\*WVTB(TV) St. Johnsbury, Vt.—Broadcast Bureau granted mod. of CP to make changes in ERP, vis. 42.7 kw, aur. 7.76 kw, change studio location to Ethan Allen Drive, Colchester, change type ant., antenna structure and increase ant. height to 1940 ft. Action May 22.

\*WVTA(TV) Windsor, Vt.—Broadcast Bureau granted mod. of CP to change ERP to 575 kw vis., 112 kw aur., change trans. location to South Peak, Mt. Ascutney, Windsor, studio location to Ethan Allen Drive, Colchester, change type ant., ant. structure, and increase ant. height to 2260 ft.; and mod. of CP to extend completion date to Nov. 22. Action May 23.

Broadcast Bureau granted licenses covering changes in following stations: KFSA-TV, ch. 5, Fort Smith, Ark.; KATV(TV), ch. 7, Little Rock, Ark.; KBIM-TV, ch. 10, Roswell, N. M.; WTVN-TV, ch. 6 (main trans. with alternate vis. amplifiers and main ant.), Columbus, Ohio. Action May 22.

Broadcast Bureau granted following TV's renewal of licenses: KALE-TV Alexandria, WAFB-TV Baton Rouge, WDSU-TV, WWUE(TV) and WWL-TV, all New Orleans, all Louisiana; WAEG-TV Greenwood, Miss.; KTVE(TV) El Dorado, KATV(TV) and KTHV(TV), both Little Rock and KFSA-TV Fort Smith, all Arkansas. Action May 22.

Broadcast Bureau granted following TV's renewal of licenses: KARK-TV Little Rock, Ark.; KNOE-TV Monroe, KSLA-TV and KTBS-TV, both Shreveport, WBRZ(TV) Baton Rouge and WYES-TV New Orleans, all Louisiana; WJTV(TV) Jackson, WCBI-TV Columbus, WLOX-TV Biloxi, WTOK-TV Meridan and WTWV(TV) Tupelo, all Mississippi. Action May 22.

OTHER ACTIONS

Review board in Macon, Ga., television broadcast proceeding, Docs. 17316-7, granted petition filed May 15 by Broadcast Bureau and extended to May 19 time to file responsive pleadings to appeal from hearing examiner's rulings or, in alternative, motion to enlarge issues, filed April 26 by Romac Macon Corp. Action May 17.

FCC by letter granted request of Pacific Broadcasting Corp., licensee of KUAM-TV, ch. 8, Agana, Guam, for waiver of Sec. 73.661 (operator requirements) of rules for period of two years. Ann. May 24.

Review board in Baton Rouge television broadcast proceeding, Docs. 17005-6, held in abeyance for five days pending submission of further information, action on

joint request for approval of agreement and dismissal of application, filed April 21 by Romac Baton Rouge Corp. and Capitol Television Broadcasting Corp. Board Member Berkemeyer concurring only in postponement of action pending receipt of additional information. Action May 17.

ACTIONS ON MOTIONS

Hearing Examiner Forest L. McClenning on May 17: in proceeding on TV application of Selma Television Inc. (WSLA-TV), Selma, Ala., accepted stipulation of all counsel titled "WSLA chronology"; closed record as May 15, and ordered proposed findings to be filed by July 17 (Doc. 15888).

CALL LETTER APPLICATION

\*KUAT(TV), Arizona Board of Regents, Tucson, Ariz. Requests KUAT-TV.

New AM stations

APPLICATIONS

Jacksonville, Ala.—University Broadcasting Co. Seeks 1090 kc, 500 w-D. P. O. address: Box 393, Jacksonville 36265. Estimated construction cost \$17,739.90; first-year operating cost \$26,720; revenue \$42,250.25. Principals: James J. president and George J. Lessley, vice president (each 40%), and James C. Vice, treasurer (20%). Messrs. Tessley each own 50% of two dry cleaning plants. Mr. Vice is sales manager of WAVU Albertville, Ala. and 25% owner, secretary and treasurer of Martin Lake Broadcasting Co. which has application in Alexander City, Ala. Ann. May 22.

Luverne, Minn.—Gleason Brothers. Seeks 800 kc, 500 w-D. P. O. address: Box 531, York, Neb. 68467. Estimated construction cost \$21,270; first-year operating cost \$42,500; revenue \$48,000. Principals: Melville L. and Tommy L. Gleason (each 50%). Applicants are both corporate members of Prairie States Broadcasting Inc., licensee of KAWL York, Neb. and applicant for FM ch. 285 there. They are also partners in new AM in Wayne, Neb. Ann. May 22.

Milton Freewater, Ore.—Country Radio Broadcasting Inc. Seeks 1370 kc, 500 w. P. O. address: 921 Southeast Court Place, Pendleton, Ore. 97801. Estimated construction cost \$16,357; first-year operating cost \$22,000; revenue \$27,000. Principals: Peter M. and Carol L. Brown, president (50%) and secretary (25%), respectively, and Fred Milton Cox, vice president (25%). Mr. Brown has 10% interest and is general manager of KTIK Pendleton, Ore. Mrs. Brown is bookkeeper, traffic manager and secretary of KTIK. Mr. Cox is program director and assistant manager of KTIK. Ann. May 24.

FINAL ACTIONS

FCC granted CP to XX Broadcasting Corp., West Yellowstone, Mont., for new daytime AM to operate on 920 kc with 1 kw power; condition. Ann. May 24.

OTHER ACTIONS

Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 17148-50, denied petitions to enlarge issues, filed Feb. 23 by Seaboard Broadcasting Corp. and Roy H. Park Radio Inc., respectively; and denied request for leave to file additional comments, filed March 28 by L & S Broadcasting Co. Board member Nelson not

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participating, Board Member Slone absent. Action May 22.

■ FCC accepted for filing applications of Scioto Broadcasting Co. and George E. Worstell for new daytime AM's to operate on 1540 kc—Scioto with 250 w-DA, and Worstell with 1 kw-DA, both at Circleville, Ohio. Action May 24.

■ Review board in Lebanon, Pa., standard broadcast proceeding, Docs. 15835-9, granted motion filed May 17 by Lebanon Valley Radio and Cedar Broadcasters and extended to May 31 time to file reply to Broadcast Bureau's opposition to joint petition for approval of agreement filed April 24 by Lebanon Valley and Cedar Broadcasters. Board member Nelson not participating. Action May 18.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, denied petition for extension of time to file reply, filed May 19 by Lawrence County Broadcasting Corp. and Brownsville Radio Inc., and directed that parties shall have within three days from release date of order of denial to file reply. Board Member Slone absent. Action May 23.

■ Review board in Harriman, Tenn., standard broadcast proceeding, Doc. 17255, dismissed as moot appeal from examiner's adverse ruling April 20 by Folkways Broadcasting Co. Board Member Berkemeyer absent. Action May 19.

■ Review board in Harriman, Tenn., standard broadcast proceeding, Doc. 17255, denied appeal from examiner's ruling that depositions not be taken, filed April 27 by Folkways Broadcasting Co., and ordered that memorandum opinion and order, released April 20 by Hearing Examiner Herbert Sharfman is affirmed. Board Member Kessler concurring, Board Member Berkemeyer absent. Action May 19.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 16: in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., granted petition of applicant Radio Elizabeth Inc., and extended time for filing proposed findings from May 22 to May 29, and reply findings from May 29 to June 8 (Docs. 14755-57).

■ Hearing Examiner Millard F. French on May 18: in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Pa., et al., granted petition of broadcast bureau and continued hearing from June 27 to July 6 (Docs. 17178-80).

■ Hearing Examiner Jay A. Kyle on May 22: in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., granted petition of applicant Jupiter Associates Inc., and extended time for filing of reply findings from June 8 to June 21 (Docs. 14755-7).

■ Hearing Examiner Herbert Sharfman on May 22: in proceeding on AM application of Harriman Broadcasting Co., Harriman, Tenn., certified record to commission for final decision (Doc. 17255).

#### CALL LETTER APPLICATION

■ Connecticut Coast Broadcasting Co., Bridgeport, Conn. Requests WDJZ.

#### CALL LETTER ACTION

■ David B. Jordan, Selmer, Tenn. Granted WDTM.

#### Existing AM stations

##### FINAL ACTIONS

WDRG Hartford, Conn.—Broadcast Bureau granted mod. of license covering change in studio location to 750 Main Street, Hartford. Action May 19.

WCIK Gordon, Ga.—Broadcast Bureau granted mod. of CP to change ant-trans. location to Menton Street near S.R. 243, specify studio location same as ant-trans. location, specify type trans., delete remote control; conditions (BMP-12041).

WMEX Boston—Broadcast Bureau granted mod. of CP to make changes in DA system. Ann. May 22.

XXXX (foreign program) Detroit—Broadcast Bureau granted extension of authority to deliver audio religious programs to CKLW Windsor, Ont. Action May 17.

■ FCC granted applications of Lamar Life Insurance Co. for renewal of licenses of WJDX-AM-FM Jackson, Miss., with grant made with specific understanding that it is not to have any bearing on issues contained in WLBT-TV hearing in Doc. 16663. Commission action May 19, with Commissioner Cox voting to grant subject to outcome of hearing on WLBT-TV (Doc. 16663) with Commissioners Wadsworth and Johnson joining. Action May 22.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KACE Riverside, Calif.; WMES Ashburn, Ga.; WBSG Blackshear,

Ga.; and WCAO Baltimore. Action May 19.

■ Broadcast Bureau granted following AM's renewal of licenses: KADL Pine Bluff, KAGH Crossett, KAMO Rogers, KBBA Benton, KBJT Fordyce, KCAT Pine Bluff, KDMS El Dorado, KFAF Fayetteville, KHBM Monticello, KJWH Camden, KOTN Pine Bluff, KTCS Fort Smith, KVOM Morrilton, KVSA McGehee, KWHN Fort Smith and KLYR Clarksville, all Arkansas; KAOK Lake Charles, KBCL Shreveport, KJOE Shreveport, KLPL Lake Providence, KMAR Winnboro, KRMD Shreveport, KVCL Winnfield, KVOB Bastrop, WLUX Baton Rouge, WNNR New Orleans, WNOE New Orleans, WSMB New Orleans and WNPS New Orleans, all Louisiana; WELZ Belzoni, WVIM Vicksburg, WRJW Picayune, WNAU New Albany, WNAT Natchez, WMDC Hazlehurst, WDDT Greenville and WAZF Yazoo, all Mississippi. Action May 22.

■ Broadcast Bureau granted following AM's renewal of licenses: KALO Little Rock, KBHC Nashville, KBHS Hot Springs, KBOK Malvern, KBTA Batesville, KCLA Pine Bluff, KCON Conway, KDQN DeQueen, KELD El Dorado, KFPW and KFSA both Fort Smith, KGKO Benton, KGMR Jacksonville, KOKY Little Rock, KOSE Osceola, KSPR Springdale, KTBS Berryville, KTLO Mountain Home, KVRC Arkadelphia, KWAK Stuttgart, KXOW and KZNG both Hot Springs, KFFA Helena, KUOA, Siloam Springs, KCLR North Little Rock, KKRJ Russellville, KDDA Dumas, KRLW Walnut Ridge, KBRI Brinkley, KBTM Jonesboro, KCAB Dardanelle, KCCL Paris and KOSY Texarkana, all Arkansas; KALB Alexandria, KANE New Iberia, KBSF Springhill, KCIJ Shreveport, KCIL Houma, KCKW Jena, KDLA DeRidder, KEUN Eunice, KLEB Golden Meadow, KMBL Monroe, KMRC Morgan City, KNCE Vivian, KNOC Natchitoches, KOKA Shreveport, KTIB Thibodaux, KTRY Bastrop, KVPI Ville Platte, KWCL Oak Grove, WALL Baton Rouge, WBOK New Orleans, WBOX Bogalusa, WFRP Hammond, WWL New Orleans, KFNV Ferriday, KFRA Franklin, KLLA Leesville, KLUV Haynesville, KVOL Lafayette, KWKH Shreveport, KJEF Jennings, KREH Oakdale, KRUS Ruston, KTLD Tallulah, KUZIN West Monroe, KWRG New Roads, WARB Covington, WIKC Bogalusa, WWOM New Orleans, WYNK Baton Rouge, KTCC Jonesboro, KWLA Many, and WLBI Denham Springs, all Louisiana; WACY Moss Point, WBKN Newton, WCJU Columbia, WCMA Corinth, WDSK Cleveland, WCEP Carthage, WFFF Columbia, WFOR Hattiesburg, WGRM Greenwood, WHHT Lucedale, WHSY Hattiesburg, WJMB Brookhaven, WKDL Clarksdale, WKOZ Kosciusko, WKRA Holly Springs, WLOX Biloxi, WMPA Aberdeen, WNLA Indianola, WPMP Pascagoula-Moss Point, WQBC Vicksburg, WROA Gulfport, WABO Waynesboro, WCHJ Brookhaven, WESY Leland, WJXN Jackson, WSJC Magee, WXXX Hattiesburg, WHOC Philadelphia, WKPO Prentiss and WMGO Canton, all Mississippi. Action May 22.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 22 designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer in proceeding on AM applications of J. W. Furr (WMBC) and James W. Eatherton, both Macon, Miss.; scheduled prehearing conference for June 21, and hearing for July 18 (Docs. 17444-45).

