What is an *influencible*?*

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.* On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.
"CATV broadens broadcasting into a bigger tomorrow"

"By providing sharp, clean reception of local TV stations, regardless of the terrain or the obstructions, CATV has become an important segment of the television industry. It enables more people to obtain greater program variety.

"The future of CATV remains bright. This same type of line may soon be sending facsimile newspapers directly into the home. Shopping the supermarket by TV...banking by TV...income tax computations by TV—all can be accomplished through CATV lines directly from the home. In-home classrooms could soon become common-place, using two-way educational CATV. Indeed, the possibilities for CATV are limited only by the imagination.

"The broadcasting industry, its regulatory agencies, and Congress should welcome CATV for what it is...a practical way to serve the TV-viewing public—now—and in the future."

O. Wayne Rollins
Chairman of the Board and President
Rollins Inc.
Wilmington, Delaware
A greater public service of KTVI. It all began last summer when KTVI’s Romper Room visited the world famous St. Louis Zoo. Everyone had a grand time and the Romper Room Do-Bees showed their appreciation by giving the zoo four of these Lesser Pandas this spring. Thousands of children donated their dimes and quarters to become “Zoo-Bees,” once again proving the impact of KTVI upon the Greater St. Louis market.
In keeping with the growth of the nation's 12th ranked TV market, KRLD-TV provides the viewers in the Dallas-Fort Worth Market with action accented entertainment and information.

The latest ARB survey shows Channel 4 as NUMBER ONE from 9:00 a.m. to midnight, Sunday through Saturday, leading the second station in the market by 22.1% more total people viewing per average quarter hour. *

SEE YOUR H-R REPRESENTATIVE FOR A SCHEDULE ACCENTED WITH ACTION

*ARB February-March, 1967
Television Audience Estimates
Triple envelopment

Antitrust Division of Department of Justice has joined FCC and, more recently, members of Congress in indicating interest in television networks' ownership of programming. Division has retained Dr. Robert Crandall, assistant professor of economics at Massachusetts Institute of Technology, to look into networks' interests in programming, first-run rights and syndication. These are same issues involved in commission's proposed rule to limit network ownership of prime-time programming to 50%; House bill (H.R. 10481) would prohibit all network financial participation in programming (BROADCASTING, June 3).

Donald F. Turner, chief of antitrust division, confirmed that Dr. Crandall is making study but declined to discuss results. It's known, however, that division has long been interested in issues raised in commission's so-called 50-50 proposal.

Hang-up in Moline

Protest against proposed sale of WQAD-TV (ch. 9) Moline, Ill., from Moline Television Corp. to Evening News Association of Detroit has continued. FCC, reportedly, has decided to hold hearing on Moline's license-renewal application, due to be filed Sept. 1, and to consider at same time competing application for channel 9 facility filed by opponent of sale, Community Telecasting Corp. Commission in meantime will defer action on $6.5 million sale to Evening News, licensee of WWJ-AM-FM-TV Detroit. Issues in renewal hearing will include question as to whether Moline lived up to promises it made in applying for station; Moline won grant in 1962.

Hearing would constitute partial resumption of contest in which Moline won grant. Principals of Community had owned 22% of one of losing applicants in that hearing. Mark Woldinge, new vice president of Metropolitan Inc's KMBC-TV Kansas City, Mo., owns 80% of Community.

Into the market

McGavren-Guild Co. is expected to open second station representative company to "go public" (John Blair & Co. stock is already publicly traded). Plans are afoot to place McGavren-Guild under banner of Atlantic States Industries Inc. publicly held broadcast group, in about one month. Daren McGavren and Ralph Guild, partners in rep firm, own 52% of stock in Atlantic States (WWNY Pensacola, Fla., WTSA Brattleboro, Vt. and WLDB Portland, Me.). Plan is to sell off stations in Pensacola and Brattleboro and keep Portland, and add larger market radio outlets to McGavren-Guild. FCC approval of move placing McGavren-Guild under Atlantic States is being sought.

On the verge

Look for Mutual Broadcasting Corp., which owns Mutual radio network, to expand into station ownership. It is making study but declined to discuss reasons. It's known, however, that division has long been interested in issues raised in commission's so-called 50-50 proposal.

Priority problem

Although convention of Electronic Industries Association in Chicago 10 days ago recorded officially "no action" on question of potential harmful X-ray emissions from color TV sets, matter is number one on its "must" list. Officially, line is that no radiation danger exists, and that may be so, but manufacturers are fearful of getting into sort of bind in which automobile industry found itself on safety hazards. Quiet liaison with government agencies and with Congress is first order.

Disclosure of X-ray problem developed a few weeks ago when General Electric announced it was recalling about 100,000 color TV sets that were emitting "X-radiation in excess of desired levels." But it is said rays were directed toward floor and not viewer and therefore were not dangerous. So far no other manufacturer has been affected, but there were repercussions in Congress proposing legislation to control radiation (see next page).

Measuring the punch

Broadcasters may know within few months whether on-air editorializing is making any impact and if so, what kind. Survey of public attitudes toward editorializing is now being performed in several markets, and regular interviewing of national sample of some 1,200 is to begin soon. Lieberman Research, New York, is conducting survey under commission of National Association of Broadcasters.

Cooling off

There's mounting evidence that FCC will back away from its proposed rule to limit television-station ownership in top-50 markets. At meeting last week only two commissioners—Kenneth A. Cox and Nicholas Johnson—of six present indicated any sympathy for rule, and absent, James J. Wadsworth, is known to oppose it. Lack of support has been indicated by readiness of majority to waive interim policy that was supposed to hold station consolidation to same limits proposed in rule—three stations, no more than two of them VHF's in top-50 markets.

Commission last week considered several staff-proposed alternatives to proposed rule. Staff, however, endorsed none of alternatives, said only that if commission wants to proceed with ruling, it should hold oral argument. Commissioners decided to postpone decision.

Films and features

20th Century-Fox, never completely happy about selling its movie product to television in direct competition with its theatrical distribution, is ready to cool this relationship and build up backlog of product instead. Change in plans stems from production company's confidence that, thanks to revenues from sale of movies to TV, it's now stabilized financially. 20th Century also seems convinced that features made specifically for TV don't make good business sense and has no plans in that direction. Company is sticking firmly to philosophy of doing TV programs for TV and movies for theaters.

Landmark

First self-supporting concrete television tower in U.S. may be erected by six Washington TV stations that have encountered citizen resistance to their plan to build conventional steel tower in nearby Maryland. Station consortium has received FAA approval for tower of more than 1,000 feet and application for construction permits are pending before FCC. Area citizens, however, have kept case before state courts charging, among other things, danger of flying ice from tower and guy wires. Some concrete towers have been built in Europe and some even have installed restaurants at top. Just how plush U.S. tower would be, if built, is still unknown.
We have Northeastern Ohio's most predictable weather.

In the rain-and-sun business, Cleveland weather is tough to measure. But our meteorologist, Dick Goddard, measures right up to it—and Cleveland-area viewers know it. They turn to him by the droves for accurate—and appealing—forecasts of the weather. He's one of the many solid reasons for our strong relationship with the Cleveland viewer. We turn each other on.

WJW-TV CLEVELAND/We're turned on
Broadcasters sound call to arms in upcoming showdown on latest fairness doctrine decision. Appeals court holds doctrine constitutional. Dual attack on cigarette-fairness rulings planned. See...

**BUILD-UP FOR FIGHT...27**

Quality television is 'tough sell,' ABC reminds Admiral in answer to publicity emanating from set maker's decision to abandon medium in fall. Network points up need for advertiser support to upgrade programming. See...

**DROP OUTS HURT...30**

Senate hearings on role of broadcasters during elections and campaigns are set for mid-July. Communications subcommittee will probe effects of vote predictions, free time and Section 315 exemptions. See...

**HILL BRIEFING...44**

Middle East coverage costs networks plenty. BAR figures show revenue drop of $5.6 million for week of war. NBC takes smallest loss. ABC cops longest pre-emption honors with 47-plus hours from UN. See...

**MIDEAST CRISIS...51**

Adjunct group producing for ETV, Public Broadcast Laboratory, reveals future plans. Westin expounds 'we'll show them' attitude as he marshalls public relations-editorial forces for fall premiere. See...

**'WE'LL SHOW THEM'...54**

FCC approves Capital Cities' purchase of KTRK-TV Houston for $21.3 million and companion sale of WPRO-TV Providence for $16.5 million. Commission says trading complies with rules. See...

**BUY-SELL...58**

Reagan takes spotlight at California broadcasters meeting with strong stand against government control of commercial broadcasting. Fears power of control in subsidized TV and favors broadened programming. See...

**REAGAN ATTACKS...62**

U. S. Communications Corp. is formed as newest TV group operator. Subsidiary of AVC Corp. will contain WPHL-TV Philadelphia and five CP's of Dan Overmyer. Overmyer gets $1 million, WPHL-TV gets stock. See...

**PLANS UHF...63**

ITA changes control of British commercial television, leaving franchise holders with no appeal. London, Yorkshire, Wales, Scotland and Midlands cloaked in new garments; other contracts renewed. See...

**ITAL SHAKE UP...70**

Air safety prime factor in antenna farm rule. Towers taller than 1,000 feet to be grouped with FAA cooperation. Commission rejects broadcaster arguments that it is abdicating tower authority to FAA. See...

**ANTENNA FARM...72**
Take a second look... This could be 7th Avenue in New York City; but actually it's one of the Munsingwear factories in the DULUTH-SUPERIOR MARKET. Garment-making is a growing industry in northern Minnesota and Wisconsin. You undoubtedly know that the Duluth-Superior Market is the second largest in both states—but did you know that it has a garment district? Just another reason why you should take a second look.

NYC asked to wait on FCC

Board of estimate asked to delay action on WTC until commission hearing

All-day public hearing Friday (June 16) brought pressure on New York City board of estimate to delay approval of street closing for World Trade Center in lower Manhattan until FCC reviews possible effects of TV interference if WTC becomes transmission site for eight TV stations in New York area. Also mentioned was that three New York stations would be short-spaced to Baltimore from WTC tower.

Board of estimate said it would reserve its decision until probably later this week.

Lawrence A. Tobin, executive director of Port of New York Authority (builder of World Trade Center), conceded that construction would be halted at 90th floor of second tower—of two to be built—pending move of transmitter to top of first tower from present site atop 102-story Empire State building in mid-Manhattan. WTC towers would be 110 stories high.

Some 50 witnesses testified at hearing. Among them, Representative Richard L. Ottinger (D-N.Y.) asked board to hold off approval or "make a mockery" of FCC hearing to be held on issue next month.

Lower Building • Dr. Frank G. Kear of Kear & Kennedy, Washington consulting engineering firm, recommended WTC be kept to height of 930 feet instead of proposed 1,350 feet, and warned that TV service would suffer if stations moved to proposed building tower. Lawrence A. Wien, president of Empire State building, indicated three stations—WCBS-TV (ch. 2), WPIX-TV (ch. 11) and WNET-TV (ch. 13)—cannot legally move because of FCC separation rule. With move, he said, these three stations would come into "short space" with outlets in Baltimore.

In other comments, J. Lee Rankin, city's corporation counsel, recommended that board of estimate make its approval contingent on FCC approval that's required for antenna site relocation. Emmanuel Dannett, secretary of Trans-Tel Corp., permittee for WXTV (TV) (ch. 41) Paterson, N. J., which plans early 1968 start from Empire State, said his station would have to pay $2 million in relocation expenses, which WTC refuses to reimburse.

Community antenna TV popped into discussion when one New York assemblyman declared estimated 2.5 million New Yorkers would have "to resort to CATV" as only means of receiving TV free of interference during WTC construction. He added that besides cost burden to viewers, people in affected area would have to pay additional fees to adjust home antennas once transmission began from atop WTC—cost, he warned, that could run as much as $100-million.

4A's seeks to plead case before TV board

Influential broadcast policy committee of American Association of Advertising Agencies, whose members individually have criticized pending proposed changes in National Association of Broadcasters television code, has asked NAB TV board for hearing before changes are adopted.


AAAA committee did not respond to code authority's solicitation of views and suggestions for code changes early this year, but few days before code board's May session—at which proposed changes were drafted—AAAA group sent wire asking for advance consultation lest changes be made that would cause TV budgets to be diverted to other media (Broadcasting, May 15).

NAB officials expected to answer committee's request for Williamsburg hearing today (June 19). There were indications that board's agenda might not be able to accommodate such session and that committee might be advised to confer with code board instead.

Color tube sales up 53%

Although color television picture tube sales show market increase over 1966, latest figures indicate softening of market.

U.S. manufacturers sold 1.7 million color picture tubes in first quarter of year, 53% more than 1.1 million sold in corresponding 1966 period.

January sales were 70% ahead of 1966; this fell to 62.9% increase for February and March showed sales increase of only 31% over 1966.

Figures were made public Friday (June 16) by Electronic Industries Association.

WCBS news emphasis seen in Dembo switch

Heavy buildup in news emphasis by WCBS New York is seen in announcement being made over weekend that Joseph Dembo, director of radio news, CBS News, has been elected vice president of CBS Radio division and appointed general manager of station. Mr. Dembo, who 16 months ago left WCBS as director of news and public affairs after four years in post, succeeds Thomas J. Swafford who has been assigned to staff of CBS/Broadcast Group.

In announcement for release Sunday (June 18), Fred Ruegg, CBS Radio vice president station administration, said appointment "underscores the station's increasing involvement in all areas of news reporting." CBS authorities expanded on this, noting that decisions were yet to be made as to "what form the station's format will take eventually." They stressed that changes will not be abrupt but will be forthcoming. Mr. Dembo said Friday wcbs will "definitely be news oriented, a lot greater than the station is now," and

Leo will root for ABA

MGM-TV officials confirmed Friday (June 16) that production-syndication firm had acquired national television rights to fledgling American Basketball Association for five years. ABA is scheduled to begin play this fall.

John Burns, sales vice president for MGM-TV, said decision on how such rights would be used has not been determined. There is some speculation that MGM-TV will attempt to sell rights to one of networks.

Price of basketball package was being disclosed by neither MGM nor ABA officials.

more AT DEADLINE page 10
Mr. Arries
Leslie G. Arries, president of WBC Productions Inc. and WBC Program Sales Inc., New York, resigns to become VP and general manager of WBN-AM-FM-TV Buffalo, N. Y. Chet Collier, VP of WBC Productions, New York, succeeds Mr. Arries. Before coming to WBC Productions and WBC Program Sales Inc., Mr. Arries was general manager of WBCO, KYW-TV Cleveland (now WJW-TV). Prior to that he was staff director at WHDH-TV Boston, account executive at CBS-TV Spot Sales in New York, and general manager of WTTG TV-5 Washington. Mr. Collier was involved in setting up of Westinghouse Broad-

Mr. Collier
casting Co.'s Merv Griffin and Mike Douglas shows and also was executive producer of The Steve Allen Show. Previously he had been with two Westinghouse outlets, WBBZ-TV Boston and KYW-TV Cleveland.

Dan Seymour, president of J. Walter Thompson Co., world's largest advertising agency, named also chief executive officer of company. In succeeding Norman H. Strouse, who will continue as board chairman, Mr. Seymour becomes fourth chief executive officer in 104-year history of JWT. Mr. Seymour, one time TV-radio announcer and personality, joined JWT in 1955 to organize its TV-radio department. He was named senior VP in 1961, chairman of executive committee in 1963 and president in 1964.

Mr. Seymour

National spikes shift rumors; stays at PKL

More than $7 million National Airlines' advertising budget will remain at Paper, Koenig, Lois, New York, J. Dan Brock, National's vice president-traffic, announced Friday (June 16), in spite of rumors account would be moved. National said its ad budget for fiscal year starting July 1 totals $7.2 million. PKL has handled account since September 1965 and previously had serviced it in 1963.

National Airlines is heavy radio-TV spender; $2,470,240 in spot TV in 1966, $292,000 in network, and another $348,000 in spot radio, according to estimates of Television Bureau of Advertising and Radio Advertising Bureau. Among leading TV advertisers in airline category, National ranked fifth last year, its TV spending up 33 1/3% over 1965 and accounting for 58.6% of total company put into measured media.

New tape from du Pont

Du Pont, Wilmington, Del., announced marketing of its newly developed Crolyn chromium dioxide magnetic tape for home TV and other recording uses in New York Friday (June 16). Du Pont said Crolyn's ad-

vantages, are "higher signal output" and "better resolution" over iron oxide tapes. New tape will be manufactured in limited quantities at Du Pont's New-

port, Del. plant, and at priced at premium, 25% to 50% higher than conventional tapes.

ATR adds its voice to ex parte chorus

That May 9 mission by representatives of Association of Maximum Service Telecasters to four FCC commissioners (Broadcasting, May 15) was dealt another blow Friday (June 16). American Television Relay joined growing chorus of CATV owners and carriers who have charged ex parte representations were made at that conference.

ATR, which has pending applications for 22-hop point-to-point microwave relay system to service CATV's in parts of West, Southwest, and Midwest, claimed broadcasters opposing its service should be disqualified from participation in any hearing of ATR's requests because of their presumed membership in AMST.

Among those broadcasters opposing ATR's plans are Taft Broadcasting, Cincinnati; WAVU-TV, Louisville, Ky., and WPTA-TV, Evansville, Ind.

In connection with its ex parte charges, ATR issued several requests for information regarding AMST's visit to commissioners.

ATR asked all four commissioners and general counsel Henry Geller each prepare and furnish summaries of oral statements made by them and AMST on May 9; that AMST make public its membership list, and that full extent of AMST board member, Laurence H. Rogers II's participation in preparation of visit be revealed. Mr. Rogers is president of Taft Broadcasting.

DDB shows substantial billing, profit gains

Gains of 25% in billings and 14.7% in net income were reported Friday (June 16) by Doyle Dane Bernbach, New York, for six-month period ended last April 30. DDB's income per share rose 14 cents, and agency's board declared 20 cent dividend for current calendar quarter on class A and B shares, payable July 15 to holders of record June 30.

For six months (unaudited):

<table>
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<tr>
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<th>1967</th>
<th>1966</th>
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<td>Net income per share</td>
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<td>Gross billings</td>
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<tr>
<td>Net income after taxes</td>
<td>2,483,759</td>
<td>2,164,379</td>
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*Adjusted for 2-for-1 stock split in June 1966.

Broadcasting, June 19, 1967
We have no time for flag burners!

You can murder, embezzle, defraud your friends, or crack a safe. We abhor but we do understand passion, greed, and dishonesty. It's news, and we report items of violence every day with dispassion and objectivity.

But we become downright subjective when someone spits on our suit or Uncle Sam's. Also hostile editorially.

In sum, we have nothing but honor for the men and the ideals exemplified by the Spirit of '76. We have nothing but scorn for the sick nihilism which too often passes for the "spirit of '67." And we don't care who knows it.

The reassuring thing is that when we do speak out, we get cheers rather than jeers. And when our general manager, George Whitney, recently asked for a public display of respect, the city broke out in a flurry of flags.

If this be "flag-waving," make the most of it!

Letter dated April 28, 1987, to George Whitney, Vice President and General Manager, KFMB. From Room 12, John Adams School, San Diego, California.

Dear Mr. Whitney,

We want to congratulate you for a great effort in trying to bring honor to our flag.

We thank you for taking such an interest in our country. We would like to express our feelings of gratitude to you for what you have said. Our flag is something to look up to. It is not something to burn.

We love our flag and country and someday our children will be able to love it as much as we do.

Mr. Whitney, we think you have improved most people's ideas of our flag. It takes a man like you to bring back the feelings of honor toward our flag.

Sincerely yours,
Room 12
Signed / Mrs. Myra M. Stead
and 38 students
Confidence builders.
ility, General Electric color TV cameras. The color-'E-240...the live-color PE-250.
In our customers' minds, confidence builders. That's General Managers and Chief Engineers of successful
ations repeatedly tell us.
"Broadcaster confidence. That's why we bought your
ras. We looked at all the others and bought General
ic because it showed us the best pictures, the most
reliable performance, the most economical
tion."

You get the best when you buy General Electric color
TV cameras. Color you can have confidence in, cameras
you can rely on.
Read about our PE-250 and PE-240 in the brochures
we'll be glad to send you. And if you need more than that
to build your confidence in these cameras, visit us in
Syracuse where we build them. Visual Communication
Products Department, Electronics Park, Syracuse, New
York 13201.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

JUNE
June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Linds Christian, Whitted New York; Bill Stewart, McLendon Stations. 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 programming of any one outlet in that market.
June 19-24—16th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information may be obtained from Movierecord Inc., 443 Third Ave., New York, SAWA's U.S. representative.
June 21—Special meeting of the shareholders of Trans-Lux, to consider stockholders' proposal to increase the aggregate number of shares and to transact other business. 625 Madison Ave., New York.
June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehobeth Beach, Del.
June 23-24—Meeting of the Texas AP Broadcasters. Commodore Perry hotel, Austin.
June 25-29—Annual convention and board of directors meetings, National Community Television Association, Palmer House, Chicago.
June 25-29—Western region convention of the American Advertising Federation, LaFayette hotel, Loma, 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 29—Special stockholders meeting, Columbia Broadcasting System Inc. to vote on proposal to merge with Holt, Rin拆迁 and Winston Inc. and to authorize six million shares of CBS preference stock as part of agreement on merger. CBS Broadcast Center, New York.
June 30—Entry deadline for Albert Lasker Medical Journalism Awards for articles and broadcasts published or televised in 1968 which pertain to the improvement of health and the prolongation of life through medical research. Entry blanks may be obtained from, and entries must be submitted to, the Albert and Mary Lasker Foundation, 866 United Nations Plaza, Suite 105, New York 10017.
June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association. Leatham Smith Lodge, Sturgeon Bay.

JULY
July 3—Deadline for comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.
July 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcasters similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.
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 programming of any one outlet in that market.
July 9-10—Annual summer meeting of South Carolina Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox, Ocean Forest hotel, Myrtle Beach.
July 9-23—Third annual high school broadcast institute sponsored by the Indiana Broadcasters Association and the radio-TV department of Indiana University. Indiana University, Bloomington.
July 11—Annual meeting of presidents meeting, Taft Broadcasting Co. Cincinnati.
July 13—Deadline for reply comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.
July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission's 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 15-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include 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. Speaker include Vincent Wastalski, NAB president. Otesaga, Cooperstown.
July 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.
July 24—Deadline for comments on FCC inquiry into developing patterns of ownership in CATV industry.
July 30-Aug. 11—Ninth annual seminar in marketing management sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising

Nielsen Station Index

Issued annually. Shows color percentage estimates of total TV households in each of 224 market areas...and comparisons with previous estimates.

For complete details call, wire or write

Nielsen Station Index
NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE NEW YORK (10019)
1250 Avenue of the Americas - 955-2500
NSI SALES/SERVICE OFFICES CHICAGO (60601) 360 N. Michigan Ave. - 373-3810
HOLLYWOOD (90028) 1690 N. Vine St. - HiJavard 6-4191
SAN FRANCISCO (94104) 60 Past St. - Yuke 6-6437
a service of
A.C. Nielsen Company CHICAGO (30648) 2101 Howard Street - 465-4400

DATEBOOK
Reeves Color Videofilm™—this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

Color Videofilm™ has the purest whites, the truest color balance, the widest tonal scale and the most precise saturation of any color transfer. You get true colors, reel after reel after reel.

Broadcast quality? That's our business. For 34 years Reeves has set quality standards that have been followed by the industry. For 34 years our name has meant the finest quality available.

It still does.

See our Color Videofilm™ demo reel and see what we mean.

TM Reeves Sound Studios, division of Reeves Broadcasting Corporation.
December 5, 1945. On a clear, sunny afternoon five Navy torpedo bombers left the Ft. Lauderdale Naval Air Station on a routine peacetime patrol. Unusual radio reports came back, but the planes were never seen again. Even the Navy couldn't guess what had happened.

RIVERBOATS

June 30, 1870. All New Orleans was crowded along the Mississippi. The Hutchins and the Robt. E. Lee were about to start the race of the century. The Robt. E. Lee won, but the race is still being argued about today.

SOLDIERS

June 12, 1862. Jeb Stuart's Confederate cavalry set out to scout the Union Army. His career was almost cut short by the Union cavalry under Gen. Philip Cooke, his father-in-law, but the outcome made a hero of Stuart.

AND many other stories

WRITE FOR MORE INFORMATION TODAY.


AUGUST

Aug. 1-10—Annual meeting of American Bar Association. Consideration of recommendations of Beardon Commission on Fair Trial-Free Press are scheduled for Section of Judicial Administration and Section of Criminal Law. Illikai and Hawaiian Village hotels, Honolulu.

Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the department of Journalism of the University of Michigan and the Radio-Television News Directors Association with the collaboration of the National Association of Broadcasters, University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Yablonsky, department of journalism, University of Michigan, Ann Arbor 48104.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Palms motel, Los Cruces.

Aug. 8—Deadline for reply comments on FCC inquiry into developing patterns of ownership in CATV industry.

Aug. 8-19—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—Deadline for reply comments on proposed FCC rulermaking to amend part 73 of the commission rules to specify, in lieu of the existing ME20V concept for AM stations, a method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The ME20V method is used to measure radiation from directional antennas.


Aug. 22—Annual meeting of shareholders of Rollins Inc. Wilmington, Del.

Aug. 25-19—Western Electronic Show and Convention, Cow Palace, San Francisco.


Aug. 29-Sept. 3—Fourth International Televison Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesalle, Berlin 15.

SEPTEMBER

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television, Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.


Sept. 15-19—Annual fall meeting of Lousiana Association of Broadcasters. Speakers include Vincent Wastlowski, NAB president. Downtown hotel, New Orleans.

Sept. 15-17—Northwest area conference of the American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.


Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.


Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motel hotel, Sidney.

Sept. 26-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan. Minato International Trade Fair Grounds, Osaka City, Japan. For information contact EIA-J at Electronic Section, Japan Light Machinery Information Center, 107 Fifth Ave., New York.


OCTOBER


Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 872-4211, Ext. 343.


Oct. 15-20—162nd semiannual technical conference of the Society of Motion Picture and Television Engineers. Killen Beach hotel, Chicago.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 872-4211, Ext. 343.


Oct. 23-26—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television. Seville, Spain. For information contact the National Catholic Office for Broadcasting, 1 Rockefeller Plaza, New York 10020.


Oct. 26-27—First meeting of television news directors of Europe. United Kingdom, U. S.

PERSPECTIVE
The photographs above, published the same day in a prominent Miami newspaper, show unidentified WLBW-TV newsmen in the thick of the action, filming their stories — one a manhunt, one a warehouse fire. Every day — WLBW-TV NEWS gets the picture. More news, more pictures, the best color.
YOU MAY NEVER HEAR THE LONGEST HORN*

BUT... WKZO Radio's Sound
Reaches Far More Drug Stores in Greater Western Michigan

If you want to trumpet the merits of a drug product, WKZO Radio is your instrument in Western Michigan.

Just note these simple scores: 608 drug stores in WKZO's primary service area, but only 238 in Station B's, and only 89 in Station C's. WKZO Radio covers almost twice as many as its two nearest competitors combined!

And we cover the program area well, too... with sports programs, for instance, twice named "outstate Michigan's best" by Associated Press.

Why mute your message? Let your Avery-Knodel man help you make sweet sales music throughout Greater Western Michigan!

*The 15-foot Swiss alpenhorn.

BOOK NOTE


An era of broadcast journalism and nearly a quarter-century of history are distilled in this selection from the more than 5,000 broadcasts that Edward Murrow made in his 23 years as a CBS newsman.

In all, 199 broadcasts are included. They range from his eyewitness account of Hitler's seizure of Austria in 1938 to his views on President Kennedy's inaugural address in 1961, a few days before he was named director of the U. S. Information Agency and four years before his death in 1965.

Edward Bliss Jr., editor of The Evening News With Walter Cronkite on CBS-TV, who was a member of the Murrow staff for many years, made and edited the selections. In his introduction he explains that the broadcasts chosen "are those that add dimension to history because of Murrow's perspective, or that show development of his reporting style and beliefs." For the most part they are radio broadcasts, not only because "radio scripts read better in book form than television scripts" but also because, even after TV was established as a news medium, "if he had something to say, he said it on his daily radio broadcast."

Excerpts from three television programs are included: the famed See It Now expose of McCarthyism; an interview with Carl Sandburg, also on See It Now, and the first Small World broadcast. Also included are two Murrow speeches: his acceptance of the Freedom House Award in 1954 and his address to radio and television news directors in 1958, regarded by Mr. Bliss as "perhaps the major speech of his career."

ANNUAL FALL MEETING OF THE AMERICAN WOMEN IN RADIO AND TELEVISION
Fort Sumter hotel, Charleston, S.C.

NOVEMBER

Nov. 5-8—43rd annual convention of the National Association of Educational Broadcasters. Denver Hilton hotel, Denver.

Nov. 5-10—Annual fall meeting of Oregon Association of Broadcasters. Sheraton motor hotel, Portland.

Indicates first or revised listing.
KGUN-TV gives viewers first look at astronaut Frank Borman, as Tucson reception parade passes station’s mobile unit.

KGUN-TV is first on the Tucson scene. Captures the exclusives. First with advanced remote microwave facilities, which put KGUN-TV on top of news breaks. Exclusive news in depth, like the "Father Kino" documentary, built on the spot from color film and slides, which capped a 255-year search for a legendary gravesite. First color film and slide equipment. First presentations of fine art to area viewers.

Don't overlook Arizona's thriving Tucson market — 54th largest U.S. city (1960 census). KGUN-TV is attracting ever-larger followings in an audience area accounting for nearly 30% of Arizona's $3.4 billion CSI.
OPEN MIKE®

Airing Puerto Rican lotteries

EDITOR: In regard to the editorial "Archaic legality" (Broadcasting, June 5), it is interesting to note that Puerto Rico also has a government-operated lottery, and has had for many years. The problem of prohibition against the broadcast of information about lotteries affects more than the broadcasters of New York, New Jersey, and neighboring areas in other states.

Here, broadcasters report only the unusual news relating to the lottery, and not ever the lottery results, as such. The government purchases full-page ads once a week in the four daily newspapers to print the weekly lottery results.

If the FCC's regulation covering the broadcasting of lottery results were relaxed, so that lottery results could be aired here, radio stations in this area could certainly pick up quite a lot of income.—Bob Bennett, manager, WBNJ San Juan, P. R. (under construction).

(The FCC's regulation is rooted in a section of the U.S. Code which prohibits the broadcast of information about lotteries. Hence an amendment of the law would be required before the FCC could relax its regulations.)

Feedback from a profile

EDITOR: The feedback from the industry has been so good [from the profile, Broadcasting, June 5], I must thank you for your effort.

We must tell you what a delight, too, it is that you recognize the film industry.—Robert I. Bergmann, president, Filmex Inc., New York.

Memo stirs pleasing responses

EDITOR: It was a real pleasure working on the Monday Memo [Broadcasting, May 22] and we've had favorable reaction to it.—Jim Condon, copy supervisor, Needham, Harper & Steers Inc., Los Angeles.

Yearbook has it all

EDITOR: I would like to have the names and addresses of the leading producers of radio 1D jingles—Robin Benson, 7 Groveland Avenue, London, SW 16.

Among its 51 directories, the 1967 BROADCASTING Yearbook has a complete listing of program producers, distribution and production services, which includes producers of 1D jingles. This directory starts on page D-10. A few copies remain at $5 a copy.

Orders should be sent to BROADCASTING, Publications Department, 1725 DeSales St., NW., Washington, D. C. 20036.
TOGETHER... WE BROUGHT YOU TRUTH OR CONSEQUENCES

THIS SEASON'S MOST SUCCESSFUL NEW SYNDICATION PROPERTY.

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THE WOODY WOODBURY SHOW

90-MINUTES DAILY IN COLOR
5 SHOWS PER WEEK

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ALREADY SCHEDULED FOR FALL START IN:
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DENVER/DALLAS/PHILADELPHIA
Teeny-boppers turn on to radio's solid pitch

When a client increases sales under the aegis of our agency, it is a most happy condition. When a client's sales increase 2000% in six years, it's hysterical.

This once-in-a-lifetime event happened to us and we're seriously impressed with radio, which produced this unprecedented occurrence. Of course, we've always been impressed and successful with radio, but this particular success grew partially out of failure.

The story might serve as a guideline for other broadcast-minded individuals who find themselves often enticed from the straight-and-narrow path of common sense. We learned our lesson from teen-agers who, if you haven't heard, have become quite a statistic in the national economy. Like the one about "in so many years 90% of our population will be teen-agers." Or something like that.

It's a figure bandied about like shuttlecock, sending U.S. manufacturers back to the old drawing board redesigning everything from automobiles to hearing aids in preparation for the youth invasion.

But looking around the stores it's somewhat reassuring to see we've not yet been taken over. There still seems a heavy majority of expanding waistlines and receding hairlines doing most of the heavy buying. Should the hairy young hordes suddenly appear, thank goodness the broadcast industry offers us the guns and ammunition for self-preservation. A heavy schedule on the nation's "top rockers" could keep them under control. I am convinced the right kind of radio commercials can make a teenager do your bidding in most any direction.

Psychology Lesson * This brings us to that fabulous 2000% sales increase, which came about through painful adjustment to the psychology of the young.

Take the Teen-Age Fair, a client like a state fair, only for youngsters. Instead of cows and pigs, circus rides and cotton candy, Teen-Age Fair has rock 'n' roll, circus rides and cotton candy.