■ Hearing Examiner Millard F. French on May 19 in proceeding on AM applications of Fine Music Inc. (WFMT), Montgomery, Ala., et al., scheduled procedural dates including hearing for June 19 (Docs. 17058-60).

■ Hearing Examiner Forest L. McClerning on May 17 in proceeding in matter of revocation of license of Quality Broadcasting Corp. (WKYN) San Juan, P. R., et al., granted petition of Broadcast Bureau and continued hearing from May 24 to July 6 (Docs. 15139-41).

■ Hearing Examiner Elizabeth C. Smith on May 16 in proceeding on AM applications of 1400 Corp. (KBMI) (renewal), and Joseph Julian Marandola (CP), both Henderson, Nev., scheduled hearing for June 29 (Docs. 16813-14).

#### FINES

■ By memorandum opinion and order, FCC directed Ponce Broadcasting Corp., licensee of WKFE Yauco, P. R., to pay forfeiture of \$150 for violation of Sec. 73.47(b) of rules by failing to have equipment performance measurements available. Action May 17.

■ WBZB Broadcasting Inc., licensee of WBZB Selma, N. C., has been cited by FCC for rule violations involving fraudulent billing practices and improper log entries. (Secs. 73.124 and 73.112.) Licensee is subject to a forfeiture of \$4,000. Action May 24.

■ FCC has revoked license of Palmetto Communications Corp. for WHHL Holly Hill, S. C. Action becomes effective June 30. Station is ordered to cease operation on or before 12:01 a.m. Ann. May 23.

#### CALL LETTER APPLICATIONS

■ KFIF, Arizona Board of Regents, Tucson. Ariz. Requests KUAT.

■ KCIL, KCIL Inc., Houma, La. Requests KJIN.

■ WYNG, Cranston-Warwick Radio, Warwick-East Greenwich, R. I. Requests WARV.

#### DESIGNATED FOR HEARING

■ By memorandum opinion and order FCC designated for hearing application of Mel-Lin Inc., Jacksonville, Fla., licensee of WOBS which operates on 1360 kc, 5 kw-D, class III, for CP to change to 1360 kc, 5 kw-DA-N, U, class III-A. Ann. May 24.

#### New FM stations

##### APPLICATIONS

Greenville, Miss.—Mid-America Broadcasting Inc. Seeks 100.7 mc, ch. 264, 5 kw. Ant. height above average terrain 150 ft. P. O. address: Box 247, Greenville 38702. Estimated construction cost \$21,000; first-year operating cost \$6,000; revenue \$6,000. Principals: David M. Segal, president. Applicant is licensee of WGVM Greenville, Mr. Segal has 60% interest in KDKO Littleton, Colo. Ann. May 23.

Gulfport, Miss.—E. O. Roden & Associates Inc. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 285 ft. P. O. address: Box 1570, Gulfport. Estimated construction cost \$14,588; first-year operating cost \$20,000; revenue \$20,000. Principals: E. O. Roden, president, and others. Applicant is licensee of WGCM Gulfport. Ann. May 22.

Chippewa Falls, Wis.—Bushland Radio Specialties. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 16 (1728 Loring Street) Eau Claire (Altoona), Wis. 54701. Estimated construction cost \$22,650; first-year operating cost \$24,600; revenue \$21,600. Principals: Ray W. and Rowland L. Bushland (each 50%). Messrs. Bushland have been working partners in Bushland Radio Specialties, wholesale electronic supplies. Ann. May 18.

Beaver Dam, Wis.—Beaver Dam Broadcasting Co. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Radio Park, Beaver Dam. Estimated construction cost \$27,494.50; first-year operating cost \$12,000; revenue \$4,000. Principals: Thomas H. Faile, executive vice president and others. Applicant is licensee of WBEV Beaver Dam. Ann. May 22.

\*Northfield, Minn.—St. Olaf College. Seeks 89.3 mc, ch. 207, 100 kw. Ant. height above average terrain 403.5 ft. P. O. address: Milford C. Jensen c/o Dow, Lehnas and Albertson, 600 Munsey building, Washington. Estimated construction cost \$71,000; first-year operating cost \$40,000; revenue none. Principals: David E. Johnson, vice president. Ann. May 22.

#### FINAL ACTIONS

Bakersfield, Calif.—Thunderbird Broadcasting Co. Broadcast Bureau granted 109.9 mc, ch. 300, 50 kw. Ant. height above average terrain 470 ft. P. O. address: 406 Chesterday Avenue, Bakersfield 93301. Estimated construction cost \$27,150; first-year operating cost \$20,300; revenue \$21,000. Principals: Alvis Edgar Owens Jr., president (48%), Gerard T. Hill (26%) and Doris M. Griffiths (26%). Action May 17.

\*St. Charles, Mo.—Lindenwood Female College. Broadcast Bureau granted 90.1 mc, ch. 211, 0.010 kw. Ant. height above average terrain 250 ft. P. O. address: Walter L. Metcalfe Jr., 611 Olive Street, St. Louis 63101. Estimated construction cost \$4,000; first-year operating cost \$2,000; revenue none. Principals: John M. Black, president. To be administered by board of directors. Action May 19.

#### OTHER ACTIONS

■ Review board in Little Rock, Ark., FM broadcast proceeding, Docs. 17070-72, granted joint request for approval of agreement, filed April 7 by KLRA Inc., and KAAV Inc.; approved agreement; dismissed with prejudice application of KLRA Inc.; granted joint request for approval of agreement filed April 7 by KAAV Inc., and Valley Corp.; approved agreement to extent indicated; dismissed with prejudice application of Valley Corp.; granted application of KAAV Inc.; and terminated proceeding. Board Member Slone absent. Action May 22.

■ Review board in Monmouth, Ill., FM broadcast proceeding, Docs. 16944-5, granted joint request for approval of agreement filed April 12 by PrairieLand Broadcasters and Richard P. Lamoreaux; approved agreement;

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, May 25

| ON AIR             |                    |      |      |
|--------------------|--------------------|------|------|
|                    | Lic.               | CP's | CP's |
| Commercial AM      | 4,110 <sup>1</sup> | 19   | 83   |
| Commercial FM      | 1,611              | 26   | 265  |
| Commercial TV-VHF  | 481 <sup>2</sup>   | 15   | 23   |
| Commercial TV-UHF  | 95 <sup>2</sup>    | 25   | 132  |
| Educational FM     | 303                | 5    | 34   |
| Educational TV-VHF | 60                 | 7    | 9    |
| Educational TV-UHF | 42                 | 8    | 53   |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 25

|               | VHF | UHF | Total |
|---------------|-----|-----|-------|
| Commercial    | 519 | 260 | 779   |
| Noncommercial | 76  | 102 | 178   |

## STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

|                                | COM'L AM           | COM'L FM | COM'L TV         | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air)          | 4,083 <sup>2</sup> | 1,533    | 570 <sup>2</sup> | 290     | 97      |
| CP's on air (new stations)     | 25                 | 69       | 46               | 10      | 19      |
| CP's not on air (new stations) | 70                 | 242      | 138              | 19      | 51      |
| Total authorized stations      | 4,180              | 1,844    | 760              | 319     | 167     |
| Licenses deleted               | 0                  | 0        | 0                | 0       | 0       |
| CP's deleted                   | 0                  | 0        | 0                | 0       | 0       |

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Storrs, Conn.; install new trans. (Gates FM-1G); install dual polarized ant. (Gates FMA-3/300G-3, 3 horiz. & 3 vert. sects.); change frequency from 90.5 mc, ch. 213 to 91.7 mc, ch. 219; increase TPO to 974.726 w; operate with horizontal and vertical ERP of 1.25 kw; and operate with HAAT of 400 ft. Ann. May 22.

## FINAL ACTIONS

■ By order, Commissioner Johnson concurred, FCC granted applications of The Audio House Inc. for mod. of CP for KRPM(FM) San Jose, Calif. to change site and increase facilities on ch. 253 (98.5 mc), and of Dale W. Flewelling for CP to make changes in facilities of KXKRQ(FM) Sacramento, and denied objection to KXKRQ(FM) application filed by Great Western Broadcasting Corp., licensee of KXTV(TV) Sacramento, Calif. Action May 17.

\*KSJR-FM Collegeville, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant., increase ant. height to 480 ft. Action May 22.

New Brighton, Minn. Order of St. Benedict—Broadcast Bureau granted mod. of CP to change type ant., increase ERP to 3.4 kw. Action May 17.

KOLM-FM Rochester, Minn.—Broadcast Bureau granted mod. of CP to change type trans. Action May 17.

WAKR-FM Akron, Ohio—Broadcast Bureau granted CP to change ant.-trans. location to 1521-Dreisbach Drive, Akron, change studio location to 853 Copley Road, Akron, install new type trans., new type ant., increase ERP to 50 kw, ant. height 500 ft. Action May 17.

WCHO-FM Washington Court House, Ohio—Broadcast Bureau granted mod. of CP to change ant.-trans. location to On State Route 70, 0.2 miles South of Hickory Lane Intersection, Washington Court House, install new type trans., dual polarized ant., make change in ant. system, increase ant. height to 300 ft.; condition. Action May 17.

WHUN-FM Huntingdon, Pa.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Stone Creek Ridge, Huntingdon, change type trans., type ant., increase ERP to 3 kw, ant. height 150 ft. Action May 19.

WFLN-FM Philadelphia—Broadcast Bureau granted mod. of CP to make changes in ant. system, decrease ERP to 22.5 kw, increase ant. height to 400 ft. Action May 17.

\*KVOF-FM El Paso—Broadcast Bureau granted CP to change name of licensee to University of Texas at El Paso, change ant.-trans. location to top of Mt. Franklin, El Paso, change studio location to Kelly Hall Bldg., U.T. of El Paso. Action May 17.

KCTA-FM Sinton, Tex.—Broadcast Bureau granted mod. of CP to change type trans., change type dual polarized ant., increase ERP to 100 kw, decrease ant. height to 310 ft.; condition. Action May 17.

■ Broadcast Bureau granted following FM's renewal of licenses: KBCL-FM and KRMD-FM, both Shreveport, La.; KOTN-FM Pine Bluff and KRIL(FM) El Dorado and WNNR-FM New Orleans, all Louisiana. Action May 22.

■ Broadcast Bureau granted following FM's renewal of licenses: KBHS-FM Hot Springs, KELD-FM El Dorado, KOSE-FM Osceola, KUOA-FM Siloam Springs, KAMS(FM) Mammoth Spring, KFAV(FM) Fayetteville, KMMK(FM) Little Rock. \*KASU(FM) Jonesboro, KARK-FM Little Rock, KBTM-FM Jonesboro, KCAB-FM Dardanelle, KMAG(FM) Forth Smith and KTCS-FM Fort Smith, all Arkansas; WWMT(FM) New Orleans, WDSU-FM New Orleans, KRUS-FM Ruston, KPEL-FM Lafayette, KNOE-FM Monroe, WWOM-FM New Orleans, KJEF-FM Jennings, \*KRVS(FM) Lafayette, WQXY-FM Baton Rouge, WJBO-FM Baton Rouge, KWKH-FM Shreveport, KTIB-FM Thibodaux, KNOC-FM Natchitoches, KMLB-FM Monroe, KDLA-FM DeRidder, KCIL-FM Houma and KALB-FM Alexandria, all Louisiana; WACY-FM Moss Point, WFOR-FM Hattiesburg, WPMP-FM Pascagoula, WKOZ-FM Kosciusko, WROA-FM Gulfport, WLSM-FM Louisville, WQMV(FM) Vicksburg, WSLI-FM Jackson, WSWG(FM) Greenwood, WQST(FM) Forest, WVMI-FM Biloxi and WWHO(FM) Jackson, all Mississippi. Actions May 22.

■ Hearing Examiner Isadore A. Honig on May 17 in proceeding on FM applications of Lee Broadcasting Corp. and Mid America Broadcasting Inc., both Moline, Ill., scheduled procedural dates including continuing hearing from June 14 to July 11. (Docs. 17345-46).

■ Hearing Examiner Elizabeth C. Smith on May 18 in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both Slidell, La., granted petition for waiver of publication rules filed by Faulkner Radio Inc. and accepted tendered publication (Docs. 17261-2).

## CALL LETTER APPLICATIONS

■ University of California, Davis, Calif. Requests KDVS(FM).  
 ■ WOKS Broadcasting Co., Columbus, Ga. Requests WWRH(FM).  
 ■ North Central College, Naperville, Ill. Requests WNOC(FM).  
 ■ Minnesota-Iowa Television Co., Austin, Minn. Requests KAUS-FM.  
 ■ Capitol Broadcasting Inc., Lincoln, Neb. Requests KROA(FM).  
 ■ Gulf South Broadcasters, New Orleans. Requests WRNO(FM).  
 ■ Paris Broadcasting Co., Paris, Tenn. Requests WTPR-FM.  
 ■ Christian Services Inc., Spokane, Wash. Requests KCFA-FM.

## CALL LETTER ACTIONS

■ Ozark Broadcasting Corp., Ozark, Ala. Granted. WOAB(FM).  
 ■ Robert Lloyd Hoover, Pullman, Wash., Granted KPUL-FM.

## DESIGNATED FOR HEARING

■ FCC by order designated for consolidated hearing applications of Community Broadcasters, Inc., and West-State Broadcasting Co., both Grand Haven, Mich., for CP's for new class A FM's to operate on ch. 221 (92.1 mc) at Grand Haven... Community with ERP of 3 kw, ant. height 125 ft. and West-State with ERP of 2.715 kw, ant. height 65 ft. Ann. May 24.

## Existing FM stations

### APPLICATION

WHUS(FM) Storrs, Conn.—Seeks CP to change ant.-trans. location to 0.35 miles northwest of North Eagleville Road, opposite University of Connecticut Campus.

dismissed with prejudice application of Prairieland Broadcasters; granted application of Richard P. Lamoreaux; and terminated proceeding, Board Member Nelson not participating. Action May 17.

■ By memorandum opinion and order, FCC affirmed action accepting for filing applications of New York University and Fairleigh Dickinson University for new non-commercial educational FM stations to operate on ch. 206 (89.1 mc). New York University: ERP of 8.3 kw, ant. height of 220 ft. in New York City; and Fairleigh with ERP of 550 w, ant. height of 500 ft. in Teaneck, N. J. Channel 206 is reserved in commission's rules for use in New York area by United Nations, and use by either applicant will be pursuant to agreement with United Nations previously approved by commission. Action May 17.

■ FCC by memorandum opinion and order denied application for review, filed by Jones T. Sudbury, in Martin, Tenn., FM broadcast proceeding (Docs. 16655-6), but permitted Sudbury to file within 15 days petition with review board requesting enlargement of issues to include comparative programming issue. Chairman Hyde concurred in part and dissented in part with statement; Commissioner Bartley dissented and issued statement. Ann. May 24.

## ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on May 19 in proceeding on FM application of Birney Imes Jr. and Radio Columbus Inc., both Columbus, Miss., granted petition for leave to amend of Radio Columbus to reflect financial matter (Docs. 17263-4).

■ Chief Hearing Examiner James D. Cunningham designated Hearing Examiner Charles J. Frederick to serve as presiding officer in proceeding on FM educational applications of New York University, New York, and Fairleigh Dickinson University, Teaneck, N. J.; scheduled prehearing conference for June 23, and hearing for July 24. (Docs. 17454-55).

■ Hearing Examiner Millard F. French on May 19 in proceeding on FM applications of Cherokee Broadcasting Co., Murphy, N. C., and Fannin County Broadcasting Co., Blue Ridge, Ga., granted Cherokee's March 14 petition to amend (financial), dismissed as moot Cherokee's March 24 petition to amend, and granted Cherokee's April 13 petition to amend (engineering) (Docs. 17086-7).

South Beloit, Ill. Granted WRWC(FM).

## Translators

### ACTIONS

Blue Earth, Minn. Minnesota-Iowa Television Co.—Broadcast Bureau granted CP for a new UHF TV translator to serve Blue Earth operating on ch. 78, by rebroadcasting programs of KMMT(TV), ch. 6, Blue Earth. Action May 15.

K73BP Mankato, Minn.—Broadcast Bureau granted CP for UHF TV translator to change frequency from ch. 73, 824-830 mc. to ch. 72, 818-824 mc, change input channel to via ch. 76, Blue Earth, Minn., change type trans., make changes in ant. system and change call letters to K72DC. Action May 17.

K11AA Terry, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Terry operating on ch. 11, by rebroadcasting programs of KDIX-TV, ch. 2, Dickinson, N.D. Action May 17.

Mina, Nev. Mineral Television District No. 1—Broadcast Bureau granted CP for new UHF TV translator to serve Mina and Luning, operating on ch. 78, by rebroadcasting programs of KCRL(TV), ch. 4, Reno. Action May 17.

Woodfin, N. C. Spartan Radiocasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Beaver Dam Creek Valley; Elk Mountain & Woodfin; Pine Burr, operating on ch. 8, by rebroadcasting programs of WSPA-TV, ch. 7, Spartanburg. Action May 17.

By order, upon its own motion, commission reconsidered its action of April 26, and set aside grant of application of Skyway Broadcasting Co. for mod. of CP of translator station W06AG Burnsville, N. C. Action May 17.

Hampton, Ore. Hampton TV Association Inc.—Broadcast Bureau granted CP for a new VHF TV translator to serve Hampton, operating on ch. 5, by rebroadcasting programs of KATU-TV, ch. 2, Portland, Ore. Action May 19.

K11GD North Spokane, Wash.—Broadcast Bureau granted CP for VHF TV translator to make changes in ant. system. Action May 22.

K04AB Gillette, Wyo.—Broadcast Bureau granted CP for VHF TV translator to change trans. site to 4650' 314' from Gillette post office, Gillette change type trans. and make changes in ant. system. Action May 23.

## CATV

### APPLICATIONS

Laurel Cablevision, Inc.—Requests distant signals from WCDC(TV) Adams, Mass.; WRGB(TV) Schenectady, N. Y. (Litchfield); WPIX(TV), WOR-TV, WNEW-TV and WNBT(TV) all New York to Litchfield and Torrington, Conn. Ann. May 19.

Laurel Cablevision Inc.—Requests distant signals from WYNN-TV Springfield, Mass.; (Watertown); WPIX(TV) WOR-TV WNEW-TV and WNBT(TV) all New York to Thomaston and Watertown, Conn. Ann. May 19.

Middlesboro TV Systems Inc.—Requests distant signals from WJHL-TV Johnson City, Tenn.; WLOS-TV Asheville, N. C.; WKYT-TV and WLEX-TV, both Lexington, Ky. to Middlesboro, Ky. Ann. May 19.

Capital District Better TV, Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York to Town of Colonie, New York. Ann. May 19.

D and E Cable TV Inc.—Requests distant signals from WTTG(TV) Washington to Adamstown, Akron, Denver, Lititz and Manheim, all Pennsylvania. Ann. May 19.

Montgomery Cable Television Co.—Requests distant signals from WPIX(TV), WOR-TV, WNEW-TV and WNBT(TV), all New York, to Hatboro, Penn. Ann. May 19.

D and E Cable TV Inc.—Requests distant signals from WKBS-TV and WPHL-TV, both Philadelphia, WTTG(TV) Washington to Warwick township, Pa. Ann. May 19.

### OTHER ACTIONS

By memorandum opinion and order, Commissioner Bartley concurring and issuing statement; Commission Loevinger concurring: Granted Ultra-View Inc. waiver of requirement for showing in evidentiary hearing and commission approval in top 100 TV markets of Sec. 74.1107 to permit operation of CATV system in Jasper, Ala. in Birmingham TV market (ARB 37). System was authorized to import the distant network signals from Decatur, Huntsville, and Tuscaloosa, all Alabama. Ann. May 24.

Delegation authority by order: Granted application by General Television Inc., Lewes, Del., for new community antenna relay station to serve CATV system in Lewes-Rehoboth Beach, Del., and waived

Secs. 74.1037(a)(2) and 74.1067 of rules to permit unattended and continuous trans. operation. Commission also amended part O of its rules by adding a new sec. 0.289(c)(11) delegating authority to CATV task force to waive Secs. 74.1037 and 74.1067 in similar cases. Ann. May 24.

By memorandum opinion and order, Commissioner Bartley dissenting with a statement; Commissioner Loevinger abstaining from voting: Granted petition by WREX-TV Inc., licensee of WREX-TV Rockford, Ill., for declaratory ruling concerning interpretation of program exclusivity requirements of Sec. 74.1103(e) with respect to CATV systems operated by Allied Video Transmission Inc., in DeKalb and Sycamore, Ill. Ann. May 24.

By memorandum opinion and order, Commissioners Bartley and Loevinger concurring in the result; Commissioner Cox dissenting: Granted request by Irvine Community Television Inc. and extended until Oct. 25, for Irvine to comply with program exclusivity requirements of Sec. 74.1103(e) of the commission's rules. Irvine is operator of CATV system at Irvine, Ky. Ann. May 24.

Review board in Akron, Ohio. CATV proceeding, Docs. 17357, et al, granted request filed May 15 by Broadcast Bureau and extended time for filing comments or oppositions to motion to enlarge issues filed May 1 by National Football League and the Cleveland Browns Inc., until 10 days after hearing examiner rules on petition requesting limited intervention, filed May 1 by National Football League and Cleveland Browns Inc. Board Member Slone absent. Action May 22.

By order Commissioner Wadsworth dissented; Commissioner Johnson not participating. FCC denied petition filed by Pennsylvania Community Antenna Television Association Inc., Texas CATV Association Inc.; Pacific Northwest Community TV Association Inc.; Ohio Cable Television Inc., for reconsideration of order designating certain issues for hearing in evidentiary proceeding on California Water and Telephone Co., Doc. 17333, et al, Commission, on its own motion, modified the designation order to make all parties respondent and other parties in Docs. 16928, 16943 and 17098, parties to this proceeding. Action May 17.

FCC by memorandum opinion and order; Commissioner Bartley dissented and issued statement; Commissioners Loevinger and Johnson abstained from voting; denied petitions for reconsideration requesting waiver of hearing provisions of Sec. 74.1107 of rules, filed by Cosmos Cablevision Corp., operator of CATV system in North Augusta, S. C. and Aiken Cablevision Inc., operator of CATV system in Aiken, S. C. Aiken was authorized to carry grade B signal of WIS-TV Columbia, S. C. (Docs. 17056-7). Ann. May 24.

By memorandum opinion and order, and order to show cause; Commissioners Bartley and Loevinger dissenting with statements: Order to show cause directed to Bluefield Cable Corp. (a) requiring immediate compliance with program exclusivity requirements of Sec. 74.1103 with respect to the signals of WCVB-TV Bristol, Va. and (b) directing Bluefield to show cause why it should not be ordered to cease and desist from further violations of advance notification requirements of Sec. 74.1105, and requirement for showing in evidentiary hearing and commission approval in top 100 TV markets of Sec. 74.1107. Action May 24.

Rowlesburg, W. Va. Community Cable Inc.—CATV task force dismissed, as moot, a request for waiver of Sec. 74.1103(e) of commission's rules with respect to signal of WBOY-TV Clarksburg, W. Va. Action May 22.

By memorandum opinion and order, Commissioner Cox dissenting; Commissioner Johnson concurring, FCC denied request of Columbia Empire Broadcasting Corp. for order to be issued directing Wattsburg TV Cable, operator of a CATV system in Wattsburg, Wash., to show cause why it should not be required to cease and desist from operating in violation of Sec. 74.1103 of rules, and granted request of Wattsburg TV Cable for waiver of Sec. 74.1103(a)(e) of rules. Action May 17.

### ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on May 18 designated Hearing Examiner James D. Cunningham to serve as presiding officer in re cease and desist order to be directed against Rancho Bernardo Antenna Systems Inc. owner and operator of CATV system at San Diego; scheduled prehearing conference for May 29, and hearing for June 22. (Doc. 17443). And on May 22 designated Hearing Examiner Elizabeth C. Smith to serve as

presiding officer in re cease and desist order to be directed against the following CATV operation: Valley Vision Inc., operator of CATV at Jackson and Sutter Creek, Calif.; scheduled prehearing conference for June 8, and hearing for June 26. (Doc. 17442).

Hearing Examiner Thomas H. Donahue on May 18 in proceeding on CATV petition by Cable Vision Inc., Lewiston and Auburn, Me., scheduled certain procedural dates and continued hearing from June 19 to July 24. (Doc. 17378).

Hearing Examiner Charles J. Frederick on May 19 in proceeding in the matter of California Water and Telephone Co.; Associated Bell Systems Co's.; General Telephone System; and United Utilities Inc. Companies applicability of Sec. 214 of Communications Act with regard to tariffs for channel service for use by CATV systems, granted petition of Storer Broadcasting Co. to intervene. (Doc. 17333).