More truly, as its publicity accurately says: "It swings with an unending succession of stage events, bands, fashion shows, surfing movies, appearances by recording, TV and motion-picture stars, live TV shows, intriguing exhibits and special highlights such as a $1-million custom-car show and the Miss Teen International Pageant."

Teen-Age Fair started in 1962 as a side attraction at the Pacific Ocean Park amusement pier in Santa Monica, Calif., attracting fewer than 100,000 paid admissions and a handful of exhibitors. This year the fair(s) will attract 180 exhibitors, including such name brands as Coke, Pepsi, Chevy, Catalina, Sears, Yamaha, along with lesser known manufacturers of pizza, guitars, mini-skirts and acne remedies.

A probable 2.5-million youngsters will swing, sample, scream and scramble through the now 10 Teen-Age Fairs that start with the "big dad" of them all every Easter Week in the famed Hollywood Palladium. The 67 schedule of fairs includes Indianapolis, Detroit, Phoenix, Denver, Cleveland, St. Louis, Portland, Ore., Sacramento and Oakland, both California.

The Lesson Learned * That radio is the kids' Pied Piper is no advertising secret. The Teen-Age Fair account, our easiest ever, called for no great media department thinking even six years ago. Buy the top-40 rockers—as many as affordable. But creating the commercials, that was something else, a much bigger problem.

Considered a one-shot promotion, the first fair was assigned to one of our lower-paid copy writers. He was capable for things like store openings, discount selling, midget racing and Dr. Mauri Vaughn's Thrill Circus. Slightly (30 years) out of touch with teen-age jargon, our writer picked up the phrase "a-go-go." He used it so many times in the commercials that all the adult ear could hear was the combined wail of a rock beat and transcribed screams—as if the place were over-run with 10,-000 mice—broken by frequent "a-go-go's." Still, traffic for the fair actually was pretty good, and the co-owners made a profit.

The next year, with the budget up and the fair showing signs of success we made a real production effort—clever commercials from two top writers. It was sort of "in" stuff, guided by a consultant who knew how the kids talked. Yet it was funny.

Maybe not really funny. We flopped. Attendance dipped. We had spent so much effort being clever we forgot the guts!

75-Year-Old Format * Never again through the increasingly successful years did we make such a mistake. For example, here, I say, is a sure-fire way for getting the kids to do your bidding:

Control: SCREEMS UP, SNEAK IN ROCK 'N ROLL MUSIC, UP TO ESTAB: THEN UNDER AND HOLD.

Ann: Bug-out! Escape to the sixth annual Teen-Age Fair ... all thru Easter Week ... Hollywood Palladium! A wild, wiggly blast ... it's where it's at ... the Teen-Age Fair!

Control: MUSIC: UP FULL, SCREEMS UP FULL, THEN UNDER & HOLD THROUGHOUT.

Ann: The Teen-Age Fair! The wild wiggly thing! Ride the Wild Rocker—on of a new terrifying-shocker thrill rides just imported from Europe! See the psychedelic bugout ... predictions of things to come ... like what's after the miniskirt! Blow your cool at the battle of the beat-fock-rock marathon! Win the shirts off the Monkees' backs! See the spectacular invader, "Hot Rod" mag's $50,000 hot rod! See the double-everything road grabber, the world's first tandem motorcycle! Thrill to top guest stars in person every day! Bug-out! Escape to the Teen-Age Fair ... noon to midnight all thru Easter week ... Hollywood Palladium! Admission $2!

Think that 25-year-old format doesn't work? Please believe it did, does, and in my opinion, always will.

The teen-age population density at the Hollywood Palladium this year was just slightly 10-times greater than that of Calcutta's streets during Holy Week.

Stu Heinemann is radio-TV vice president for Anderson-McConnell Advertising Agency Inc., Hollywood. He started as a reporter on the 'Denver Post,' later branching into radio on the Mutual Broadcasting network as newscaster-reporter.

During World War II, he served as Marine combat correspondent and as editor of the Corps' newspaper. In agency work since 1946, Mr. Heinemann has been with Anderson-McConnell Advertising since 1957.
The 3 stages of our search for the right man for your station

First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.

The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.

The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.

Nationwide Broadcast Personnel Consultants
The Professional Recruiting Service for TV and Radio
645 North Michigan Avenue • Chicago, Illinois 60611 • Tel. 312 337-5318
The Embassy of Pakistan

His Excellency Agha Hilaly, Ambassador of Pakistan, and Mrs. Hilaly in the living room of the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.
A POST-NEWSWEEK STATION

Photograph by Fred Maroon
NOW! EXCLUSIVE
WAR COVERAGE

LES
MAY
IN
VIETNAM

No matter whether she is, as many insist, history’s most beautiful combat correspondent, 23-year-old Les May is a fierce competitor. Ex-cycle rider, model and actress, she is cast-iron determined to cover the bristling war front in Vietnam unlike any reporter (male or female) before her. Whether she brings into play a woman’s intuition or unique sensitivity, Les May is certain to stir up the most beautiful dust this war’s correspondent corps has ever seen.

FULL TAPED & FILM REPORTS, DIRECT FROM LES MAY IN VIETNAM, AVAILABLE SOON IN TOP 100 MARKETS.

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natl director,
public affairs
mclendon stations
2008 jackson street
dallas, texas 75201
Build-up for a fight on fairness

Broadcasters begin mustering main forces for showdown on FCC control after appeals court finds fairness doctrine is constitutional

Broadcasters this week are starting the wheels turning for an attack on the constitutionality of the FCC’s fairness doctrine before the U. S. Supreme Court.

In the wake of last week’s ruling by a federal appellate court that the fairness doctrine is constitutional, the National Association of Broadcasters was preparing to take a leading role in getting the case before the high court.

NAB, which contributed to the original court appeal of WCB8-AM-FM Red Lion, Pa., sees the appellate decision and the FCC’s action 11 days earlier putting cigarette advertising under the fairness doctrine as a twin-barreled threat that necessitates an all-out attack on the commission’s long-standing rule.

Douglas A. Anello, NAB general counsel, said the Red Lion case probably would be appealed to the Supreme Court and that NAB “would resist” the cigarette ruling, “although we don’t know the precise course.”

Business for Board • Both cases will be brought before the NAB board at its meeting in Williamsburg, Va., next week, and that body is expected to approve courses of action and supply the funds to continue the fight against the doctrine in the courts.

Mr. Anello and Robert E. Manuel, counsel for Red Lion, are to sit down this week to work out the appeal to the Supreme Court. Following the appellate decision, which affirmed the FCC’s order to WCB8 that it is the station’s obligation to present both sides of a controversial issue regardless of whether the station has to carry either side without sponsorship, Mr. Manuel said he did not favor seeking a rehearing before the full appellate court.

“I see no point in delaying any more,” he explained. “It’s something the Supreme Court will have to handle sooner or later.”

In the meantime CBS sources felt that the Red Lion decision would not affect any of their possible plans for seeking reversal of the cigarette-fairness ruling, which was made public in a let-

ter to WCBS-TV New York (Broadcasting, June 12, 5) (see below).

The Red Lion decision was handed down by a three-judge panel of the U. S. Court of Appeals in Washington. The 42-page decision, written by Circuit Judge Edward Allen Tam, said the fairness doctrine is “completely legal in its origin” and encourages, rather than inhibits, free speech.

In a two-paragraph concurring opinion, Circuit Judge Charles Fahy said he generally agreed with Judge Tamm’s reasoning, but he had “doubts that the fairness doctrine ‘recognizes and enforces the free-speech right of the victim of any personal attack made during the broadcast.’”

Senior Circuit Judge Wilbur K. Miller heard the case but did not participate in the consideration and decision.

The Rev. John M. Norris, majority owner of the Red Lion properties, called the ruling the “most ridiculous thing that could happen for freedom of speech in this country.” His son and minority owner, John H. Norris, vowed “we definitely are going to stir things up in Congress.” (See page 28.)

Commission Happy • At the FCC, reaction to the appellate decision was one of understandable pleasure, and both commissioners and staff members did not seem surprised at the outcome. There was some doubt at the FCC that the Supreme Court would grant a request for review. Their feeling was that the case was not important enough for the high court’s consideration.

In his decision, Judge Tamm said the first amendment “extends, of course, to broadcasting as well as to other media. . . .” But he referred to the 1943 Supreme Court case of NBC v. U. S. in which the court held that “unlike other modes of expression radio inherently is not available to all . . . and that is why . . . it is subject to government regulation.

“The American people own the broad-

CBS ponders best appeal against cigarette ruling

Although the appellate court decision in last week’s constitutional challenge of the fairness doctrine by WCB8-AM-FM Red Lion, Pa. (see above), went in favor of the FCC, broadcasters still feel they could move against the commission’s June 2 letter to WCBS-TV New York, putting cigarette advertising under the fairness doctrine.

CBS authorities were reported to believe that the decision in the Red Lion case had no bearing on the advertising issue and that accordingly it would not affect their strategy in seeking reversal of the cigarette-fairness ruling.

Just what CBS’s strategy will be was still under study last week. There were some indications, however, that a decision may be reached this week. It’s generally believed that CBS will go first to the FCC, perhaps with a request for reconsideration, in a move to establish a basis for a court appeal if that becomes necessary. CBS is not expected to challenge the constitutionality of the fairness doctrine, but rather to attack the application of that doctrine to cigarette advertising.

The Red Lion case also differs from the cigarette advertising issue, in the opinion of many observers, in that Red Lion involved reply to a personal attack, which, according to some sources, is the context in which a court would be most likely to uphold the validity of the fairness doctrine.
83-year-old preacher to appeal fairness ruling

The man who took broadcasters' fight for freedom from the fairness doctrine to court—while other broadcasters talked a good fight—is a conservatively oriented, 83-year-old fundamentalist preacher named the Rev. John M. Norris. His effort led to what, for broadcasters, was a shattering defeat in the U. S. Court of Appeals. But he isn't ready to call it quits.

Mr. Norris, who is pastor of a Bible Presbyterian church in York, Pa., has been a broadcaster for 17 years, and has become well known to the FCC in recent years through the fairness-doctrine complaints that have been filed against his WGCN Red Lion, Pa.

He was disappointed by the U. S. Court of Appeals decision last week that the fairness doctrine is constitutional. But he said he was "quite sure" he would appeal the case to the Supreme Court. And his son, John H. Norris, who has a minority interest in WGCN, later said there was no question that an appeal would be taken (see page 27).

The elder Mr. Norris called the decision the "most ridiculous thing that could have happened for freedom of speech in this country."

Mr. Norris first came to the attention of the FCC in connection with controversial broadcasts four years ago through his ownership of WINS Red Lion, an international shortwave station. The station was broadcasting the programs of the controversial Dr. Carl McIntire, the fundamentalist preacher whose strongly conservative 20th Century Reformation Hour is heard daily on more than 600 stations.

Voice Objects • The Voice of America complained to the commission that Dr. McIntire's broadcasts — attacking the United Nations, the State Department, the World Council of Churches—were confusing foreign listeners as to what official U. S. policy was. The commission, however, could find no way to deal with the subject that wouldn't have smacked of censorship. It subsequently froze further grants of construction permits in the international radio service, partly because of a lack of frequency space to be assigned but partly also because of the McIntire problem. The freeze is still in effect, and Dr. McIntire is still heard on WINS.

But Mr. Norris's problems with the commission began to pile up after the commission ruled in 1963 that broadcasters would have to make free time available to individuals or groups wishing to respond to controversial statements on sponsored programs, if that was the only way that all sides of a controversial subject could be aired.

For WGCN carries the broadcasts of many conservative commentators who are nothing if not controversial but who pay for the time they use. And Mr. Norris is willing to make time available for reply, but not for free.

Many other broadcasters feel the same way. They also feel, like Mr. Norris, that the fairness doctrine is unconstitutional. But he was ready to go to the mat with the commission on the point.

There were some communications lawyers who were uneasy when Mr. Norris did go to court. They weren't sure that his case, which involved a personal attack on an individual, was the best one with which to test the constitutionality of the doctrine. But no one, apparently, attempted to dissuade him.

Actually, he filed two court suits. In the other, he asked the federal district court in Washington two years ago to declare the fairness doctrine unconstitutional and to enjoin the commission from enforcing it. He filed that suit after being questioned by the commission during the 1964 presidential election campaign on a complaint from the Democratic National Committee. That case, in which he is also asking $5-million damages from the Democratic committee, has been held in abeyance pending the outcome of the appeal.

Another Suit • Mr. Norris also has a personal interest in yet another attack being waged on the fairness doctrine, that by WXUR-AM-FM Media, Pa., whose license renewal applications have been designated for hearing by the commission on the fairness-doctrine issue, among others. The stations contend the doctrine is unconstitutional.

The court dismissed the suit on the ground that it couldn't decide the case until the commission had acted, but the stations have asked for a rehearing of their plea. Mr. Norris's son, John, is on the board of directors of the seminary and is president of the licensee corporation. Dr. McIntire is president of the seminary board.

Besides owning WGCN-AM-FM and WINS, he has applied for channel 49 in Red Lion. And one symptom of his problems with the commission is the fact that his applications for renewal of the AM and FM stations have been pending since last summer and his application for the television channel has been on file since December 1965.

Mr. Norris last January said he would lead a busload of his congregation in a pray-in at the commission entrance in Washington.
in an effort to speed consideration of the applications. But he cancelled the trip after the commission promised action "in the near future."

No Action Action, however, hasn't been taken yet, at least in part, commission officials say, because of Mr. Norris's failure to answer adequately a number of questions, including one about the station's policy on the fairness doctrine.

Even as the court of appeals was handing down its decision, Mr. Norris heard he was involved in two of three fairness doctrine complaints being pressed before the commission last week by the Institute for American Democracy.

IAD, which was established in November to check on extremists of left and right, said that WCB and WXUR had refused to provide time for reply to what IAD said were attacks they carried on IAD and its officials.

The third station is KAIR Tucson, Ariz. The alleged attacks in all three cases involve broadcasts of Major Edward Bundy's Church League of the Air.

WCB and WXUR said they refused to make time available to IAD in order to remain "consistent" with the positions taken in their respective court suits. IAD said that KAIR simply never answered letters concerning the Bundy programs.

IAD had filed five complaints in connection with those programs. However, it dropped actions against Wavo Decatur, Ga., and KAYE Puyallup, Wash., after they said they would make time available.

In Mr. Norris's view, IAD has no right to time on any of those stations unless it pays for it. And if his lawyers can make the Supreme Court see things his way, that's the way it's going to be.

the station to advise the commission of plans to comply with the order.

Red Lion then took the case to the U. S. Court of Appeals in Washington, which in November 1966 told the FCC that letters to broadcasters aren't orders and therefore cannot be reviewed by the courts. Subsequently the commission asked for the full appellate court to rehear the case, and a majority of the court then voted to drop the November 1966 opinions and directed the three-judge panel to reconsider the plea.

Red Lion also has a second suit still pending against the FCC in the U. S. District Court in Washington. In this it is also seeking to overturn the fairness doctrine on constitutional grounds and is asking $5-million damages from the Democratic National Committee based on a complaint during the 1964 presidential campaign. That suit has been held in abeyance pending the outcome of the Cook case.

In his conclusions, Judge Tamm found:

- Congress "did not commit an unconstitutional delegation of its legislative function" when it amended Section 315 of the Communications Act to embody the fairness doctrine.
- There is nothing "unconstitutionally vague, indefinite or uncertain about the fairness doctrine, " nor does it lack the precision required in legislation affecting basic freedoms guaranteed by the Bill of Rights."
- Neither Section 315 nor the fairness doctrine violate the Ninth and Tenth Amendments of the Constitution.
- The doctrine's requirement that a "broadcaster may not insist upon financial payment by a party responding to a personal attack does not violate" the First and Fifth Amendments.

In addition he found that the FCC has no reason to make "factual determinations of truth or falsity in controversial issues of public interest."

Such actions, he said, "would constitute an illegal exercise of a nonexistent authority."

Delving into program censorship, the judge found that Red Lion was not prohibited from carrying any program it found suitable. Additionally, he said, the station was not furnished with "a mandatory program format, nor does the doctrine define which, if any, controversial issues be aired."

The fairness doctrine comes into play only when the station broadcasts a program dealing with controversial issues, he said. "After having independently selected the controversial issue and having selected the spokesman for the presentation of the issue in accord with their unrestricted programing, the doctrine rather than limiting the petitioners' right of free speech, recognizes and enforces the free-speech right of the victim of any personal attack made during the broadcast. Does such an obligation arising under these conditions deprive petitioners of any right guaranteed by the First Amendment? I think not."

No Ruling on Truth Red Lion, he said, has contended that the FCC has an obligation to determine whether Mr. Cook's complaint to the commission was true or false. Judge Tamm found "no statutory requirement for such a finding."

Additionally, it is my view that any attempt by the commission to make factual determinations of truth or falsity in controversial issues of public interest would constitute an illegal exercise of a nonexistent authority."

The fairness doctrine, he maintained is "sufficiently explicit" in telling licensees the type of conduct that would make them liable to penalties. "Neither the statute nor the doctrine either forbid or require the doing of an act in terms so vague that men of common intelligence must necessarily guess at their meaning and differ as to their application," he said.

The judge pointed out that licensees "are not deprived of due process by the operation of the fairness doctrine" since they can seek relief from the courts "from any final action claimed to be arbitrary or capricious."

Judge Tamm said he agreed with Red Lion that "the compulsory granting of free time may, and probably does, impose a burden on the licensees."

But he did not find the burden "unreasonable."

Red Lion maintained, the judge said, that the fairness doctrine creates "prior restraint" on the right of free speech since it restrains a licensee from taking an editorial stand unless he seeks out and gives free time to opposing views. In Red Lion's view this restraint comes through "fear of subsequent punishment through danger or threat of the forfeiture of the licensees' license," the judge noted.

However, he did not find any "prior or previous restraint" in the case and said Red Lion is "in no manner exposed to or subject to any prior censorship" in its broadcasts. The station's selection of program material, format and personnel is restricted only by its "own determination of the public-interest appeal" of the end product, he found.

Since the station does not have to submit its material to the FCC or any other government agency prior to airing, he went on: "It is obvious that there is involved in this case no censorship which constitutes prior or previous restraint. It seems almost superfluous for me to have to point out that Section 326 specifically prohibits any censorship action on the part of the FCC."

Rather than an abridgement of the licensee's right of free speech, Judge Tamm determined, Red Lion's conduct "absent the remedy afforded the complainant Cook would, in fact, constitute a serious abridgement of his free speech rights."

In the Beginning Judge Tamm found "the initial concept of a fairness doctrine" under which stations were required to give equal time to opposing political candidates in the Radio Act of 1927. Later the coverage was extended to all discussions of important public issues. "Further implementation of the policy," he said, "took the form of denial of licenses to radio stations using, or proposing to use, their facilities
for the presentation of but one point of view.”

Judge Tamm maintained that the FCC's editorializing report of 1949 that licensees “were required to devote a reasonable percentage of their broadcasting time to the discussion of public issues of controversial importance ... implicit in this requirement was the obligation to design and present this type of programing in such a manner that the public was afforded the opportunity to hear different and opposing positions and viewpoints on these public issues.”

The judge found the 1949 report “noteworthy” since it was fundamentally based on public-interest standards while basically retaining the 1927 Radio Act provisions on equal time for political candidates.

He pointed out that the amendment of Section 315 came out of a 1959 “congressional inquiry into the application and operation of the fairness doctrine. . . .”

(The 1959 amendment was precipitated when the commission ruled that Lar Daly, then candidate for mayor of Chicago, was entitled to free time because the incumbent mayor was shown in news broadcasts greeting a distinguished visitor at the airport. In the amendment, several types of news broadcasts were exempted from the equal-time provision of Section 315. (At the same time Congress inserted in the section the general observation that the exemption did not mean that broadcasters were relieved of the responsibility to present opposing opinions on public issues involving controversy.

Judge Tamm did not explicitly mention that this was the first time a generalized reference to the fairness doctrine was inserted in basic law.)

Judge Tamm said Red Lion has argued that “Congress has illegally delegated its legislative authority because of the absence of adequate standards or ascertainable criteria and that Congress cannot adopt and make a part of the statute regulations of the commission which, in turn, fail to meet the ‘preciseness’ required in legislation affecting basic freedoms.”

However, he found this case to contain a “statute and commission regulations growing out of a licensing program addressed to the serving of the public interest, convenience or necessity.”

Concise Ruling • He said: “There is no broad-reaching, all-embracing statutory provision penalizing knowing as well as unknowing conduct. The court is dealing now with a set of reasonably concise and specifically enumerated prohibitions addressed to the evils they seek to guard against.”

The judge found “clearly defined and explicitly enumerated statements of the legislative objectives, the enumeration of the method of achieving those objectives (i.e., the creation of the FCC and the assignment to it of specific and enumerated duties, responsibilities and obligation), and the establishment of standards to guide the administrative determination.”

Within the equal-time act, Judge Tamm continued: “I find a full and complete determination of the legislative policy and its formulation and promulgation as a defined and binding rule of conduct. Relating these specifically to the provisions of Section 315, I find in this portion of the statute a permissible delegation to the commission of the ‘determination of facts and the inferences to be drawn from them in the light of the standards and declaration of policy’ properly and legally empowering ‘the exercise of judgment.”

Since the ‘public interest’ is a valid standard for FCC guidance “by statute and court decision,” he concluded, the adoption of the fairness doctrine into Section 315 “does not constitute an unconstitutional delegation of Congress's legislative functions.”

BROADCAST ADVERTISING

Dropouts hurt quality TV

ABC-TV's Duffy replies to Admiral that support for good programing is needed

ABC-TV last week reminded Admiral Corp., an announced temporary drop-out in television network advertising, that the networks need the support of major advertisers behind attempts to upgrade programing.

The network released a letter sent by James Duffy, vice president in charge of TV-network sales, to Ross D. Siragusa, chairman of the board at Admiral, which noted:

“I am sure you are aware that many of us want television to be better than it is and we are constantly committing our air, our money and ourselves to that end. And too often with too little support from men in the advertising community who profess to be interested in the same goal.

“Quality television is not a bad buy. But it is a tough sell. It can be a great source of pride and a big dollar drain.”

Mr. Duffy said ABC felt it must answer the “publicity” which attended Admiral's decision to drop out of TV advertising as disclosed by Mr. Siragusa in Las Vegas earlier this month (broadcasting, June 12). Mr. Siragusa said the Chicago TV-set maker would not be back in network TV this fall because of problems of program quality and commercial clutter. Mr. Siragusa said Admiral had been “disappointed in the lack-luster quality of shows” and observed that today's viewer is more "sophisti-
cated and selective.”

Heavy Loss • Mr. Duffy said ABC Stage 67, which he said was “an honest attempt to bring new talents and new vitality to the medium [and] which did not accomplish that,” accounted for a $4-million loss to ABC last season.

“It was a great source of satisfaction to us to have such sponsors as Burlington and Singer join in this effort,” Mr. Duffy said, adding: “We only wish you would have accepted our invitation to join them.”

Mr. Duffy said ABC had “invited” Admiral as an advertiser in the network's scheduled four-hour Africa project next September.

He said he could not fault Admiral's network advertising schedule this past season that used NBC "in a major role" and ABC in a "secondary role." The schedule, he said, "was a fine program/media buy.”

Mr. Duffy's letter continued: "Series such as I Spy, Run For Your Life, The Big Valley, Dean Martin, The Holly-
wood Palace, the various movie packages you selected and your NBC News schedule made you a part of some excellent entertainment and informational programing," and when combined with still other shows under Admiral sponsorship, amounted also to "a very effective buy in terms of reach.”

“But,” he said, "you had to know that Run For Your Life would not be A Christmas Memory [ABC], or Death of a Salesman [CBS], of Barefoot in Athens [NBC], to mention three highly acclaimed network hits.”

Joint Effort • Mr. Duffy said that although a number of advertisers "find it good business" to join the network effort to "improve" television, others "make it a practice to call upon us to do better, and when we attempt it, find
Nobody we know glues their dial at Channel 7, but these audience figures make us wonder.

TOTAL WEEKLY CIRCULATION

<table>
<thead>
<tr>
<th></th>
<th>WHIO-TV</th>
<th>STATION B</th>
<th>WHIO-TV ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL DAY</td>
<td>550,000</td>
<td>454,000</td>
<td>96,000</td>
</tr>
<tr>
<td>EARLY EVENING</td>
<td>365,000</td>
<td>315,000</td>
<td>49,000</td>
</tr>
<tr>
<td>PRIME TIME</td>
<td>444,000</td>
<td>378,000</td>
<td>66,000</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>157,000</td>
<td>126,000</td>
<td>31,000</td>
</tr>
</tbody>
</table>

Source: NSI = TV  Weekly Cumulative Audiences—February-March 1967

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.
it more logical to place their business on competing programs with a greater popular base."

Though he would not wish to "unfairly characterize you, your statement, or your intentions," said Mr. Duffy, it is a "fact of business that any advertiser can buy any kind of program [or newspaper or magazine or radio show] he believes in." The more support networks can recruit for their better efforts, Mr. Duffy said, "the better able we are to expand those efforts."

Mr. Duffy's letter drew attention to "firm time and money commitments" of all three TV networks in specials next year, and though often the "numbers may not be as big as with some series programing," the benefits can be as great for the sponsor and the public.

As to commercial clutter, Mr. Duffy asked Mr. Siragusa's support for ABC's plan, as disclosed earlier this spring by ABC-TV President Thomas Moore, to eliminate certain nonprogram material and noted the current work of the National Association of Broadcasters on TV code guidelines. He said ABC was confident "a more beneficial set of guidelines will be established in the industry. If not—we are establishing our own anyway."

ABC also released Leading National Advertisers' estimates showing Admiral's total network TV spending at more than $3.7 million in 1966 (Jan.-Dec.): over $3.2 million with NBC-TV and $532,800 with ABC-TV.

In 1967, January through April, LNA reported that Admiral had spent $1,662,000 in network television, all on NBC.

WRG picks up American Motors

The 14-month-old Wells, Rich, Greene advertising agency last week picked up the estimated $12-million account of American Motors Corp., Detroit, from Benton & Bowles, New York. The transfer is effective about Sept. 20.

A WRG spokesman said that with American Motors, WRG billings can be projected at the rate of $65 million per year. The young New York agency this year alone has received business from General Mills (Bugles, Whistles and Daisys snacks), Bristol-Myers (Score hair dressing), and Hunt Foods (Wesson oil). Of its total billings, WRG places an estimated 80% in TV, predominantly in network, and about 3% in radio.

American Motors becomes one of WRG's biggest clients. It joins Braniff International and Philip Morris (Benson & Hedges, American Safety Razor, Personna and Burma Shave) in the top-three rank. WRG spokesmen said it's expected a major portion of AMC billings would be placed in TV.

Policy Difference * A Benton & Bowles official said AMC decided to move its billing to WRG basically because of a "financial policy difference." AMC's policy, he indicated, was to pay for media use after B&B had already paid the media. Recently, however, B&B had asked AMC to place advertising monies in escrow for a future campaign. AMC was unwilling to do so, the official said.

American Motors appointed Benton & Bowles in April 1965 after a 30-year relationship with Geyer, Morey, Ballard Inc., New York, and predecessor agencies. American's advertising budget since 1963 has decreased from a $20-million-plus yearly rate to about $18 million in 1966. (Television Bureau of Advertising reported AMC's TV investments last year at approximately $5.9 million.)

In 1967, AMC has leveled off its spending to about a $12 million to $14 million yearly rate. Of that amount, roughly 70% was earmarked for radio-TV. Benton & Bowles this year handled four specials for AMC on CBS-TV.

At the time Wells, Rich, Greene takes over the AMC account in the fall, the auto maker will be introducing a new Javelin model. In 1968, the corporation also plans to market a sports car, called AMX, at under $3,000. The firm now sells the compact American a middle-size Rebel and a larger size "Ambassador" model.

Code board, charged with flying blind

Jack Harris, president of KPBC-AM-TV Houston, was critical last week of the approach being followed by the National Association of Broadcasters TV Code Board in recommending changes in commercial formats and time limitations.

Mr. Harris, speaking before the North Carolina Association of Broadcasters, in Raleigh (see page 34), said the code board was making recommendations for changes based on opinion rather than solid research.

The code board had queried stations, advertising agencies, station reps, networks and group owners in preparing recommended changes.

But what the code board got, Mr. Harris said, "was the opinions" of the individuals who responded. "What the code board needs—what we need—is solid research of our audiences, on these vital subjects. The board is now recommending certain changes, still without research to buttress its proposals."

The recommendations, among other things, call for limiting the number of interruptions in half-hour prime-time programs to two, and in one-hour prime-time programs to four: in non-prime time, four interruptions would be allowed in half hour and eight in an hour. The TV board is scheduled to consider the recommendations on June 28.

TVB Action * In discussing the need
We don't interrupt our regular programming to bring you news of the Mid-East crisis.

We just do what we do every day of the year. Broadcast the news — every minute of the day. Because news doesn't happen every hour on the half hour. It's happening all the time. And you can hear it on WINS Radio in New York. Or KYW Radio in Philadelphia. All the time. All news! All the time!

WINS RADIO 1010  KYW RADIO 1060  GROUP
WESTINGHOUSE BROADCASTING COMPANY
Appliance makers have an affinity for TV

A special report issued last week by the Television Bureau of Advertising claims that the household appliance industry favors TV as the medium for advertising its products.

Among the 14 top companies in the field, TVB said, television garnered 56% of the measured media investments ($336.4 million) in 1966, followed by magazines ($15.8 millin), newspapers ($12.1 million) and radio ($680,000). The 14 companies' spot TV total climbed from $8,188,070 in 1965 to $12,129,990 last year and the network increase was from $18,642,100 to $24,305,000. (TVB noted that this appliance classification does not include media investments for television and radio sets, a category that grew by 54% in TV advertising in 1966 over 1965.)

General Electric Co. was the leading appliance advertiser in TV in 1966, according to TVB, with a total of $8.6 million.

### 1966

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Total Radio*</th>
<th>Total TV</th>
<th>Total Media</th>
<th>% TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric</td>
<td>$7,535,363</td>
<td>$2,947,960</td>
<td>$73,000</td>
<td>$8,643,180</td>
<td>$19,199,503</td>
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<td>Sunbeam Corp.</td>
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<td>5,413</td>
<td>1,674,917</td>
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<td>1,674,917</td>
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<td>Westinghouse Elec.│ 390,482</td>
<td>1,663,840</td>
<td>1,663,500</td>
<td>1,663,500</td>
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<td>Singer Co.</td>
<td>733,190</td>
<td>197,088</td>
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<td>1,361,600</td>
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<td>Scovill Mfg.</td>
<td>1,870</td>
<td>3,005,358</td>
<td>3,005,358</td>
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<td>General Motors</td>
<td>2,369,819</td>
<td>1,977,750</td>
<td>555,000</td>
<td>2,215,760</td>
<td>7,118,329</td>
<td>31.1</td>
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<td>Proctor-Silex</td>
<td>1,000</td>
<td>1,708,850</td>
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<td>Schick Electric</td>
<td>1,000</td>
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<td>Admiral</td>
<td>1,261,941</td>
<td>533,172</td>
<td>1,795,113</td>
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<td>Maytag Co.</td>
<td>839,311</td>
<td>256,580</td>
<td>1,095,891</td>
<td>1,095,891</td>
<td>1,095,891</td>
<td>100.0</td>
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<td>Whirlpool Corp.</td>
<td>2,054,021</td>
<td>3,791,360</td>
<td>5,845,381</td>
<td>5,845,381</td>
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<tr>
<td>Borg-Warner</td>
<td>485,066</td>
<td>904,423</td>
<td>1,389,489</td>
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<td>Natl. Union Elec.</td>
<td>5,546</td>
<td>651,700</td>
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<td>Ronson Corp.</td>
<td>94,809</td>
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<tr>
<td>Totals</td>
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<td>$12,135,360</td>
<td>$628,000</td>
<td>$36,424,990</td>
<td>$65,018,222</td>
<td>56.0%</td>
</tr>
</tbody>
</table>

* Radio figures reflect only the top 100 spot and network advertisers as released by RAB.

Sources: PIB, Bureau of Advertising, TVB/LNA-Rorabaugh

for research, he said that the Television Bureau of Advertising deserves solid support in its recently announced research program designed to help advertisers understand and use television more effectively. The study will include the influence of commercial length and position on sales effectiveness (BROADCASTING, May 24).

Mr. Harris also took the occasion to state again his concern over what he considers the FCC's unduly liberal attitude in permitting CATV systems to import distant signals.

Mr. Harris, who is president of the Association of Maximum Service Telecasters, is one of the group of AMST spokesmen whose visit to five commissioners concerning CATV policy touched off a storm of complaints from CATV interests (CLOSED CIRCUIT, May 15).

Mr. Harris told the NCB, as he told the commission in a letter responding to CATV charges of ex parte activity, that the AMST spokesmen met with the commissioners not to discuss pending cases "but rather to discuss the FCC policy, already on the books, with relation to the importation of distant signals via CATV" (BROADCASTING, June 5).

He said they told the commissioners that their granting of waivers without hearings could undermine the entire structure of free, local television broadcasting that they and the industry had built up over the past two decades and they could not hope to preserve this system through reliance on copyright legislation or copyright restrictions alone.

Business briefly...

Sun Oil Co., Philadelphia, through William Esty Co., New York, will sponsor a half-hour color special, Can-Am Cup Series, produced by Triangle Radio and Television Division, in about 70 markets. Cup series features six auto racing events held in Canada and the U.S.