Hearing Examiner David I. Kraushaar on May 22 in proceeding in re cease and desist order to be directed against following CATV operators: Television Cable, Carbondale and Waymart Cable TV, Waymart, both Pennsylvania, ordered that date for hearing remains as previously scheduled, June 20. (Docs. 17381-2).

Hearing Examiner Chester F. Naumowicz Jr. on May 19 in proceeding in matter of petition of Midwest Television Inc. (KFMB-TV), San Diego (CATV) et al, on request of Midwest substituted page 1 of figure 2 of stipulation exhibit number 3 for page now in evidence (Docs. 16786, 17008).

## Ownership changes

### APPLICATIONS

KAPR Douglas, Ariz.—Seeks assignment of license from William and Katherine Mende to Mor Hart Inc. for \$63,000. Principals: Jerry Hartline, president and Ray Morgan secretary-treasurer (each 50%). Messrs Hartline and Morgan are commercial manager and assistant commercial manager respectively of KLID Poplar Bluff, Mo. Ann. May 22.

KERN-AM-FM Bakersfield, Calif.—Seeks transfer of control from Urner Broadcasting Co. to Edward E. Urner 80% before, 76% after) and Ernest R. Winn (20% before, 19% after), and James L. Norman (none before, 5% after) d/b as Urner Broadcasting Co. No monetary consideration. Ann. May 22.

KNAC(FM) Long Beach, Calif.—Seeks assignment of license from McCray Broadcasting Co. to International Broadcasting Corp. Principals: Donald G. Gill, (5%) president, W. Ralph Oliver (10%) vice president, Samuel M. Roberts (5.5%) secretary, Jess W. Grundy (7.5%) treasurer, et al. Mr. Gill is self-employed in fields of loans, investments, and economic research, and is partner in Magnolia Joint Venture (25%), Orange County Enterprises (33.3%), and Ladoro Associates (33.3%), all rental agencies. Mr. Oliver is consultant with Commercial Business Service. Mr. Roberts is self-employed as management consultant. Mr. Grundy is vice president and director of Bateman, Eichler, Hill, Richards stockbrokers. Consideration: \$13,500. Ann. May 23.

WLBA Gainesville, Ga.—Seeks assignment of license from Hall County Broadcasting Co. to WLBA Inc. for \$150,000. Principals: Norfleet R. Johnston (100%) president and others. Mr. Johnston is vice president and owns 10% of stock of bank and is president and owns 60% of stock of health club. Ann. May 18.

WANE-TV Fort Wayne, WISH-TV Indianapolis, both Indiana, KXTV(TV) Sacramento, Calif., KOTV(TV) Tulsa, Okla. and KHOU-TV Houston—Seeks transfer of control from Whitney Communications Corp. to John Hay Whitney. Application requests transfer of Corinthian Broadcasting Corp. from Whitney Communications to Mr. Whitney. Mr. Whitney presently holds WCC as direct owner of 54.71%, WCC in turn controls Corinthian as owner of 92.635%. Corinthian owns all stock in Indiana Broadcasting Corp., licensee of WISH-TV and WANE-TV; Corinthian Television Corp., licensee of KOTV(TV) Tulsa, Okla.; Gulf Television Corp., licensee of KHOU-TV, and Great Western Broadcasting Corp., licensee of KKTV(TV) Sacramento. Transfer will result from merger of WCC into Corinthian, after transfer by WCC of certain of its net assets, not including its stock in Corinthian, to Whitcom Inc. Transfer to Whitcom is subject to separate application (See WGHQ-AM-FM and WVOX-AM-FM Kingston and New Rochelle, both New York, respectively). Ann. May 22.

(Continued on page 76)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
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Station manager-salesman. Single station market. FM, excellent potential. One-third (1/3) interest available to proper person. Midwest. Box E-269, BROADCASTING.

Wanted: Manager for Texas small market daytimer. Opportunity for man with experience in sales, programming, news to step up to management. Send resume, tape, picture to Box E-271, BROADCASTING.

Manager—must have top-notch sales and community relations record to qualify for opportunity to expand with multiple station operation. Immediate need is for Hot Springs' only full time station. Excellent salary. Complete resume first letter, please. Box E-323, BROADCASTING.

Needed immediately: General sales manager for upper midwest top rated, top 40. We have the ratings, the rates and the business to make you money. Beautiful facility. Attractive draw and incentive, with great opportunity for advancement in our AM, FM, TV group. Box E-363, BROADCASTING.

#### Sales

Large market group operation seeks salesman in smaller market looking to move up. Must be management material. Complete group benefits. Send particulars to Box E-255, BROADCASTING.

Springboard to management and security. Midwest seven station group needs stable, hardworking representatives. Guarantee plus commissions, fringe benefits, good training. Opening created by promotion. Send photo and resume to Box E-355, BROADCASTING.

Excellent opportunity in medium upper midwest market. Top rated station. Top earnings, excellent account list. Box E-364, BROADCASTING.

Excellent South Florida radio station in fast growing market will appoint General Sales Manager. Send complete resumes to Radio, 1501 South Flagler Drive, West Palm Beach, Florida.

WTIG—Massillon-Canton, Ohio needs salesman announcer with or without first class ticket. Salary. Commission. Work into sales manager position. A Great Scott growing opportunity.

Creative salesman with sales and promotion experience. 5 kw station in Aspen. Announcing not required but experience with programming and management helpful. Immediate. References and resume Aspen Broadcasting Corp. Box E, Aspen, Colorado.

#### Announcers

Talented, mature jocks and newsmen; Good secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

News oriented announcer to join 10-man program staff in highly successful midwest medium market station. Salary based on ability and experience. Box E-42, BROADCASTING.

Metropolitan market in coastal Southeast. . . . Announcer with first phone for combination AM-FM night shift (5 P.M.-M.N.) 40 hr week. \$125 to \$150. Box E-160, BROADCASTING.

Like top 60 radio? Water skiing? Swimming? Fishing? If you have a first phone, we have an opening. Start \$120 weekly. Fringe benefits. Come on down to South Florida, Box E-103, BROADCASTING.

### Announcers—(cont'd)

DJ who can handle nightspot, 6-12 midnight. Must be experienced with good voice and pleasant personality. Salary open. Major market, Florida. Send tape and resume to Box E-213, BROADCASTING.

Need 1st phone announcer, announcing and production foremost. Growing organization in middle-Atlantic area. Above average starting salary. Reply. Box E-237, BROADCASTING.

Modern country format station in the midwest looking for DJ with first phone. Here's your chance to work with progressive top notch outfit. Immediate opening. Send tape and resume to Box E-252, BROADCASTING.

Top 40 DJ, major East coast market. Immediate opening. No screamers. Solid citizen type. Send recent photo, tape, references. Box E-295, BROADCASTING.

Starter with ambition, some sports know-how, content with northeast small town. Box E-342, BROADCASTING.

Personality top forty jock for 6 to midnight show. Three years experience-top forty. First phone—no maintenance. Send air check, resume. Box E-352, BROADCASTING.

Southern California needs 1st-announcer. Excellent pay—no beginners. Box E-360, BROADCASTING.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box E-371, BROADCASTING.

Wanted immediately. Announcer, Salesman. Afternoon air trick in Top Central New York market. Guaranteed salary plus 15% commission. Immediate opening. No phone calls. Rush tape and resume to WOSC-AM-FM, Oswego, New York.

Announcer with first phone. Good music station. NBC affiliate. KCEE Radio, P. O. Box 5803, Tucson, Arizona.

Immediate opening soul R&B DJ. First ticket preferred. Full information KDKO, Denver.

Announcer weatherman: Immediate opening experienced weatherman-commercial announcer. Excellent opportunity in top quality market. Contact Lamar Smith, KUTV, Salt Lake City, Utah.

Pro, rich voice, colorful delivery. Needed immediately. Wonderful city excellent conditions. Send tape, resume photo to Bob Stevens, KXYZ, Houston, Texas.

Need versatile man with first phone. Top 40 and Country & Western Format with some Middle of the Road. No maintenance, good pay, ideal working conditions and facilities. Progressive station with many fringe benefits. Call or send tape and resume to Jack R. Gennaro, WFHR AM/FM, Wisconsin Rapids, Wisconsin.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

WKBW Buffalo, requires an articulate, mature 12 P.M.-3 P.M. air personality, young and aggressive, no radio gypsy, solid citizen. Tapes, biographical sketch, and picture. Mail to Jefferson Kaye, Program Director.

### Announcers—(cont'd)

Expanding Operation. Need experienced announcer with third for MOR and news. WLDS, AM & FM, Jacksonville, Illinois.

Immediate opening for 2 bright, energetic, top 40 DJ announcers—one with first phone and one with third with broadcast endorsement—at leading, Central New York group operation. Rush tape and background information to: Program Director, WTLB, Straus Broadcasting Group, Utica, New York.

Needed immediately MOR man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week. \$5 raise every six months. 45 hour shift, 48 hours total. Car necessary. Call Radio Station WTOR, Torrington, Connecticut, 203-489-4181.

First phone announcer needed for daytimer \$500 monthly. Send tape and resume to WWCN Radio, Box 227, Brazil, Indiana.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Expanding Top Forty chain needs two top men immediately. First phone. One man to take over #1 rated mid-day show in major market. Must have strong personality. Major market pay. Other man must be able to take over Chief Engineer duties and handle #1 rated board shift at medium market Top Forty. Salary open. Send tapes and resume with salary demands to W. R. Taft, General Manager, P. O. Box 1227, Everett, Washington 98201.

Florida Gold Coast . . . Adult fulltime CBS . . . First ticket, no maintenance . . . Evening serenade host ideal working conditions and crew, all fringe benefits . . . Salary open creative freedom, double in sales, if qualified, for limitless opportunity. We believe and promote good radio and our personalities who create it. Call collect 1-305-278-1420.

Announcer, C&W station, beginners considered, also sales if desired, needed immediately, south Georgia 912-436-0123.

#### Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience and hold a Radiotelephone first class license. Location: West Florida. Reply Box E-228, BROADCASTING.

Engineer first class license, Studio and transmitter experience preferred. Send resume with first letter. AM regional and FM in Northeast Ohio, Box E-316, BROADCASTING.

Management-electronics ability — general management high speed audio tape duplication, Chicago. Experience not necessary. Box E-366, BROADCASTING.

Chief engineer for 1 kw AM non-directional station southeastern Massachusetts. No announcing. Need take-charge guy for all technical matters. Contact Manager, WALE, Fall River, Mass. 607-674-3535.

## Technical—(Cont'd)

Strictly engineering. Opportunity: personal, professional. Many fringe benefits. Near Phila. WCOJ, Coatesville, Pa.

Chief engineer—Must have successful supervisory experience to take complete charge of maintenance and supervision for long established 5-kw, 6-tower AM and 180 kw 2 sub-channel MX FM. We will pay for your experience. All details first letter including detailed resume, salary requirements, etc. Reply: WEAW Evanston, Illinois. Chicago—Immediate opening for experienced first phone engineer. Maintenance and board work, no announcing. Paid life insurance and hospitalization. Send resume WFMF, Chicago, Illinois 60601, or call 312-372-7838.

New 1st needed to work into seven station group. Excellent training, fringe benefits and challenge. Send resume to WTTL, Lansing, Michigan.

Immediate opening 1st phone, AM Directional and FM possibly Operations Manager. Contact Manager, WKDN, Camden, New Jersey. 609-365-7200.

Transmitter Maintenance Technicians—VOA. The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, California, Ohio and overseas. Jobs require a minimum of five years of progressively responsible transmitter (250 watts or more) operating and maintenance experience and/or experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer. Salary varies with applicants experience and ability. Presently from \$7,200 to \$12,000 per annum. Send applications for overseas positions to Chief, VOA Personnel Office, Room H-101, Tempo E. Sixth Street and Adams Drive, S.W., Washington, D.C. 20547. For positions in the United States forward applications to the Inter-Agency Board of Civil Service Examiners, U.S. Civil Service Commission, Washington D.C. 20547. An Equal Opportunity Employer.

## NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Need additon to large, well-equipped news department. Midwest independent with heavy news schedule. Salary open. E-43, BROADCASTING.

Young, articulate, high IQ news director looking for opportunity to express personal beliefs and convictions in idealistic-minded, youth conscious, midwest, small market operation. College town. Write Box E-250, BROADCASTING.

Looking for competent news director for station in Midwest . . . want aggressive, intelligent man who can "Get The News." Salary open. Box E-272, BROADCASTING.

Top 40 newsmen, large market on East coast. Send tape, references, recent picture. Box E-296, BROADCASTING.

Wanted: News and Public Affairs Director for Radio-TV station in northeast. Must be college graduate, at least 25 years old, family man with broadcast experience. . . . Responsible for all news and public affairs for radio-TV station. Will supervise three man news operation. Send resume, picture, tape to Box E-306, BROADCASTING.

Midwest AM station needs experienced newsmen. Gather, write, air. Send tape, resume, picture. Nice station and community. Box E-332, BROADCASTING.

Additional man for outstanding medium-market New England news department. Experience in airing, gathering, writing, and editing news desirable—but will train willing news beginner with good on-the-air potential. Rush short news tape, full resume, references, writing samples. All material returned. Box E-334, BROADCASTING.

Summer relief newsmen. Able to report, write, edit tape and deliver. San Francisco Bay area station. Start mid-June. Send resume and tape. Box E-349, BROADCASTING.

Newsmen-sales or news-sports-sales. Medium southwest market. Salary plus commission. Resume, references, play-by-play air check to Box E-359, BROADCASTING.

## Technical—(Cont'd)

Beginner needed to break into State capitol coverage with 7 station group. Excellent experience following Romney. Send photo and resume to WTTL, Lansing, Michigan.

Newsman needed to join top rated AM and FM news team for progressive station. Become a member of an expanding four station group. Rush tape and complete resume to WNYR, Rochester, N. Y.

## Production—Programing, Others

Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Some travel between company owned stations with owner. Box E-102, BROADCASTING.

Group operator has openings for program directors in two southern cities with top 40 rock experience. Must be promotion minded, contest oriented, idea man. Production ability on commercial spots very important. Annual salary in top four figures to start plus annual bonus based on ratings and business produced. Send complete details together with outline of successful ideas you have developed. Box E-277, BROADCASTING.

Top 40 PD, pleasant East coast major market. Want exciting mature man with ideas and stability. Send recent photo, tape, references. Box E-297, BROADCASTING.

Immediate need for 3rd ticket production man who also will handle short daytime shift. Send air check, resume and photograph to Dave Schneider, Program Director, KLWW, Cedar Rapids, Iowa. 52406.

Immediate opening 1st phone, AM Directional and FM. Possibly Operations Manager. Contact Manager, WKDN, Camden, New Jersey. 609-365-7200.

Creative copywriter (male or female) for well established busy organization. Experience preferred but creativity most important. . . . Send resume, picture, sample copy or tape to Don Foutz, WROV, Roanoke, Va., 24015.

## RADIO

### Situations Wanted—Management

Experienced . . . Owner, Manager, Sales Manager. Salesman . . . You name it . . . (everything but engineer) . . . who loves medium to small market radio. not . . . (I repeat not) interested in more than a modicum of salary . . . only interested in an opportunity to make money, (so long as in the right general area) thru profit sharing . . . (dirty republican) . . . plus an opportunity to buy in . . . (naturally when I think advantageous) . . . (dirty republican). Your interest and call letters and I'll know more about your market than . . . So, I'm an egotist too. . . . Please, nothing that has a potential of less than \$25M to me. Interviews, but no resumes, available. Box E-235, BROADCASTING.

17 years broadcast management experience. Excellent record. Seeking growth opportunity, warm climate, prefer Florida. Stability sought and offered. Currently employed. Box E-302, BROADCASTING.

Experienced manager has new, refreshingly different programing idea, suitable for southern metropolitan markets. Box E-24, BROADCASTING.

Successful, creative, experienced! General manager. Exceptionally strong personal salesman who can lead, train, manage, program, promote. Box E-330, BROADCASTING.

Owners!! Need a solid, hardworking, experienced manager with proven record of results? Box E-345, BROADCASTING.

General Manager seeking medium market operation, New England, New York, New Jersey, or Pennsylvania. Background in all phases. 15 years experience programing, production, sales, administration. Married. Solid track record. Box E-368, BROADCASTING.

You have a management opportunity in good sized market. You expect experienced station manager, excellent sales person, with broadcasting, sales management, advertising background, and ideas, enthusiasm, dedication to increase market acceptance and billing. Present employment—several years sales major market. Box E-372, BROADCASTING.

## Sales

Slide pitches—Spec tapes—Promotions—Sales—Results—Dollars. Contact me now! Box E-234, BROADCASTING.

Experienced Muzak sales manager. Will build extra profits into your Muzak franchise. Box E-247, BROADCASTING.

Working sales manager available July 1, with or without investment. Experienced, successful, top business and character references. Medium market preferred. Box E-357, BROADCASTING.

Sales experience, college degree, military discharge, creative mind, married, 27 years old wants opportunity to sell in mid-west. Box E-361, BROADCASTING.

## Announcers

Top 40 DJ, tight board, solid news, commercials. Box E-151, BROADCASTING.

Salesman announcer play-by-play! Prefer Southeast sports-minded station, 33, permanent and dependable. Box E-251, BROADCASTING.

"Can you top this!" \$175 per week for a 6 year professional first-phone. MOR announcer. Seeking position in top 50 market. Veteran, married, 29. Box E-268, BROADCASTING.

Top 40 . . . First phone . . . Five years Top 100 markets including two as PD . . . Currently Top southern market . . . Army complete . . . Married . . . Best references past and present. Box E-303, BROADCASTING.

Mature beginner desires announcer job. News, country and "good" music. Write commercials. Broadcast school course. Third class with broadcast endorsement. Box E-305, BROADCASTING.

Pro announcer, mature, stable, conversational style, family, mild winters. \$150. Box E-307, BROADCASTING.

Morning man PD now at top-10 MOR seeks airshift in major, Airshift-PD in medium market. Veteran Northeast only. Box E-309, BROADCASTING.

DJ announcer single college graduate draft exempt . . . Tight board, Strong news, commercials. Aggressive salesman. Dependable ambitious. Personable, excellent appearance. 3rd endorsed. Will relocate. Prefer L. A. or Miami area—Will consider all replies. Some experience—a lot of desire. Box E-310, BROADCASTING.

Mature announcer first phone presently employed, MOR or C and W. Professional sound personality DJ available two weeks notice. Excellent news and events. Have Mustang, will travel. Box E-311, BROADCASTING.

First phone Top 40 jock, Experienced. Will relocate. Box E-312, BROADCASTING.

Top 40 jock (#1) production (#1) in top 50 market now with (#1) knowledge of music. Box E-313, BROADCASTING.

Negro DJ trained by top professionals. Strong on news, Tight board. All types music. 3rd endorsed. Box E-317, BROADCASTING.

Young Negro Disc jockey. Very good newscaster. Available First of June. Box E-318, BROADCASTING.

Invest ten minutes to listen to tape of mature, beginning DJ/announcer who may have just the bright, natural sound you're looking for. MOR afternoon or evening shift, near NYC preferred. College graduate, 3rd endorsed. Box E-324, BROADCASTING.

Experienced announcer, sales, play-by-play, TV, family man currently employed past 4 years same employer, have 1st ticket prefer midwest, available in June. Box E-326, BROADCASTING.

Professionally trained dj. Tight board, combo third endorsed. Florida area preferred. Box E-327, BROADCASTING.

Draft exempt, 1st phone. five years, announce top-forty, programing experience, news, small markets need not reply. Box E-329, BROADCASTING.

## Announcers—(cont'd)

First phone, announcer-some sales—2 years experience. The catch, I'm a girl. University graduate, June, degree in speech. Can do the job. Box E-331, BROADCASTING.

DJ, newscaster, experienced creative, dependable, tight board. Will relocate, third endorsed. Box E-336, BROADCASTING.

Summer of 67—available June 10, college two years experience, no prima donna, tight board, third class ticket, groovy dj. Newscaster; combo-man. Box E-337, BROADCASTING.

Attention PD's, managers, etc. Major market announcer/salesman/newsperson with family desires relocation. All markets considered. Box A-346, BROADCASTING.

C/W air personality. 15 years experience with country music. Air work, copy, production and PD type position preferred with no sales required but accepted for commission. Serious, sober, ambitious non-drifter. References. Available after notice to long time employer. Salary \$125.00 up. Reply Box E-350, BROADCASTING.

Experienced sports play-by-play and newscaster seeks medium-large market. Box E-351, BROADCASTING.

Sportscaster. Experienced. All sports. College, family. First phone. Box E-353, BROADCASTING.

Experienced talented air personality looking for a MOR or pop station, Box E-365, BROADCASTING.

First phone top 40 jock, large-major markets North-South, Draft free. Box E-369, BROADCASTING.

Detroiter. Some DJ experience College enthusiastic Top 40. Fred 313-928-5104, 15899 Hanover, Allen Park 48101.

Los Angeles talk show producer seeks change. Will relocate for MOR format. Mature, married veteran, 3rd endorsed, broadcasting school, experienced. Vernon Batterson, 5842 Lemon Ave., Long Beach, California 90805. (213) 423-4451.

Journalism student, commercial experience. 1st phone, veteran, wants summer job. MOR, news, sales—you name it, I'll do it. . . . Mature authoritative. . . . Available June 15. Paul Schmidt, 827 University Ave., S.E., Minneapolis, 612-336-3117.

## Technical

Wanted—1st phone. 16 years small station experience—eng., combo chief. Box E-170, BROADCASTING.

Florida. Radio-TV transmitter engineer. Strong maintenance. Some board work. Make offer. Box E-304, BROADCASTING.

Earnest inexperienced looking for position radio/television technician. First phone—three years college. Eastern area preferred. Box E-347, BROADCASTING.

Broadcast maintenance, five inspections per week \$30, plus hourly. Malltronics 109 Pine-tree Woodbridge, Va.

## NEWS

Ten years in broadcasting, seven in news. Awards prove effectiveness. Digging, writing my strengths. Quality stations in million markets midwest, east. Box E-338, BROADCASTING.

Twelve years radio experience. Good background and great interest in news. Desires opportunity \$150 a week. Box E-344, BROADCASTING.

News director 250,000 lower Hudson Valley market. Good delivery—reporting—weekly interview show—Seeking step up in metro N. Y. news—sports. Married, 28. Box E-348, BROADCASTING.

## Production—Programing, Others

Experienced promotion man desires to relocate. Can handle all phases of promotion. Box E-314, BROADCASTING.

Program director, 1st phone, top-40. Box E-333, BROADCASTING.

Real "pro". Program director, air trick. Ten years experience, five in present position. Ready for "giant step." Box E-335, BROADCASTING.

## TELEVISION—Help Wanted

### Sales

Group owned station needs salesmen to cover regional and local accounts in Northeast. The aggressive salesman could become salesmanager, even station manager, at one of stations in Northeast-Central Atlantic or West Coast operations. A real challenge with good advancement. Send resume, photo and past history to Box E-165, BROADCASTING.

A great opportunity for experienced TV salesman in line for salesmanager's position. You prove yourself in rapidly growing new station. Excellent commission against draw. Top market. Send full details Box E-308, BROADCASTING.

### Announcers

Sports Director, if you consider yourself a well-rounded, talented Sports Director, who can shoot film, edit and prepare crisp, exciting sports copy and well trained in on the air presentations, you may qualify as our sports guy. We are a top 50 station in an exciting sports area. Submit tape, picture and complete resume to Box E-319, BROADCASTING.

Immediate opening experienced staff announcer for TV adlib, commercial and news. Contact Lamar Smith, KUTV, Salt Lake City, Utah.

### Technical

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Have new first class license? Experience not necessary. Will train new man in full studio transmitter operations. Must be flexible. Under new management and growing fast. Box E-92, BROADCASTING.

Chief engineer for full time network station in Northeast market. . . . right person will have growth opportunities with new TV group. Applicants should have knowledge of transmitter, studio, microwave gear as well as color transmission. Send resume to Box E-164, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience, and hold a Radiotelephone first class license. Location: West Florida. Reply Box E-227, BROADCASTING.

Experienced UHF transmitter engineer particularly qualified in Klystron installations for new UHF station in San Francisco area. Box E-328, BROADCASTING.

Management—electronics ability—general management high speed audio tape duplication, Chicago. Experience not necessary. Box E-367, BROADCASTING.

Television engineer wanted with experience in video tape and or studio operation and maintenance. Liberal fringe benefits at growing ETV center in southwest. Position available June 1st. Reply to Lynn Dryer, Chief Engineer, KAET-TV, Arizona State University, Tempe, Arizona 85281.

Need studio and transmitter technicians with first class licenses for growing Northern California TV station. Send resume to Chief Engineer at KVIQ-TV, Eureka, California.

1st phone engineer opening. Contact Chief Engineer, WGEM AM-FM-TV, Hotel Quincy, Quincy, Illinois. A. C. 217-222-6840.

Studio engineer with first phone—Permanent position. Contact Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

## Help Wanted News

Newsman. Midwest network affiliate needs an all round newsman to gather, write and air material. Will handle his own film shooting. Photo experience desirable but not necessary. News experience is necessary. Growing company good future. Write in confidence. Box E-270, BROADCASTING.

## TELEVISION—Help Wanted

### NEWS—(Cont'd)

Newsman. Major station in top 50 market seeking outstanding, creative on-air news reporter, for full Monday-Friday schedule. Applicant must have extensive experience in on-the-air reporting, news-film photography, editing and production techniques. Salary commensurate with ability. Send tape, picture and complete resume to Box E-320, BROADCASTING.