Piel Bros., Brooklyn, N. Y., through Papert, Koenig, Lois, New York, has purchased sponsorship of Celebrity Billiards, Half-hour color show being taped by Harold J. Klein Film Associates, New York. It will be telecast in 23 markets, including, among others: New York City; Boston; Philadelphia; Hartford and New Haven, both Connecticut; Buffalo and Syracuse, both New York; Harrisburg, Pa.; Springfield, Mass., and Providence, R. I.

New York Life Insurance Co., through Compton Advertising, and American Iron and Steel Institute, through Sullivan, Stauffer, Colwell and Bayles, all New York, will sponsor American Profile, a color documentary series to be presented by NBC News during the 1967-68 season. First of eight scheduled programs will be presented on Sept. 29, 10-11 p.m., NYT.

National Geographic Society color specials have been renewed for the third year on CBS-TV. Four of the specials during the 1967-68 season will be sponsored by Encyclopaedia Britannica, Chicago, through McCann-Erickson, New York, and Aetna Life and Casualty, Hartford, Conn., through Chirurg and Cairns, New York.

General Foods Corp., White Plains, N. Y., is supporting a current national introduction of brown sugar cinnamon Toast 'em Pop-Ups with spot TV as well as with GFE's network TV commercials. GF said the new flavor joins six others in the company's line of toaster products, which in less than two years had total sales now near $50 million a year. Agency is Benton & Bowles, New York.

Radio-TV may share $4.2 billion in '67

Radio and television advertising revenues should reach about $4.2 billion this year if the general economy shakes its decline and shows a sharp increase in the last quarter of the year. The prediction was made by Richard P. Doherty, president of the Television-Radio Management Corp., Washington, to the North Carolina Association of Broadcasters in Raleigh last week.

The $4.2 billion, which would be about 23% of the total all-media ad revenues for the year, would include $3 billion for television and $1.2 billion for radio.

Taking a look five years ahead, Mr. Doherty said total media advertising will go to $22.5 billion, a 26.4% increase over the 1965 total of $16.5 billion. TV will get 20% of the figure or $4.5 billion, an increase of 60.7% from its $2.8 billion in 1966. Radio advertising, he said, will be about 6.5% or $1.5 billion, a 50% increase from the $1 billion it got in 1966.
Of the 773 television stations in the country, 3 received Peabody Awards this year.

ours was for outstanding local television music

Broadcasting's highest honor — the George Foster Peabody Award — was awarded to WTMJ-TV for our broadcast of a "Polish Millennium Concert." The concert, one of a series of WTMJ-TV "Milwaukee Music Specials," was performed as a tribute to Poland's 1,000th year of Christianity. It combined the talents of the Milwaukee Symphony and noted Polish artists to portray music as the universal language for building international understanding. Featured in the concert was Madame Halina Sloniowska, leading soprano for the Warsaw Grand Opera, who was flown to the United States specifically for the WTMJ-TV concert. Madame Sloniowska's appearance represents the first time such an artist has been brought from behind the Iron Curtain for a local television performance.
COLOR FILM PICTURES

... reproduces TV programs and commercials with snap and sparkle

A MORE PLEASING PICTURE
A good film program or commercial looks even better with the TK-27. The big tube improves signal-to-noise ratio, and increases resolution. It eliminates more of the disturbing grainy elements. Thus, the picture is more pleasing to look at and, has much more "snap" and sparkle.

PROTECTS COLOR QUALITY
Advanced, ultra-stable circuits prevent drifting. Electrostatic-focus vidicons maintain uniform focus independent of high voltage variations. "No-ghost" sealed optics avoid problems of secondary reflections. These and other safeguards prevent deterioration of color quality—even over extended periods of time.

MOST WIDELY USED COLOR FILM CAMERA
Since its introduction in 1964 more of these “New Look” color TV film cameras have been shipped than any other. Choice of top stations throughout the country, it’s the only camera that’s all-transistorized, all modularized. The only camera with plug-in camera assemblies.

AUTOMATICALLY COMPENSATES FOR FILM AND SLIDE VARIATIONS
Automatic sensitivity and white-level controls compensate for film density changes and highlight brightness changes. Also, black levels are automatically held constant to give the ideal contrast range to the reproduced picture.

IT’S A MATCHED COLOR FILM SYSTEM
Only RCA makes the complete color film system for broadcasters. Big-tube film camera, film projector, slide projector, and multiplexer are all designed and built by the nation’s finest and most experienced team of TV engineers. Matching means a better investment, and finest color pictures.

See your RCA Broadcast Representative for complete details.
Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.

The Most Trusted Name in Electronics
Lookit the EXTRYS you get with this extry TOWER!

LISTEN, you wheels who have been buying WDAY-TV for all these years — just listen to the extrys you now get because we now got a “twin” up there between Devils Lake and Grand Forks!

EXTRY! — you now get North Dakota’s second market as well as the first — 35,370 new, unduplicated TV homes.

EXTRY! — you now get the Grand Forks U.S. Air Base, with 17,000 sojers and their families.

EXTRY! — you now get the two major colleges in our state — U. of North Dakota in Grand Forks, N.D. State College in Fargo, with their 12,000 students, teachers, etc.

EXTRY! — you now get the entire Red River Valley, including all Northeastern North Dakota, Northwestern Minnesota, plus a hunk of Southern Manitoba. This now gives you total coverage of 149,460 Grade B TV homes.

So now you get 31% more than you’ve ever gotten before from WDAY-TV. Which, all by itself, gives you actually the biggest, best, etc., etc. market between Minneapolis and Spokane, Washington!

Don’t jist SET there. Ask PGW!

WDAY-TELEVISION
FARGO-MOORHEAD
DEVILS LAKE-GRAND FORKS

THE "HEAVENLY TWINS"
Covering All of Eastern N. D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Nielsen revises  
NSI schedule  

Changes in dates and market bases for Nielsen Station Index local audience measurement reports are being announced today (June 19) by George E. Blechta, A. C. Nielsen Co. vice president and NSI product manager.  

The two annual NSI "sweeps" of all television markets — for November (Oct. 26-Nov. 22) and February-March (Feb. 15-March 13) — remain relatively unchanged.  

But last season's single 70-market report for June has been replaced by two reports — 70-market measurements for spring, covering May 2-22, and for summer, covering July 11-31.  

All NSI senior management personnel were in Chicago last week, meeting to discuss further plans for next season's reports.  

Additional changes from last season's NSI report bases are: an increase in the Sept. 28-Oct. 25 report from 19 to 23 markets; a reduction of one market in the Jan. 18-Feb. 14, report, from 19 to 18; a decrease in the number of markets covered by the March 14-April 10 report, from 13 to 10; and the complete elimination of last year's April-May two-market report and the June-July New York report.  

The complete NSI "viewers in profile" schedule follows:  

<table>
<thead>
<tr>
<th>Report</th>
<th>Covering Markets</th>
<th>No. of Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>Sept. 28-Oct. 25</td>
<td>23</td>
</tr>
<tr>
<td>November</td>
<td>Oct. 26-Nov. 22</td>
<td>All</td>
</tr>
<tr>
<td>December</td>
<td>Nov. 27-Dec. 20</td>
<td>9</td>
</tr>
<tr>
<td>January-February</td>
<td>Jan. 18-Feb. 14</td>
<td>18</td>
</tr>
<tr>
<td>February-March</td>
<td>Feb. 15-March 13</td>
<td>All</td>
</tr>
<tr>
<td>March-April</td>
<td>March 14-April 10</td>
<td>10</td>
</tr>
<tr>
<td>May</td>
<td>May 2-22</td>
<td>70</td>
</tr>
<tr>
<td>July</td>
<td>July 11-31</td>
<td>70</td>
</tr>
</tbody>
</table>

Six buy Olympics; one sponsor to go  

ABC-TV's 70 hours of coverage of the 1968 Summer and Winter Olympics have been sold to seven advertisers in a $20-million package. Six of the contracts, which include a 25% or $5-million underwriting by Ford Motor Co., through J. Walter Thompson Co., were announced last week by Thomas W. Moore, ABC-TV president.  

The cost to sponsors for both events comes to about $40,000 per commercial minute.  

In addition to Ford, advertisers are Coca-Cola Co. (McCann-Erickson), Goodyear Tire & Rubber Co. (Young & Rubicam), Pan American World Airways (J. Walter Thompson), Reynolds Metals Co. (Lennen & Newell) and Texaco Inc. (Benton & Bowles), each of which pays $2.5 million for Olympic sponsorship. A seventh advertiser, also expected to pick up a $2.5-million tab, will be announced in about a month, ABC said.  

ABC-TV plans color coverage for most of the Winter Olympics from Grenoble, France (Feb. 6-18). It's estimated that some 190 commercial minutes will be available during the 26 hours of telecast. Most of the 44-hour coverage of the summer games, also in color and taking place in Mexico City (Oct. 12-27), will be fed live. This portion will have some 324 commercial minutes available. The network has paid $4.5 million for TV rights for the summer events, and $2 million for the winter games.  

TV commercials lab offers new techniques  

Dr. Ugo Torricelli, head of Torricelli Productions Inc., New York, has announced the opening of a TV commercial experimental laboratory for the development of his creative film techniques for TV commercials.  

Dr. Torricelli said his lab will work with agencies and advertisers to bring new, unique effects in film to television by "use of abstract forms, color and music ..." which "calls the viewer's emotions into play, eliminates the 'debate' on his part and allows the essential meaning of the message to come through with deeper presentation."  

Dr. Torricelli demonstrated with several film selections, among them a Singer sewing machine commercial adapted from a butterflies theme, an RCA corporate message and Television Advertising Representatives' "TVAR" logo variation. He also introduced a new film of "Op-Sketches" in two versions, one of which suggested a commercial.  

Yardley places three lines outside of Y&R  

Yardley of London Inc., New York, last week announced reassignment of some of its billings from Ted Bates & Co. to Young & Rubicam, both New York. Another agency, Delehanty, Kurnit & Geller, New York, picked up two new product lines from Yardley.  

Effective Sept. 1, Y&R will begin billing for Yardley's makeup products, including The London Look. The account is estimated to bill over $2 million. A Yardley official said its makeup business alone accounts for some $15 million gross.  

Delehanty, Kurnit & Geller, already assigned Yardley's Jaguar line of men's fragrances, last week picked up the Londonderry Hair products and a new line of bath products. Both new product lines will be backed with a concentrated TV and print campaign, according to Yardley.  

Sarra Chicago becomes Electrographic division  

Electrographic Corp., a Delaware corporation which last summer acquired VPI, a leader in TV commercial film production, last week acquired Sara Chicago Inc. as a new film division.  

Renamed Sara Inc., the Chicago-based film producer will cooperate with VPI in producing TV commercials through post-production stages for advertising agencies on a coast-to-coast basis. Sara, which has been in business since 1932, has its own studios, editing facilities, a black-and-white film laboratory and a new color laboratory. As an Electrographic division, it will offer optical services as well as print distribution through VPI in Chicago. It will also exchange personnel with VPI and have access to all post-production services required for color television commercials. VPI's operations are in New York, Chicago, Hollywood and Miami.  

Agency appointments ...  

- Barnes-Hind Pharmaceuticals, Sunnyvale, Calif., has appointed Paul Klement & Co., New York-San Francisco, for advertising and public relations.  
- The Edlund Company Inc., Burlington, Vt., for consumer and institutional can openers and other houseware items, has retained J. M. Mathes Inc., New York.  
- Illinois State Medical Society, professional service organization, has named AM-AD Inc., Chicago, to handle advertising and promotion. Campaign for medical society's 12-inch LP record, "When Your Child Asks about Sex," may include radio, newspapers and magazines.  
Collins blasts tobacco rule

The FCC's June 2 ruling that puts cigarette advertising under the fairness doctrine (Broadcasting, June 5) came under attack last week from Leroy Collins, who less than five years ago incurred the wrath of broadcasters and tobacco manufacturers for his stand on cigarette advertising on television.

Speaking at a meeting of the Florida Association of Broadcasters in Miami Beach, the former president of the National Association of Broadcasters and former governor of Florida said the commission's order was "poorly advised and should be reconsidered and withdrawn."

If cigarette smoking is truly a health hazard, he said, Congress should step in and "require all cigarette advertising to be stopped. The means employed should be addressed forthrightly to the end to be achieved and should not be an oblique, squeeze effort against any one media such as the FCC order represents."

The effect of the FCC's directive, he maintained, will be to force all cigarette advertising off radio-TV and into other media. Such a move, he said, would be "discriminatory, bureaucratic control without the sanction of law and if allowed to stand" could affect advertising of a "considerable number of other products."

Mr. Collins, who resigned as NAB president in 1964 to accept a White House appointment, came under fire from broadcasters and the tobacco industry in 1962 when he urged the NAB to ban advertising designed to encourage smoking by young people (Broadcasting, Nov. 26, 1962).

The present Florida governor, Claude Kirk Jr., also took the FCC's cigarette ruling over the coals and referred to the commission's action as "malice in wonderland."

But he saved his strongest attacks for the Florida newspapers and wire services, which he said had seriously distorted last week's riots in Tampa. Radio and television, he pointed out, were on the scene accurately telling the story.

Speaking on Tuesday to the FAB, Governor Kirk said he was "delighted" that broadcasters were with him when he surveyed the Tampa scene. "The only way my voice can reach the people ... unaltered," he said, "is through electronics."

Allott opposes cigarette fairness rule

A senatorial voice was added last week to opposition raised in the House against the FCC's action requiring broadcasters to give time to opponents of cigarette advertising (Broadcasting, June 12). Senator Gordon Allott (R-Colo.), although from a state not noted for its tobacco production, wrote FCC Chairman Rosel H. Hyde urging "immediate and serious consideration" to reversing the ruling.

Stressing the need for action "before its far-reaching consequences begin to take effect," the senator said the FCC's action "leaves the broadcasters in an untenable position" and the commission open to "hundreds of similar requests from people who believe that everything from automobiles to aspirin are injurious to man."

The action, he said, carries the fairness doctrine "almost to a point of absurdity."

Power Abuses A staff member said the senator's interest results not from any particular favoritism toward broadcasters, but rather from a long-term interest in possible abuses of power by the FCC and other regulatory agencies. He noted that pro-broadcasting sentiment was hard to come by in Congress this year. He noted an atmosphere of disenchangement with the industry that he laid in part to a perceived failure on the part of broadcasters to come to grips with problems of overcommercialization. Other problems, such as editorializing during political campaigns and the high cost of campaigning, have also served to rub Congress the wrong way, he added.

Support for Senator Allott's position has not been forthcoming from other senators, even those from tobacco-producing states, he noted, although such support was expected from some offices and may yet develop.

Chairman Hyde, in reply, said: "I want to make it clear that the agency has not taken a position on cigarettes. Our ruling was simply that the public has a right to know the other side of the argument."

"Of course," Mr. Hyde added, "the commission will give serious consideration to Senator Allott's request."

How not to lose with a lottery

New York state broadcasters interested in guidance as to the kind of license they can give their state's new lottery without violating federal law have been advised by the FCC to consult one ever-present source—their own judgment.

That was the message, in effect, that FCC Commissioner Robert T. Bartley, acting chairman in the absence two weeks ago of Chairman Rosel H. Hyde, sent in response to a question received from Representative Frank Horton (R-N.Y.).

Representative Horton appealed to the commission after broadcasters in his state expressed doubt and confusion as to the limits the federal law would impose on their right to carry information on the lottery (Broadcasting, May 29). The congressman's office made the commissioner's letter public last week.

Commissioner Bartley noted that the federal law prohibits the broadcast of information concerning lotteries but added that the statute must be read and interpreted in light of the constitutional guarantee of freedom of speech.

He also said that the commission, although faced with a similar problem in connection with the lottery law adopted by New Hampshire, had not issued any guidelines for licensees. "I think you will appreciate the difficulties in attempting to do so in advance, particularly in the absence of complete facts concerning actual situations," he added.

Continuing the on-the-one-hand-this-but-on-the-other-hand-that theme, he said: "We have indicated our view that

Fuqua eyes rep firm

Fuqua Industries has indicated an interest in buying George P. Hollenberg Co., national representatives, but no negotiations have been held, it was reported last week by Harry Wise, president of Hollenberg, Fuqua Industries, a diversified company, is headed by J. B. Fuqua, who is sole owner of WJEF-TV Augusta, Ga., and KTEV-TV Eldorado, Ark., and holds interests in other stations.

Mr. Wise said no decision has been made to sell Hollenberg but Fuqua has asked for first refusal rights.
the statutory policy established by Congress prohibits the use of broadcast stations to promote lotteries. On the other hand, we have also indicated that the statute should not be construed so as to bar, for example, reporting of news events which have independent news value merely because mention may be made of a lottery.

Summing up, he said the commission recognizes that licensees may have to make decisions regarding a "variety of factual situations," and added: "As in other areas (e.g., the 'fairness doctrine'), the commission will expect its licensees to make good faith judgments in this area designed to carry out the federal policy established by Congress."

Rep appointments . . .

- KYND Phoenix and KUZZ Bakersfield, Calif.: J. A. Lucas Co., Los Angeles.

Also in advertising . . .

Sales office = WON Continental Broadcasting Co., through its sales subsidiary, wcn Continental Sales Co., has opened a sales office in Los Angeles at 5670 Wilshire Boulevard to supplement efforts of Edward Petry & Co., New York, in behalf of wcn-TV Chicago, kwgn (tv) Denver and kdal-tv Duluth. Western television sales manager heading the new office is Calvin Copsey, formerly with NBC Radio network sales.

**New address =** CBS Radio Spot Sales office, Atlanta, will move to Peachtree Center Office Tower, Suite 1412, 230 Peachtree Street, N.W., on July 1.

Public likes ads in newspapers: ANPA

The latest in the on-going "anything you-can-do-I-can-do-better" war of words between newspaper and broadcast advertising was fired last week when Dr. Leo Bogart, executive vice president of the Bureau of Advertising, American Newspaper Publishers Association, revealed details of a study purportedly documenting "newspapers' position as the number-one medium for information and advertising."

The survey was made by the Opinion Research Corp. under the sponsorship of the Newsprint Information Committee of the ANPA, a frequent and sometimes vociferous critic of TV.

According to the study, details of which were released by Dr. Bogart to some 300 ad executives in New York, 67% of the survey's respondents said "I look forward to the advertising in newspapers," while 72% disagree with the statement when applied to television. Sixty-three percent say newspapers would be "less satisfying" without ads, while only 20% accept this statement in the case of TV.

Television, according to the study, is most often named as "the best way to find out about" food and drug product messages, while "newspapers are most often named in the case of retail food and drug advertising." Magazines are named most often for leisure-time merchandise, but newspapers are considered the best way to find out about advertisements in other major ad classifications: automotive, appliance, housewares, services, financial and transportation.

Dr. Bogart also said people "use the news media for different and complementary purposes. . . . Television is most often named as 'the best way to find out' for items which identify with newsreel action shots: the news of war, space launchings, disasters and national political debate," he said. "People become only more eager to read the full story in the newspaper after they have heard the bullets on radio or seen them on TV."

WVOX reduces political rates

WVOX-AM-FM New Rochelle, N. Y., has announced reductions up to 40% of the station's published rate cards for political advertising. William F. O'Shaughnessy, vice president and general manager of the stations, announced the cuts in a letter to some 1,000 candidates for state and local office. He expressed concern over the rising costs of campaigning: "We are concerned that rich men may be in a better position at the grass roots level," he said, noting that "radio offers more reach and more votes to candidates at all levels, regardless of whether you charge full rate."
ABC News is making something special out of the past 2000 years
The many specials that have been pouring from ABC News this season cover a staggering range in time and subject matter. From ancient Rome to the perplexing present, these specials have probed questions, looked into minds that have interested man through the ages.

This summer many of these fine ABC News specials are being repeated, together with seven original productions, in an hour-long series, "Summer Focus," Thursdays at 10 pm (NYT). An extra dimension—the instant special—has been added to enable viewers to share the excitement of today's history only moments after it has happened.

On September 10, ABC News will bring viewers a stunning four-hour portrait of the past, present and future of an entire continent—Africa. Over a year in production, Africa will be the first of many events in a very special season coming on ABC.

ABC Television Network

Here are some of the awards won by ABC News programs recently: National Headliner Award—To Save A Soldier; Albert Laster Medical Journalism Award—The Long Childhood of Timmy; Gabriel Awards—Saga of Western Man (Christ Is Born and Legacy of Rome)—Directions; American Baptist Award—The Long Childhood of Timmy; Academy of Television Arts & Sciences—Hall of Kings; Ohio State Awards—The Long Childhood of Timmy—Christ Is Born—Discovery.

sent—or Treason?/June 22

News deals with one of today's issues. Where does protest end and treason begin? What makes people in flags and draft cards or urge our sons to lay down their arms in Vietnam?

The Legacy of Rome/August 24

A Saga of Western Man special. "...beautifully thought out, breathtakingly photographed in superb color." —Tulsa Tribune

Nurses: Crisis in Medicine/Aug. 3

A provocative report on the nursing profession at a time when demands for expanded skills and education are running headlong into problems of low pay, personnel shortages and unsatisfactory working conditions.

Who in '68? The Conventions Minus One Year/August 17

For power next year, a politician has to maneuver, cajole and negotiate this year. You'll see how both Democrats and Republicans are doing it.

Take A Deep, Deadly Breath/August 31

Experts maintain that, technologically, America can quickly end its air pollution problem. This special report looks at the issues and their solutions.
Political broadcasting goes under the gun

July 18 hearing by Communications Subcommittee will dissect fairness, free time, vote reporting

Broadcasting, an intimate and indispensable part of modern political campaigns, will be the target of a Senate probe into news coverage of elections and exposure opportunities for candidates during campaigns. The Commerce Committee has set Communications Subcommittee hearings to begin July 18.

With prime focus on computer predictions from early returns and their effects on voter attitudes and other races where polls may still be open, testimony will also be taken on bills that would exempt certain races from equal-time provisions of Section 315 of the Communications Act and on proposed legislation that would require the FCC to issue rules compelling stations to grant free time to candidates.

Possible influence of vote projections and early returns in areas where polls have not closed have concerned Congress, particularly since the 1966 elections, when a number of early computer forecasts proved incorrect. Communications Subcommittee member Vance Hartke (D-Ind.) urged a committee inquiry at the beginning of the present session of Congress.

Previous Bills • Although no bills have been introduced in this Congress with respect to effects of predictions and wide reporting of early results by radio and television, a number were submitted in the previous (89th) Congress, Nicholas Zapple, communications counsel for the subcommittee, noted. Thus the subcommittee has before it a range of considerations on which to seek testimony, and appropriate legislation could be submitted at any time.

Proposals in the 89th Congress ranged from legislation that would establish a uniform time for closing of the polls to measures that would prohibit the broadcasting of "any result, opinion and prediction until the last polling place has been closed."

Bills are before the subcommittee on other aspects of campaign broadcasting. The subcommittee, under Senator John O. Pastore (D-R.I.), will hear testimony concerning a bill (S. 1859) introduced by Senator James B. Pearson (R-Kan.) that would exempt the presidential and vice presidential races from the equal-time restraints of Section 315.

Another bill (S. 1548), submitted by Senator Pastore and similar to the Pearson measure but extending exemption to races for senator, representative and governor (Broadcasting, June 12) will also be considered.

Free Time • In addition, according to Mr. Zapple, the Pastore subcommittee will hear testimony on S. 1548, sponsored by Senator Joseph S. Clark (D-Pa.), which would require the FCC to issue rules requiring broadcasters to provide free time for candidates on the federal, state and, "where practicable," local levels as a condition of license.

Announcement of the hearings was made by Commerce Committee Chairman Warren G. Magnuson (D-Wash.). It was indicated that FCC and network

Kline's series bring persons and ideas together

Robert Kline, a young independent producer who has created two series for syndication next fall, Outrageous Opinions with Helen Gurley Brown and The Scene with Broadway producer Alexander H. Cohen, hopes to consolidate these gains with five other series that accent "talk, exchange of ideas and an identifiable personality."

Under the banner of Canaan Productions, New York, Mr. Kline was represented on TV this past season with the Firing Line series starring Bill Buckley that he created and produced (he recently sold out his interest in the program). His experience with the Buckley series has convinced him there is a market in syndication for the comparative newcomer to TV production who can fill the need for programming that "stresses the immediacy of events and a strong personality."

Mr. Kline, who has sought to develop some special programs for the networks, reported in an interview last week that there are fewer risks in syndication than in network for an independent producer who does not have resources of a major studio. He pointed out that in network "you may be off in 13 weeks without recouping your own investment."

With Outrageous Opinions set as a daily, half-hour program on the RKO General TV stations (syndicated and coproduced with King Features) and The Scene (an in-depth look at people who make up the creative elements of our society) scheduled for the RKO stations, which also handle syndication, Mr. Kline is concentrating on the development and sale of other properties.

These include an hour program, Off The Record, featuring Pierre Salinger in discussions with well-known persons on timely issues; Debate, a weekly hour series pitting top students at a university in talks with prominent alumni on vital current events; From the Bitter End, an audience participation show originating from the avant garde Greenwich Village restaurant, and From the Ramparts, an hour discussion show spotlighting editors of Ramparts magazine and individuals with an opposing point of view.
"I'LL BE DARNED IF I'M GOING TO PAY 6¢ MORE JUST FOR A PRETTY PACKAGE."

That's the sound of a housewife complaining. You've heard it before.
But this time the complaints were made in front of closed circuit TV cameras, microphones and a select audience that included the President of a large chain of Pittsburgh supermarkets.

It was all part of a Group W Customer Attitude Panel.

Customer Attitude Panels aren't like personal interviews at home. The same women who clam up in their own kitchens come alive as part of a group.

They gripe. They fume. They say what they feel. And, if you're an advertiser watching the Panel on closed circuit TV, what they say may hurt. But if it hurts, it will probably help.

Because you can learn more about your product in a few hours than anybody on your payroll could tell you in a week. You can even suggest specific questions or topics to the panel via a direct hook-up with the moderator.

Group W is the only broadcaster with Customer Attitude Panels. It's just one of our marketing services. Like our Marketing Information Bank, it's just one of the ways we try to show we're as interested in marketing your product as we are our own.

We already have a library of taped Customer Attitude Panels covering a wide range of products and services. We may have one with your customer talking about you. For more information, give your Group W station or our national representative a call.

There's no reason why all that talk should be going on behind your back.
spokesmen would be the first witnesses.

Senator Pastore said that he recognizes that advance projections of election results are an extension of early wire service and newspaper reports, but added that hearings were requested "on the grounds that projections from limited returns may be erroneous and that these incorrect analyses may have a potential impact in areas where polls are still open."

**City-owned CATV gets no mercy on waivers**

The latest FCC round of CATV waiver requests found a nonprofit CATV operator pitted against a network affiliate in a tangle over program exclusivity rights.

The operator—a city called Jackson, Minn.—alleged that compliance with the rules requiring carriage of KEYC-TV Mankato, Minn., would place a burden on its citizen-subscribers. The city CATV serves 790 subscribers who pay $17.50 a month to watch seven channels.

The FCC acknowledged that compliance would result in "a measure of inconvenience and additional expenditure," but that its requirements represented a fair balance of competing interests. Since there were no unique factors in this case, the FCC denied the city's request.

**TV series sales . . .**

**Gilligan's Island** (United Artists TV): KPLR-TV St. Louis; WISN-TV Milwaukee; WSKG-TV Syracuse, N. Y.; WTOP-TV Washington; WBAY-TV Green Bay, Wis.; KOEK-TV Las Vegas; WCIX-TV Miami; WKZO-TV Kalamazoo, Mich.; KFMB-TV San Diego; KEZI-TV Eugene, Ore.; WAST-TV Albany, N. Y.; KOLO-TV Reno; WSPD-TV Toledo, Ohio; KOB-TV Albuquerque, N. M.; WDAY-TV Scranton-Wilkes-Barre, Pa.; WLCY-TV Largo-Tampa, Fla.; KTNT-TV Tacoma-Seattle, and KDAL-TV Duluth, Minn.

**Firing Line with William F. Buckley Jr.** (RKO Pictures): WFLD-TV Chicago and WOED-TV Pittsburgh, non-commercial.

**The International Aero Classic** (RKO Pictures): WISH-TV Indianapolis.

**Abbott and Costello cartoons** (RKO Pictures): K vos-TV Bellingham, Wash.

**Tarzan Features** (Banner Films): KEZI-TV Eugene, Ore.

**Bold Journey** (Banner Films): WSU-TV Carbondale, Ill.

**Islands in the Sun** (Teledymanics): KTVU (TV) Oakland-San Francisco; WSU-TV Carbondale, Ill., and WABC-TV New York.

Passage of the rule as mandatory: "Other federal agencies which award government contracts to private business concerns demand as a condition precedent to such contract awards proof of compliance with fair employment practices."

Perhaps the harshest words directed toward broadcast employment were issued by the General Board of Christian Social Concerns of the Methodist Church: "From general observation, it seems apparent that serious problems of employment discrimination exist in the broadcasting industry. Three years after the passage of the Civil Rights Act of 1964, it is unthinkable that the FCC should continue to license racially discriminatory broadcasters."

One supporter, the American Jewish Congress, suggested that wording of the FCC rule be modified to avoid a presupposition of discrimination on the part of broadcasters. The Congress said such discrimination, by broadcasters, shall be cause for revoking a license. However, it suggested the FCC may require licensees to furnish specific data concerning their employment practices to enable the commission to enforce this regulation.

Other supporters of the rule included: the National Council of the Churches of Christ; two departments of the AFL-CIO; Anti-Defamation League of B'nai B'rith and the Fair Practices and Anti-Discrimination Department of the United Automobile Workers of America.

**NAB Opposition** • Arguing that broadcasters had asserted continual leadership in the field of civil rights, the NAB opposed the FCC rule. The association said it was proper for the commission to consider a licensee's responsibility in the area of civil rights. What concerned the NAB was the FCC's authority to enact proposed reporting rules and enforcement powers regarding employment practices: "The area of civil rights compliance is a function over which the commission has not been given any direct regulatory powers."

The association noted that Congress has already delegated that power to the Equal Employment Opportunity Commission. Since the EEOC imposes the duty to file employment reports annually, the NAB said, enforcement actions are equally within its jurisdiction and that of the Department of Justice. "It is not and should not be contemplated by the FCC as an area within its jurisdiction," the broadcasters' association urged.
Remember back in 1935? Just to get out of that stuffy classroom you'd even stand still for your class picture.

Remember that “sleepy” classroom air—air that was stagnant, humid and overheated much of the time?

On spring days, it was all you could do to keep awake after lunch. And in the winter! Remember those iron monsters by the windows that hissed and gave off the steamy-wool smell of drying mittens? If you sat near one you broiled, and if you sat across the room from one you nearly froze.

But times have certainly changed. Today, ITT makes Nesbitt equipment for schools—for classrooms, offices, dormitory rooms, labs—that heats, cools or air conditions. When preset to a particular level, it “locks on” and maintains that level, no matter how much room conditions change.

This also goes for the Nesbitt rooftop multizone unit which is designed to take care of a number of areas at once—particularly areas where room size may be varied by using sliding wall panels or modular wall construction.

Now you know why Nesbitt components and systems are installed in more U.S. schools than any other climate conditioning equipment made today. (And we’re doing quite well in hospitals and large buildings, too.)

International Telephone and Telegraph Corporation, New York, N.Y.
WGN'S FOURTH GEORGE FOSTER PEABODY TELEVISION AWARD

Another Group-Station Accomplishment
ARTISTS' SHOWCASE—

another widely acclaimed series of programs produced by WGN Television, has received the coveted Peabody Award for outstanding television local music.

Hosted by Louis Sudler and under the musical direction of Robert Trendler, this series represents meaningful programming providing an outlet for young talent.

We are most grateful—and inspired to continue our dedication to the highest standards of the industry.
To see an attractive woman is pleasant.

To see an exciting woman is a thrill.

To see a job done well is good.

To see a job done with enthusiasm is a thrill.

We watched the radio stations you see listed below present a recent campaign of ours. They did it with excitement and enthusiasm. They stimulated their audiences. They moved them. They used every trick in the book and invented a few more.

They were sensational. In fact, incredible.

We had to tell you about them.

The high cost of Mideast news

Networks drop $5.6 million according to BAR figures;
final loss totals not in

First indications of the multimillion-dollar size of the toll taken by television network pre-emptions for coverage of the Middle East crisis came last week when Broadcast Advertisers Reports released its weekly estimates of TV network revenues.

They showed revenues for the week that ended June 11 were down $5,674,400 or almost 25% from the preceding week—and were $7,041,500 or more than 29% below the total for the last full week before pre-emptions for crisis coverage began on May 24.

BAR officials said some of the decline in the week ended June 11, and part of a slight decline noted for the preceding week, would be attributable to "June rates." They explained that for a number of ABC-TV and NBC-TV programs and for some CBS-TV programs lower rates went into effect June 1.

They could not estimate the extent to which rate changes figured in the decline.

But the correlation between heavy pre-emptions and a sharp decline in estimated revenues for the June 5-11 period, plus the coincidence of fewer pre-emptions with a much lighter decline in the May 29-June 4 week, suggested the dropoff was due largely to pre-emptions. There have been no reports of significant advertiser cancellations to account for the decline.

Too Early • The networks themselves said last week it was too early to give accurate estimates of their revenue losses, but NBC and ABC offered "rough guesses" of around $2 million each.

BAR's revenue estimates, encompassing both time and program charges, are based on actual monitoring, applying average per-minute price estimates that network authorities have said are "very close" to the prices actually charged (BROADCASTING, Feb. 6).