Mature energetic News Director for primary affiliate. Must have strong desire to serve as a responsible citizen in a growing area. Unique challenge guaranteed for the right person. Prefer resident of midwest. Box E-322, BROADCASTING.

### Production—Programing, Others

Color VHF needs additional floorman director. Excellent opportunity for aggressive young man who wants to learn direction, scenery construction, and local production. Full details, including salary requirements in first letter to Box E-230, BROADCASTING.

Experienced producer-director for new position in expanding ETV station. Will work in new building with new top-line equipment including I-O equipped mobile unit. Master's degree required. Send credentials to Dr. Duane Tucker, WBGU-TV, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Promotion Director—KTSE-Television, presently establishing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking an energetic Promotion Director capable of formulating and executing on-air and complementary media campaigns, as well as coordinating the Station's total community involvement in Civic-Political affairs. The facility will be a total color operation, affiliated with the National Broadcasting Company. Emphasis shall be placed upon producing quality local programming and evolving a positive community image. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. The applicant must possess creative copywriting ability, be cognizant of photographic techniques, and graphic composition. Submit resumes, with salary requirements, to Mr. Alan B. Bennett, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone: Area Code 913-232-8205.

Production-Facilities Manager—KTSE-Television, presently establishing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking a highly dynamic and creative Production-Facilities Manager, capable of administering the Program Department. The Studio Broadcasting System will be a total color operation, with elaborate special effects equipment, video tape animation, and chroma key capabilities. Considerable emphasis shall be placed upon establishing a community-minded image, through sophisticated production and programming services. Local origination, with strong documentary and taped features, shall be promoted. A commercial video tape division, employing intricate production techniques shall also be implemented. KTSE-Television will be affiliated with the National Broadcasting Company. Growth is unlimited, as the Studio Broadcasting System evolves into a multiple group operation. Candidates must possess a minimum of two years of commercial or educational television direction, with an intimate familiarity with motion picture and video tape production techniques. Submit resumes, with salary requirements, to Mr. Alan B. Bennett, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone: Area Code 913-232-8205.

## TELEVISION

### Situations Wanted

#### Management

General manager for medium to large market. Thoroughly experienced every phase, including national and local sales. Can establish new station or develop old one into highly profitable property. Also, capable manager-developer of group-operation. A quality competitor. Box E-48, BROADCASTING.

## Sales

Television sales manager. Excellent record. My system works. Box C-85, BROADCASTING.

M.B.A., 35, major television group sales, some accounting. Former small market radio general manager. Major client advertising experience. Desire management with incentive, community involvement. Box E-362, BROADCASTING.

## Technical

1st phone limited experience audio, maintenance. Production background. Box E-315, BROADCASTING.

Chief engineer presently employed. 15 years television experience includes construction, operation, administration, transmitter color proof, studio color film, video tape, microwave, C.A.T.V. Desires permanent relocation with stable organization. Box E-358, BROADCASTING.

## NEWS

News Director, past four years supervising 15-man radio-TV department. Station sale dictates change. Available immediately. 20 years broadcasting. Box E-321, BROADCASTING.

Station cancels news! Veteran reporter available soon. Member Sigma Delta Chi and National Assoc. Sports Writers & Broadcasters. Experienced all phases news-sports operation. Box E-340, BROADCASTING.

## Production—Programing, Others

10 years experience. Producing, directing, filming, editing, writing. All kinds of programs in color. Ready to move to production/operation manager or executive producer. Invest 5 cents postage. See if I'm your man. Box E-341, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to buy—One SK300 tube socket for 4CX1000A tube. Box E-354, BROADCASTING.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-nd, 440 Columbus Ave., N.Y.C.

Co-axial cable-Hellax, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed-TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1600 feet of 3 1/2 coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Notice of public sale—Complete Schafer 1200 automation system—including Ampex playbacks, spotter, memory unit, time machine, production unit and associated technical equipment. On June 20, 1967 at 10:00 am—KWAC Radio, 5200 Standard Road, Bakersfield, California 93308. May be examined anytime prior to sale at same address. Address inquiries for more details to Manager KWAC at same address or call area 805-327-9711.

Schafer automation 1-CU-9 control unit. 1-PBR rack with 3-Ampex—350 playbacks. 1-MU-3-R preparation unit, all accessories. Like new, cost \$12,800.00, sell \$7,500.00. KXA, Inc. 320-2nd W, Seattle 98119, Phone 206-284-8800.

FM modulation monitor. McMartin TBM 3500 new still in box. We bought it and went stereo, cannot use it now. \$900.00: WHRL, Albany, N.Y. 518-283-1123.

Collins 12H console . . . complete with power supply and instruction book . . . Price . . . F.O.B. Madison Wisconsin \$225.00. For further information write WMAD Radio, Box 4308, Madison, Wisconsin 53711.

For Sale: RCA TF-12-BH antenna for channel 12. Excellent condition. Contact Roy Adamson, P. O. Box 789, Grand Junction, Colorado 81501.

## Equipment—(Cont'd)

Presto Hi-speed Tape Duplicating system (60 ips). Master, four slaves. Full track Fine condition; presently producing syndicated "good music" program (7-1/2") going stereo. \$2,000. Radio Center, P.O. Box 150, West Springfield, Massachusetts, 01089.

We have up-dated our studio equipment and have a large quantity of good used recording and photo equipment for sale. Write for complete list. Northwestern Incorporated, 011 S.W. Hooker St., Portland, Oregon 97201.

For sale immediately—12 kw UHF, G. E. klystron TT-25-A transmitter. Also omni directional G. E. Helical 5 bay antenna. Channel 42. Also 180 ft. of 3/4" transmission line. And 9 new spare elbows. Any offer considered. Must be sold now—Call 415-432-7710.

R. F. Bridge general radio 916-A like new \$490.00 Advance Radio, 124 S. Douglas St. Wilson, N. C. 27893.

GB Electronics, 410 Meadow Lane, Oreland, Pa. Camera chains, TK 80 updated to 31, TK 60 Marconi, TK 21, Dropout Compensators, Varitrol 10 to 1 and other lenses, Sync generator, monitors, Camera crate & mike. Used video tape. Much more. . .

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Over 100 radio stations in 50 states are using and reordering our program log forms. Designed for easy log analysis. Inexpensive. Imprinted with your call and address. As low as \$8.00 per thousand. Write for samples, prices. Fast, complete union printing for the broadcast trade. Biggs-Johnston-Withrow, Box 1309, Beckley, West Virginia 25801—affiliated with WJLS, WBKW, WKNA.

The Brain Radio Service, ideal for progressive broadcasters, loaded with contests, promotions and sales ideas, plus a daily script, to give announcers a fresh and entertaining sound. Exclusive in your market. First come-first served! Write today for a 30-day trial. Satisfaction guaranteed! Signed Brain Radio Service, P.O. Box 1475, Lubbock, Texas, 79408.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

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## RADIO

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## RADIO OPENINGS

1. Program Director for Top 10 midwest market. Conservative middle of the road operation with plenty of prestige. \$15,000.
2. Talk personality for Top 5 market station. Gabber . . . must be really hot and controversial for this one. Salary open.
3. Morning man for Top 10 market rocker. No screamers . . . only humorous personalities need apply. Up to \$25,000.
4. Can you beat Chicago's top morning man? Lots of good men have tried and failed, but one brave Chicago station thinks there may be somebody who can do the job. We'd like to hear your tape.
5. Program Manager with outstanding news background for one of nation's best known stations. Must presently be in Boston, Philadelphia, Chicago or New York City to qualify for this opening. \$25,000 to \$35,000 depending upon background.
6. Program Director for Top 10 market modern MOR station. Top 40 background considered. Also, great air personality needed for same station. Money is no problem for either of these openings.
7. Production Manager for Top 10 market MOR station. Must be creative with big voice. Opportunity to do weekend show for the right man. \$9-\$10,000.
8. News Director for Top 40 station with major group. Prefer a man midwest or east. \$10,000.
9. Time and Temp jock for Top 15 station. Must have polish and stability. \$15,000 to \$17,000.
10. Newsmen. Must have authoritative delivery and ability to dig out and rewrite the hard to find news. Major chain operation has opening in one of their Top 40 outlets. \$10,000.

## TV OPENINGS

1. Combination Radio-TV personality for 50,000 watt east coast powerhouse. Strong news and talk background preferred along with general on-camera TV background. \$15,000 to \$18,000.
2. General Manager for Top 15 market network affiliated station. A real winner for a man presently employed as General Manager with an outstanding station. Sales Managers will not be considered for this opening . . . only applicants with well established track records as General Managers. Potential for \$50,000 first year for job well done.
3. 11:00 PM newscaster with strong commentator background can get up to \$25,000 per year with one of our clients. Straight forward news delivery will not get this opening, so make certain your videotape comes with plenty of authority.
4. Sportscaster presently in Top 20 market. Sports must be a way of life . . . not just a job. \$18,000.
5. Meteorologist. Must now be working in Top 50 markets to be considered for position. \$15,000 for the right man.
6. Operations Manager for midwest TV station in Top 30 market. Approximately \$12,000 but negotiable for right man.
7. Assistant General Sales Manager for leading southeast TV station. \$14,000 to \$16,000 for young man on the way up.

*If you are one of the 17 Most Wanted Men, please send a well prepared resume for representation to our clients for the above openings. Send aircheck for radio openings and videotape for television openings if applying for an on-the-air position! No fee to applicants as all service charges are assumed by the client. All initial inquiries will be handled by mail.*

## Nationwide Broadcast Personnel Consultants



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## RADIO

### Help Wanted—Announcers

## ANNOUNCER

Station in first 10 markets is looking for sparkling DJ with verve and eloquence for Negro-format station. Top salary for the right man. Send audition tape and resume to:

**Box E-339, Broadcasting.**

## MAJOR SAN FRANCISCO

### 50,000 watt station

is looking for a Sports Director. Must have a solid background and be top quality specialist in commentary. No play-by-play required—but desired. Send tape and resume to:

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## We Need A GOOD Morning Man

with a First Class License immediately. WIUU in Kokomo, Indiana (70,000 population) is the only AM Station in the city. Our company owns 7 Radio Stations. This is a fine position. Excellent pay for the right man. No Floaters please. Prefer man between 25 and 35 years of age. Good character and if you are good in production you will be even more valuable to us. If you are interested contact J. C. Jeffery, WIUU, Area 317 Telephone 453-1212 in daytime, Night Telephone 453-6704. Call collect. We are fulltime.—5,000 watts-affiliated with CBS Radio Network.

### Help Wanted—Sales

## ACCOUNT EXECUTIVE

We're a multiple group operation with our full complement of AM, TV & FM stations. We need an account executive that can do business. Our opening is in a Top 10 market with AM, TV & FM operation. Let me hear about your track record. Send complete resume and salary requirements.

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## ARE YOU THIS MAN?

Somewhere in the Southeast there must be a talented young man who can fill the position of PD at a prestige medium market station. He is dependable, imaginative and conscientious. All applicants will be carefully screened. This is a key position with an excellent future and employee benefits. Send resume and recent air check to Box E-262, Broadcasting. All replies confidential.

**Production Cont'd**

**RADIO PROMOTION DIRECTOR**

Leading national station representative looking for young man who is Radio Sales Promotion writer. PR and graphic ability helpful.

Box E-373, Broadcasting.

**TELEVISION**

**Help Wanted—Management**

**Business Manager**

Salary \$10,000-\$12,000 for business manager with major East Coast television station. Terrific future growth. Send Resume to:

Ron Curtis  
Nationwide Broadcast Personnel Consultants  
645 N. Michigan Avenue  
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**Sales**

**MAJOR FILM COMPANY**

has opening for  
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**CONTACT**

Bob Neece  
Continental Plaza—Chicago  
May 31-June 2

**Announcers**

**SPORTS REPORTER**

needed for daily sports show on WHAS-TV & Radio.  
Must be able to plan and write imaginative sports programs and conduct interesting interviews. Play-by-play secondary. Send full resume, audio tape and recent photo to:

Alan Wilson  
Personnel Department  
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525 W. Broadway  
Louisville, Kentucky 40202

**Help Wanted—Technical**

**BROADCAST FIELD ENGINEERS  
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

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**NEWS**

**TV NEWSMAN KOVR**

**Sacramento, California**

Experienced newsman capable of gathering, writing, and delivering on camera. Submit resume and VTR or SOF to:

Personnel Department  
McClatchy Broadcasting  
21st & Q  
Sacramento, California

**Situations Wanted Production**

**Operations or Production Manager  
TV/Radio**

Presently employed but desires to relocate with group in operations or production management position. Almost 20 years experience (but still only 37) in TV/Radio at station and agency levels. Background of responsibility for heavy schedules, local and national, commercial and program production. Young enough to be eager, energetic,—old enough to be realistic, resourceful. Write or wire—  
Box E-325, Broadcasting.