BAR's three-network revenue estimate for the week ended June 11 was $17,117,000 as against $22,791,400 for the preceding week. The latter figure in turn represented a decline from $23,-500,800 estimated for the week ended May 28, which itself was down from the $24,158,300 reported for the week ended May 21, before the Middle East crisis began to get hot.

For the June 5-11 period BAR's figures showed ABC-TV off $2,212,700 from the preceding week, CBS-TV off $2,465,900 and NBC-TV off $995,800.

The comparatively low loss for NBC-TV may be explained at least partly by two factors. One is that NBC-TV showed over $302,000 in gains in some periods where the other networks were gaining little and in some cases losing.

This included a $211,000 gain for NBC-TV in weekend daytime periods in which ABC-TV and CBS-TV revenues dropped $226,100 and $255,200 respectively. The other, bigger factor was that NBC-TV billings had tumbled sharply in the preceding week—down $928,200 for the week ended June 4 as compared with a $190,800 decline for CBS-TV and an actual increase of $359,600 for ABC-TV.

Pre-emptions, for live coverage of the United Nations Security Council debates on the Middle East issue and also for some special reports, occurred in both daytime and prime time, and BAR's estimates showed substantial revenue declines in both sectors.

For example, estimated three-network revenues in the Monday-Friday 10 a.m.-to-6 p.m. period dropped from $5,243,000 in the week ended June 4 to $3,676,300 in the June 5-11 week. At the same time prime-time (7:30-11 p.m.) revenues dropped from $13,-073,100 to $9,308,400.

The $7-million plus decline in total estimated weekly revenues between the week ended May 21 and the one ended June 11 was shared as follows, according to BAR figures: ABC-TV $2,347,-200, CBS-TV $2,845,500 and NBC-TV $1,848,600.

UN Coverage • Despite the sums involved, the networks devoted large chunks of live, tape and film coverage to UN proceedings and news specials exclusive of their regularly scheduled news-and-public-affairs programing. Latest figures available last Thursday (June 15) indicated ABC had devoted 47 hours and 35 minutes to television coverage and 35 hours and 52 minutes to radio coverage since May 24, the day U. S. Ambassador Arthur Goldberg offered to back a French proposal for a Big Four meeting on the crisis.

Starting on May 24, CBS programed 40 hours and five minutes of television coverage, six hours of which were in evening hours. CBS Radio provided 29 hours and 15 minutes of coverage dating from June 5, the day fighting broke out.

NBC reported 46 hours and 45 min-

No news is good news, but costly

Washington's officials detachment from the Mideast crisis may have been wise foreign policy, but for the network the nonnews was expensive.

When the Arab-Israeli fighting broke out early June 5, the three networks moved fully staffed mobile units outside of the White House. For the first time this year, the TV studio inside the White House was manned and standing by for official pronouncements. Yet from these sources only two live news items originated.

Under the White House TV studio-pool arrangement, ABC-TV first supplied the seven-man crew that was prepared for the next eight days—a $10,000 item shared by the three networks. The studio was used once: President Johnson's statement on the cease fire Tuesday night. On Monday of the second week (June 12), CBS took over inside the White House but live coverage was dropped that night.

NBC-TV's Washington bureau estimated its costs for the 11-day alert at $70,000. Capital news ran $20,000 above its usual expenditures during the first week alone.

The crisis chopped an estimated $45,000 out of ABC's news budgets as the Washington office stayed open around the clock. ABC's 10-man mobile TV unit waited an average of 12 hours a day at the White House starving for news. ABC spent about $30,000 above its usual expenses to cover the crisis from Washington. The bureau spent $1,500 simply to feed its stuff while it worked long hours.

CBS News kept its mobile crew outside the White House from Monday to Monday, the days running from the early morning until sign off. The Washington bureau could not estimate the expense of its prepared live coverage.

The three networks' mobile units were called on just once: George Christian, the President's news secretary, read an announcement on the first day of the war.

The costs of the Washington coverage for the networks was reportedly the highest since the events following President Kennedy's assassination in November 1963.

BROADCASTING, June 19, 1967

(PROGRAMMING) 51
20 TV films picked by CINE for film fests

The Council on International Nontheatrical Events, Washington, has selected 20 U. S. produced television documentaries to compete abroad this summer in foreign film festivals.

A total of 157 motion pictures was picked by CINE from 576 entries. Aside from television documentaries, nontheatrical films and Hollywood short subjects were chosen.

Television competitors chosen ranged from pure fun—"It's a Dog's World by Wolper Productions, Los Angeles, to a documentary on the Holy Lands, Bring Forth My People, by Cameras International Productions, Chicago.

Other television documentaries selected and their producers were: Alaska produced by the National Geographic Society, Washington, in association with Wolper Productions, Los Angeles; Anatomy of Pop: The Music Explosion Alive, New York; Bairds of Barrow Street NBC, New York; China: The Roots of Madness Wolper Productions, Los Angeles; Christ is Born ABC, New York; Dr. Leakey and the Dawn of Man Wolper Productions, Los Angeles in association with the National Geographic Society, Washington; End of the Trail NBC, New York; The Island Called Ellis NBC, New York; Jerry, Ralph and Jim WCBS-TV New York; The Kennedy Wit Dolphin Enterprises, Bronxville, N. Y.; A Man's Dream—The Festival of Two Worlds NBC, New York; Mind and Hand NBC News, New York; The Monitors: Countdown to Curtain NBC, New York; The Odds Against Vision Associates, New York, and Pearl Harbor NBC, New York.

Radio series sales...


All Time Heavyweight Championship Tournament (Woroner Productions): WCAC and WWAF, both Charleston and WWWB Beckley, all West Virginia; WJCE Providence, R. I.; WMGM Youngstown and WTVK Lewiston, both Pennsylvania; KSMA Santa Maria, KIDD Monterey and KOGO San Diego, all California; WQOC Davenport, Iowa; WJFI Hartford, Conn.; WMAS Springfield and WNNB New Bedford, both Massachusetts.

Tips on Tots (Woroner Productions): KWNN Omaha.


Festival Radio (Mark Century): WJTN Johnson City, Tenn.; WMCK McKeeseport, Pa.; WSPR Sarasota, Fla.; WQY Birmingham, Ala.; KPRU Columbia, Mo.; WBTM Danville, Va.; WELK Charlottesville, Va.; WTOP Savannah, Ga.; WGOO Buffalo, N. Y.; WMNN Marion, Ohio; WWNO New Orleans, and WKBX La Crosse, Wis.

The Answer (Mark Century): WMOO Brunswick, Ga.


Perspective (Davis & Coles Inc.): WAXX Gadsten, Ala.; WSSV Pekin, Ill.; WHVK Hyde Park, N. Y., and WBCI Williamsburg, Va.


NFL divisions get separate film series

NFL Films Inc., New York-Philadelphia, plans to produce in addition to its 1967 Game of the Week series, two other weekly half-hour football series, NFL East and NFL West. The three series, all filmed in color, will be offered to TV stations, beginning this September, as edited replays of National Football League games during 15 consecutive weeks of the NFL season. The two new series will cover the NFL's East and West divisions.

Ed Sabol, NFL Films president, in announcing the increase in NFL's film output last week, said the 1967 packages will feature for the first time a music background, while including added camera positions and a specially prepared narration. (NFL Films is currently syndicating a 25-week half-hour TV series, National Football League Action, in cooperation with the American Express Co., New York.)

The 1967 East and West shows can be purchased either separately or in combination as a one-hour program. Each half-hour ostensibly will contain six-minute highlights of each of four games in a division, with the amount of coverage actually depending on a game's interest. NFL Films, which last year syndicated Game of the Week series through Screen Gems Inc., New York, this year will handle all syndication.

The American Football League's syndication plans involve Tel Ra Inc., Philadelphia, which as producer, has sold distribution rights of a half-hour color series, American Football League Highlights, to Four Star International Inc. Tel Ra also produced the series last year for NBC-TV. The network will not show the AFL Highlights during the coming football season.
GO CHICAGO • NCTA SHOW
(Jerrold night—June 26th)

JERROLD FIRST IN CATV
PBL's Av Westin: 'We'll show them'

REVEALS MORE PLANS FOR FALL PREMIERE OF ETV SPECIALS

Av Westin, director of the Public Broadcasting Laboratory, in an interview last week filled in further plans, details and hopes of his organization, expanding considerably on those he outlined three weeks ago.

"I invite Congress, and the National Association of Broadcasters, which proposed a decentralized system of public television, to consider the example of our operation. We will be a new kind of network, decentralized to provide opportunity and stimulation for local station initiative and development, without sacrificing the vital impact of genuine national networking," he said.

"I've read the Carnegie Commission report, and its emphasis on decentralization betrays a failure to keep up with television's rapid, volatile development. But now we know where we're going, what we want, and we'll show them."

PBL will mount a 26-week Sunday series of two-hour news and cultural-affairs shows on National Educational Television stations, starting Oct. 29.

'Go Sessions' * The tone and substance of his proposal testify to both the PBL's development, and Mr. Westin's emergence as a figure in public broadcasting.

In recent weeks, PBL editors and producers have been meeting in a series of "go sessions" to organize and begin production on various projects. Last week, Mr. Westin was wrapping up another series of programing meetings before leaving for London for discussions with the BBC.

He met with the PBL editorial policy board to review program decisions and discuss future plans. The board is meeting monthly until September, when it will begin its regular schedule of weekly meetings as "the controlling and insulating body of the laboratory," in Mr. Westin's phrase.

He met with "representatives of two corporations involved in the development of [presumably electronic] means of immediate audience participation in several planned shows."

He met with several project heads of the Ford Foundation, "not including Fred Friendly" (who was teaching one of his classes at Columbia University at the time), to update them on PBL plans and elicit program ideas.

"They proposed at least 15 good ideas, with some overlap," he said.

In a similar vein, he met with PBL's six-member panel of legal experts from universities including Yale, Chicago, California in Los Angeles, and Stanford.

"It is an average "pure production budget, not including interconnection, staff or facilities, of $75,000 a show" though he said "some shows will cost $200,000 and some will cost $5,000—the kind of important but inexpensive show the networks can't do because the sponsor would say 'what are you trying to give me?' "

From that budget, affiliate stations will be paid for local production they undertake for the laboratory, "so some of that money will stick to their ribs," as Mr. Westin put it.

He was most specific in discussing the gradually building PBL staff. "We will have a total staff of 85, including close to 60 editors, producers and reporters," he said.

In the PBL "desk system," each desk will be staffed by an editor, two producers and several reporters. There will be a rotating five-member "Thursday group" which will hold itself free to produce fast-breaking stories for the Sunday show. And Edward P. Morgan, PBL's "senior correspondent" in Washington, will have his own five-man production unit.

"In addition to producing his own
Educational radio may enter PBL's future

The possibility of adding noncommercial radio networking to Public Broadcast Laboratory operations was raised last week in New York by Dean Edward W. Barrett, chairman of the PBL editorial policy board, and Fred Friendly, consultant to the Ford Foundation, which established and funded the laboratory.

Dean Barrett, in a New York interview June 12 on WCBS Radio Looks at Television program, stated his "personal idea that . . . certain debates of limited interest but of great importance [be] put on educational radio, that you might want to cover some of those via the medium that's less expensive and doesn't involve all the cameras and so on."

Later in the week, Dean Barrett told a reporter that "I want to emphasize that this is my personal notion, my personal enthusiasm. But it is possible that, while the commercial television networks were covering the Arab-Israeli debates in the UN Security Council, the noncommercial TV network might be covering a secondary crisis elsewhere. And if there were events of interest elsewhere, radio might cover that, or pick coverage from television when things reached a point of diminishing interest."

Dean Barrett seemed to be limiting the noncommercial radio networking possibilities to a supplementary and secondary service to noncommercial television. But Fred Friendly, in his office at the Ford Foundation, took a broader approach:

"I would call the possibilities of noncommercial radio at least equal with those of public television," he said. "We'll have to decide these things as they go along, but there is a possibility of other Sunday projects, like the PBL television show. In fact, I have been holding discussions with educational radio stations, and there is the possibility of additional grants to the PBL for radio projects. It depends on what the stations want."

Some sample of educational-radio opinion was achieved in hearings before Senator John O. Pastore's (D-R. I.) Communications Subcommittee on the public television bill. There, educational-radio broadcasters demonstrated sufficient interest in the idea of further federal support and inclusion in the Corporation for Public Television project that the scope of the bill was broadened and the name was changed to Corporation for Public Broadcasting.

CBS adds fourth night for Warren Report study

CBS News as of mid-week had scheduled three hours of an in-depth TV study of the events surrounding the assassination of President Kennedy, but last Thursday (June 19) this situation changed.

CBS said Thursday it had added a fourth hour to its The Warren Report inquiry, which will now be seen on four consecutive evenings at 10-11 p.m. EDT, starting Sunday, June 25.

NBC News meanwhile announced Thursday that it had scheduled a special, JFK Conspiracy: The Case of Jim Garrison, which it said would be a "critical review of the Garrison case," on NBC-TV tonight (June 19) at 8-9 p.m., EDT.

NBC spokesmen said the network had been gathering information and film for some time on the Garrison case. Louisiana Attorney Jim Garrison has been conducting an investigation in New Orleans that he has indicated will prove that the assassination of the President was the result of a conspiracy. Newsman Frank McGee will be anchorman on the NBC-TV program.

CBS-TV has offered The Warren Report special to sponsor participation. As of last Thursday, the network had sold five minutes to four advertisers out of 24 commercial minutes available in the four programs. Block Drug, Norwich Pharmacal, Whirlpool and Volkswagen are the advertisers. NBC said Thursday its salesmen had just begun to sell sponsorship in JFK Conspiracy.
Justice won't give up easily

Asks 30-day delay on

ABC-ITT merger, if approved, to consider court appeal

The Department of Justice served notice last week—if notice were needed—that it would think of appealing an FCC order approving the merger of ABC into International Telephone & Telegraph Corp.

The department sent a letter to the commission last week asking that it delay for 30 days the effective date of its order in the case, if the order is again to approve the transfer of ABC's 17 AM, FM and TV stations to ITT.

The letter, signed by Donald F. Turner, chief of the antitrust division, said the department would need the time to do a “deliberate and thorough” job of reviewing a decision approving the merger and of determining “whether it would be appropriate to perfect an appeal.”

The applicants, however, saved the commission the trouble of acting on the request. They responded to the letter with a notification that they would not consummate the merger until 30 days after the order is published.

The department blocked the merger on Jan. 18, when it petitioned the commission to reconsider its Dec. 21 order—adopted on a 4-to-3 vote—approving the station transfers, and to hold a further hearing in the case. The hearing was held in April.

Commissioners at Work = The commissioners, themselves, meanwhile, pondered the proposed merger in a special meeting Thursday (June 15). It's understood they took no votes or even indicated whether or not there would be any change in the lineup that had approved the merger. The majority in December comprised Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson were the dissenters.

Under consideration were two proposed orders—one that would approve the merger, prepared under the supervision of Commissioner Loevinger, and one denying it, prepared under the supervision of Commissioner Johnson (BROADCASTING, June 12).

Reports circulating within the commission following the meeting indicated that the commission would take up the matter again this week. However, some commissioners would have to change speaking plans if all seven are to be on hand any day after Monday. In any event, no one is predicting when a final order will be announced. But in view of the travel and vacation plans of many commissioners beginning in July, the commission is under pressure to finish its work on the case before the end of June.

The Justice Department's letter asking that a final order approving the merger be stayed for 30 days surprised some commission officials. They said that the department would be able to ask the commission or the courts to stay the order once it came out.

Department lawyers, however, said the move was merely precautionary, to eliminate any chance that the merger would be completed before they had an opportunity to take an appeal.

Visions of future run the gamut

Predictions ranging from three-dimensional color television to a lack of direct satellite broadcasting during the next 50 years were made by participants in the 1967 Summer Communications Conference at Memphis State University.

Sol Cornberg, a New York communications consultant, foresaw “three-D television in color, free standing in the middle of the room.” Mr. Cornberg also predicted that communicable information would be “individually available, selectable and paceable relative to the individual need and desire.”

FCC Commissioner Robert E. Lee said that direct broadcasting from satellite to the home would not be realized soon because of the lack of motivation. “Even if the motivation were there,” Mr. Lee said, “the government would not permit such a system to destroy local broadcasting as we now know it.”

He said that satellite broadcasting would probably obliterates the need for local stations.

Commissioner Lee also expressed surprise over the lack of research on the possibility of adult education on a pay-TV system. “We can criticize the commercial fellow, and I'm a great critic of them,” he said, “but they've learned that to do a good job and to make money they need good research.”

Eleanor Perry, TV and film writer whose credits include the movie “David and Lisa” and the Emmy and Peabody winning TV script for “A Christmas Memory,” on ABC Stage 67 said: “Content is the most important thing in programming, no matter what happens in the future with three-dimensional screens, objects or what-have-you.”

Other participants included Judith Crist, film critic for NBC's Today show; Gary Franklin, associate producer of Peter Jennings with the News, ABC News; John L. McClay, executive vice president, Taft Broadcasting Co., Cincinnati, and Denis Tuohy, writer-host for BBC-2, London. Communications professors representing some 23 institutions also were participants.

The two-day conference was sponsored jointly by the broadcasters of Memphis and the speech and drama department of Memphis State.

Will pay-TV grow from microwave systems?

The specter of a ready-made pay-TV network was raised again last week by the National Association of Broadcasters.

The omen came in a challenge to New York Penn Microwave Corp., whose 450-mile point-to-point microwave system proposes to offer three New York City TV stations to CATV systems operating in Morgantown and Bluefield, both West Virginia. Noting that numerous such applications have been filed in recent months with the FCC, the NAB warned: “This is a plot that is being repeated with increasing regularity.”

(The association filed a similar objection in April to a proposed system offered by American Television Relay which would transmit distant signals to CATV systems over a 1,600 mile route (BROADCASTING, April 24.)

“The point that is consistently overlooked here,” the NAB said, “is that such operators are common carriers, and as common carriers must meet demands for service all along their route.”

In calling for a careful look at the ultimate potential of such systems, the association urged that facilities having these capabilities “to operate a network pay-TV system, originally subsidized by the use of advertising-supported free broadcast signals, should not be authorized without a clear national policy first being established.”

Citing a clear threat to the carefully developed system of broadcasting in the proposed system, the association urged the FCC to set the New York Penn applications for full evidentiary hearing.
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Capital Cities buy-sale OK'd

FCC majority decides
top-50 interim policy
doesn't apply to deals

The FCC's interim policy designed to limit the spread of multiple-station owners into the top-50 markets has proved no bar to Capital Cities Broadcastings purchase of KTRK-TV (ch. 13) Houston.

The reason, reportedly, was that Capital was also selling WPRO-TV (ch. 12) Providence, R. I., which, like Houston, is one of the top-50 markets.

The commission last week announced approval by a 4-to-2 vote, of both transactions—the purchase of KTRK-TV, from John Jones and associates, for $21.3 million, and the sale of WPRO-TV, to John B. Poole, principal owner of WJRT-TV Flint, Mich., for $16.5 million.

The commission's interim policy on multiple ownership requires hearings on applications that would result in a broadcaster owning more than three TV stations in the top-50 markets, no more than two of them VHF's. The policy is in effect pending final action on a rulemaking providing for similar limits on ownership.

And in addition to WPRO-TV, Capital owns four VHF's in the top-50 markets, WTNV-TV Albany and WKBW-TV Buffalo, both New York, WTVD-TV Durham, N. C., and WSAZ-TV Huntington, W. Va., as well as one UHF, WDCD-TV Adams, Mass.

Five Station Limit • The sale of WPRO-TV was necessary to permit Capital to acquire KTRK-TV and still comply with the commission rule limiting broadcasters to ownership of five VHF's.

The announcement of approval of the two transactions was a brief one, which didn't detail the reasoning behind the decision.

However, it's understood the commission majority felt that, since Capital was selling a top-50 market station as well as acquiring one, the interim policy didn't apply. The fact that Houston occupies a higher market rank—12th as compared to Providence, which is 25th—was taken into consideration also.

Staff Recommendations • The commission staff had recommended approval of the transactions (CLOSED CIRCUIT, June 5) on the ground they would promote diversification of control of broadcasting properties. The staff noted that the sale of WPRO-TV would lessen Capital's concentration of control of stations in the Northeast, where it owns five stations. In addition, since associated radio properties in Houston and Providence are not involved in the sales, diversification of control of broadcasting would be improved in both cities.

The dissenters to the sales were Commissioners Nicholas Johnson and Robert T. Bartley. Commissioner Johnson said that the commission shouldn't act on such transfers until it resolves its top-50 rulemaking.

Commissioner Bartley felt that he couldn't determine without a hearing whether the transfers would result in an improvement in the structure of the broadcasting industry—a test he generally applies in transfer cases involving multiple owners.

Changing hands . . .

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

- WDEE-AM-FM Hamden, Conn.: Sold by Richard Greene and Stuart M. Caden to group headed by Joel Cote, Frank Delfino and Ted Quale for $400,000 including adjustments. Mr. Quale, who is with WPSG-AM-FM, White Plains, N. Y., will be president and general manager. Messrs. Cote and Delfino are with WICC Bridgeport, Conn. WDEE is daytimer on 1220 kw with 1 kw, WDEE-FM operates on 101.3 mc with 20 kw. Broker: Edwin Tornberg & Co.

- W2AM-AM-FM Fort Pierce, Fla.: Sold by Walker Broadcasting Corp. to Drew J. T. O'Keefe for $220,000. Mr. O'Keefe is U. S. attorney; 100% owner of WRCB Levittown-Fairless Hills, Pa.; 65% owner of WKEN Dover, Del. W2AM is on 1330 kw with 1 kw days and 500 w nights. W2AM-FM operates on 98.7 mc with 1.3 kw.

- WJAB Westbrook, Me.: Sold by the Green Group to Chester Steadman Jr. for $160,000. Mr. Steadman is licensee of WBRL Berlin and WCML New Hampshire, both New Hampshire. The Green Group, headed by Howard Green owns WOND Pleasantville and WDMQ(FM) Atlantic City, both New Jersey, and WENY-AM-FM Elmira. WJAB is daytimer on 1440 kw with 5 kw. Broker: Chapman Co.

- WJQ South Haven, Mich.: Sold by Richard M. Pomeroy and Bessie M. Pomeroy to J. M. Coe, Dee O. Coe and Victor Voss for $135,000. J. M. Coe is vice president of Best Foods Corp.,

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Publication Date — July 31
Final Deadline — July 17
Space Reservation Date—No time like Now!
Reagan attacks federal control, subsidized TV

Ronald Reagan, governor of California, last week took a strong position in opposition to federally subsidized broadcasting and to what he saw as a trend toward more government restraints on the commercial broadcasting system.

Governor Reagan spoke in San Francisco at a joint meeting of the California Broadcasters Association and the San Francisco Chamber of Commerce. An audience of some 1,500 attended.

The governor questioned the FCC's ruling of June 2 that stations carrying cigarette commercials must also carry antismoking messages. "Not that smoking is a laudable thing," said Mr. Reagan, "but the sale of tobacco and the smoking of tobacco are not illegal."

Mr. Reagan also pointed to government threats to force broadcasters to divest themselves of sports interests and to limit the number of commercials that may be shown during an event.

"Where," asked the governor, "does regulation end and control begin?"

No Subsidies - Mr. Reagan said he favored the concept of broadened television programming as promised by supporters of so-called public television, but not the means by which some want it achieved.

"I do not believe in federal subsidies for TV," said Mr. Reagan, "any more than I believe in them for any other form of communications — newspapers, magazines, radio."

He said he disapproves of either state or federal governments going into "direct competition with private television" because of the danger of government propaganda. The power to subsidize, he said, "is the power to control, and complete ownership gives complete control."

In Mr. Reagan's view, educational television ought to be developed through closed-circuit systems.

Two Honored - At the San Francisco meeting Governor Reagan was given the California Broadcasters Association distinguished-service award to a California citizen identified with broadcasting. At the same meeting, the association's national award was presented to Sol Taishoff, editor and publisher of Broadcasting and Television Magazines. Elton Rule, of KABC-TV Los Angeles, outgoing CBA president, made the presentation.

Mr. Reagan told his audience that television has replaced the stump in political campaigning, but he deplored the notion that television favors the skilled performer. "You can't lie to the camera," he said. "On the close-ups insincerity will show up like a putty nose."

Mr. Reagan identified as a problem the broadcasts of early projections of election returns before polls are closed. He said he had not formed a final opinion on the solution, but he was inclined to favor a simultaneous opening and closing of polls in all time zones.

Editorializing - At another CBA session last week a panel of state legislators generally agreed that broadcast stations should do more editorializing — but that they should refrain from endorsing individual candidates for public office.

The legislators also agreed that

CATV's. In a similarly divided opinion the commission again acceded to the community antenna TV carriage of some educational stations and granted the petition of:

- Coldwater Cablevision Inc. to carry WANE-TV and WJJO-TV, both Fort Wayne, and WSJV(TV) South Bend, all Indiana;
- Calhoun Telephone Cable Television Co. to carry CRLW-TV Windsor, Ont., and WSPD-TV Toledo, Ohio;
- Triad Cablevision Inc. to carry experimental station MPATT (KS2XO and KS2XOA) Lafayette, Ind., when available, and educational stations WTTW(TV) Chicago and WTVS(TV) Detroit, limited to the hours when educational station WIXL-TV Onondaga, Mich., is not operational, and
- BCU-TV, which permitted Triad, Wolverine Cablevision Inc. and Fastler Cable Vision to carry WZZM-TV Grand Rapids on an interim basis until activation of ch. 41, (BCU-TV), Battle Creek, Mich., as an ABC outlet.

Rejections - The commission denied outright the requests of Allegan Tele-ception Inc., Jackson TV Cable Co., Gross Telecasting Inc. and WTBF Inc., Cascade Cable Television Co. and GT&E Communications Inc. did not file petitions.

The 12th system, Booth American Co., favored little in commission hands on its reconsideration plea. In the February order Booth lost its request for temporary permission to relay Milwaukee and Chicago signals into Muskegon and North Muskegon, pending the outcome of a hearing for it to provide that service. The commission denied the petition and Booth was forced to abandon the service it had been providing since March 1966. The commission majority felt it should not permit the temporary continuation of a service which it had found to be in violation of the rules and of a system which it had ordered to halt. The FCC action eventually found its way into the U.S. Court of Appeals where it was upheld.

The commission action last week gave partial relief to the Booth system. The CATV was permitted to carry educational station WMVS-TV Milwaukee and WWTB Cadillac, Mich., over its system in Muskegon Heights, Muskegon Township, Norton Township and Roosevelt Park, all Michigan; in all other respects its petition was denied.

The commission ballot split was identical to the February order. Only Chairman Rosel H. Hyde and Commissioner Robert E. Lee comprised the majority vote. Commissioners Robert T. Bartley and Lee Loevinger concurred in part and dissented in part. Commissioner Kenneth A. Cox concurred; Commissioner Nicholas Johnson did not participate.

Gov. Ronald Reagan
Nonsmokers rule the FCC

Cigarette companies have an extra reason to be aggrieved by the FCC's decision that stations carrying cigarette advertising must make time available for information on the dangers of smoking. The ruling was handed down by a commission of mostly nonsmokers—men who but for one exception have not been hooked by advertising.

Chairman Rosel H. Hyde doesn't smoke at all. Commissioners Kenneth A. Cox and James J. Wadsworth don't either. Commissioners Robert E. Lee, Lee Loewinger and Nicholas Johnson occasionally smoke a cigar.

The only one with the habit is Robert T. Bartley. He's a heavy cigarette smoker, despite efforts to quit.

date and will operate with 1,000 kw visual from an antenna height of 850 feet above average terrain. Carroll H. Maxwell is general manager. Studios will be located at 7901 Carpenter Freeway.

CATV sale

- Oklahoma Video Inc., Clinton, and Western CATV Inc., Elk City, both Oklahoma, were sold in a package to National Trans-Vdeo Inc., Dallas. Purchase price was not disclosed, but estimated at about $1,350,000. National Trans-Video is owned by Sammons Enterprises Inc., Dallas, 80%, and Reserve Life Insurance Co., 20%. Former owners of Oklahoma Video Inc. were Bill Daniels, 65%; Alan Harmon, 25%, and Monroe Rifkin, 10%. Former owners of Western CATV Inc. were Narragansett Capital Corp., Providence, 80%; Bill Daniels, Denver, 10%; Monroe Rifkin, 4%, and others. Sale was handled by Bill Daniels and Assoc., Denver. Both systems combined serve about 4,000 subscribers. The National Trans-Video acquisition brings its subscriber total to approximately 60,000.

Mutual to shift

D.C. news office

The Washington bureau of the Mutual Broadcasting System will move to new and modern quarters in the National Press Building on Aug. 1. Stephen J. McCormick, vice president in

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Channel 33 Dallas has Oct. 1 target
Cox has big plans for Atlanta computer

Cox Broadcasting's computer installation in Atlanta has become "the hub of wsb-tv's operation," according to James Rupp, vice president for sales planning and development. It is also the center of a projected computer network that will link all of Cox's stations, and relay sales information to New York, Chicago and Los Angeles.

"We began talking in late 1964," says Mr. Rupp, "put the computer (a Honeywell 2200) on order in early 1965, spent 14 months training personnel and designing programs to fill our needs, and got delivery on the computer last October."

What Cox got for its nearly $500,000 over-all investment and two years of effort is what it clearly regards as a valuable clerical, management and sales tool. In addition to all the housekeeping functions increasingly common for computers, Cox's 2200 handles special projects, such as election-vote analyses, all of wsb-tv's traffic, including reports to management, and a host of sales functions.

"Our salesmen were a little leery at first," says Mr. Rupp, "but when they learned what the computer could do to help them, they ended up asking for more computer services."

Wsb-tv sales functions carried out by the computer include preparation of availabilities submissions, complete with demographic and cost-per-thousand analyses; and comparative cost-efficiency analyses of all the tv stations in Atlanta, with rankings of spots.

"National spot business is growing relative even to network, and a 2% to 5% advantage means a lot of money," Mr. Rupp said.

Within three or four months, Cox will start a trial interconnection project, via AT&T's WATS (Wide Area Telephone Service) lines, linking Atlanta with "one or two of our eastern stations," whoo-am-fm-tv Dayton, Ohio; wsoc-am-fm-tv Charlotte, N. C., and wiph-tv Pittsburgh. Eventually, Cox's radio operations in Miami, wiod-am-fm, and its ktyu-tv san francisco will be added to the network, which will enable salesmen in all Cox-station cities to dial Atlanta and directly query the computer for all the information wsb-tv has available now. "We may have the entire network operating within two years," Mr. Rupp estimates.

In addition, Cox will be expanding the applications of its computer installation to handle aspects of its other operations. Already, billings for its sizable CatV system in san diego are computerized.

Mr. Rupp was in New York organizing Cox's new office at 245 Park Avenue. As he described it: "The new corporate office will work directly with agencies and advertisers, with national sales representatives and the financial community."

Asked if Cox was considering self-representation through its new office, Mr. Rupp said: "I want to make it very clear that we are not planning to represent ourselves at this point. At the moment, this office has a staff of two, though it will increase as things may develop."

FCC again divides on Michigan CatV's

A lapse of four months finds the FCC still badly split on a complex CatV order involving 12 cable systems.

In February the commission with a single, knotty decision disposed of the requests of 12 systems seeking permission to import distant signals into the overlapping markets of Grand Rapids-Kalamazoo and/or Lansing, both Michigan, ranked as the 36th and 48th markets respectively. At that time the order indicated a willingness on the part of a majority of the commission to waive the rule requiring hearings on applications for the importation of distant signals into major markets—particularly where the signals are those of educational stations and the communities served are on the fringes of the markets (broadcasting, Feb. 20).

Last week the commission acted on the petitions for reconsideration of its February order involving 10 of the 12
broadcast editorializing was commanding more and more attention, which may have been the reason for their concern over the endorsement of candidates.

Don Mulford, Republican whip in the California Senate, said broadcast editorials and talk programs reached more people than newspaper editorial pages reach. Assemblyman Charles Conrad said broadcast editorials were more dramatic than print forms. Assemblyman Nicholas Petris said broadcasters face more responsibilities as the number of major-market daily papers declines. Mr. Petris warned, however, that broadcasters ought to avoid what he said was the newspapers' mistake of making editorial endorsements as a reflection of ownership views rather than news judgments.

Under a reorganization of CBA the post of president was made appointive rather than elective, and Howard Smiley, of Sacramento, Calif., former vice president and legislative liaison, was made president. New board chairman, the top elective post, is Jules Dundes, KCBS San Francisco. Other officers: Clayton Brace, KKOQ-AM-FM-TV San Diego, vice chairman; Don Curran, KGO San Francisco, vice-chairman radio; Loyd Sigmon, Golden West, Los Angeles, vice chairman TV; Roger Cooper KCLA-AM-FM-TV, Sacramento, secretary-treasurer.

### New FCBA head urges entry of FCC lawyers

A renewed attempt to bring government lawyers into the Federal Communications Bar Association (BROADCASTING, Jan. 30) and election of new officers occupied the FCBA at its annual meeting held in Washington last week. Outgoing President Arthur H. Schroeder handed his gavel over to Ben C. Fisher, a partner with the Washington law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Schroeder in an address to the association recommended that federal government lawyers become members of the FCBA.

Several similar recommendations in the last two years have failed to muster the necessary two-thirds vote of the membership.

FCBA officers were elected as nominated (BROADCASTING, May 29).

### U.S. Communications plans UHF group

Steps toward formation of a six-station UHF group were taken last week by U. S. Communications Corp., a new subsidiary of AVC Corp., the former American Viscose Corp.