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**Franchise Distributorships for Seeburg Music Systems Background**

**Seeburg Music Library**

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

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**1000 W.—Non Directional**  
Daytime—Small single market New Mexico—3 acres—3 B.R. house—Station building, equipment all going. Ill health—Must sell. \$40,000 terms, cash \$36,000. Write 2937 Parish St., Wichita Falls, Texas 76808—or Call 817-692-7045.

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|--------|--------|----------|--------|-------|
| N.E.   | small  | daytime  | \$135M | terms |
| M.Atl. | medium | fulltime | 200M   | 75M   |
| South  | medium | TV       | 850M   | cash  |
| M.W.   | metro  | fulltime | 1.3MM  | cash  |
| S.W.   | major  | daytime  | 200M   | 29%   |

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 69)

**KSMB(FM) Lafayette, La.**—Seeks transfer of control from Jules M. Arceneaux et al to Sugarland Broadcasting Inc. Principals: Rudolph A. Barras, president and James L. Gray, secretary-treasurer (each 10%), Floyd Bernard, Paul M. Cochran and John R. McHugh, all vice presidents (each 20%) and John H. Coco, executive vice president (20%). Mr. Coco is 50% partner in new AM in New Iberia, La. Mr. Bernard is 50% partner in new AM in New Iberia, La. and is also chief engineer at WRJW Pityayune, Miss. Mr. McHugh is stockholder in KATC(TV) Lafayette, La. Mr. Cochran has no present interests available. Mr. Barras is secretary-treasurer and one-third owner of two boat rental concerns. Mr. Gray is office manager of boat rental concern and president and 50% owner of home insulation company. Consideration: \$41,290.90 plus liabilities. Ann. May 18.

**\*WFCR(FM) Amherst, Mass.**—Seeks assignment of license from WGBH Educational Foundation to University of Massachusetts. Principals: Robert J. McCartney and Kenneth W. Johnson, secretary and treasurer respectively. No consideration involved. Ann. May 23.

**WGHO-AM-FM Kingston and WVOX-AM-FM New Rochelle, both New York**—Seeks transfer of control from Whitney Communications Corp. to Whitcom Inc. Whitcom is Delaware corporation incorporated this month. No stock as yet has been issued. It is contemplated that Whitcom will issue 30,000 shares to John Hay Whitney for \$3,000,000. Subsequent to transfer it is proposed that WCC will merge into Corinthian Broadcasting Corp. and that Mr. Whitney will contribute up to approximately 49% of his common stock of Whitcom Inc. to WCC Associates, general partnership in which he has 72.5% interest. Consideration \$11,500,000 plus adjustments labeled \$1,600,000. (See WANE-TV Fort Wayne, Ind., etc. above). Ann. May 22.

**KSRN(FM) Reno**—Seeks transfer of control from Craig F. Culver (40% before, none after) to Carl E. and Marjorie L. Roloff (60% before, 100% after). Consideration: \$11,000. Ann. May 19.

**WKIX-AM-FM, SCA Raleigh, N. C.**—Seeks assignment of license from WKIX Broadcasting Co. to Southern Broadcasting Co. for \$1,500,000. Principals: James W. Coan, chairman of board and assistant treasurer (11.85%), John G. Johnson, president (10.73%) et al. Southern Broadcasting has 50% interest in Jefferson Cablevision Corp. (CATV), and is licensee of WSGN Birmingham, Ala., WTOB Winston-Salem, N. C., KTHH Houston, KOY Phoenix, WGHP-TV High Point, N. C., and is one-third owner of Birmingham Television Corp., permittee of WBMG(TV) Birmingham, Ala. and has applications for ch. 64 in Cincinnati and ch. 31 in Stockton, Calif. Ann. May 22.

**WOHP Bellefontaine and WERT-AM-FM Van Wert, both Ohio; KTUC and KFMM (FM) Tucson, Ariz.; WKLC-AM-FM St. Albans, W. Va., and KYVA Gallup, N. M.**—Seeks transfer of control from Cote Inc. to 2588 Newport Corp. In each case, licensee corporation remains intact, but 2588 Newport Corp., newly organized corporation, 50% owned by Cote Inc. and remaining 50% owned by Raymond I. Kandel, will become

sole stockholder of each of five licensees involved. Cote now owns 100% of WOHP, KTUC, KFMM(FM), WKLC-AM-FM and 50% of WERT-AM-FM. Mr. Kandel now owns other 50% of WERT-AM-FM and 100% of KYVA. Consequently Cote is proposing to relinquish positive control of WOHP, WKLC-AM-FM, KTUC and KFMM (FM) for negative control (50%) position and Mr. Kandel is doing same with respect to KYVA. Relationship (50%-50%) with WERT-AM-FM remains unchanged except that such interests will be held through 2588 Newport Corp. Mr. Kandel will also retain 33 1/2% ownership in WMON Montgomery, W. Va. Consideration: Cote will contribute \$76,855.74 to capital of KTUC by cancellation of station's indebtedness to Cote, 2855 Newport Corp., Cote Inc. and Mr. Kandel have each subscribed for five shares of common stock of Newport at \$100 per share. Ann. May 19.

**WDXI Jackson, Tenn.**—Seeks assignment of license from Dixie Broadcasting Co. to same. David M. Palmer, partner deceased. Licensee overlooked necessity for filing to FCC for consent to assign license. Ann. May 18.

**WVGM and WSET(FM, CP only), both Nashville**—Seeks assignment of license from Second Thursday Corp. to Apex Communications Corp. for \$215,000. Principals: John E. Murdock Sr. (28.4%) president, John E. Murdock Jr. (3.8%), vice president and L. S. Lawo Jr. (3.2%) director, et al. Messrs. Murdock Sr. and Lawo are president and vice president, respectively, of Murdock Acceptance Corp., loan company. Mr. Murdock Jr. is employe of loan company. Ann. May 19.

**KBRZ Freeport, Tex.**—See Lake Jackson, Tex. Ann. May 19.

**KLJT(FM) Lake Jackson, Tex.**—Seeks transfer of control from James A. Hairgrove (deceased) to Sue B. Hairgrove, executrix of estate. Principals: Sue B. Hairgrove, is 66% owner of KBRZ Freeport, Tex. Stanley McKenzie (17%) owns 17% of KBRZ Freeport and 4 1/2% of KWED Sequin, both Texas. Garfield Kiel (17%) also owns 17% of KBRZ and 51% of KWED. No consideration. Ann. May 19.

#### ACTIONS

**KRSA-AM-FM Salinas, Calif.**—Broadcast Bureau granted assignment of licenses to KRSA Broadcasters Inc.; Consideration \$160,000 with agreement by assignor for five years not to compete within 25 mile radius from Salinas. Action May 22.

**KLOK San Jose, Calif.**—Broadcast Bureau granted transfer of control from P. & T. Davis Investment Co. to W. Thomas Davis, William Lloyd Davis and Elizabeth Lloyd Davis as trustees under 1967 Tom Davis Trust (50.02%) and Philip C. Davis and Carolyn Lyle Davis as executors of will of M. Philip Davis (49.98%). Consideration for 20 shares of stock as follows: transfer by 1967 Tom Davis Trust to M. Philip Davis of one share each of stock of following: Davis Farms Inc.; Del Norte Lemon Co.; Davis Management Corp., and Bellevue Cattle Co. Action May 22.

**KWIZ-AM-FM Santa Ana, Calif.**—Broadcast Bureau granted transfer of control from Davis Broadcasting Co. to W. Thomas Davis, William Lloyd Davis and Elizabeth Lloyd Davis as trustees under 1967 Tom Davis Trust (42 1/2%), Philip C. Davis and Carolyn

Lyle Davis as executors of will of M. Philip Davis (42 1/2%), and William Weaver (15%). Voice of the Orange Empire Inc. Ltd. is wholly owned by Davis Broadcasting Co., and stock of Davis was owned by M. Philip and W. Thomas Davis. Consideration \$52,500. Action May 22.

**WGCH Greenwich, Conn.**—Broadcast Bureau granted transfer of control from Walter S. Lemmon to Mrs. Anne Lemmon, executrix of estate of Mr. Lemmon. Mrs. Lemmon will own 35.44%. Action May 17.

By memorandum opinion and order, Commissioner Cox dissented; Commissioner Johnson concurred, FCC granted application by Sam H. Bennion for assignment of CP of KBYN(TV), ch. 13, Twin Falls, Idaho, to Boise Valley Broadcasters Inc. Consideration \$3,000. Modified CP for KBYN to increase power to 3.06 kw and ant. height to 41 ft.; extended time to construct station, and denied opposing petition by KLIX Corp., licensee of KMYT(TV), ch. 11, at Twin Falls, Idaho. Action May 17.

**WTGI(FM) Hammond, La.**—Broadcast Bureau granted transfer of control from Warren H. Verlander to David C. Blossman, Tangi Broadcasting Inc., licensee of WTGI is applicant for renewal of license; it also holds CP to increase power. Principal: Mr. Blossman desires to purchase all outstanding stock of Tangi and station. He owns 50% of WARB Covington, La. and is vice president and on board of Blossman Hydratane Gas Inc. Consideration \$60,000. Action May 22.

**WKLW-FM Grand Rapids, Mich.**—Broadcast Bureau granted assignment of license from Kenneth W. Van Prooyen to West Michigan Telecasters Inc. for \$57,000, in addition, assignor or his son is to be paid \$12,000 over four years for consulting. Principals: Lewis V. Chamberlain Jr., president, and William C. Dempsey, executive vice president, plus stockholders. Assignee is permittee of WZZM-TV Grand Rapids, applicant for license for new TV in Grand Rapids and CP for new TV in Battle Creek, all Michigan. Action May 19.

**WBNR Beacon, N. Y.**—Broadcast Bureau granted assignment of license from WBNR Inc. to Beacon Broadcasting Corp. for \$405,000. Principals: Robert E., president, Alford H., vice president and secretary, Lorraine, chairman of board and George Lessner, treasurer and Maurice Rosenblum (each 20%). Mr. Robert Lessner is vice president, director and has 25% interest in Lance Productions Inc., and is secretary, director and has 25% interest in Liberty Library Corp. All other principals are concerned with same, except Mr. Rosenblum, who is free lance motion picture sound engineer. Action May 19.

**KSPL-AM-FM Diboll, Tex.**—Broadcast Bureau granted assignment of license from Arthur Temple Jr. to Piney Woods Broadcasters for \$90,000. Principals: J. Harold Bates and Leroy J. Gloger (each 40%) and C. A. Neal Pickett (20%). Mr. Bates is attorney and has interest in leasing heavy equipment. Mr. Pickett is Federal Housing Administration director. Mr. Gloger has 100% interest in Industrial Broadcasting Co., d/b as Radio Station KIKK Pasadena, Tex.; 51% interest in Your Host Inc., magazine publishing; 100% interest in construction and ranching and Nor-Temp Broadcasting Co., operating KIKK-FM, and 50% interest in shopping center. Action May 23.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through May 24. 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.

**Belvedere, Calif.**—Clear View Cable Systems has reapplied for a franchise. A 20-year franchise was granted last month to Cable Television Inc., Marin.

■ **Healdsburg, Calif.**—Blonder-Tongue Laboratories, Newark, N.J., has been granted a franchise.

■ **Monessen, Calif.**—Tex Video Inc. has applied for a franchise. Monthly service charge for a 9-channel system would be \$4.

■ **Ferris, Calif.**—Video Communications Corp., Palm Springs, Calif., has been granted a franchise. The city will receive a minimum of 3% of gross revenue which is expected to run between \$2,000 to \$3,000 annually.

About \$100,000 will be invested in the installation, which will include a 90-foot master tower and underground cable. An estimated 1,200 subscribers will receive Los Angeles and San Diego stations, a closed-circuit educational channel, and a service channel.

**North Lake Tahoe, Calif.**—Thomas Kirby has applied for a franchise.

■ **Golden, Colo.**—Time-Life Inc. (multiple CATV owner) has applied for a franchise. Installation fee and monthly service charge would be \$17.50 and \$7 respectively. City would receive 3% of annual gross revenue.

**Larimer county, Colo.**—Time-Life Broadcast Inc. (multiple CATV owner) has applied for a franchise.

**Central City, Ill.**—Able Cable Inc. has applied for a 20-year franchise. City would receive 3% of the annual gross revenue.

**Beech Grove, Ind.**—General Electric Cablevision Corp. (multiple CATV owner) has applied for a franchise. Viewers would receive a 12-channel system.

**Carmel, Ind.**—CATV Inc. has applied for a franchise.

**Delphi, Ind.**—General Vision Cable Inc., Fort Wayne, Ind., has applied for a franchise.

■ **Hartford, Ind.**—Soundvision Inc. (O.K. Wright, pres.) has been granted a franchise.

City will receive 6% of annual gross revenue, less tax and installation fees.

■ **Walkersville, Ind.**—Frederick Cablevision Inc. has been granted a franchise. The town will receive 5% of the monthly service charges collected.

**Pleasant Hill, Mo.**—Pleasant Hill Telecable Inc., Chicago, and Kansas City Suburban Newspapers Inc. have each applied for a franchise. Both firms would charge subscribers \$5.50 monthly. The city would receive 5% of the firms' annual gross revenue.

**Freehold Township, N. J.**—Continental CATV Corp., multiple CATV owner, has applied for a 10-year nonexclusive franchise. Installation fee and monthly service charge would be \$19.95 and \$4.95 respectively. City would receive 3% of monthly service charge and \$100 annually.

**Geddes, N. Y.**—Newhouse Broadcasting Corp. and General Electric Cable Corp. (both multiple CATV owners) have each applied for a franchise.

**Putnam county, N. Y.**—Putnam CATV Inc. has applied for franchises in Carmel, Southeast, Patterson, and Kent.

**Portland, Ore.**—Cascade Cablevision of Portland, Telecable Inc. of Seattle and West River Co. have each applied for a franchise. All rates would be \$90 for installation and \$5.60 for monthly rental.

THE new president of Needham, Harper & Steers considers himself something of a late bloomer in the broadcast media.

The admission is pure modesty, though, since James L. Isham (pronounced "Eyesham") for some two decades has been involved with radio and television as well as other media for many clients. By college training, however, he originally expected his calling would be chiefly in the print and graphic arts fields.

From his corner office atop Chicago's Equitable building Mr. Isham can view the Michigan Avenue bridge. He doesn't have to look though. The scene is indelible, etched ever since May 1948 when he first worked on the Swift account for NH&S's predecessor, Needham, Louis & Brorby. Swift then was a sponsor of the ABC *Breakfast Club* show.

"During those years I got an appreciation of the power of radio when used frequently enough," Mr. Isham recalls. "I formed a belief," he says, "which is this: If you are going to use any medium, use enough of it to do some good."

**Radio-TV User** ■ Needham, Harper & Steers recognizes the power of the broadcast media just as emphatically. The agency last year put 54% of its total billings of \$94 million into television. Radio got 15.7% of the expenditure, making NH&S one of the largest buyers of this medium.

The agency spends nearly as much in radio as it does in magazines (18.2%) and considerably more than it does in newspapers (10.5%). Needham is heavy in package goods although its total list is well diversified.

Among the broadcast users in the NH&S Chicago and New York-based account family are these: Ac'cent, Armour, Borden, Campbell Soup, Continental Air Lines, General Cigar, General Mills, Grove Labs, Household Finance, Johnson Wax, Kraft, Massey-Ferguson, Morton Salt, Narragansett Brewing, Oertel Brewing, Sucrets, Rambler Dealers (greater New York-New Jersey) and State Farm Insurance.

Mr. Isham has vivid impressions of radio and television achievements for products with which he was associated in account work or in later creative executive capacities. He feels he got a real baptism in radio early in his involvement with Johnson Wax and the *Fibber McGee* and *Molly* series.

"Johnson was an early entry in television too," he recalls, and when Pride furniture polish was introduced in 1952 a number of one-station markets gave a good laboratory in which to witness the overnight impact of a single commercial. "Stores were cleaned out the next day," he relates, "and we couldn't keep Pride in stock in the one-station

## Radio messages marked the path to the top

towns."

Mr. Isham, however, would readily exchange that problem for many of today's more sophisticated headaches in television advertising. Audience and sponsor fragmentation along with opening and closing clutter are among those he cites.

"I don't blame the networks a bit for controlling their program content," Mr. Isham observes, noting that the public holds the real key in the vote of its viewing. Personally, Mr. Isham admits, he is a very selective viewer.

"On the other hand," he says, "I have great sympathy for the creative problem in programing. It's the tough-

### WEEK'S PROFILE



James Livingston Isham — President, Needham, Harper & Steers, Chicago; b. April 28, 1920, St. Louis; bachelor of journalism, University of Missouri, 1942; served in Navy in World War II as lieutenant; copywriter, K. E. Shepard Advertising, Chicago, 1946; radio writer, Donald L. Campbell Associates, Chicago public relations firm, 1947, and later same year copywriter at Aubrey, Moore & Wallace Advertising, Chicago; Joined Needham, Louis & Brorby (NH&S predecessor), May 1948 as assistant account executive becoming executive following year and elected VP-account supervisor, 1954; elected VP in charge of creative services, 1959 and following year was elected to board, appointed executive VP and member of executive committee; became vice chairman of executive committee, 1964 and president of agency, March 1967; m. Mary Josephine Dobbin, Kansas City, Mo. March 6, 1943; children — Randolph 18, John 14 and Bill 11; hobbies—music, gardening, golf.

est thing in the world to go on for 39 weeks with a regular show and have a winner every single week. When you've been in the studio watching them throw these things together on their time schedule you realize this is the highest-pressure art there is."

Mr. Isham believes all of the media facts and figures are important elements in the advertising planning, but he says creativity is the key and the message must fit the medium. He cites two of Needham's "classic radio success" cases as suitable examples. These have involved Campbell's V-8 vegetable juice and the food seasoning, Ac'cent. The latter since has scored high in TV too. V-8 still is strong in radio "and outsells anything in the market today," Mr. Isham notes.

"Back in the late fifties," he relates, "V-8 was an old and established product with good steady sales which had levelled off. We did extensive research on attitudes and awareness and found most people familiar with V-8 juice. Half liked it better than tomato juice but unless they saw it on the shelf they never thought of it. Our goal was to move it from the back of the mind to the front."

**Taking Chance** ■ Radio came to be the lever along with a commercial theme that in itself has become something of a classic in the past seven years of regular use and variation. Mr. Isham laughs about how people first thought the agency must be crazy to recommend putting the entire budget on a single radio commercial.

It had evolved in the early-morning hours when one of the agency writers got some of his nightclub-musician friends together for a session after work. The spot was polished up at a regular recording studio the next day and presented to the client.

But the venture was no gamble. Within four months the campaign had to be interrupted because the current pack of V-8 was nearly exhausted. Ac'cent's sales story is much the same after the initial budget went 100% in radio.

Mr. Isham never would have become president of Needham if it hadn't been for radio in a rather roundabout way. He also had to knock persistently on the agency's door for a couple of years before he first was hired. But that's getting ahead of his story.

After release from the Navy in 1946, Mr. Isham and his wife lived briefly with his parents in St. Louis. He knew he wanted to get into advertising.

"This sounds like a scene from a very bad Hollywood movie," Mr. Isham says, "but Mary and I were talking about whether I should look in St. Louis, Chicago or New York. Just then this tune comes over the radio, 'Chicago, Chicago', and we said, 'That's it.'"

First step

AS far as they go, the changes that have been proposed in the commercial time standards of the National Association of Broadcasters' television code are progressive. They promise larger opportunities for the creative scheduling of advertising messages.

We cannot refrain, however, from expressing regret that the television code board decided to retain, and indeed slightly tighten, the explicit limits on commercial time permitted by the code. Some day the television establishment must bring itself to the realization that as long as it maintains fixed standards that it expects all stations to observe, it is inviting the government to regulate by those same standards.

Because they introduce at least a measure of flexibility to the code, the new standards proposed by the code board merit the approval that the NAB's television board will be asked to give at its meeting June 28. That action, however, must not be taken as the last that is needed.

One-track minds

TO the political candidate broadcasting and campaigning have become absolute synonyms. Mere mention of radio and television on the floor of either House or Senate is almost certain to give rise to questions as to how incumbents can glom free time.

When the bill for creation of the Corp. for Public Broadcasting was being debated 10 days ago, Senator William Proxmire (D-Wis.) wanted to know why the two major parties couldn't get free time, presumably for all federal campaigns. The fact that the question had nothing to do with the pending legislation for subsidized broadcasting didn't deter prolonged debate.

To get the debate back in the groove, Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee made an observation that, unless clarified, would seem to confirm the widely held suspicion that subsidized broadcasting could become deeply enmeshed in partisan politics. Mr. Magnuson said the effort is to get ETV up to the point where such considerations can be evaluated "and maybe they could perform a service politically."

Last week, in the continuing debate on the financing of elections, Senator Albert Gore (D-Tenn.), who led the fight to repeal the 1966 presidential campaign financing act, proposed a new bill that would give candidates a choice between public and private financing of their campaigns. And, as always, the cost of broadcast time was a key point.

A kicker in his bill would direct the FCC to issue regulations "requiring" free radio and television time for candidates for federal office. The FCC could no more "require" stations and networks to provide free time than it or any other agency could require newspapers and magazines to provide free space.

But if Congress would recognize broadcasters for what they are—mature practitioners of journalism—it would repeal the stifling Section 315, which is the real culprit in blocking free time. The vast majority of broadcasters are prudent. They would allot free time equitably, without the self-defeating necessity of satisfying the equal-time demands of every splinter party or crack-pot candidate.

There is no easy way, or any other way, out of the dilemma. What's involved is the trust and faith that the Founding Fathers envisaged when they guaranteed freedom of the press, of which broadcasting is now a full-fledged member.

In a bind

LAST week's appellate-court affirmation of a trial-court decision that held CATV's liable for copyright infringements will force the cable operators to seek a new law that is more favorable to their cause. The cable interests will probably go through the motions of appealing to the Supreme Court, but nobody expects that process to result in anything but delay in the application of the existing copyright law to CATV systems. CATV must turn to the Congress for relief.

The future of broadcasting-CATV relations may be significantly affected by the outcome on the Hill.

Tactically, CATV is in unenviable shape. The House has passed a new copyright bill that would afford CATV no more protection than the present law affords it. That leaves the Senate as the cable operators' surviving hope. How much help can CATV get in the Senate?

Clearly it is useless for the cable operators to ask the Senate for total relief. The House has already explicitly rejected a proposal to exempt CATV from copyright liability and would doubtlessly do so again if a bill containing such a provision were returned from the Senate. Probably the best that CATV can get from the Senate and hope to get during reconsideration in the House is some sort of statutory limit on copyright liability.

A precedent for specialized liability was set by the House on behalf of jukebox operators, who lobbied through a royalty limit of \$8 per year. Presumably CATV would prefer a law establishing its royalties as a percentage (a small one, needless to say) of revenue.

The prospect that CATV may be written into a new copyright law with a prescribed scale of payments for its use of copyrighted material is not to be taken lightly by broadcasters. That kind of law would put broadcasters at a disadvantage in negotiating for exclusive rights to program exhibiton. It would install CATV in a favorable position to pick up whatever programing it wanted, at a federally established (and modest) royalty fee, while broadcasters were forced to pay for their programing at prices set by a free market.

Broadcasters may be sure that the CATV interests will be working hard to get their case before the members who count in the Senate. The broadcaster position needs similar missionary work.



Drawn for BROADCASTING by Sid Hix

"Remember, no plugs for your beer. . . You're here to discuss the city's industrial growth!"

# KTUL-TV'S "The Five Civilized Tribes" Documentary Wins Another \*Major Award



\*Western Heritage Award, presented to KTUL-TV, April 17, 1967, for the best documentary color film, "The Five Civilized Tribes: An Unfinished Journey"

## YIPPY-I-O-KI-AY!

A new acclaim, the Western Heritage Award, follows the coveted Edward R. Murrow Award, presented to KTUL-TV for its excellence in production of "The Five Civilized Tribes" story.

KTUL-TV's News Director, Jack Morris, and his staff, Photographer Harold (Red) Statum, and Script Writer Bob Gregory, spent 7 months in research, writing and production of this hour-long color film which depicts the culture, customs and hardships of the "Trail of Tears" Indians. Many government officials, Indian leaders and thousands of viewers expressed their appreciation to KTUL-TV for the film's authenticity, beauty and deep insight into the past and present problems of the Indians.

KTUL-TV and Griffin-Leake TV, Inc. are grateful to the National Cowboy Hall of Fame and Western Heritage Center for this recognition.



Jack Morris received the Award from Chill Wills, Master of Ceremonies at the Western Heritage Awards Banquet in Oklahoma City.

**KTUL-TV**  **TULSA**

A GRIFFIN-LEAKE TELEVISION STATION

"YOU'RE ONTO A GOOD THING"





The basic philosophy at KRON-TV, San Francisco, is to produce programs which are in the public interest.

The management and staff are extremely proud THE GEORGE FOSTER PEABODY AWARD Board elected to honor KRON-TV for having produced and broadcast the most outstanding local television public service program series during the year 1966.

Thank you.

**KRON-TV 4**  
**SAN FRANCISCO**  
NBC AFFILIATE  
represented by  
PETERS, GRIFFIN, WOODWARD, INC.