Applications were filed with the FCC for transfer of five construction permits assigned to Overmyer Communications, and for transfer of the license of WPHEL-TV Philadelphia, an independent UHF station being made by Philadelphia TV Broadcasting Corp.

AVC on March 28 entered into an agreement with Overmyer for acquisition of 80% of the corporations holding the CP's for KEMO San Francisco, WEWC-TV Pittsburgh, KDJO-TV Roseberg (Houston), KMRO-TV Atlanta, and WSCO-TV Newport, Ky. (Cincinnati). The payment was reportedly $1 million (BROADCASTING, April 3). Overmyer's lone operating station, WXHO-TV Toledo, Ohio, was not included in the deal.

Subsequently AVC negotiated the purchase of WPHEL-TV for 30% of the stock of the new subsidiary. WPHEL-TV has been on the air since September 1965. According to Len Stevens, executive vice president of WPHEL-TV, the station has been profitable "off and on since the beginning of the year, and should be making a regular contribution to the group by year-end." Mr. Stevens is vice president for operations of the newly formed group.

Both agreements are subject to FCC approval. If it is granted, U. S. Communications will represent a merger of AVC capital and WPHEL-TV know-how to get the five CP's on the air and in the black "within the next three-to-four years," according to Aaron J. Katz, president of WPHEL-TV and planning and administration vice president of the new company.

"We hope to get the San Francisco and Cincinnati stations on the air by year-end, and the other three by the end of 1969," Mr. Katz said last week.

Mr. Stevens said the new stations' programing would follow WPHEL-TV's format of professional and collegiate sports, movies, off-network and first-run syndication and children's programs.

In addition, Mr. Stevens has surveyed the five cities and spoken to local figures regarding local programing emphasis. U. S. Communications promises "strong local orientation," but last week Mr. Stevens said: "The story on the new stations will be the same as at WPHEL-TV—'No news is good news'!"

Metro TV Sales has been appointed national sales representative for WPHEL-TV, and Mr. Stevens said last week that he hoped Metro will handle the other stations as they go on the air.

Dr. Frank H. Reichel Jr., president of both AVC and the new subsidiary, said: "We are most excited by the future prospects of independent television. The outlook for the medium is bright, and we are anxious to make a major contribution through investment and people."

### FCC orders Lorain station to go silent

WWZ Lorain, Ohio, may soon experience dark days as a result of FCC action last week. In separate but related actions the FCC ordered WWZ off the air and returned to technical grounds applications for interim operation of the facility.

Denial of the Ohio station's license renewal application in 1964 was based on an unauthorized transfer of majority control by Sanford A. Schaftiz, station president, to the Lorain Journal. The FCC action was appealed to the U. S. Supreme Court, which refused to review the case in 1966.

At that time the commission by public notice said it would consider for interim operation of the station either a joint application by parties seeking permanent authority or individual applications by parties not seeking permanent authority. Three applicants—Lorain Community Broadcasting Co., Midwest Broadcasting Co., and Allied Broadcasting Inc.—filed for interim and permanent operation of the facility. Lorain Community and Midwest eventually combined to form Lorain Interim Broadcasting Co.

Last week the FCC returned all the applications saying the parties had failed to comply with the purpose and intent of its public notice. The commission said that Lorain Interim had expressed reluctance to associate with Allied because of alleged connections with principals of the Lorain Journal; Allied, in turn, had suggested the formation of still another corporation of all the applicants for interim operation.

Since the parties failed to reach a mutual agreement the commission returned their applications pending the outcome of a proceeding on their requests for regular permanent authority. In the meantime WWZ, which was permitted to operate until the FCC took action on the interim requests, was ordered off the air by July 13.
**UNITED NETWORK OWES AROUND $1.7 MILLION**

Creditors of the United Network, which ceased on-the-air operations on May 31 after 31 days because of a money squeeze (Broadcasting, June 5), met in New York last week with attorneys of United to explore future financial arrangements.

Frederick T. Glick, a New York attorney who specializes in corporate reorganization, conducted the meeting on behalf of United. He said later it had been called by the company to determine the extent of obligations and to offer a general statement of United's intentions.

He reported United owes creditors "in the neighborhood of $1.7 million" and hopes to "make some immediate cash settlement and some long-range plans." In reply to a question, he said it had not been determined whether United would file bankruptcy proceedings.

A creditors committee was formed and Alfred Rosenberg of New York was chosen as attorney for this group. Mr. Rosenberg reported after the meeting that the committee hoped to receive from Mr. Glick soon a written statement on United's proposals, after which the committee would schedule another meeting.

Neither Mr. Glick nor Mr. Rosenberg would provide a list of creditors, but it was understood that the largest creditor is D. H. Overmyer, to whom United owes about $250,000. Mr. Overmyer initiated the concept and founded the organization as the Overmyer Network almost a year ago, but later sold out his interest to a group of industrialists from various parts of the country.

Oliver Treyz is president of the United Network. His contract is due to expire at the end of this month.

**SCREEN GEMS'S INCOME SETS 9-MONTH RECORD**

Screen Gems Inc. reported last week that both gross and net income for the nine months ended April 1, 1967, reached record highs. It was noted there were 40 weeks in the 1967 period and 39 in 1966.

For the nine months:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.05</td>
<td>$0.97</td>
</tr>
<tr>
<td>Net income</td>
<td>4,194,000</td>
<td>3,849,000</td>
</tr>
<tr>
<td>Gross income</td>
<td>73,271,000</td>
<td>70,072,000</td>
</tr>
</tbody>
</table>

**BROADCAST BRINGS PROFIT AT RUST CRAFT**

"First-quarter profit is heavily dependent upon broadcasting performance," reported Louis Berkman, chairman, Rust Craft Greeting Cards Inc., Dedham, Mass.

Earnings and sales for the company's first quarter were less than those of last year in first-quarter. Rust Craft is optimistic that full-year results will show an improvement over 1966-67, Mr. Berkman commented. Mr. Berkman said that the broadcasting industry has been affected by "lower industry revenues and substantial color conversion costs."

First quarter ended May 26:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.18</td>
<td>$0.23</td>
</tr>
<tr>
<td>Sales</td>
<td>8,923,000</td>
<td>9,066,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>127,000</td>
<td>249,000</td>
</tr>
</tbody>
</table>

**ROLLINS INCREASES DIVIDEND PAYMENTS**

Rollins Inc., Wilmington, Del., diversified firm with major broadcast holdings, has announced record highs for the year ended April 30, 1967: revenue increased 11%; net income increased 22%, and cash flow rose 14%.

In the firm's annual report, the board of directors declared that the quarterly dividend on both classes of common stock increased 25% on May 23. For the fiscal year ended April 30, the company paid dividends of 24 cents a share on the common stock and 12 cents a share on the class B common stock. Dividends are currently at the annual rate of 30 cents a share on the common stock and 15 cents a share on the class B common stock.

Rollins is also planning to move its main offices in Wilmington to Atlanta, and at a later date, move other divisions including radio and TV to a $3 million complex (2170 Piedmont Road, N. E., Atlanta).

Rollins owns three TV and seven radio stations, as well as Orkin Exterminating Co., building maintenance, exterminating, pesticide, chemicals, outdoor advertising, advertising agency and consumer finance businesses.

**FISCAL YEAR ENDED APRIL 30:**

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.63</td>
<td>$1.35</td>
</tr>
<tr>
<td>Revenue</td>
<td>75,567,352</td>
<td>70,662,907</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>3,858,189</td>
<td>7,986,370</td>
</tr>
<tr>
<td>Provision for taxes</td>
<td>4,448,664</td>
<td>3,491,154</td>
</tr>
<tr>
<td>Net income</td>
<td>5,106,535</td>
<td>4,477,216</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>5,148,131</td>
<td>3,086,774</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,198,891</td>
<td>3,103,870</td>
</tr>
</tbody>
</table>

**REEVES BROADCASTING EXPANDS SUBSIDIARIES**

Reeves Broadcasting Corp.'s plans for the related development of two non-broadcast properties were disclosed last week by Hazard E. Reeves, chairman.

Previews Inc., an international real estate brokerage service specializing in prestige properties, was 80% acquired by Reeves early last year for $520,000. Last month, the company acquired a 50% interest in National Manpower Register Inc., a service for major corporations specializing in the recruitment of engineers and scientists "in the $10,000-$20,000 bracket."

A Reeves spokesman commented that "Previews' single emphasis on pure luxury, glamour properties will have to be broadened" and National Manpower Register will increase its service beyond the technical area.

Reeves's effort to keep current with advancing technology resulted in heavy investment in color video-tape facilities last year enabling the basic studios division in New York to carry on extensive production work on network and independent color-tape specials. Reeves's containerized color video-tape unit for jet transport, Airmobile-Video, is unique in the industry. And the company announced last week the addition of color video-tape-to-film transfer to its studios and laboratory services.
This was the E-V Model 635. It started a tradition of excellence in dynamic microphones.

How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivaled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case reduces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps "pops" and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (—55db) and smooth, crisp response. And you can still depend on the exclusive E-V Acou-stalloy® diaphragm that is guaranteed against failure for life* (it's that tough!)

We expect to see plenty of the "old" 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

ELECTRO-VOICE, INC., Dept. 6718R
600 Cecil Street, Buchanan, Michigan 49107

This is the new E-V Model 635A. It's better in every way!
Earnings drop a bit for Meredith Publishing

Earnings after taxes during the nine-month period ending March 31 for Meredith Publishing Co., Des Moines, Iowa, were down 1.1% below the corresponding period a year ago. Net earnings increased 4.6% and revenues for the third quarter increased 11% while total costs and expenses advanced 12.9%.

Meredith Broadcasting, division of Meredith Publishing Co., is licensee of KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. The publishers of magazines, text books, consumer books, and manufacturer of world globes, is also in CATV through Meredith-Avec Co., Cincinnati.

For nine months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Operating earnings before taxes</th>
<th>Operating earnings after taxes</th>
<th>Net earnings</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$2.14</td>
<td>$84,140,438</td>
<td>10,533,560</td>
<td>5,506,560</td>
<td>2,718,547</td>
<td>2,714,130</td>
</tr>
<tr>
<td>1966</td>
<td>$2.05</td>
<td>75,777,371</td>
<td>10,607,068</td>
<td>5,565,836</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Riker offers securities totalling $2 million

Riker Video Industries Inc., Hauppauge, N. Y., a manufacturer of all-transistor video equipment, has announced a public offering of $2 million of convertible debentures at an interest rate of 6 1/2% each year, due June 1, 1982. These securities are to be sold to a group of underwriters who will issue them to the public in $1,000 denominations for conversion on maturity at $38 per share, plus accrued interest since June 1, 1967.

In company prospectus, Riker said the net proceeds from this sale will be applied to loan payments and to working capital for its two new operations: Semi-Elements Inc., Saxonburg, Pa., a producer of single crystals and high purity chemicals, acquired last October; and Continuous Progress Education, Wilton, Conn. (a packager of educational communications systems), of which Riker has an option to buy.

Riker currently makes synchronizing waveform generators, studio switching systems and video test equipment. Last April the company exhibited 13 additional instruments—all still under development—at the National Association of Broadcasters convention in Chicago. Riker said the units, none of which are on the market, are designed mostly for color and black-and-white programming, but a few are expressly made only for color video TV systems. Riker's Model 5619 Colorizer was among the items displayed (Broadcasting, April 17).

Miratel merged into Ball Brothers Research

Ball Brothers Research Corp., Boulder, Colo., which sells broadcast equipment, last week announced it had acquired Miratel Electronics Co., New Brighton, Minn., a manufacturer of color and monochrome-TV monitors, for an undisclosed price. Ball Brothers said Miratel ratified its acceptance of the merger at a stockholders' meeting on June 7.

The company requested SEC suspension to protect investors until the proposal to purchase all stock of the nine-company John Blue group, becomes effective. John Blue, suppliers of fertilizer and pesticide equipment, would operate as a division of Subscription Television Inc.

In addition, STV expects to issue 300,000 new common shares at one cent per share, raising the corporation's total shares outstanding to more than 3.3 million.

SEC issues second STV suspension order

The Securities and Exchange Commission last week issued a second order suspending over-the-counter trading in the stock of Subscription Television Inc., New York, for the 10-day period June 15 through June 24. The first order was from May 26 through June 4.

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FCC cautions on tax-deduction plan

A solicitation promising tax deductions to stations airing certain noncommercial programs was disclosed by the FCC last week.

The disclosure came in a letter from the commission in response to a query from Georgetown University, producer of the current news-panel talk show, Georgetown University Forum. The commission noted the university and individual stations had been the target of an income-tax deduction plan proposed by Henry Perezo of the Gospel Radio Network, with headquarters in Puyallup, Wash. (The commission last week said it has no information which would indicate the existence of such a network.)

In a two-pronged approach Mr. Perezo represented to the stations that they are entitled to deduct, as charitable contributions for income-tax purposes, the value of broadcast time devoted to noncommercial religious and public affairs programs. From the university he requested a 5% payment of the fair market value of the air time during which the Forum is broadcast on "certain stations."

The university was also requested to give these stations a tax deduction receipt for the time that has been donated to it.

In reply for devising this plan, Mr. Perezo promised the university: a more consistent return by the stations of the program tapes, greater assurance that the programs are being aired and

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Sales and operating revenues</th>
<th>Net earnings after taxes</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$1.09</td>
<td>$214,746,000,000</td>
<td>$12,321,000</td>
<td>9,469,180</td>
</tr>
<tr>
<td>1966</td>
<td>$0.81</td>
<td>189,544,000</td>
<td>8,518,000</td>
<td>9,379,180</td>
</tr>
</tbody>
</table>

BROADCASTING, June 19, 1967
"the possibility of getting [the] program or announcements on a great number of . . . stations."

Mr. Perozzo's proposals have been brought to the attention of the Internal Revenue Service, the commission said. And to clarify the income-tax question, under present IRS ruling the deduction proposed by Mr. Perozzo, the commission noted, are not allowable. In any event, it cautioned stations to consult their own counsel or the IRS regarding such tax-deduction claims.

The Georgetown incident gave the commission an opportunity to remind broadcasters to operate their stations in the public interest: "It is the fulfillment of the needs and interests of his community that is the primary obligation of each licensee rather than other considerations." Noting that broadcasters are entitled to seek all tax deductions to which they are entitled, the commission said: " . . . [We] presume that licensees who have been broadcasting the . . . Forum and other public affairs programs have done so in the belief that such broadcasts served the needs and interests of their communities rather than for the purpose of entering claims for income-tax deductions."

Financial reports . . .

- Warner Brothers Pictures Inc. will hold a special meeting of its stockholders on July 14 at its Wilmington office to consider and act upon the plan for the sale of the assets of the company to Seven Arts Associated Corp., a wholly owned subsidiary of Seven Arts Productions Ltd. The Warner's board previously had accepted the Seven Arts' offer containing the plan (Broadcasting, June 5).

Standard Kollman up

Increases in sales and earnings in first quarter 1967 continuing gains made in 1966 have been reported by Standard Kollman Industries Inc., Melrose Park, Ill.

Among areas of activity by the Kollman group of companies are the production of television tuners; marketing of CATV systems; the supply of tuner parts and sub-assemblies, and instruments for the electronic industries.

For three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.44</td>
<td>$0.42</td>
</tr>
<tr>
<td>Sales</td>
<td>27,705,301</td>
<td>27,128,520</td>
</tr>
<tr>
<td>Earnings after taxes</td>
<td>1,005,008</td>
<td>945,843</td>
</tr>
</tbody>
</table>

Eleven cities vie for 1971 BPA convention

Eleven cities are under consideration as the site of the Broadcasters Promotion Association's convention in 1971. BPA site committee chairman, Arnie Kuvent, WOAN-TV Portland, Me., said last week that BPA has received recommendations from Los Angeles, Reno-Tahoe, Seattle, Las Vegas, Phoenix, Nashville, Salt Lake City, Denver, Minneapolis-St. Paul, Norfolk, Va., and Atlanta.

The committee's selection for 1971 will be presented to BPA's board before the Toronto convention in October for ratification during the business session. The 1968 convention site is Miami, 1969's is in Philadelphia and in 1970, the convention city is Houston.

Trial nearer on 'hypoing' charge

What may be the first lawsuit based on charges of "hypoing" appeared to be one step closer to trial last week.

Connecticut Superior Court Judge Sidney A. Johnson overruled a demurrer filed by WDBC Hartford in answer to a $500,000 damage suit brought by WPOP Hartford. Court authorities said the judge's action in essence gives WPOP the right to sue, which would have been denied if the demurrer had been sustained.

The suit, which is expected to be tried late this summer, alleges improper action by WDBC in running a "don't say hello" promotion when ratings were being taken, and asks damages for lost revenue as a result of what it calls "distorted ratings" (Broadcasting, May 8, March 6).

Edward J. Daly, counsel for WPOP, said he expected to take depositions from officials of the Broadcast Rating Council, rating services, station representatives and broadcasting executives to support his claim that hypoing ratings through a don't-say-hello promotion constitutes improper action. He said he also would take testimony from

"I DON'T MIND PAYING A LITTLE LESS"

AIRWAYS PROVIDES OVER 200 WAYS TO DO IT for this man who expects top service and convenience in renting a car. He knows that over 200 AIRWAYS offices in the U.S. and Canada offer lower rates including gas, oil and insurance. He knows AIRWAYS saves him money by not maintaining airport facilities and saves him time because one call and AIRWAYS will probably arrive before his luggage. He knows AIRWAYS will provide a 1967 Chevrolet, Pontiac, Buick Riviera, Camaro or other new car. He knows it—AIRWAYS knows it—now YOU know it.

All major credit cards accepted. Write for free International Directory to:

DEPT. 6-br
AIRWAYS RENT-A-CAR SYSTEM
8405 Pershing Drive
Playa Del Rey, California 90291
Drumbeats...

Dr. Rosel H. Hyde * FCC Chairman Rosel Hyde has been awarded an honorary doctor of laws degree by the University of Utah, Salt Lake City. Dr. Hyde was on the university's college of business campus to deliver a June 9 commencement address.

Network tour * NBC is opening its West Coast television facilities in Burbank to the public. A paid tour guide service will be operated through the network's guest relations department. For a cost of $1.50 for adults and 85 cents for children, visitors will be shown TV shows in rehearsal, make-up artists at work, sets being designed and built, studio interiors, a working news department and video control rooms.

Ma Bell honored * Bell Telephone's television documentaries on music and musicians were recognized last week in the annual awards of the American Symphony Orchestra League at the conclusion of the group's national conference in Los Angeles. The top award of the nationwide symphony-orchestra-member organization, its Gold Baton award, was given to the American Telephone and Telegraph Co. for its 1966-67 TV series, The New Bell Telephone Hour.

Freshman writes * John Slade, a University of Michigan freshman, has won the $1,000 first prize for the TV script best illustrating the need for a war-preventive, enforceable world law system. Mr. Slade's drama, Ashes, Ashes, We All Fall Down, was selected from among entries from twenty universities in the annual national contest sponsored by the World Law Fund under the auspices of the Institute for International Order.

Spire counts right * Steve Spire of Ted Bates and Co., New York, won first prize, an Admiral Danish modern home entertainment center, in the WNJS-TV Linden-Brunswick, N. J. set count sweepstakes. Mr. Spire estimated Latin community's all-channel TV penetration compared with a quarterly MedMark study conducted April 30, and was found to be 52 sets over the study result of 205,784.

Miss FCC * Miss Deborah Williams, an applications examiner trainee in the FCC's Common Carrier Bureau, was selected Miss FCC at the fourth annual cross-country presentations have been made.

The presentations will be hosted by KABC-TV Los Angeles on June 21; KGTV San Francisco on June 22; WBCT-TV New York on June 26; WBBR-TV Chicago on June 29 and WXYZ-TV Detroit on July 11. All stations are owned and operated by ABC.

Guests at each of the five presentations will see a specially produced "happening" that details ABC-TV's new fall schedule. An hour-long sales pitch will feature multiple-image projection systems and multiple stereophonic sound.

Among those making the tour are James E. Conley, president, and Symon B. Cowles, director of advertising and publicity for ABC owned television stations, and Fred Nettere, president of ABC Television Spot Sales Inc.

No Emmy for music cues composer walkout

The 19th annual Emmy awards are several weeks gone but not forgotten. At least not by musician members of the National Academy of Television Arts and Sciences. Last week, 25 composers resigned from the academy to show disapproval of Emmy awards.

The composer members are miffed that no winner was named in the "Individual Achievement in Music" category at the June 4 Emmy presentations, although there were several nominations. Supposedly attempts have been made for several years to change the academy's manner of selecting winners in music.

In notifying the academy's board of governors of the action, the composers said in a letter: "To publish the nominations of distinguished members of the music profession and then project the opinion that in the eyes of selected 'blue ribbon panels' none of the nominees was worthy appears to be a deliberate attempt to disparage the contribution of music in television." Some of the composers indicated they would reapply for membership in the academy if satisfactory changes are made in judging methods for the awards. While a total of 29 composers signed the letter of resignation, NATAS officials claim that four of the people resigning are not members of their organization.

The board of governors of the Hollywood branch of the academy was to meet on Thursday night (June 15) at which time the issue raised by the composers was sure to be discussed. Previous to the en masse walkout, Broadcast Music Inc. complained that the failure to award a winner in the music category was "unworthy of the academy" (Broadcasting, June 12).
Videotape Center
is also the best source
of completion services
in the country

We got that way because we care about the small things

like working 24 hours a day, seven days a week. On top of that, we've assembled the finest collection of equipment available. And when we couldn't find it, we designed it. At the Center there's our exclusive TV-Ola Editing. You can edit all you want on a 16mm workprint and have the editing information automatically translated back to the original tape. Then, in rapid order, there's recording (by the most experienced tape staff in the country); dупing (on 8 new Ampex VR 2000 high bands, with auto chroma and velocity compensators); electronic editing (frame by frame); A & B roll mixing; completion of film commercials on tape; and Color Kines (the new Technicolor process that makes a kine a thing of 35mm, 16mm or 8mm beauty). That's a lot of little things to do all those big jobs for you.
**ITALIANS CHOOSE MAJOR CHANGES IN COMMERCIAL TELEVISION**

The U.S. Information Agency's policy of allowing domestic inspection of the material it produces for distribution abroad is back where it started.

The U.S. Advisory Commission of Information, headed by Dr. Frank Stanton, CBS Inc. president, urged the USIA to be permitted to expand its present policy of permitting only news representatives to view its productions domestically to a more active policy of distributing any of its material on request. Congressional opposition to Dr. Stanton's plan threatened to eliminate even the privilege accorded to newsmen to inspect USIA's publications and films, but a last-minute compromise looked toward establishing a library at one central point where any citizen, newsmen included, could view USIA's output (Broadcasting, May 15).

Last week, however, the compromise became a victim, as one USIA observer put it, of the Arab-Israeli war. In the midst of a congressional backlash seen as "against any kind of foreign aid," and particularly against such aid to countries in the Communist orbit, the Senate dealt an unexpected defeat to the administration's bill to continue an "informational media guarantee fund," to which was attached the USIA public-availability compromise.

The informational media guarantee fund was set up to ensure that exporters of books, and, to a lesser extent, films, to countries with nonconvertible currencies would be able to trade the local money received for dollars. In the past, currency from as many as 21 nations was guaranteed convertible, but in later years only seven countries came under the program. Of these, only Poland and Yugoslavia represented markets of any size for television programs and films, and USIA deemed even these markets as "not large."

With the defeat of the measure, a USIA spokesman said, the agency's prior policy for domestic inspection of its output would remain unchanged.
can advertising and marketing practices,” according to Mr. Seaman, “and the relationship developed from there.” Specific SSC&B client groups will move to LINTAS headquarters in London to handle the companies’ international advertising through LINTAS branches, and LINTAS clients wanting to advertise in the U.S. will be serviced through SSC&B offices here, though such arrangements are not exclusive, Mr. Seaman said.

It was emphasized the new arrangement does not constitute a merger, and there was no exchange of money or stock. Such a merger between an independent American agency and the ‘house agency’ of a foreign corporation would violate rules of the American Association of Advertising Agencies, of which Mr. Seaman happens to be president.

**International radio-TV news meet set for Paris**


The conference will be sponsored by Time-Life Broadcast in cooperation with RTNDA.

Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U.S. stations, and discussions of common problems relating to news, legal questions and technical advances in newsfilm.

About 75 persons, including members of the EBU news study group, and U.S. and Canadian station and network representatives are expected to attend the two-day session.

Time-Life Broadcast will be host for the conference. Moderator will be Sig Mickelson, vice president of Time-Life Broadcast for international operations.

**International film sales . . .**

*Marine Boy* (Seven Arts TV): TV Corp. Ltd., Sidney, Australia; Rahintel Television, Dominican Republic; Continental Television S. A., Brazil-Argentina; WKAQ-TV San Juan, P. R.; CFTO-TV Toronto; CKCO-TV Kitchener, Ont.; and Tele-Metropole Corp. for CFTM-TV Montreal; CFCM-TV Quebec City, CJFM-TV Chicoutimi, CHLT-TV Sherbrooke, and CJBR-TV Rimouski, all Quebec, Canada.

*Sinbad Jr.* (American International):

**WWL-TV lends a helping hand to Tokyo**

Halfway around the world they heard of the problem that faced New Orleans where traffic deaths have risen in frightening proportions. And Tokyo, which has similar problems, also heard of WWL-TV’s “Project Life,” a year-long, $500,000 campaign to promote traffic safety.

A programing division executive of the Fuji Telecasting Co., Montonari Yoshimura, detoured to New Orleans on a U.S. business trip after reading Broadcasting’s report of the campaign. He discussed the effort with Phil Johnson, WWL-TV’s special project chief, and was most impressed with the five half-hour documentaries the staff had produced. In all, 28 “Fatality Profiles” and more than 50 20- and 60-second spots were used in the promotion.

Mr. Yoshimura requested prints of three of the documentaries and O.R.T.F. (Organization of Radio-TV in France).

*Bonanza* (NBC Enterprises): Ethiopian Television; WBBN St. Thomas, Virgin Islands; Antigua (new Caribbean station); Trinidad and Tobago, the Caribbean.
FCC approves antenna-farm rule

Towers greater than 1,000 feet will be grouped
for air safety through cooperation with FAA

There are antenna farms—and many of them—in broadcasting's immediate future.

The FCC last week, in a move designed to accommodate the construction of tall towers and at the same time ensure air safety, adopted a rule providing for antenna farms for structures of more than 1,000 feet.

Under the rule, drafted in consultation with the Federal Aviation Agency, the farms will be set up through rulemaking proceedings initiated by the commission, or proposed by the FAA or "any interested party." More than one farm might be located in a community.

Existing stations will not be required to move to the farms. And applicants proposing a tall tower would not be precluded from building one if the community does not contain a farm. But once a farm has been established in a community, an application for a new or modified tower of more than 1,000 feet will not be accepted by the commission unless the applicant agrees to locate in the farm area.

Applicants, however, may request permission to locate in other areas if they have obtained statements from the Federal Aviation Agency that the proposed locations will not menace air navigation.

Plan For Growth • The rule, which has been under consideration for two years, is the commission's answer to the problem of providing for the construction of an ever-growing number of tall towers in the face of FAA concern over air safety. The FAA has long favored the grouping of tall towers in farms, and the commission says the rule will permit the construction of higher towers.

The rule provides for close cooperation between the FAA in the establishment of antenna farms and the commission sees it as a means of eliminating or reducing in number the conflicts involving itself and the FAA and broadcasters over towers.

Broadcast interests, however, opposed the rule when it was proposed on the ground that it would constitute an abdication of the commission's authority over the location and height of towers to the FAA.

The commission, in the order adopting the rule, vigorously rejected that argument. It said it has no intention of relinquishing the authority over the height and location of towers that, it said, has been recognized by the courts, the FAA itself and congressional committees.

The commission emphasizes that the rule provides the commission won't institute a rulemaking if the FAA advises that the proposed farm would constitute a menace to air navigation. However, the commission said it would have the authority to proceed despite FAA objections, but that no practical purpose would be served since "we are convinced that the successful establishment of farms is dependent upon agreement between the two agencies."

If valid objections are raised, the commission said, they should be resolved in an FCC adjudicatory hearing.

Final Word • The commission added that if, in fact, would have the final word on farm sites proposed by the FAA. The commission said it would decide whether such proposals conform to its rules and whether proposed rulemakings should be instituted.

And in response to broadcasters' contention that the FAA frequently is concerned merely with the aeronautical convenience of flyers in many of the objections it raises to tall towers, the commission said the rule is grounded on considerations of air safety, not "matters of convenience to aeronautical interests."

The rule was adopted by a vote of 5-to-1, with Commissioner Robert E. Lee dissenting. He has expressed concern that UHF stations, because of their propagation problems, might be at a disadvantage with respect to competing VHF outlets.

House bill seeks radiation control

Following a speech on the House floor last month on the dangers of X-rays from color TV sets, Representative Paul G. Rogers (D-Fla.) last Tuesday (June 13) introduced a bill (H.R. 10790) that would give the secretary of Health, Education and Welfare the power to set radiation standards for sets and the power to inspect sets to ensure compliance with the standards.

The broadly worded bill, referred to the House Commerce Committee, defines radiation as "any electromagnetic radiation, including but not limited to ionizing radiation, and any sound radiation . . . ." The measure is not limited to TV sets but would apply to any electronic product.

The HEW secretary would also be empowered, under the bill, to publicize results of research on set radiation.

Representative Rogers, a member of the Commerce Committee's Subcommittee on Public Health and Welfare, was joined by John Jarman (D-Okla.), subcommittee chairman as cosponsor of the bill.

He noted that the television industry has a good record of cooperation. But he added that he felt that the government has an obligation to insure the public's confidence "that the highest level of safety is being adhered to in regard to television viewing."

FCC opens new study of translator's use

The FCC, in another a series of moves to promote the use of translators as a means of extending off-the-air television service, has proposed a sweeping review of its policies and rules governing the use of translators.

The commission issued a combined notice of proposed rulemaking and inquiry last week, proposing rules and asking questions in an effort to find ways of helping television meet the needs for service that have led to the establishment and rapid growth of the CATV industry.

The commission, in announcing the proceeding, noted that the spread of CATV has resulted in serious competitive problems for translator broadcasting. The notice said that CATV systems, which can use microwave relays, furnish large numbers of signals and can obtain funds from subscription fees, have limited the public demand for translators.

The commission has adopted several rule amendments and has taken other actions to bolster translators service. It has permitted VHF translators, which operate normally with 1 w, to operate with 100 w on assigned but unoccupied channels, and it has authorized the use of microwaves by translators. The commission has also authorized the operation of a 1 kw UHF translator. UHF translators have a normal maximum of 100 w.

Forward Step • But the proposed...
Printed copy to enter homes via TV signal

The advent of the home electronic newspaper appeared closer last week with disclosure that RCA is ready to test on the air a system that broadcasts printed copy into the home along with standard TV fare.

RCA said it has filed an application with the FCC for permission to broadcast tests between New York City and Princeton, N. J., where its laboratories are located.

Dr. James Hillier, vice president, RCA Laboratories, said the system does not require additional radio frequency spectrum and would not limit current TV services, but would convert printed copy into a series of electromagnetic signals. These signals are blended at the transmitter with those of regular television programs by means of an electronic "hitchhiking" technique.

RCA said its experimental home printers now being studied are capable of producing about a page of material from a standard paperback every 10 seconds. The machines employ an electrostatic printing process now in use in office copiers.

Dr. Hillier said that with this medium, "we have a chance . . . to provide wholly new information services. Suggestions already range from printed news briefs, sports scores and stock market reports, charts and cartoon strips to TV program schedules, syndicated columns, news magazines, and copies of presidential addresses." The RCA system is applicable to either VHF or UHF transmission.

Technical Details — It was explained that RCA obtains the blend or mixture of signals at the transmitter by inserting facsimile signals during vertical blanking intervals while a TV picture is being sent. These intervals occur 60 times a second—that is, at times when no picture information is sent in the conventional TV signal.

RCA said its present equipment would permit four different printed messages to be transmitted at the same time. Under the system, the home viewer would receive "any one of several different messages by the simple expedient of turning a dial to the proper setting." With FCC approval, RCA said, experimental receivers would be operated at the David Sarnoff Research Center in Princeton and at other test locations within the New York area.

Demonstrating the combined TV-printed copy signal transmission developed by RCA is Dr. Harry F. Olson. A printed weather map and forecast are produced without disrupting the TV image of the girl.

notice of rulemaking and inquiry, which follows the recommendations submitted by the commission staff (Broadcasting, June 12), goes much further.

A key proposal calls for increasing from 1 w to 10 w the maximum allowable power of VHF translators west of the Mississippi and in Alaska and Hawaii.

The proposed rulemaking would also permit stations to operate VHF translators outside their Grade B contour, allow translators to be used to relay signals from a station to other translators, and require that translators use only type-approved equipment.

The document also asks for comment on the question of prohibiting translators from duplicating the programing of local stations, the matter of program origination by translators and on whether UHF translators should be permitted to originate local commercial announcements for brief periods, and on whether the commission should amend or eliminate the rule requiring a special showing to justify the use of VHF translators in areas served by UHF stations.

Interested parties are invited to file comments by Aug. 25, with reply comments due by Sept. 27.

Technical topics . . .

SIN's color debut — Two Spanish International Network stations—KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex.—each have purchased two Nor- elco PC-10 three-tube Plumbicon color cameras from Visual Electronics Corp., New York. The four units, expected to begin operations in mid-September,
Loudness tape's adoption sought

The National Association of Broadcasters board of directors will be asked to adopt a reference tape as a standard in measuring subjective "loudness" of commercials. The request was made last week by the NAB's Engineering Advisory Committee after receiving a report on field tests of the tapes.

Moving further on the loudness problem, the committee decided that a special committee (to be named later) should study the feasibility of developing an electronic device for measuring and/or controlling loudness.

The recommendation that the board adopt the reference tape and send it to all NAB members came after the committee received an enthusiastic report from 17 stations and groups that had run the field tests. The test tapes had gone to 23 broadcasters and six have not reported.

The committee also appointed subcommittees to advise on plans for issuing a revised sixth edition of NAB's engineering handbook (the current edition was published in 1960); to study the FCC's examination procedures and requirements for operator licenses with an eye toward suggesting revisions in them, and to keep the committee informed on land-mobile developments.

Attending last week's meeting were (seated l-r): Malcolm M. Burleson, Metromedia Inc., Washington, chairman; George W. Bartlett, NAB vice president for engineering; Eugene R. Hill, Kaiser Broadcasting, Boston; Russell B. Pope, Golden Empire Broadcasting, Chico, Calif., and Daniel H. Smith, Capital Cities Broadcasting, Albany, N.Y.


Henry E. Rhea, Triangle Stations, Philadelphia, was not present when the picture was taken, and Clyde Hunt, Post-Newsweek Stations, Washington, was not at the meeting.

represent SIN's first offering of color to its Spanish-language audiences. SIN has options to buy additional color tape and film equipment.

**Autolog** • Rust Corporation of Everett, Mass., has developed a low-cost Autolog Automatic Transmitter Logger. The AL-400 is designed for continuous line chart logging and displays a full 24-hour logging segment with front panel parameter notation. The unit is mounted on a single three-and-one-half-inch high, standard nineteen-inch panel and complete with self-contained power supply. Cost of the basic unit is $800.

**Introducing** • Shure Brothers Inc., Evanston, Ill., introduces New Model SM60 omni-directional dynamic microphone designed for rugged all-purpose use and has built-in wind screen and pop filter. Price is $49.20. Shure also has published a new professional products catalog. For information write: 222 Hartrey Avenue.

**Defense contract** • The Department of Defense has awarded a $500,000 contract to Acme Film and Videotape Laboratories Inc., a subsidiary of Filmways Inc., to print and process all television footage for the Armed Forces Radio and Television Services for the coming year.

**Expert saboteur turns KPEN(FM) off the air**

"Gabbert, we've struck again." That taunting message apparently is the only clue KPEN(FM) San Francisco had last week to the source of what one local observer called "a secret war" being waged against the station.

The message written on note paper was found on the door to KPEN's transmitter building. Gabbert is James Gabbert, chief engineer for the station, and, along with Gary Gielow, its co-owner and co-general manager.

The war against the FM multiplex stereo station, which was to include apparent sabotage and a bomb threat, began at 9 a.m. on June 7. At that time, without warning, KPEN dropped off the air.

KPEN engineers tried to get the station back on the air but couldn't. One of the engineers was dispatched to Mount San Bruno, where KPEN's transmitters are located.

He found the door to the transmitter building had been broken down and some one had expertly turned off all the equipment. "It wasn't just done haphazardly," reports Terry Smith, KPEN program director. "It seemed the person knew what he was doing."

After an hour and 45 minutes of being off the air, service was restored to KPEN at 10:45 p.m. At 11:30 p.m. the telephone rang in the station's downtown San Francisco studios. An anonymous male voice said: "I'm the fellow who turned off your transmitters and if you leave your studios I'm going to blow them up."

Station officials couldn't make any sense out of the threat since KPEN broadcasts 24 hours a day, seven days a week. But because of the threat the studio building was guarded all night.

The following day, one of the engineers for KQED(TV) San Francisco, located across the road from KPEN's transmitters, called to report that another attempt had been made to break into the building. This try was unsuccessful but the note to Mr. Gabbert was left on the door.

San Francisco police, the sheriff's department for San Mateo county and the FCC all are investigating. Tampering with a transmitter is a federal offense.
BROADCAST ADVERTISING


David Grant, senior VP of Buchen Advertising and head of agency’s Denver office, named administrative officer of New York office.

George H. Lemmond, with N. W. Ayer & Son, New York, Lucien E. Liddy and David H. Means, with agency’s Philadelphia office, elected VP’s.

Richard Loew and Monte Ghertler, VP’s of Papert, Koenig, Lois, New York, named cocreative directors.

Hernimos Travesias, VP of BBDO, Los Angeles, elected president of Hollywood Radio and Television Society. He succeeds Sherman McQueen, VP of Foote, Cone & Belding Inc., Los Angeles.

Bill O’Donnell, CBS Radio Spot Sales, St. Louis, elected president of St. Louis Broadcast Representatives Association. Also elected were Bob Schuesler, Edward Petry & Co., VP; Fred Johnson, Bomar Lowrance & Associates, secretary-treasurer.


Joseph L. Tinney, manager of commercial production for Colgate-Palmolive Co., New York, joins Filmmex Inc., that city, as executive VP/projects.

J. Philip Smith named corporate VP of Chas. Pfizer & Co., New York. George B. Stone replaces Mr. Smith as general manager of Pfizer Laboratories with overall responsibility for all of Pfizer’s domestic pharmaceutical marketing business.

Robert E. Ryan, with Knox Reeves Advertising, joins Earle Ludgin & Co., Chicago, as associate media director.

Homer H. Lee, with WYNY Tampa, Fla., appointed director of sales in Pinellas county.

James D. Lowe, named director of public relations for Campbell-Ewald Co., Detroit, succeeding S. Scott Wigle who retires this fall and will serve as director of community relations for interim.

Robert Ward, administrator, sales development, for central sales office of NBC-TV, Chicago, appointed manager, sales development and presentations.

Erwin Rosner, general sales manager for WYKC Cleveland, resigns. No future plans announced.

Jim Mattson, with WDOZ-AM-FM Green Bay, Wis., appointed sales manager.

Robert J. Maggiore, manager of Los Angeles office of Advertising Time Sales, appointed manager of Los Angeles office of Venard, Torbet & McConnell.

Robert A. Outer, account executive at WNBR Beacon, N. Y., appointed sales manager.

Joseph M. Taritero named manager of daytime sales service, ABC-TV, New York. Previously he was assistant to national director of program administration, ABC.

Richard Sonntag, associate manager of television-radio production department of Stockton-West-Burkhardt Inc.,

What’s so hard about erecting a tower?
You just order the steel and connect the pieces...right?

WRONG!

There’s more to it than putting pieces together like so many “TINKERTOYS.” Building a tower isn’t child’s play. Just watch our engineers at work and you’ll see what we mean. They’re on the construction site from the beginning of the survey to completion of your tower—making sure every detail is perfect. But even when the job is done we don’t forget you. Our engineering service is available to make periodic checks throughout the life of your tower. Our customers say it gives them a nice feeling of security. And it gives us the reputation of being the leader in tower construction.

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FC&B VP’s become associate creative directors

Five vice presidents of Foote, Cone & Belding, Chicago, have been named to newly created positions of associate creative directors. They are (1 to 7 standing): Jules H. Beskin, John A. Libberton, William S. Baker, C. Marvin Potts and (seated) Daniel E. Kelly. Mr. Potts was executive art director; Mr. Libberton, commercial production director; Mr. Beskin, art group head, and Messrs. Kelly and Baker, copy group heads. Appointments are part of the establishment of a new creative group structure, John E. O’Toole, FC&B’s VP-creative director, said.

Cincinnati, named manager of that department. Roger D. Roebuck, producer-director at WSLV(TV) Cincinnati, named assistant manager of television-radio department of SWB, that city.

Robert A. Yochim joins KKHI-AM-FM San Francisco, as account executive.

James D. Laverty, with Tucker Wayne & Co., Atlanta, joins Compton Advertising, New York, as account manager.


Robert N. Bailey, with Colonial Stores Inc., Atlanta, named corporate advertising manager.

Dean LeGras, account executive with CBS Radio Spot Sales, Los Angeles, transfers to Chicago office.

Joe E. Morris, assistant to president/national sales manager, J. Olin Tice Jr. radio station group, joins PRO Time Sales, New York, as account executive.

Fred Petrosino and Kent Reploge appointed account executives for Metro TV Sales, New York. Mr. Petrosino had been in sales development capacity; Mr. Reploge comes from Venard, Torbet & McConnell, New York. Jim Coppersmith, account executive moves to Los Angeles office as manager, succeeding Dick Drummy, who resigned to enter ministry.

Charles Briggs, advertising coordinator for Dodge division of Chrysler Motors Corp., Detroit, appointed account executive at WXYZ-TV, that city.

Gerry sher joins KVA San Francisco, as local account executive.


Mitchell B. Streicker, with Zimmer, Keller & Calvert, Detroit, named VP and director of media, Knox Reeves Advertising, Minneapolis. W. G. Durkee and Philip W. Hummel, with Knox Reeves, Minneapolis, named account supervisors.


Donald Barrabee, formerly with Metro TV Sales and WPIX(TV), both New York, appointed to television sales staff of Avery-Knodel Inc., that city.

Walter Konjolka, TV account executive for Venard, Torbet & McConnell, New York, joins television sales staff of
Edward Perry & Co., that city.

MEDIA

Samuel J. Vaccozzi, general manager of WONE-AM-FM Dayton, Ohio, named VP.

I. D. (Bud) Williams named VP and general manager of Nevada Television Cable Co., Nevada, Mo.

Mr. Connolly

Mr. Leahy

Eugene F. Connolly, CBS controller, elected VP, management information systems, CBS Inc., New York. He is succeeded by James M. Leahy, who was assistant to VP, finance.

Doug McCall, with KTXA San Antonio, Tex., named general manager of WTXN Flint, Mich.

Pat Sell, formerly with KIKO Miami, KINO Winslow and KATO Safford, all Arizona, named general manager of KITOR Barstow, Calif.


Jesse Cripe, WPGA-TV Jacksonville, elected president of Florida Association of Broadcasters. Others elected: J. McCarthy Miller, WCOA Pensacola, president-elect; Thomas A. Welstead, WLBW-TV Miami, VP-TV; William J. Ryan, WNOG Naples, VP-radio, and James W. Wesley Jr., WIZO Miami, treasurer.

Joe Gratzi, with WYU Tampa, Fla., appointed station manager.

William R. McAndrew, president of NBC News, granted honorary doctor of journalism degree by Providence College, Providence, R. I.

David Baird joins Cox Broadcasting Corp., Atlanta, as research analyst.


George Diab, sales manager and assistant general manager of WTRX Wheeling, W. Va.-Steubenville, Ohio, also elected VP.

Bob Bennett, manager of WKYN San Juan, P. R., named VP and manager of Mid-Ohio Broadcasting Corp., permiitee for WBMJ, that city.

PROGRAMING

J. A. Barbarick, with Keitz & Hendon Inc., Dallas, appointed divisional general manager of newly formed photographic illustration division.

Arnold Friedman, advertising and promotion manager for television of Embassy Pictures Corp., New York, resigns to form Arne Mann Associates, agency offering advertising, publicity and promotion service at 33 West 46 Street, that city. Kermit Kahn, formerly with 20th Century-Fox Films and Allied Artists Television Corp., both New York, joins advertising and publicity staff of Embassy Pictures' television department, that city.

Philip Mayer, director of program services, ABC Owned TV Stations, elected VP, program services.

Ben Norman, VP and administrative producer and director for Filmmart, shifted from company's Los Angeles studio to its New York offices.

Nic Howard, with KYMS(FM) Santa Ana, Calif., named program director for WTWX-AM-FM Towson, Md.-Baltimore.

Jack Reilly and Paul Ooss, program executives at KKDA-AM Pittsburgh, appointed program manager and executive producer, respectively.

Hal Greene, supervisor of programs at WPGA(TV) Schenectady, N. Y., appointed manager of programs for WSTI

New AAF officers and directors announced in Houston

Kenneth Laird, chairman, Tatham-Laird & Kudner, Chicago, elected chairman of American Advertising Federation at association's meeting in Houston last week, succeeding Donald A. Macdonald, advertising director, Dow Jones, who remains on AAF board of directors.

Kintner resigns White House post

Robert E. Kintner, who capped a career in broadcasting that included terms as president of both ABC and NBC with service in the White House as special assistant to President Johnson, has submitted his resignation to the President because of a recurrence of eye trouble.

The White House said the President had accepted Mr. Kintner's resignation "with regret." The resignation would be effective June 30.

No exchange of correspondence between the President and Mr. Kintner was released, although it was understood that the President wrote Mr. Kintner a "warm letter" urging him to promptly pursue treatment.

Mr. Kintner underwent an operation for cataracts in 1960 but because of a heavy work schedule, he reports, recovery did not proceed as expected. He reported that he suffered a hemorrhage after attending the Republican and Democratic conventions in 1964 and subsequent difficulties this January had led to infection by March.

He plans to enter a New York hospital in July for diagnostic tests; further surgery has been planned for August. Mr. Kintner reports that his doctors have informed him that if he follows their instructions his eyesight "should return to normal." A rather long recovery period is expected, but Mr. Kintner says he has no plans to move his home from Washington.

Mr. Kintner was a newspaper correspondent in Washington before World War II, and joined ABC after service. Within five years he had been made president of the network. In 1956 he was named executive vice president of NBC and later was named president of that network, a post he held until late 1965.

The President named him special assistant in March 1966 to "work at the highest level with the cabinet." He served as secretary to the cabinet, coordinating speech-writing and working on public-relations.

Nashville. Both are General Electric Broadcasting Co. stations.

Tom Hoppe, with WDUZ-FM Green Bay, Wis., named manager of programming. Robb Sherwood, with WDUZ, named music director.

Franklin D. Konigsberg, senior coordinator, talent and program administration, for NBC-TV, New York, appointed director, talent and program administration. Laurence M. Bub, manager, talent and program administration, on West Coast for NBC-TV, Burbank, Calif., named director, talent and program administration, West Coast.


Gary C. Berglund, educational TV consultant to IBM Corp., joins non-commercial WTTW(TV) Chicago, as executive producer.

Larry Osterman, sports editor, named sports director for WKZO-AM-TV Kalamazoo, Mich. Tom Taube, sports reporter for WKZO-AM-TV, becomes sports editor. James Bailey named producer for WKZO-TV.

Donald Odens, with WCTS-FM Minneapolis, appointed production director.


NEWS


Gerald Udwin, news director of Wind Chicago, named national news editor of Westinghouse Broadcasting Co.'s Washington news bureau. Helen Bentley joins news staff of KPIX(TV) San Francisco. KPIX and Wind are Westinghouse stations.

Joe Browder, documentary and public affairs director for WCKT(TV) Miami, named editorial and public affairs director of WGN, that city.

Sid King, KVOX Casper, elected president of Wyoming AP Radio Television Association.

Gary E. Park, newsman for WGN-TV Chicago, joins KYTV(TV) Oakland-San Francisco, as reporter.

Ladd Carleton, with WJRT-TV Flint, Mich., appointed reporter for WXYZ-TV Detroit.

Bob Walker, news reporter for WNYA-TV Richmond, Va., appointed to staff of WXEX-TV Petersburg-Richmond, Va.


Murray Thomas, public affairs director for WO, Dayton, Ohio, named news director of WSNR-AM-FM Norfolk, Va., replacing Dan Klein, who leaves broadcasting field.

Howard Goldsmith, assistant to local news editor at WNEW New York, appointed New York City correspondent for Long Island Network, Freeport, N.Y.


FANFARE

James L. Abernathy, senior editor of Sponsor magazine, joins CBS corporate affairs staff, New York, as associate director, corporate information.

Gloria Abdou, with WTAB-AM-FM Pittsburgh, named promotion and publicity director.


Dr. William Hillier, associate director of KING-AM Seattle, appointed community services director for KING-AM-FM.


E. Jane Smith, assistant to PR director of WAB-TV Boston, joins Liberty Mutual Insurance Companies, that city,

Broadcasting, June 19, 1967
as news relations representative for radio and television.

EQUIPMENT & ENGINEERING

Carter F. Page, treasurer of Ameco Inc., Phoenix, named VP-Ecance. Tom M. Williams, with Ameco, Phoenix, named sales representative in Texas, Oklahoma, Arkansas and Louisiana, with headquarters at Dallas.

Richard P. Gifford, general manager of communications products department of General Electric Co., Lynchburg, Va., appointed chairman of Joint Technical Advisory Committee sponsored by Institute of Electrical and Electronics Engineers and Electronic Industries Association.

R. B. Houston, general attorney, RCA defense and industrial electronic products, for RCA, New York, named staff VP and general attorney, defense-industrial products and staff activities. W. A. Osterling, general attorney, consumer products and electronic components, for RCA, New York, named staff VP and general attorney, consumer products, components and services.

Horace N. Smith, with WERK Muncie, Ind., named chief engineer.

Lawrence F. Conti, engineering supervisor, WEEI Boston, named acting chief engineer. John M. Connell named assistant supervisor in WEEI engineering department.

Caywood C. Cooley, with Jerrold Corp., Philadelphia, named technical director of microwave and cable systems.


Robert L. Manahan, district sales representative for visual communications products department of General Electric Co., Palo Alto, Calif., named district sales manager for West Coast, with headquarters at Pasadena, Calif.

John Gilson Jr., district sales manager for Andrew Corp., Washington, named district manager of Andrew's new district sales office at 5105 Peachtree Industrial Blvd., Chamblee, Ga.

M. B. (Bill) Brady Jr., area sales manager for Motorola Communications and Electronics Inc., Dallas, joins International Good Music Inc., Bellingham, Wash., as southwest area sales representative.

INTERNATIONAL


M. Franklyn Warren named VP of NBC International Ltd., New York, and manager of international management services.

Caesar F. Fiore, with International Telecommunications Union in Latin America, named VP, Latin America, for Western Union International Inc., Panama City.


ALLIED FIELDS

Richard L. Lysaker, VP in charge of test audit division of Audits & Surveys Inc., New York, elected senior VP.


Lee Little, broadcaster at KTUC Tucson, Ariz., and former owner of KTUC, appointed chairman of State Liquor Control Board of Arizona.

NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.

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HOUSTON FEARLESS
CORPORATION

BROADCASTING, June 19, 1967
DEATHS

Madalyn Pruett Copley, 42, retired VP and secretary of Rollins Inc., Wilmington, Del., died June 9 after long illness. In 1953 Mrs. Copley became controller and secretary and in 1958 she rose to VP. Mrs. Copley retired in January of this year.

Lester S. Rounds, 61, assistant VP and general manager for Arnold Bakers Inc., Greenwich, Conn., died June 7 at his home in Westport, Conn., after long illness. Previously he was with Kudner Advertising and Benton & Bowles. Mr. Rounds is survived by two daughters.

E. D. (Ed) Rivers Sr., 72, governor of Georgia from 1937 to 1941 and former broadcast owner, died June 11 in hospital after long illness. After he retired from active political life, Mr. Rivers devoted much of his time to managing radio and television stations. At time of his death he owned WEED (FM), Miami; his previous broadcast interests included WCVTV (TV) Thomasville, Ga.-Tallahassee, Fla.; and WOBS-TV (now WDUV-TV) Jacksonville, Fla.; WMHE Miami; WLIB (now WATV) Birmingham, Ala.; WWPG-AM-FM Palm Beach, Fla. (now WQXT and WWOF [FM]); and WCCA Cedartown, Ga. He is survived by his wife, Lucille, daughter and son, E. D. Rivers Jr. of Dee Rivers Station (group owner), Miami.

Todd Harker, 37, CBS representative for Andy Griffith and Smothers Brothers shows, died June 2 at Lincoln, Neb., on promotional tour. He is survived by his wife, Diane Hart, and two sons.

Mrs. Harry Black, widow of former board chairman of A. S. Abell Co., owner of WMAR-TV Baltimore and publisher of Baltimore Sunpapers, died June 11 at St. Francis hospital in Honolulu following long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 8 through June 14, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, au.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LS—local sun set, mc—megacycles, mod.—modification, n.—night, SCA—subsidary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, vs.—visual, w.—watts, educational.

New TV stations

APPLICATIONS

Monterey, Calif.—Sun Andress Communications Corp. Seeks UHF ch. 67 (778-784 mc); ERP 17.4 kw vis., 7.4 kw aur. Ant. above average terrain 3,214 ft.; ant. height above ground 452 ft. P.O. address: 4452 Jim West, Bellevue, Tex. 7601. Estimated construction cost $800,000; first-year operating cost $484,000; revenue $250,000. Geographic coordinates 33° 36' 30" north lat.; 113° 50' 16" west long. Type trans. Townsend & Associates Model TT85RT. Type ant. Jamaro 125-1-0. Legal counsel Scharfeld, Bechhoefer & Baron, Washington; on engineering Bond and Oakley, Reno, Nev. Principals: Weyman H. D. Walker, president (25%), James L. Britton III, F. Carrington Weems, treasurer (each 28.125%). Mr. Walker is president, director and 10% stockholder of California Television Inc., applicant for ch. 16 in Galveston. Mr. Britton is 90% broadcast owner, company president, director and 30% owner of two real estate companies; director and 30% owner of third real estate corporation; treasurer, director and 15% owner of drive-in grocery; treasurer, director and 17% owner of another drive-in grocery, and director of bank. Mr. Weems is sole owner of real estate company and president and 100% stockholder of another real estate company. Ann. June 14.

Flint, Mich.—Flint Television Corp. Seeks UHF ch. 65 (782-788 mc); ERP 25.2 kw vis., 7.3 kw aur. Ant. above average terrain 389.5 ft.; ant. height above ground 449 ft. P.O. address: 190 North State Street, Chicago. Estimated construction cost $312,245.63; first-year operating cost $255,000; revenue $255,000. Geographic coordinates 43° 05' 45" north lat.; 83° 57' 36" west long. Type trans. RCA TFU-5A. Type ant. RCA TFU-30J. Legal counsel McKenna & Wilkin; director of engineering Alfred J. Pelzke. Rockford, Ill. Principals: H & E Balaban Corp., Elmer Balaban, president and Harald Froelich, vice president. Mr. Froelich is general manager and 10% stockholder of WFTV-TV (TV) Rockford, Ill., and has interest in joint venture licensee of WYFL (TV) Chicago. H & E Balaban Corp. has current interests in WTVF (TV) Rockford, WCIC (TV), WIDE (TV) and WICD (TV) Springfield-Champaign-Decatur, all Illinois, and WHNF-TV New Britain, Conn.; WILAM-FM Springfield, Ill. Corporation is also stockholder of Weinkegas Television Corp., applicant for new UHF in Dubuque, Iowa. Ann. June 14.

Kallsell, Mont.—RSNO-TV Inc. Seeks VHF ch. 9 (160-182 mc); ERP 26.5 kw vis., 5.3 kw aur. Proposed satellite of KGVO-TV Missoula, Mont. Ant. above average terrain 2,794 ft.; ant. height above ground 240 ft. P.O. address: c/o Dale S. Moore, 340 West Main, Missoula, Mont. 59801. Estimated construction cost $201,955.69; first-year operating cost $110,000; revenue $115,000. Geographic coordinates 48° 00' 48" north lat.; 114° 21' 02" west long. Type trans. RCA TTS-8H. Type ant. RCA TF-6AH. Legal counsel Carter & Bolyer, Billings; consulting engineer Stillman, Moffet and Kowalski, both Washington, D.C. Principals: Dale G. Moore, president. Mr. Moore is 78.36% stockholder, president, director and general manager of KGVO, and 98% stockholder, president and director of Western Broadcasting Co., all Montana. Ann. June 15.

Onoeta, N. Y.—Susquehanna Broadcasting Inc. Seeks UHF ch. 15 (478-482 mc); ERP 10.62 kw vis., 2.16 kw aur. Ant. above average terrain 882.85 ft.; ant. height above ground 417.3 ft. P.O. address: 506 Main Street, Oneonta 13820. Estimated construction cost $385,000; first-year operating cost $497,000; revenue $250,000. Geographic coordinates 42° 39' 22" north lat.; 75° 02' 34" west long. Type trans. RCA TUF-4X. Type ant. RCA TFU-30J. Legal counsel Cohen & Drucker, Baltimore, Md.; consulting engineers for new cell, both Washington, Principals: Albert E. Farber, president anddirector; Mr. Farber is 100% owner and treasurer (each 50%). Mr. Farber is vice president and director and 100% stockholder in real estate holding company. No other present business interests indicated. Ann. June 8.

Winston-Salem, N. C.—Tar Heel Television Inc. Seeks UHF ch. 45 (650-662 mc); ERP 24.67 kw vis., 6.9 kw aur. Ant. above average terrain 600 ft.; ant. height above ground 465 ft. P.O. address: 1309 Insurance Building, Raleigh, N. C. Estimated construction cost $298,500; first-year operating cost $275,000; revenue $250,000. Geographic coordinates 35° 46' 06" north lat.; 80° 11' 42" west long. Type trans. RCA TFU-4X. Type ant. RCA TFU-4X. Legal counsel Wilner, Schleifer & Greely, New York; consulting engineer Thomas J. English, both Washington. Principals: Hartwell Campbell (26%) et al. Mr. Campbell is president, director and 100% owner of WFGT Wilson, N. C. Ann. June 15.

FINAL ACTION

*Stanton, Va.—Shenandoah Valley Educational Television Corp. Seeks VHF ch. 51 (692-698 mc); ERP 88.9 kw vis., 13.4 kw aur. Ant. above average terrain 203 ft.; ant. height above ground 73 ft. Secs. 73.014(a) and 73.085(e) of rules dealing with minimum permitted radiated power and maximum to minimum horizontal radiation ratio of distant antennas, respectively, were waived to permit the grant. P. O. address: 135 South Main

NCTA 1967

EDWIN TORNBERG
& COMPANY, INC.

Palmer House—Chicago

Hospitality Suite

ED TORNBERG

ED WETTER

DOUG KAHALE

BROADCASTING, June 19, 1967
any conduct
ing
Albert
both Washington. Principals: G. Tyler
ly
street,
and
petition
broadcast
Nellis and Mallios
ification
oral argument before panel
Member Nelson absent. Action
result
granted petition
-Birmingham, Va. Massanutten
Broadcasting Inc. Seeks 1470 kc.

Other Actions

FCC full order granted. Motion for
approval of agreement between Milford
Broadcasting Inc. and Metro-
Sonic Broadcasting Inc. whereby Milford's sole stockholder will
acquire twenty-five percent interest in
broadcasting company. FD 15708, Milford
Broadcasting Corp. application, dismissed application and granted
application for new AM to operate on 930
kilo Hertz in Jamestown, N. Y.
Action June 22.

New AM Stations

New AM stations

London, Ky. and C. Broadcasting Co.
Seeks 1140 kc. 250 w. P. O. address:
233 Morgan Ave., Paducah, Ky. Estimated
construction cost $7,800; first-year operating
revenue $16,326. See London, Ky, in new FM
stations applications. Ann. June
Taylorsville, Miss. Taylorsville
Broadcasting Inc. Seeks 1280 kc. 500 w.
P. O. address: 1140 Senior Ave., Taylo-
rsville, Miss. Estimated construction cost
$35,600. Principals: Everette and Aubrey
D. Boutwell, respectively, each holds 27%

other issues. An. June

Kalamazoo, Mich. - Broadcast Bu-
reau granted license covering changes in

WEKW-TV, Keenes, N. H. - Broadcast
Bureau granted license covering move
to a half mile south southwest of the
premises, containing 3.4 for new

KFDW-TV Clovis, N. M. - Broadcast
Bureau granted license covering move
to a half mile south southwest of the
premises, containing 3.4 for new

WINS-TV Fond du Lac, Wis. - Broadcast
Bureau granted license reinforcing
translator to serve Fond du Lac, operating
on channel 47, transmitting power 600
watts. Action June 9. Also, WINS-
TV, ch. 12, Milwaukee. Action June 12.

WKOW-TV Madison, Wis. - Broadcast
Bureau granted license covering move
of former main ant. as an auxiliary ant. at main
ant. and main ant. Action June 12.

KATC-TV Lafayette, La. - Broadcast
Bureau granted renewal of license. Action
June 9.

Other Actions

By memorandum opinion and order:
Commissioner Johnson concurring,
FCC denied joint application for
review, and reinstating hearing, to
be continued all of 70, 81 days, to
3.4 for new AM to operate on 1370
kilo Hertz in New Castle, Pa.
Action June 12.

Motions on Motions

By notice of proposed rulemaking, FCC
invites written comments on ch.
43 to Baytown, Tex. Local group requested
assignment so that application for author-
ity to operate television station to
serve local needs of Baytown could
proceed. Action June 12.

CALL LETTER ACTIONS

Harcourt, Brace & World Inc., Denver.

Harbridge, Broadcasting Co., Augusta,
Ga. Granted WABH-TV.

JFM, Jamestown, N. Y. Granted WNYP-TV.

Designated for Hearing

FCC by order designated for consis-
trated hearing applications of Victor Mucat
and KIOW-TV, St. Paul, Minn., to
operate on ch. 29, in Tulsa, Okla. Federal
Aviation Administration made a party
to proceedings. Action June 14.

Existing TV Stations

Albany, N. Y. broadcasters:

St. Charles, Mo. broadcasters:

Chattanooga, Tenn. broadcasters:

Long Beach, Calif. broadcasters:

B colonization of Los Angeles is

now complete. An. June

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assignment so that application for author-
ity to operate television station to
serve local needs of Baytown could
proceed. Action June 12.
Huntley, Voskou, both Texas, granted petition to amend of applicant H. H. Huntley to relax financial matter; reopened record to receive amendment and forthwith closed and dismissed the most petition of Cosmo-
politan Enterprises Inc. for extension of time to respond (Docs. 16972-73).

Hearing Examiner Elizabeth C. Smith on June 9 in proceeding on AM applic-
tion for License No. 79, broadcasting in Llano, N. C., et al., granted motion for con-
tinuance of applicant Llano Broadcasting Co. and rescheduled hearing from June 13 for the proper time.

Hearing Examiner Craig, W. L. McLenn-
ing on June 8 in proceeding on AM applic-
tion for License No. 79, broadcasting in Llano, N. C., et al., granted motion for con-
tinuance of applicant Llano Broadcasting Co. and rescheduled hearing from June 13 for the proper time. (Doc. 17166).

CALL LETTER APPLICATIONS

North County Broadcasting Co., Lantana, Fla. Requested KBLF.

CALL LETTER APPLICATIONS

Richard Craver, Anchorage, Granted KYLA.

Radio Prayer League Inc., North Pole, Alaska, Granted KJNP.

C. R. Womack, Henderson, Tenn. Grant-
ed WHHM.

Monroe Broadcasters Inc., Madisonville, Tenn. Granted WKYZ.

Existing AM stations

APPLICATIONS

KSDO San Diego-Seeks CP to increase power from 1 kw to 5 kw; installation of facilities.

KCIK Hanford, Calif.-Seeks CP to increase power from 1 kw to 2 kw; installation of facili-
ties.

KRNL Seattle, Wash.-Seeks CP to increase power from 5 kw to 15 kw; installation of facili-
ties.

KTHO-AM-FM Tahoe Valley, Calif.-Seeks CP to increase power from 1 kw to 5 kw; installation of facilities.

KWLW Fort Wayne, Ind.-Seeks CP to de-
crease daytime power from 1 kw to 500 w; changes changes in antenna, and make changes in ground system. Action June 7.

WKER Pompton Lakes, N. J.-Seeks CP to increase power from 1 kw to 5 kw; make changes in DA system. Action June 8.

WWBB St. Louis-Seeks CP to in-
dcrease daytime power from 250 w to 1 kw. Action June 8.

KTFS Texarkana, Tex.-Seeks CP to in-
dcrease daytime power from 250 w to 1 kw; install new trans., change DA system, and make changes in antenna, location, condition. Action June 7.

KAOL Colorado Springs-Broadcast-

Application granted license of changes in antenna, location, and studio area. Action June 7.

KCAL Redlands, Calif.-Broadcast-

Application granted license of changes in antenna, location, and studio area. Action June 7.

KXIV Colorado Springs-Broad-

Application granted license of changes in antenna, location, and studio area. Action June 7.

WMAK Nashville-Broadcast-

Application granted license of changes in antenna, location, and studio area. Action June 7.


KNHK Granite District Radio Broad-

Application granted license of changes in antenna, location, and studio area. Action June 7.

KTHO-AM-FM Tahoe Valley, Calif.-

Application granted license of changes in antenna, location, and studio area. Action June 7.

KTRN-AM-FM Tahoe Valley, Calif.-

Application granted license of changes in antenna, location, and studio area. Action June 7.

WJMC Nashville-Application granted license of changes in antenna, location, and studio area. Action June 7.

WPGA Gainesville, Fla.-Seeks CP to increase power from 1 kw to 5 kw; installation of facili-
ties.

WLVV Fort Wayne, Ind.-Seeks CP to de-
crease daytime power from 1 kw to 500 w; changes changes in antenna, and make changes in ground system. Action June 7.

WKMA Madisonville, Tenn. Granted WKYZ.

Application granted license of changes in antenna, location, and studio area. Action June 7.

WYLO Huntsville, Ala.-Seeks CP to in-
dcrease daytime power from 250 w to 1 kw; installation of facilities.

WYCH Houston, Texas-Seeks CP to increase power from 1 kw to 2 kw; installation of facilities.

WZGK Fort Wayne, Ind.-Seeks CP to de-
crease daytime power from 1 kw to 500 w; changes changes in antenna, and make changes in ground system. Action June 7.

WZQK St. Louis-Seeks CP to increase power from 1 kw to 5 kw; installation of facilities.

WZFP Atlanta-Seeks CP to increase power from 1 kw to 5 kw; installation of facili-
ties.

WZHE Winter Haven, Fla.-Seeks CP to increase power from 1 kw to 5 kw; installation of facili-
ties.

WZBC Charleston, W. Va.-Seeks CP to in-
duce daytime power from 1 kw to 5 kw; installation of facilities.

WZOE Dallas, Tex.-Seeks CP to in-
duce daytime power from 1 kw to 10 kw; installation of facilities.

WZRH Chicago-Seeks CP to in-
duce daytime power from 1 kw to 5 kw; installation of facilities.

WZAA Houston, Texas-Seeks CP to increase power from 1 kw to 5 kw; installation of facili-
ties.

WZJR Chicago-Seeks CP to increase power from 1 kw to 2 kw; installation of facilities.

WZAT Miami-Seeks CP to increase power from 1 kw to 5 kw; installation of facili-
ties.

WZUN Fort Wayne, Ind.-Seeks CP to de-
crease daytime power from 1 kw to 500 w; changes changes in antenna, and make changes in ground system. Action June 7.

WZUR Charlotte, N. C.-Seeks CP to in-
duce daytime power from 1 kw to 5 kw; installation of facilities. Action June 7.

WZUS Dallas, Tex.-Seeks CP to increase power from 1 kw to 5 kw; installation of facili-
ties.
Fausel, Okla. Requirements of Sec. 134.3(b) of rules concerning secondary television stations to replace expired C-P's were waived. Action June 9.

- Review board in Eau Claire, Wis. FM broadcast proceeding, Docs. 17353-4, granted request filed June 5 and extended to June 15 time to file reply to broadcast Bureau's comments to enlire issues filed May 23. Action June 13.

**AUTHORIZED TELEVISION STATIONS**

**Complied by Broadcasting, June 15**

<table>
<thead>
<tr>
<th>License</th>
<th>CP's</th>
<th>C-P's</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>4112</td>
<td>18</td>
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<tr>
<td>Commercial AM</td>
<td>1,503</td>
<td>27</td>
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<tr>
<td>Commercial TV-VHF</td>
<td>456</td>
<td>15</td>
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<tr>
<td>Commercial TV-UHF</td>
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<td>21</td>
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<td>Educational FM</td>
<td>303</td>
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<tr>
<td>Educational TV-UHF</td>
<td>42</td>
<td>8</td>
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**STATION BOXSCORE**

**Complied by FCC, Nov. 30, 1966**

<table>
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<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
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<tr>
<td>Licensed (call on air)</td>
<td>4,033</td>
<td>1,533</td>
<td>570</td>
<td>290</td>
</tr>
<tr>
<td>CP's on air (all stations)</td>
<td>25</td>
<td>69</td>
<td>45</td>
<td>10</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>519</td>
<td>260</td>
<td>179</td>
<td>77</td>
</tr>
<tr>
<td>Commercial</td>
<td>76</td>
<td>102</td>
<td>178</td>
<td></td>
</tr>
</tbody>
</table>

**Principal:** Robert M. Thorburn vice president, Commissioner Cox dissenting; Commissioner Johnson concurring. Action June 14.

**Enterprises, Ala.**—R. E. James tr/ks Wiregrass Broadcasting Co. Broadcast Bureau granted 98.3 mc, ch. 245, 25-Kw. Ant. height above average terrain 330 ft. P. O. address: Ouidal Street, Enterprise 36330. Estimated construction cost $33,600; first-year operating cost $6,000; revenue $8,000. Principal: Mr. James is sole owner of Wiregrass Enterprises and owns stock in Enterprise Cable Television Inc. Action June 9.

**Broadcasting Associates of America Inc.** Broadcast Bureau granted 102.0 mc, ch. 272, 20 kw. Ant. height above average terrain 280 ft. P. O. address: Cordova Road, Bessemer, Ala. 20911. Estimated construction cost $24,555; first-year operating cost $12,000; revenue $44,000. Principals: H. C. Young Jr. (81.1%) and Jerome Glasser (18.9%). Mr. Young is 100% owner of Washington, Ind. Antenna license of WYGU, 312 ft. owner of WYGU North Augusta, SC. 93% owner of WHGU Bangor, and applicant for new FM in New Orleans (50%). Mr. Glasser is 25% owner of WYGU and 121% owner of WYGU. Action June 9.

**Alexandria, Minn.—Alexandria Broadcasting Corp.** Broadcast Bureau granted 92.7 mc, ch. 294, 2 kw. Ant. height above average terrain 190 ft. P. O. address: 1315 Broadway, Alexandria. Estimated construction cost $18,020; first-year operating cost $2,400; revenue $5,000. Principals: Eldred A. Asp, Kenneth A. Tenser and Everett Q. Waiters (each 33.3%). Messer, Asp, Tenser and Waiters have interest in KCNTV, Alexandria. Action June 9.

**Portland, Ore.—Jack Straw Memorial Foundation.** FCC granted 90.7 mc, ch. 214, 10 kw. Ant. height above ground 580 ft. P. O. address: c/o Lorenzo W. Milan, 8029 Roosevelt Way N.E., Seattle 10111. Estimated construction cost $1,400; first-year operating cost $1,000. Jack Straw is nonprofitt Washington State corporation formed to operate one or more noncommercial broadcast stations, is governed by board of trustees, Commissioner Barthley dissenting. Action June 9.


**Salt Lake City—Salt Lake City Broadcasting Inc.** Broadcast Bureau granted 94.1 mc, ch. 251, 24 kw. Ant. height above average terrain 2,060 ft. P. O. address: 146 South Main Street, Salt Lake City. Estimated construction cost $35,745; first-year operating cost $8,215; revenue $81,000. Principals: George G. H. E. Page (40%) and Mr. Hatch (60%). Mr. Hatch has 100% interest in Copper Broadcasting Co. licensee of KCOH, KJJO, KOGD, KGLH, KXRA, KKNR, KKKR, KGAF, KUSC, KBUE; and partner in Salt Lake City Broadcasting Inc. 100% co-interest with Mrs. Hatch of KUTV-TV, Salt Lake City. Action June 29. Interest of Butter Television Co., Butte, Mont., CATV system. Action June 9.

**Ashland, Va.—Christian Enterprises Inc.** Broadcast Bureau granted 102.1 mc, ch. 261, 3 kw-U. Ant. height above average terrain 206 ft. P. O. address: Box 405, Ashland 23005. Estimated construction cost $25,000; first-year operating cost $10,000; revenue $14,000. Applicant: James N. Birkett, president. Application is licensee of WVE, Ashland. Action June 9.

**Other Actions**


- Review board in New Britain, Conn., Docs. 17405-6. FM broadcast proceeding, granted petition filed June 3 by Broadcast Bureau and extended to June 14 time to file responses to motion to enlire issues filed May 22 by Central Connecticut Broadcast Co. Granted petition filed June 13 by Broadcast Bureau and extended to June 14 time to file responses to petition to modify issues filed May 22 by Hartford County Broadcasters. Board Member Nelson not participating. Action June 13.

- FCC granted application of Tri-City Broadcasting Co. (formerly permittee of FM station KCSES), for CP to replace expired CP for a new class A FM in Eufaula, Okla. Requirements of Sec. 134.3(b) of rules concerning secondary television stations to replace expired CP's were waived. Action June 9.

**Actions on Motions**

- By Hearing Examiner Isadore A. Hong on June 9 in proceeding on FM applications of RHPS Broadcasting Co. and Scott Broadcasting Co. of Pennsylvania Inc., both Wilkes-Barre, Pa., granted application of Scott Broadcasting Co. of Pennsylvania Inc. and continued hearing from June 12 to July 7 (Docs. 18686-18693).

- By Hearing Examiner Herbert Sharman on June 7 in proceeding on FM applications of WBIZ Inc. and WSLC Inc., both Eau Claire, Wis., granted request of applicants and canceled procedural dates, but rescheduled hearing from July 5 to Nov. 6 (Docs. 17353-54).

**Rulemaking Petitions**


**Rulemaking Actions**

- By second report and notice of proposed rulemaking, Doc. 17806. FCC designated ch. 227A to equipment at Portland, Ore. and assignment to Portland, Ore. and assignment to Portland, Ore. as an eighth class C assignment. Commission found that petitioner failed to show need for assignment. Action June 22.

- FCC by notice of proposed rulemaking with Commissioner Lee dissenting, denied joint petition by Salt Lake City Broadcasting Inc. and Granite District Radio Broadcasting Co. for reconsideration of first report and order (FCC 87-456 of April 12. Report had denied their request (RM-1174) for assignment of ch. 274 to Salt Lake City as an eighth class C assignment. Commission found that petitioner failed to show need for assignment. Action June 22.

**Call Letter Applications**


**Directed for Hearing**

- FCC by order designated for consolidated hearing applications of Miss Lou Broadcasting Corp. and Rosie Batou Rouge Corp. for new class C FM stations to operate on ch. 268 (105.5) and Miss Lou with ERP of 100 kw and ant. height of 320 ft. and Miss Lou with ERP of 100 kw and ant. height of 338 ft. Action June 9.

- FCC by order designated for consolidated hearing applications of Hi-Point Broadcasting Co. and West Coast Broadcasting Corp. for new FM stations to operate on chs. 282, 168 and 105.5 with ERP of 1,299 kw. ant. height of 430 ft. and Miss Lou with ERP of 100 kw and ant. height of 300 ft. Action June 14.

- Existing FM stations

  **Applications**

  WWGM-FM Babylon, N. Y.—Seeks CP to change station location from Babylon to Bellmore, N. Y. change antennaections. Action June 12.

- WPHD-FM Chicago-Broadcast Bureau granted CP to install new ant., increase ERP to 4 kw, and height to 1050 ft. Ant. condition June 6.

- WHRM-FM Dayton, Ohio-Application for renewal of license for Sandy Spring, Md., was denied. Ant. condition June 6.


- W230AA/LWCB-FM Blue Island, Ill.-Application to increase ERP of 1 kw, granted. Ant. condition June 6.


- W221AA/LWCI-FM Bogota, Colombia-Application to increase ERP of 5 kw, granted. Ant. condition June 6.


- W221AA/LWCI-FM Bogota, Colombia-Application to change location, granted. Ant. condition June 6.


- W221AA/LWCI-FM Bogota, Colombia-Application to change frequency, granted. Ant. condition June 6.

- W221AA/LWCI-FM Bogota, Colombia-Application to change ERP to 1 kw, granted. Ant. condition June 6.

- W221AA/LWCI-FM Bogota, Colombia-Application to change height to 300 ft., granted. Ant. condition June 6.


- W221AA/LWCI-FM Bogota, Colombia-Application to change location, granted. Ant. condition June 6.

- W221AA/LWCI-FM Bogota, Colombia-Application to change frequency, granted. Ant. condition June 6.

- W221AA/LWCI-FM Bogota, Colombia-Application to change ERP to 1 kw, granted. Ant. condition June 6.


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- W221AA/LWCI-FM Bogota, Colombia-Application to change location, granted. Ant. condition June 6.

- W221AA/LWCI-FM Bogota, Colombia-Application to change frequency, granted. Ant. condition June 6.
**CLASSIFIED ADVERTISING**

**DEADLINE:** Monday preceding Publication Date

**DISPLAY ads $25.00 per inch.**—STATIONS FOR SALE, WANTED TO BUY STATIONS. EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITIES advertising require display space. 5" or over billed at run-of-book rate.

**ALL other classifications $35.00 per word.**—$4.00 minimum.

**NO charge for blind box number.**

**Address replies:** c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

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**ANNUCERS—(cont'd)**

North Florida Gulf Coast station will need two announcers—one for good music after- noon segment, and one night time Top Forty. Write Box F-90, BROADCASTING.

Wanted Immediately, morning announcer at 1st class FCC license. Major market, strict good voice, plenty of fringe benefit—great opportunity for right man. Send photo, resume and to Box F-97, to Box F-82, BROADCASTING.

Midwest MOR daysite needs two announcers with third endorser. Salary for right men, good plus fringe benefits. Send tape, phone, and resume to Box F-157, BROADCASTING.

Need first shot announcer, announcing and production foremost. Growing organization in middle-Atlantic area. Box F-148, BROADCASTING.

Announcer-producer wanted by non-com- mercial Midwest high-life university sta- tion, 50,000 a.m. plus FM stereo facilities. Applicant must have B.A. or R.A. level degree. Recent graduates with meaningful educational radio experience considered. Must have a working knowledge of classical music, and is interested in public affairs production. $6,000 start in pleasant univer- sity atmosphere, resume, tape and picture to Box F-160, BROADCASTING.

Immediate openings at N. C. station for mature staff announcer. Must be able to sell on air. Box F-189, BROADCASTING.

Announcer—experienced or good beginner. Needs two and newsmen for Town and Country station in major market. No hill- bilities. Station is part of growing chain. Good future for right people. Write Box F-110, BROADCASTING.

 Experienced announcer heavy on produc- tion Ohio AM-FM FM operations and closed circuit TV opportunity. Send details and photo, resume open. Box F-178, BROADCASTING.

What do you do when the news department nuts you with bulging with a general abnormal fire downtown? If you don’t know what to professional enough to keep up with the story, we want you, and are offering for bright personalities with potential for NYC area AM-FM mix. Write Box F-106, BROADCASTING.

Resume and tape to Box F-160, BROADCASTING.

Immediate openings with college Intelligence required; you’ll need to keep up with us. Tape or photo, first letter. Box F-212, BROADCASTING.

We are not in the middle of the road; top-con- temporary; religious; C&C; R&B; talk or anything else you’ve ever heard for that matter. We need good, mature voices, ex- perience and knowledge of music. Regional AM-FM-TV. Quarter million city. Good place to raise your family. Send tape, photo and resume first reply. Box F-231, BROADCASTING.

KBUD, Austin, Texas seeking experienced announcer with First Class License. Salary $100.00 per week. Experience. Write Box F-124, BROADCASTING.

RKR, Athens, Texas seeking experienced announcer with First Class License. Salary $100.00 per week. Experience. Write Box F-124, BROADCASTING.

Immediate position open for announcer with experience in Detroit Metropolitan Market. Box F-5, BROADCASTING.

Immediate openings. Personality DJ-an- nouncer, daytime AM. Also need good staff announcer for FM night. Good pay and good hours. Send tape and background. Paul Parker, WGL, Jacksonville, N. C.

Morning man to work AM sign-on shift till 9 a.m., then sell in the afternoon. Should have good morning man experience plus voice sales experience. Good base pay with gener- ous commission on sales. Station is CBS affiliate, middle-of-road music, heavy accent of local news and football university town. Apply in person at WIRC, College point, or write to Dale Paul, Asst Manager, WIRC, 112 State College Boulevard, Altoona, Pennsylvania 16601.

Needed immediately—experienced announcer with first phone. Good permanent position with opportunity for advancement every three months, $58 rates every six months. 48 hour paid vacation, free use of station car. Write Box F-146, BROADCASTING.

Radio Station WTOR, Torrington, Connect- icut.

If interested in Sports Director—Radio/TV please send air check, photo and resume to: DR. R. E. G. R. B. C. and B. W. C. M. O. N. A. S. 609 South Main Street, Torrington, Connecticut 06790.

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**ANNOUNCERS—(cont'd)**

Wanted top MOR man with sales ability. Good, WFRR top salary and 15% commission. Immediate opening. KWBR, Bakersfield, California. Send resume, tape, and photo. KWBR, Wichita, Kansas. Immediate opening for experienced staff announcer. First ticket important, but not necessary. Good voice and knowledge of mid-road music area. Send resume, tape and photo. KQJ, Fort Worth, Texas. Good opportunity. Send tape and photo. Maryland Radio, Baltimore, Maryland.

Immediate opening for experienced radio personality with strong commercial background. Send resume and to Box F-98, BROADCASTING.

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**SALES**

Boyd's sales position offering guarantee up to $100,000 per week in community of 30,000. Let's talk. Box F-179, BROADCASTING.

Sales opportunity; must be service minded, creative and able to make personal sales manage- ment opportunity—Send complete details and resume to Box F-179, BROADCASTING.

100,000 watt FM, upper midwest, seeks sales- man who understands and believes in stereo FM. Box F-187, BROADCASTING.

Shore coast sales—Long on enth- usiasm, empathy, desire to learn and earn! You have a fine future in midwest city under 50,000 with midwest group. Box F-186, BROADCASTING.

You want good money, we have the oppor- tunity. We need an ambitious young salesmen to join our staff. No promises, just facts. Why not check us out? KQUR, Meridian, Idaho.

WEHH-Norfolk, Va. looking for an ambi- tious salesman, interested in advancement with established organization. All benefits, Unlimited opportunities. Call or write George Pleasants, General Manager, P. O. Box 384, Norfolk, Va. 23501. Phone (703) 393-1041.

Attention: Baltimore, Washington, and Phil- adelphia. WOF of Baltimore and Wilkes and Towson, Maryland are looking for 3 top- notchers to make money in the top ess. Contact Harry L. Putnam, General Manager, P.O. Box 130, Tow- son, Maryland 21204 or call 423-1570. All replies con- fidential.

Radio account executive. We are opening an opening for an experienced salesteam who is seeking an opportunity to advance in income and responsibility with an es- tablished station that is embroiled on an exciting new program format. Send com- plete confidential resume to Personnel Office, WULX Radio, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal oppor- tunity employer (M/F).

**ANNOUNCERS**

Talented, mature Jocks and newsmen: Good secure Top 40 positions with a future open in growing stations. Send tape, resume to Box C-171, BROADCASTING.

Wanted yesterday: Combination advertising Cal Fred, Tennessee, and music announce- for all girl radio station in lovely southern city. Must have good local color and education with accent preferably English, French or New England. Please enclose resume and pertinent data. Excellent opportunity. Address replies to Box F-65, BROADCASTING.

Eastern suburban market; Announcer with 3rd ticket. Evening shift and Sundays. Ex- perienced with good voice belong to this to notch adult station. Talent opportunities for experienced announcers. Box F-78, BROADCASTING.
Announcers—(cont’d)

Announcer: Improve your sound—improve your career. Don’t make the same mistakes. Send your audition or air check now to Program Manager, 59 Finney Blvd., Malone, New York. Your tape will be returned to you. It’s the soundest investment you can make.

Mature news production man, experienced. Rights, bonuses and insurance—Call 1–513-779-8239, Manager.

Announcer-salesman for C&W station in Virginia. Excellent opportunity for someone with hotel experience. Phone 703-647-8949 day. No collect calls.

Technical

Chief engineer for top-ranked 5000 watt CBS network station in state capital city. Many benefits. Write Box C-138, BROADCASTING.

Experienced maintenance engineer for 5000 watt AA, AB, AC, AD, AE format station. Salary $400 per week. Send resume and sample tape to Box F-33, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Looking for security, 2000 wages, on a happy ship? Then, check into our opportunity for an experienced engineering technician at a major Gulf Coast network affiliate. Work for owner who believes in paying the people he hires. Salary, plus vacation and profit sharing plan. Group insurance. Send resume and references and tape to Owner, Box F-50, BROADCASTING.

Young? Not too much experience? Doesn’t matter if you’re interested, learn fast and have potential. East-central. Phone X-146, BROADCASTING.

Tired of arguing with unsympathetic management about technical needs? Come to WGH, the top station in the Southwestern border market. Work for owner who believes in paying the people he hires. Salary, plus vacation and profit sharing plan. Group insurance. Send resume and references and tape to Owner, Box F-33, BROADCASTING.

Engineer needed to do maintenance and short circuit road in cities. You will like our Mexican border city. Next promotion—Chief Engineer. Box F-149, BROADCASTING.

Need Chief Engineer for 50,000 watts of standard broadcasting transmitter in Flor- ida. Must be experienced at power station engineering. Box F-180, BROADCASTING.

WGH Radio needs an experienced first phone engineer, no announcing, permanent position. Send resume to Chief Engineer, WGH Radio, P. O. Box 98, New- port, Arkansas 71857.

Transmitter Maintenance Technician—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 (260 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 qualifications. Salary from $5,200 to $12,000 per annum. Send applications to Personnel Office, Room H-101, Tempo E, Sixth Street and Adams Drive, N.W., Washington, D.C. 20547. For positions in the United States forward your resume to the Interna- tional Personnel Board of Civil Service Examiners, U.S. Civil Service Commission, Washington D.C. 20547.

An Equal Opportunity Employer.

Announcer with 1st phone for C&W format in South. Excellent working conditions, good pay—$600 per month. Phone 703-636-7014 day. 703-647-8949 night. No collect calls.

Immediate opening available for experienced, well qualified maintenance engineer. Brand new system, good job benefits. Reply Chief Engineer, West Point State College, Omeonta, New York.

Announcers—(cont’d)

News oriented announcer with list phone. Send resume and samples for challenging opportunity. Start $125 or better. Box D-69, BROADCASTING.

Midwest university has new opening for radio-TV news director, man or woman, to direct news coverage, write own news copy, prepare radio tape for area in area. Excellent education and experience. Send resume and tape to Box F-58, BROADCASTING.

Average more than $650 per month operating branch studio. Sales and news. Box F-156, BROADCASTING.

Thinking, experienced news reporter, writer and air man for radio-TV five-day week needed before Christmas. Send resume and samples to Doug Sherwin, KGLO, Mason City, Iowa.

Aggressive, well-established, news-minded Department engineer, licensed and experienced, in permanent position. Ideal, mild mountainous climate. Minimum $400 plus car expense. Contact Kenneth Ferguson, Manager, KGPH, Sierra Vista, Arizona. Phone (602) 425-4319.

#1 station, major SW market, has immediate opening for top new man in award winning engineering. Excellent working conditions, salary and fringe benefits. Reply to top News Director, KONO Radio, Box 2338, San Antonio, Texas 78208.

Needed local tape writer and announcer who likes solid small market operation. Live a little, work a lot, busting out your back door. Great future to the right person. Contact Tony Kohl, KIVO, Riverton, Wyoming. Phone 307-606-1110.

News-minded MOR station has opening in men's division. Please write or call for further details. Some experience desired but not essential. Send full resume. WBTB, Batavia, NY.

Production—Programming, Others

Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Box F-120, BROADCASTING.

Copywriter creative. Must be prolific writer and able to handle details of Continuity Department. Samples, salary requirements and references to Manager, 1415 North 23rd, Kansas City, Missouri 64108.

Program Director for good music station. Must excel in production, news, special events and general management. Salary based on experience. Wilson, WJXW, 4900 Eads, Madison Avenue, Hartford, Connecticut.

Hot contemporary independent needs fully experienced promotion-publicity man with knowledge of merchandising. If you are ready to move up to a major sta- tion in a solid complex market. Send resume plus samples of your work to Norman Wign, WIXY, 3000 Euclid Avenue, Cleveland, Ohio.

Copywriter needed for growing station. Experience to train person with the proper background. Send resume, samples and samples copy to Jim Wilson, WJDC, Johnson City, Tennessee 37601.

RADIO

Situations Wanted—Management

Tired of losing money on your FM, AM, or TV station? Management. Excellent working conditions, sales, engineering, programing. Married family man, with experience from the fifth market down, tired of making it for somebody else and looking for an opportunity to own and operate a station. Father of five. Desires no means, would like to move to the West Coast. Site without restrictions. Send resume to Box F-71 BROADCASTING.

Man with 30 years radio experience wants to manage major market station. Box F-48, BROADCASTING.

Promotion minded working manager desires management position on small-market station. Fifteen years all phases radio. Stability means more important than dollars. Box F-165, BROADCASTING.

Promotion manager, still directing, now looking for an opportunity to own and operate. Experience in all production phases, married, has three children. Would like to move to a large market. Box F-165, BROADCASTING.

News—Management—(Cont’d)

Personality conflict forces move. Experi- enced sales manager for new station, market or small group. Strong on sales. Known person, contacts, and experience. Looking for a real challenge, prefer fulfill- ing managerial responsibilities. Currently employed. Box F-185, BROADCASTING.

Manager first phone. Eighteen years experience radio. Desire first managerial position. Presently working in Western states. Box F-148, BROADCASTING.

And now this message about someone to consider as your station manager. You’re looking for increased billings, market acceptance and stability operation. An excellent sales producer, previous management ex- perience, background in all phases of broadcasting. An Innovator in public relations with ideas, enthusiasm and dedication. Presently several years sales same station major market. Box F-220, BROADCASTING.

Sales


Beat the high cost of sales with creative sales management. Box F-151, BROAD- CASTING.

Radio and TV sales Executive is interested in getting back into the field of radio where capable salesmanship can contribute to network growth. Box F-130, BROADCASTING.

Southeast. Sales manager with announcing, play-by-play experience. 33, College, family, and excellent character. Employed. Box F-201, BROADCASTING.

Announcers

Sportscaster. Experienced. All sports, College, family. First phone. Box F-255, BROAD- CASTING.

First phone, minimum experience, maximum ambition, try me! Box F-53, BROAD- CASTING.

A 25 year old with 3 years teaching experience looking for a start in radio. Really enjoys kids and people—will have 3rd class license—available July 1, 1957. Starting salary area second $600—Radio-TV—play-by-play and newscasting experience in college and single. Box F-41, BROADCASTING.

Announcer—Northeast area—beginner —M.O.R.—Broadcast school graduate, 3rd en- try. Call 426-2366 or write Box F-67, BROADCASTING.

I’m the girl you need for a soothing MOR or adult format. 25, snowbird. Grad. Experi- enced. Wheelchair no handicap. Also ex- perienced in traffic, production, copy, news, programing. Box F-197, BROADCASTING.

Third phone DJ, tight board, solid news commercials. Box F-168, BROADCASTING.

Young Negro Disk Jockey available im- mediately. Very good newscaster. Box F-171, BROAD- CASTING.

Experienced Negro air personality 3rd format. Best references. Currently employed WGMT. Seeks fulfillment employment. Box F-79, BROADCASTING.

Attention Florida C&W, first phone an- nouncer, 9 years experience. Country music expert, married, small family. Box F-174, BROADCASTING.

Attention: California, Texas. Too First phone DJ, 18 months experience C&W and news. Available under employer MOR offer. No maintenance. Reply Box F- 175, BROADCASTING.

Beiringer, Swinging personality. Will re- locate. Make third request. Box F-183, BROADCASTING.
Announcers—(cont’d)

Announcer-dj-combo sales—Presently employed, would like to relocate within 150 miles of New York City. Seven years commercial radio experience. Call shows, interviews, live shows, etc. Family man, excellent work habits, background permitted. A-1 references. Box F-185, BROADCASTING.

One year’s experience, college, third, prefer middle format. Box F-184, BROADCASTING.


World’s worst dee-jay!!! Wild-wacky-wonderful. Top 40 tiger with first phone, college degree, experience in tank. Box F-181, BROADCASTING.

Experienced announcer, dj, production, news, college, family, permanent, stable position. Relocate. Box F-192, BROADCASTING.

Young announcer in major market with third ticket, experienced in all phases, available around July first for creative organization. Strongest point production, minded sales. Top 40, please specify format first letter. Box F-184, BROADCASTING.

Michigan wanted. Ist phone, Negro. Experienced MOR. Top 40. Box F-206, BROADCASTING.

Top 40 first phone, 20, 2 years experience, prefer Florida, available now. Box F-209, BROADCASTING.

Baseball broadcaster for summer league. Have tape, Major league references. Box F-193, BROADCASTING.

Top 40. Only First phone DJ, with crisp bright sound, draft free, large-major-mart. Box F-221, BROADCASTING.

C&W announcer, 10 years experience in all phases of C&W music. Family man. Would like permanent home with a team-work attitude. Box F-224, BROADCASTING.

DJ announcer—single, college graduate, draft exempt. Top 40. Strong newsmen. Aggressive salesman! Dependable, ambitious, personable, excellent appearance . . . 3rd endorsed, will re- locate. Some experience—a lot of desire. Box F-225, BROADCASTING.


Young, bright, ambitious service exempt top 40 announcer. 3 years experience. Anxious to add life and zip to your staff. Phone Doug Bryan, (215) 205-3262 or write: DJ, Bryan, Box 14, Douglassville, Penna. 19516.

1st phone announcer looking for a good MOR or MOR/W. Will relocate. Must settle down with. Nature voice 2½ yrs. Ex. TV and radio. Will work farm, army, or as chief. $150.00. 317-362-2279. 12 pm to 5 pm.

Young, endorsed, broadcast school grad. wants chance to learn with you; can’t learn in present job. Do music, news anywhere—make offer. 23 Wheatfield Drive. Wilmington, Delaware, (302) 478-4767.


DJ-announcer-newscaster. Broadcast school graduate, third phone, Seeking first position, will relocate. Mike Gallacher after six 213- 284-1536.

TECHNICAL

Engineer, new chief of 5kw directional station in Virginia. More than twenty years experience in construction and administrative engineering. Desire position of station manager over 50 kw station. Location is secondary to opportunity available. Box F-77, BROADCASTING.

Technical

Experienced first year engineering of chief’s position preferably West Coast, Box F-103, BROADCASTING.

Self-study got first phone. Combo experienced, ask about grant exempt. Box F-181, BROADCASTING.


Northwest or Rocky Mountain area. Re- triring military man, prefers to maintain ex- perience. First phone. Available August 15. P. O. Box 66, Billings, Montana.


NEWS

News Director Material. Can build department from bottom. $11,000 min. Box F-59, BROADCASTING.

News Director Midwest desires to rejoin radio news field after metropolitan newspaper experience at a year at one of Midwest’s oldest 5000 watt stations. Box F-157, BROADCASTING.

Award winning newswoman now with network O & O wishes to relocate before July 15th, preferably on the West Coast. Male or female. Box F-182, BROADCASTING.

News director. Eighteen years experience. All phases radio, first phone. Prefer Western states. AAU, overseas. Box F-197, BROADCASTING.


Experienced newswoman available for six months to August 15. Box F-214, BROADCASTING.

Authoritative, experienced, dependable, creative thinker. Will relocate. Box F-217, BROADCASTING.

Production—Programming, Others

Farm director with ten years experience available immediately. Department discon- tinued. Excellent references. Box F-73, BROADCASTING.

Program Director 1st phone, Top 40. Draft exempt, married, 4 years experience, consider all. Very ambitious. Box F-188, BROADCASTING.

Jamaica Farewell! Eight wonderful years in the island of wood and water but the little woman yearns for those stateside super- markets. No snow and ice for us so it has to be F 20 kms. 20 years in the business says I’m the PD you need to boost those ratings Radio or TV—you want it, I’ve done it — but please no Top 40 deals. Box F-163, BROADCASTING.

Box jack, first ticket, ten years experience. Good references. Family, PD, production work, copy, interested. Swinger. Box F-156, BROADCASTING.

Knowledgeable, well-seasoned top 40 pro air performer could be in your market, if you’re in the market for a mature “yet youthful” pro with proven ability and impressive track record! Grass-roots-up background . . . experience-over 11 years, small market and group operations. And always interested in top positions and or studio operation and maintenance. Liberal fringe benefits at grow- ing organization. Box F-195, BROADCASTING.

I’m a major market air personality, but I’m not concerned about it. I’ll consider mediums, too. Background includes PD TV, copy, production, traffic veteran, 29. moves in extreme northeast. Box F-186, BROADCASTING.

WANTED

With 20 years experience as a radio announcer, possible sale, station manager or sales manager to work anytime. Will relocate. Box F-202, BROADCASTING.

Box F-163, BROADCASTING.

First phone program director, personalty, any format, available now. Box F-183, BROADCASTING.

Colleges grad with third endorsed, excellent references and major market experience producing and moderating interview pro- grams, in conjunction with producing pub- lic affairs programs. Box F-203, BROADCASTING.

TELEVISION—Help Wanted

Management

Expanding CATV system in Florida looking for one experienced and enthusiastic Salesman to handle all new and existing accounts. Requires good salesmanship, ability to close sales, basic knowledge of sales techniques. Good opportunity for experienced Salesmen with 2-3 years experience in CATV. Excellent benefits. Box F-165, BROADCASTING.

Network affiliated TV station, east coast,寻找 able and dedicated Salesman to handle all new and existing accounts. Requires good salesmanship, ability to close sales, basic knowledge of sales techniques. Requires at least 2-3 years experience in CATV. Excellent benefits. Box F-165, BROADCASTING.

Network affiliated TV station, east coast,寻找 able and dedicated Salesman to handle all new and existing accounts. Requires good salesmanship, ability to close sales, basic knowledge of sales techniques. Requires at least 2-3 years experience in CATV. Excellent benefits. Box F-165, BROADCASTING.

Sales

Network affiliated TV station, east coast,寻找 able and dedicated Salesman to handle all new and existing accounts. Requires good salesmanship, ability to close sales, basic knowledge of sales techniques. Requires at least 2-3 years experience in CATV. Excellent benefits. Box F-165, BROADCASTING.

Announcers

Sports director for Midwest television station, a fulltime position for an experienced announcer. Position is with a major metropolitan area television station. Requires a minimum of 4 years experience in television, preferably a market manager or general manager for a television station. Salary and expected starting salary range to Box F-13, BROADCASTING.

Announcers-director. Leading southern station with most major market stations for operations. Will provide fulltime position, with or without experience. Permanent position. Complete resume to Box F-209, BROADCASTING.

Midwest market TV needs 1st phone an- nouncer for operations. With or without experience. Permanent position. Complete resume to Box F-223, BROADCASTING.

Television engineer wanted with experience in video tape and studio operation and maintenance. Liberal fringe.求 ting ETV center in Southwest. Position avail- able immediate. Contact: Chief Engineer, KAET-TV, Arizona State Uni- versity, Tempe, Arizona 85281.

Engineering supervisor needed for expanding 14 year old VHF facility. Television maintenance technicians considered. For- ward resume to: Ken Kendall-WATR, In- corporated-Waterbury, Connecticut.


Immediate need for experienced video engineer capable of assuming responsibility of Studio supervisor in full color VHF opera- tions. Must be familiar with CATV envi- ronment. Contact Chief Engineer WJB-F, Aspen, Colo.

First phone engineer for central VHF mar- ket station. Contact Chief Engineer, WJUC-TV, 112 S. Main, Marion, Indiana 46952.

Major midwest color equipped, 2 station ETV operation needs studio transmitter and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer WMBS/WMTV, 1015 N. 4th St., Milwaukee, Wisconsin 53203, 414-271-3451.

Looking for experience. Live color, color VTR and color film with new modern equip- ment. WREX-TV, Rockford, Ill. has an opening for a color camera engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

NEWS

Thinking, experienced news reporter. writer and air man for radio-TV five day week position before August 15th. Contact Doug Sherwin, KGLO-TV, Mason City, Iowa.

Young man to be assistant news director for University-owned television station. Re- quires sound news judgment, ability to air late evening newscast, some reporting and film work, supervise students. Excellent communication skills. Requires a bachelors degree in communications from a leading School of Journalism. Send complete resume and sound film clip or still photos to Box F-255, BROADCASTING. Reply to: Rod Gelatt, News Director, KOMU-TV, Columbia, Missouri 65201.
NEWS—(Cont’d)


Production—Programming, Others

Group-owned VHF seeking Promotion Manager who has demonstrable creativity in sales and promotion. Must be most desirable position with a highly regarded station—first and foremost in the market—offering an excellent future. Send recent resume and exact days of work to Box F-158. BROADCASTING.

Two television instructors to teach all phases of production including film and perp. personnel. College level. Full time. Begin September. Minimum requirements: Bachelor’s degree and professional experience. Boston. Send complete resume and salary requirements. Box F-207. BROADCASTING.

Promotion manager needed immediately. Familiarity with print layout and production techniques a must. Most important is strong desire to join a dynamic community. Primary network affiliate. We’re in the business and would prefer that you were too. Box F-216. BROADCASTING.

Producer/Director full time independent TV station in major Eastern market with heavy live show configuration. Creative challenge to aggressive man, experienced in all phases of production and directing. Complete production control requires own voice. Based on imaginative commercials, but must be able to produce direct commercials and remotes. Rush audition tape and complete résumé to Box F-252. BROADCASTING.

Art Director for TV station in Nation’s Capital. Head up our well-equipped and functioning art/photo department, with no ceilings to your creative talent. You will be responsible for station’s entire graphic look, including logo, station’s portfolio and resume to Box F-252. BROADCASTING.

Immediate opening for producer director at new UHF station. Must have at least 5 years experience in all phases of television production and direction. Write: John Clark, WKTR-TV, 1280 East Strooo Road, Kettering, Ohio 45429.

Milwaukee ETV stations, WMVS/WMYT, have immediate opening for experienced, creative TV producer-director. College degree required. All production facilities, fully color capable, remote unit, film unit. Excellent opportunity for creative director and professional growth. Write or call Oto Schwall, 1915 North 6th Street, Milwaukee, Wisconsin.

TELEVISION

Situations Wanted—Management

General Manager for small to medium market television or TV Radio 26 years broad- casting experience. All phases wanted. Attached are 4 detailed resume and references on request. Box F-202. BROADCASTING.

General sales manager—Experienced to top market aggressive station as general sales manager and promotion manager. salesman, sales promotion man- ager and traffic manager. Knows all phases of sales administration and strong in both local and national sales. Looking for “the” opportunity. Box F-159. BROADCASTING.

Sales

Heat the high cost of sales with creative salary management. Box F-159. BROADCASTING.

Technical

Present TV sales, chief, Desire Chief, asst. chief, chief, or equivalent in industry. 16 years experience all phases. Minimum, salary $10,000. Box F-201. BROADCASTING.

NEWS

Experienced newscaster, photographer, TV, and radio. Experienced VHF News Director assignment. Professional. Box F-199. BROADCASTING.

Nine years in news, five years in major state capitol position including time to direct your new department with stress on hard hitting investigative local news. Box F-295. BROADCASTING.

Newman thoroughly experienced, on air and otherwise individually and collectively in major market. Box F-295. BROADCASTING.

Film writer and producer searching for an intriguing assignment. Ten years experience in television producing. Previous background in theatre and playwriting. Box F-154. BROADCASTING.

Director—Set up new or re- vamp old operation. 10 years experience. Box F-196. BROADCASTING.

WANTED TO BUY—Equipment

We used, 200, 500, 1 kw & 10 kw AM transmitters. No junk! Guarantee Radio Supply Corp., 1314 Rutland St., Laredo, Texas 78046.

Wanted: FM equipment...12 volts. For use in cars for remote pickup. To be used on IS0.55 min. prefers transistorized equipment but with magazine type in good condition. Contact Jim Johnson, CE, WHIC, West Palm Beach, Fla.

FOR SALE—Equipment

television radio transmitters, monitors, broadcast cameras, Electromand, 300 Columbus Ave. N.Y.C.


6 Bay RCA turntable on channel 9, 6 bay RCA turntable on channel 1800 ft. of 3½ coax line with dual handers. 2000 Mc. microphone equipment. Box E-570. BROADCASTING.

For sale: three GE 4PEACL-3' O. portable camera chains; new L.O. tubes under 30 hours each, various lenses if desired. $5,000 each including monitoring and cable. Contact William Woods, Director-Engineering, WTTW-TV, 5400 N. Louis Ave., Chicago, III. PH: 312/563-5000.

Schafer audio 600, Six decks and disc, $4900. Sounds good, never used, makes $2000. Complete, KAPT, 212 High Street, N. E., Salem, Oregon.

Highest bid takes a 370 foot Blaw-Knox self-supporting lattice on complete with lighting and Austin Rinx transmitter. Available September. Buyer must remove. Estimated cost of removal $1,500. Contact Lam, Chief Engineer, KRS, KPRO, Riverside, California 92501.

2 RCA TK-40 cameras complete with lenses, pedestals, TM 6 monitors and housing. Excellent condition. $19,000.00. R. Lauth, WHTC, TV, Dayton, Ohio.

Two, three year old TK-80's mnt condition. Complete except pedestal. Very reasonable. Call 316-345-8021 or write Dave Hauzer, WOCD Broadcast Centre, 805 Brady, Davenport, lowa 52801.

3-200 ft. saltwater angle iron AM broadcast towers, complete with two Austin transformers. Knocked down. Will erect or ship. T. L. Dage, Towerjack, Co., Inc., Box 302, Pasadena, Tex. 77051-GR 7-3400.

2 Gates CB 515 tunable with 2 Gates MB 5243 preamps, a 20 City 2016* arms with GE VN II cartridge. 1 Gateaway audio con- trols MB2S/3, PM fitted. Tuned to 89.3 mc with de- lows. Phone Frances M. Davis, New York, N. Y. 363-4551 extention 252.

Two modified RCA TK-40A color camera chains in working condition. Exceptional value. Machine shows few signs of use. Box F-311, Tampa, Florida 33609, or phone area 813-523-0449, Tampa.

FOR SALE—Equipment—(Cont’d)

Five channel McKenzie plays back unit and McKenzie record amplifier and approxi- mately 50 cartridges, no cover plate, in- stminated A-1 shape. First check for $525.00 takes it. Rob Randall, BWDN, Phoenix.

2 kw FM GT-Stroenne transmitter (Model PT-3A) Excellent condition, now in use. Best offer over $30,000.00. WR, Wilmington, Del. (302) 475-4000.

Bargain. ITA AC-A console just removed from service. Complete with plug-in amplifiers. Power supply, and no books. Ideal recording studio or control room. Jimmy Knorr, WKBL, St. Mary’s, Pa. 15857.

KRS tape cartridge system complete with remote and speakers, $100. Box F-313. STEREO/HF/RF record/playback plus 200 KRS tape. Call Box F-313, WQV, CAST-forward feature. $785.00 Sparta Electronic Corp., Box 59368, Sacramento, Cal. 95828 (914) 383-5333.

MISCELLANEOUS

36,000 Professional Lines Tri-Linear high signal service featuring Directcom long range introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejay! 6000 classified gag lines, $5.00. Complimentary free catalog to get Grinn, Boyer Rd., Maripos, Cal. 93538.


Call letter auto plates, studio banners, bung- er strips, etc.—Broadcast Services, Box 85, Omaha. Call Bill Cotton, 402-391-9111.

30 minute quickie tape. Sexy gal-voices. $10, Davis Enterprises, P.O. 961, Lexington, Kentucky 40502.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in “Broadcast Comedy” catalog. Write: Show-Biz Comedy Service—733 East 26th St., N.Y.C. 37, N. Y.

Wanted: Steady source informational misc. material for broadcast. Must be brief. No handouts please! Box F-294.

DEEJAYS! Just out... "Gag Digest," rocks for Jocks. Over ten years exclusive gag service DJs only. Launy issue $4.00 plus free lists. Morris, Box 1234, Eureka, Calif. 95501.

INSTRUCTIONS


Elkins is the nation’s largest and most re- spected pioneer in radio and television training. Complete course in six weeks. Fully approved for Veteran’s Training. Allied Schools, 2603 Inwood Road, Dallas, Texas 75225.


Announcing, programming, production, newscast- ing, news directoring, sales, promotion, and all phases of Radio and TV broadcasting. All taught by highly qualified professionals. The nation’s newest, finest and most complete facilities teaching our own in-house curriculum—KETR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75225.

The Masters, Elkins Radio License School of Atlanta, offers B.S. degrees in both of all First Class License schools. Hurry—Not enough seats. Few more seats. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.
INSTRUCTIONS—(Con'd)


Received 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for July 27, October 13 and December 1. Write for free information, references and reservations. Write William B. Ogden Radio Operator's Training School, 9273 Warner Avenue, Houston Beach, California 90724. (Closed to Burbank, California).

"Warning" accept no substitute. RE 18 in—success—guarantee—lowest tuition—highest reliability of all five 60 week schools. FCC 1st class license in five (5) weeks. Tuition $250. Rooms and apartments $100-115 per week. Over 96% of REI graduates pass the FCC exams. Classes begin June 26—July 31—Aug. 5—Oct. 6. Write Radio Engineering Institute, 1339 Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE, Box F-663, New Orleans, for radio announcing careers.

New York City’s only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran and ex-service persons are especially welcomed by N. Y. State Contact Announcer Training Studios, 22 W. 63rd St., New York, N. Y. 0-3624.

Your 1st Class License in six weeks or less at America’s foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1927). Make your reservation now for our Accelerated Theory class August 7. Most experienced personalized instruction and methods. Lowest-cost-fittest accommodations available close to New York. Write: Don Martin School, 1603 N. Cherokee, Hollywood, Calif. (213) 866-2291.

RADIO

Help Wanted—Management

Station Manager

Christian station established and profitable in major mid-west market (top 5) has immediate opening. Manager qualifications will require proven sales ability. Top salary, benefits, unlimited commission incentive. Station is member of well-established chain. All replies confidential.

Box F-142, Broadcasting.

Sales

Radio Syndication with

BIG NAME PERSONALITIES

Sales reps—individuals or organizations needed in several territories. New portfolio—Fresh material—Talk format. Add to your properties. Excellent compensation.

Box F-98, Broadcasting.

TELEVISION—Help Wanted

Technical

Engineer Director

for CHAIN OF STATIONS seeks greater challenge. Experience in AM, FM, Directional remote pick-up, all types construction-maintenance & proofs. Also, any type air-work if need arises. 14 yrs. experience. $15,500 min.

Box F-211, Broadcasting.

WANTED TO BUY—Stations

Announcers

MAJOR WEST

COAST AM

needs topflight afternoon drive time personality. Rush tape and resume.

Box F-227, Broadcasting.

Situations Wanted

TELEVISION PRODUCTION SPECIALIST

TV Director or AD in production of live and recorded television programs for informational and educational purposes. Beginning Salaries: $7000 per annum. Liberal benefits, excellent career opportunities.

Requirements: 5 years experience in fields of movie, television, or audio-visual communication, or experience in any combination of these fields that demonstrates ability to perform the duties of this position.

Write: Civilian Personnel Office, Meyer Hall Team, Fort Monmouth, N. J. 07703 Call: Mrs. Ruth Wilks, Area Code 201-313-2146

TELEVISION—Situations Wanted

Production—Programming, Others

TELEVISION PRODUCTION SPECIALIST

Production—Programming, Others

AVAILABLE

A major talent. Seven excellent years as host-producer of most successful TV morning show in the country on number one station in top media market. In TV since '38. Thoroughly capable MC, interviewer, background personality, and puppeteer, musician. Wants new challenge in sales, personnel, diversified and professional demands.

Box F-104, Broadcasting.

BUSINESS OPPORTUNITY

Franchise Distributorships

for Seeburg Background Music Systems

Leading U. S. manufacturers, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and automation systems. Manufacturers backs your operation with factory field engineering service, selling aids, national advertising. His expertise, you work with to help assure your success. For personal executive interview:

Seeburg Music Library
1500 N. Dayton Street
Chicago, Ill. 60622

RADIO STATION

Experienced broadcasters seek property up to $500,000. Good suburban facility acceptable. Any area but Southeast. Can act quickly.

Box F-213, Broadcasting.
**FOR SALE**

San Francisco Bay Area
STEREO FM
STATION
REACHING A POPULATION OF OVER 1,000,000 PEOPLE
Box F-154, Broadcasting.

Northern California
Full time single station market. Abetsee owned. Asking $150,680, but owner wants offer. Low down payment.
Box F-229, Broadcasting.

**FOR SALE**


**FOR SALE**

Calif., N. E. 2 Full Time $130,000. Current owners: John Fine, 50%,IRCLE and Lillian L. Atkins (each 25% before, none after). Principal: Mr. Butler will be president and vice president and general manager of WUXK. Ann. June 14.

**FOR SALE**

BROADCASTING, June 19, 1967. Laser, Inc., Portland, Ore., is now the owner of WUXK. Laser is a subsidiary of WUXK Broadcasting Co., which is owned by WUXK Broadcasting Co., Inc., licensed to WUXK Broadcasting Co., Inc., of Portland, Ore. Laser, Inc., is 50% owner of WUXK Broadcasting Co., Inc., of Portland, Ore., and WUXK Broadcasting Co., Inc., of Portland, Ore., is 50% owner of Laser Broadcasting Co., Inc., of Portland, Ore.

**FOR SALE**

LARSON, INC., 438 S. Belleview Ave., Chicago, Ill., is offering for sale its interest in WUXK, for $275,000. Current owners: John Fine, 50%, Lillian L. Atkins (each 25% before, none after). Principal: Mr. Butler will be president and vice president and general manager of WUXK. Ann. June 14.

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WCHC West Chester, Pa.-Seekers assign.

ments license from Frank A. Robinson Jr.

ly, to Robin Broadcasting Co. president,

Frank A. Robinson Jr. (100%). Incorporation.

No. 72552, has applied for CATV franchise.


ment of WAFT-FM Florence, S.C. Principals:

Rovian of Florence Inc. Principals: Rovian

Telecommunications Inc. is applicant for CP

for new television in Macon, Ga. This appli-

cation has been denied, but a new application

was decided to establish new corporation to

operate. The city would be separate from existing

company. Rovian is holding P. W. Macon, Robert Heit,


KJKY Webster City, Ia.-Seeks transfer of

control from Clinton D. Mc-

Kinningham, to W. Paul Enagel and

Daniel and Clinton Dan McKinnon (both 80%)

before. Mrs. Mildred McKinnon is already tech-

nically from Mr. McKinnon to himself and his

parents. Stockholders are Harold Garfield, Bernard Weinberg, Gloria Deve-

reil and James T. Smeal (not a broadcast


WKY Artists, Va.-Seeks assign.

ment of CP from Blue Ridge Broadcasting

Co., to Radio Blue Ridge Inc. Principals:

Willie M. Miller (9%), James W. Hinkle, Sr.

(12%), and Donald W. Miller (43%) before,

95% after and J. E. Scott (5%). Mr. W. D.

Hinkle to buy 25,000 shares of stock to hold this


KCCN Honolulu—Bureau grants-

ed transfer of control from Perry W. Carle

et al, to David Fine Inc. (d. as Jall Corp.

Corporals): Al Lapol Jr., president (47%),

Paul Fine, president (30%), and Gayn

et al. Mr. Lapol is president and director of

restaurant and franchising corporate

vestment company partner and president

and treasurer of Central Systems Inc.,

service organization for Lapou. Mr. Fine is

attorney, chairman of board, and director

of Central Systems Inc. Mr. Lapol is president,

director and 31.5% of franchise. Mr. Fine is

director and 20% of franchise for KHP-TV

Broadcast Bureau permittee of KHP-TV

Station, Inc. permission of KBP-TV Jackson-

ville, Fla, has 10% interest in WCN Miami

which he is in process of transferring to

Mrs. Norma Fine, wife of David who has

5% interest. Mrs. Fine is shareholder of American Telecasters Inc., per-

mittee of KHP-TV Station Inc., president, director and 31.5% stockholder in Marbo

Broadcasting Corp., licensee of KHP-TV Station Inc., applicant for new TV in Aurora; I, and

president and stockholder in franchise in Havreuburn Broadcasting Inc., which has

new TV in Minneapolis. Considera-

tion $19,710 plus assumption of obligations.


KJKY Webster City, Ia.-Seeks granted

assignment of license from Triang TV

Broadcasters Inc. (100%) to J. Alvin

Principal: Robert E. Shaw, president and Ben-

jamin T. Shaw, Jr. (100%). National

Corp. Indirect relationship with Web-

ber City TV Franchise Bureau. Mr. Shaw has

a retail store and newspaper. Mr. E. and Benjamin Shaw are trustees.

They are co-trustees of Mable S. Shaw trust

which holds 100% of voting stock of B. H. F. Shaw Printing Co., which is 89% owner of


WHLN Harlan, Ky.—FCC granted transfer

control of Radio Harlan Inc. from J. Frac-

cuss, Inc., to James T. Morgan, trustee.

Stock transfer (85%). Principal: Mr. Morgan

is vice president and director of Triner Inc.

licensee of WFLY Richmond, Ky., which

has an application on file for sale of license

to Henkin Inc, under a contract for sale of

of Harlan CATV, closed circuit television in Harlan; director of retail

store, furniture and warehouse. Mr. J. Henkin

is vice president and director of Radio Harlan Inc. Action

June 14.

WKY Richmond, Ky.—FCC granted as-

signment of license to Henkin Inc. for $200,000. Principals:

Fred (40%) Jean (10%) and Clyde Hensley

(50%) and Gladys (15%) Kincer. Mr. Clyde

Hensley is president of coal com-

panies, farm and apartment rentals, with

interest in Five Star, Inc., partnership with

daughter Jean. Mr. Fred Hensley is associate accountan

and owner of apartment house. Mr. Arnold

Kincer owns grocery store and coal land.

Kincer is costumers. Action June 14.

WHPS(FM) Bethesda, Md.—Broadcast

Bureau granted a license to Frank and

P. Graham, Inc. from George G. In-

cumbent licensee of WAMX-FM 107.1.


Hollister, Calif.—Video Communications

Inc. has applied for CATV franchise.

Installation and monthly service charges

would be $15. Minimum annual gross

service charge would be $20 and $5 respectively.

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would be $15. Minimum annual gross

service charge would be $20 and $5 respectively.

Olathe, Kan.—Dr. Marvin E. Wolfe, Ola-

thean optometrist, has applied for a franchise.

City would receive 5% of the annual gross

revenue. Minimum service charge would be $15 and $5, respectively.

Lee, Mass.—High Fidelity Cable Co.,

Great Barrington, has been granted a fran-

chise. Pittsburgh, Pennsylvania, Pittsad, Mass., had also applied.

Salem, Mass.—New Shore Cable

Corporation has applied for a franchise.

St. Louis, Mo.—Continental Transmis-

sion Corporation, wholly owned subsidiary of Continental Telephone Corp. (multi-

plicate CATV service franchise) has plans to

acquire North Central Virginia’s systems in Ely and Pippin. Price was not disclosed. The systems serve over 1,000

subscribers. The takeover date is June 30. Continental Transmission Corporation now operates 13 CATV systems in five

states.

Somerset, N. J.—Jersey Cable & Commu-

necisions Inc. has applied for a franchise. Monthly service charge would range from $4 to $5.

Woodbury, N. J.—Town council canceled

ordinance permitting operation of Better TV of Orange County, Monroe.

Woodstown, N. J.—The borough council

approved an ordinance permitting operation of CATV system. Franchise holder would have to pay annual fee for

1967 of $50 or 5% of holder’s annual gross

revenue. Installation fee and monthly serv-

ice charge are $25 and $4 to $5 respectively.

DeWitt, N. Y.—New Channels Corp., sub-

sidiary of Newhouse Communications, and

General Electric CATV 1967 both multiple

CATV owners have each applied for a fran-

chise. New Channels Corp. would offer the

town 5% of annual gross revenues, exclu-

sive of monthly service fees. Minimum service charge would be $15 for a 17 channel system. General Electric CATV 1967 would offer the

5% of the annual installation fee and monthly service charge for $17 and $4 respectively. General Electric CATV 1967 would offer the

5% of annual gross revenue, exclusive of monthly service charge for $17 and $4 respectively. General Electric CATV 1967 would offer the

5% of annual gross revenue, exclusive of monthly service charge for $17 and $4 respectively.

Highland Falls, N. Y.—J. C. Cablevision,

Roughapekstein, N. Y. has applied for a franchise. Installation fee and monthly service

charge would be $20 and $5 respectively.

Lawton, Okla.—Lawton Enterprises Inc. has applied for a franchise. Installation fee and

monthly service charge would be $20 and $5 respectively.

Huntington, W. Va.—The city council is

planning to hold hearings until June 30 to

consider the minimum of five commercial channels and one community channel allowed for installation and monthly service

charge of $5 and $3 respectively. The franchise

would run for 15 years.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community

antenna television reported to

BROADCASTING, through June 14. Re-

ports include applications for permission to

install and operate CATV, grants of CATV franchises and sales of

existing installations.

Indicates franchise has been granted.

Sierra Vista, Ariz.—Sierra Vista Community

Antenna Television Co. has been granted a franchise in a special election by

a vote of 434 to 236.

Hanford, Calif.—Central Valley Cable TV

Corp. has applied for CATV franchise.

Installation and monthly service charges

would be $10 and $5 respectively. City would receive about 5% of the annual gross revenue the first two years

and 15% thereafter.

Rolls, Calif.—Video Communications

Inc. has applied for CATV franchise. The system would carry channels from San Francisco, San Jose and Salinas, and

would be carried by the system.

Laramie, Colo.—Mountain States Video

Inc. has applied for CATV franchise to serve Littletone, Cherry Hills, Aurora, Green-

wood Village, and Glendale, all Colorado. A minimum of 16 channels would be carried by the system. Initial annual license fee would be for exclusive use of public

space. City of Laramie, Laramie, W. B., and

Glendale, has also applied for a franchise.

Albany, Iowa—Citizens approved a 10-

year franchise for United Transmission Inc.
When Don Tragesser arrived in Boston, having just joined CBS Radio as a vice president and taking the post of general manager of the network's WEEI-AM-FM, his immediate job was to fill a half-hour slot immediately following Boston's Yawkey's pre-game show into the station around from a position hovering around fifth or sixth in the market to second, or even first.

Nice work if you can do it. Don Tragesser—with a lot of help, he insists—did it. But the kind of help he got didn't include a detailed set of directions. Perhaps if it had been all spelled out it wouldn't have worked. Perhaps, he thinks, the best kind of help he got from CBS was a rule book, so to speak, with blank pages. He wrote his own ticket as he went along, with a revised staff helping to fill in the blanks, and the station which years ago had been dominant in the market until it began to slip badly, hit the comeback trail. Within two years of Mr. Tragesser's arrival from KDKA Pittsburgh in September 1963 he could lay claim to the market's number-two spot, and his promotion staff is now spreading the word that "for the third consecutive rating period (April-May Hooper total rated time periods), WEEI is number one."

Getting Started • It took Don Tragesser several months to get his bearings in Boston, but by January 1964 his compass began to settle down and point consistently in one direction. In that month he gained a program director he had worked with in Pittsburgh, Dominic Quinn, whom he now characterizes as "one of the best in the business." And he moved a former reporter, Paul Benzaquin, who had been vegetating in another slot, to a vacancy on a struggling afternoon talk show.

The format's freedom and Mr. Benzaquin's articulate exploitation of the area's affluence for free-swerving opinion and controversy proved to be just what WEEI needed. The show's appeal soon registered in the ratings and before the year was out Messrs. Tragesser and Quinn had doubled the program's length to four hours and scored a number-one Pulse for the time period.

Pragmatically determined to follow any promising lead, Mr. Tragesser recruited another colleague from Pittsburgh to do a four-hour evening telephone-talk show and bridged the gap between it and the Benzaquin afternoon open-forum slot with a straight-hour-and-a-half news program—which the station claims was a first for Boston.

Still following the ratings payoff, the station then took what Mr. Tragesser calls his greatest programming gamble: the decision to round out the schedule and go all-talk with news and features in the morning. Currently WEEI is airing more than 18 hours of talk programming daily.

From the beginning, Mr. Tragesser insisted "that no one has a monopoly on brains." Out of weekly no-holds-barred conferences with the staff came the evolution of WEEI's talk-show methodology. Feedback comes from listeners, the weekly meetings and correlations between topics discussed and busy-signal counts. Generally, issues are news-oriented, not personal, and a conscious effort is made to direct discussions to topics that engage younger audiences.

A strong editorializing policy fits right in with the station's new sound. Serving what he describes as a "political community," he took the first opportunity that came along to endorse candidates in a major election. When he announced his intention to do so, he found that even the idea was controversial (and still is, as broadcasters who watch Congress are well aware). But 60% of the station's callers favored the action.

Taking the plunge, he gave WEEI's support to four state and federal candidates. At this point he heard from another critic—John W. McCormack (D-Mass.), Speaker of the U.S. House of Representatives, who promptly called to complain about the station's taking sides in a contest involving the Speaker's nephew. WEEI was backing the nephew's opponent.

When the votes were in, however, he found that while the station could not help making enemies by taking sides, it had also added to its roster of friends in high places. The four candidates endorsed by the station were elected.

For all his success with talk programming, Mr. Tragesser got his start in radio because of music. When in high school he had his own orchestra (his instrument was the guitar). During the war years his interest in music led him to part-time work on KQV Pittsburgh.

Steady Rise • After high-school graduation he switched to full time with KQV as producer and salesman while attending college part time.

He joined KDKA as an account executive in 1952, while continuing his studies, and stayed with the Westinghouse outlet until leaving for Boston in 1963. Before joining WEEI, he found time to complete executive training at the Columbia University Graduate School of Business.

Even though his station is now talk oriented—and his prediction is that "news and information will become the primary role of radio"—he retains his early interest in music. Another hobby is reading. But WEEI, he says, comes first. Mr. Tragesser is himself an influential member of WEEI's audience and he keeps a telephone in his car to contact the station when he hears something that needs attention.

Steady attention and willingness to innovate are Don Tragesser's two keys to station management. "Radio changes," is how he sums it all up, "and WEEI didn't change with it. That's why it got in trouble." And although he is on record that "WEEI is now committed to talk radio," he also says he'd "drop it tomorrow if something better comes along."
EDITORIALS

Red Lion, red flag

The U.S. appellate court made it clear last week that broadcasters—most of them—must either resign themselves to a future of diminishing stature or organize themselves for a decisive attack on the government's fairness doctrine. In declaring the doctrine to be constitutional, the appellate court has as much as told the FCC to go on intriguing deeper and deeper into the programming and advertising policies of radio and television. No broadcaster should delude himself into thinking that the WOCA Red Lion, Pa., appeal is a minor case involving only a non-establishment station in an obscure town. It is a case that affects every broadcaster.

It is also a case that affects a good many broadcast advertisers, including some of the biggest, because it affirms the constitutionality of a doctrine that the FCC had applied only 11 days before to rule that cigarette advertising is a controversial issue deserving of opposing comment in the air. An extension of that logic to other products widely advertised on radio and television is inevitable unless the FCC's ruling on cigarettes and the court's ruling on the Red Lion appeal are somehow undone.

But it is not cigarette advertising alone, or the prospects of effects on other advertising, that ought to trouble broadcasters in considering these recent events. As now interpreted, the fairness doctrine can be applied to anything presented on the air, as long as it is judged to be controversial. Few things worth mentioning at all are without at least some element of controversy.

These issues are too vital to the whole broadcasting structure to be left to piecemeal attack. Stations of all classes and networks of all conditions are equally threatened. They must unite within the one organization representing all elements, the National Association of Broadcasters, into a coordinated force. They must agree to supply the leadership, the money and the patience to fight the fairness doctrine to its finish.

Anything less than a sustained effort, conducted by the most skilled counsel obtainable, dooms broadcasting to progressive enfeeblement.

Blanket coverage

The monumental job that broadcasting has done, and continues to do, in coverage of the crisis in the Middle East may never be fully evaluated. It represents a combination of personal and corporate commitment, courage and sacrifice seldom undertaken by any news medium.

One U.S. newsmen, Ted Yates of NBC, who was an eminently good one, lost his life. Countless others risked death or injury to get the war story out. Editors, reporters, analysts and technicians put it all together superbly in both regular newscasts and specials. And management pre-empted not only whatever time was needed for the specials but also infinitely longer periods for running coverage of the United Nations Security Council debates on the issue.

It is not easy to keep an accurate count of the pre-empted hours, much less find out what the pre-emption losses will amount to. At the middle of last week the best estimates indicated that the television networks alone had pre-empted more than 130 hours of regular programming since the crisis began to heat up on May 24. Forgetting the considerable out-of-pocket costs of covering the war, the pre-emption losses will necessarily run deep into the millions of dollars, and to these must be added the stations' losses in both network compensation and spot sales.

What has all this investment bought? Most important, it unquestionably has produced a public awareness and understanding of the events and issues unsurpassed in the history of international troubles. Secondly, but not unimportantly, it has raised broadcasting's and especially television's stature, and we would like to think—but do not much expect—that those who habitually criticize TV programs will remember, for once, that it was the Beverly Hillbillies, the Peyton Places and the Tarzans that made it all possible.

Commercial TV's performance may also suggest some questions for the forward thinkers of noncommercial TV. It may even suggest some answers. If we read them correctly, this is the sort of coverage that leaders of the Ford Foundation-endowed Public Broadcast Laboratory would like to have PBL produce on such occasions. Surely it is clear now that noncommercial TV could not do a better job, even if it had the money. And since merely trying to duplicate the effort would be wasteful, perhaps noncommercial television should start thinking more about ways to complement and supplement commercial TV coverage, and forget trying to compete with it.

Biting the hand

Admiral, the set manufacturing concern that has had more ups and downs than most, is playing the headlines by pompously announcing that it won't use television this season because it is disappointed in programming.

We imagine networks and stations will survive. The question is whether Admiral, which almost went down the drain some years ago, can.

Instead of its grandiose "press" conference announcement at Las Vegas (an appropriate locale for a gamble), Admiral might have arranged to underwrite a few high-quality specials, or pick its vehicles by investing in national spot. After all, without programs, good or not so good, Admiral would be selling furniture, not sets.

Admiral's advertising people may be experts in merchandising. But station people, from page boys to presidents, are set "experts" in the eyes of the buying public. What will they say when asked: "What kind of color set should I buy?"

Admiral's 1967-68 campaign probably will be remembered in marketing history as Ross D. Siragusa's folly.
Television excellence reflects this land of

initiative

In 1933, Oklahoma's famous Wiley Post set a record for a 'round-the-world flight ... demonstrating his individual initiative to promulgate progress.

Aviation today in this area? One out of six employed Oklahoma Cityans is in aviation. Tulsa has American Airlines' maintenance center. Arkansas boasts one of the nation's fastest increasing private pilot groups.

All this is spurred by individual initiative...a step to success recognized by Griffin-Leake Television, Inc., and reflected in the "jet age" appraisal of television practice.
why pay extra for CATV turnkey construction?

Vikoa guarantees to build it better for less!

How can Vikoa afford to build your CATV system for less? Because we are the only company in the CATV industry that makes both cable and electronic equipment, plus CATV hardware. Since we make our own cable, we charge less than a company that buys cable from a manufacturer like us.

What’s more, we not only build your system, but give you help in system management, promotion and maintenance.

The Vikoa CATV System Manager’s Manual is the only one of its kind in the industry. Vikoa technical training, together with our maintenance manuals, Level Logs, and Technical Library, will simplify system maintenance. And Vikoa Ad-Publicity-Promotion campaigns are famous for attracting the most subscribers in the shortest possible time. All of these services are available only to Vikoa Turnkey customers.

DON’T SIGN A CATV TURNKEY CONTRACT UNTIL YOU GET THE VIKOA QUOTE.
We guarantee that we can save you Money!

vikoa  THE HOUSE THAT SERVICE BUILT  (Formerly: Viking Industries, Inc.)
400 Ninth Street, Hoboken, New Jersey 07030  N. Y.: (212) 943-5793  N. J.: (201) 656-2020  Wire WU: WUX-JHB, Hoboken, N. J.