



# BROADCASTING

THE BUSINESS

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TELEVISION AND RADIO

JULY 16, 1962

Five-year tv network participations climb now leveling off . . . . . 23

Broadcasters finding editorials give them increasing respect: a SPECIAL REPORT . . 43

Global tv is a fact as Telstar is orbited, pronounced a success . . . . . 38

Outright repeal of Sec. 315 held unlikely, but temporary relief possible . . . . . 82

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## FIRST RADIO STATION

★ ★ ★ IN HISTORY ★ ★ ★

## TO CELEBRATE ITS

# 100<sup>TH</sup> ANNIVERSARY!

With its powerful June-July Hooper, KLIF celebrates 100 STRAIGHT MONTHS in first place — 100 consecutive months of unbroken Hooper dominance in Dallas. For three thousand days — eight brilliant years — the call letters KLIF have meant UNSHAKABLE FIRST PLACE INSURANCE!

# KLIF

Represented nationally by John Blair and Company

THE *McLendon* STATIONS

AND SOON

**KLIF**  
DALLAS

**WYSL**  
BUFFALO

**KILT**  
HOUSTON

**KABL**  
SAN FRANCISCO

**KTSA**  
SAN ANTONIO

**WGES**  
CHICAGO

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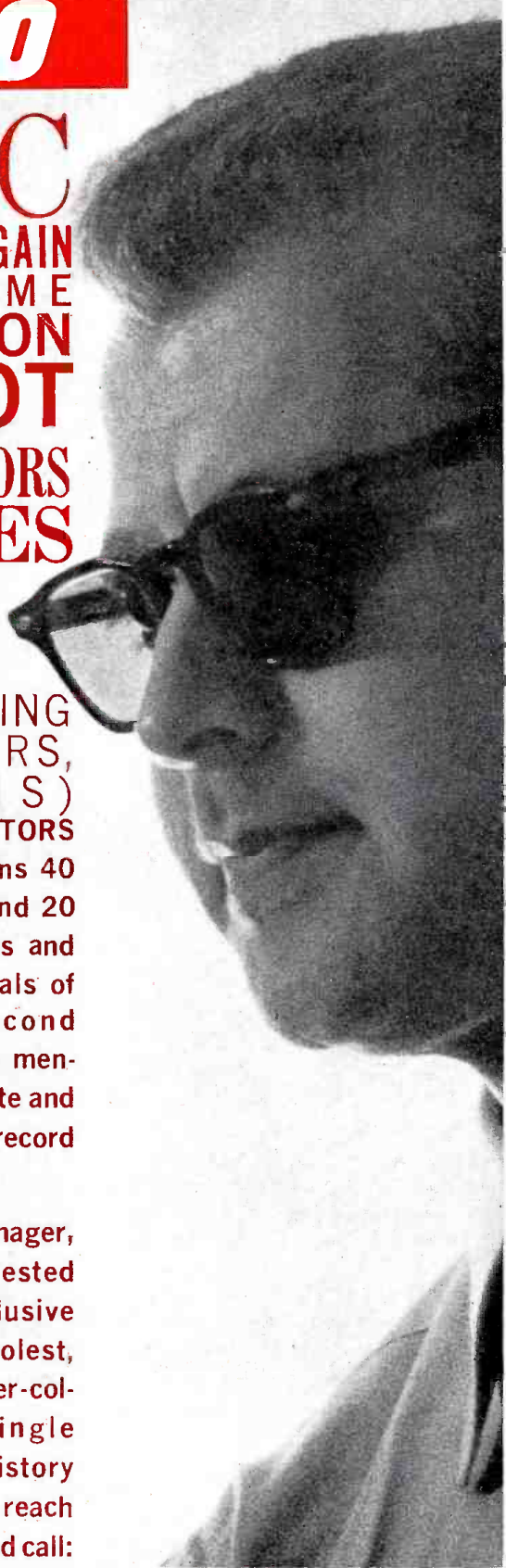
# **DIG**

**PRICE \$450**

## **CRC DOES IT AGAIN THIS TIME WITH DON ELLIOT COLLECTORS SERIES**

(COLLECTING LISTENERS, THAT IS) CRC's COLLECTORS SERIES contains 40 vocals of 10 and 20 second lengths and 20 instrumentals of 10 and 20 second lengths, not to mention one 5-minute and one 2-minute record cuts.

Mr. Station Manager, if you're interested in having exclusive rights to the coolest, calmest, listener-collectingest jingle series in the history of the business, reach for the phone and call:



Jack Six



James Raney



Hal McKusick



Robert Tricarico



Tommy Gwin



J. J. Coyle

# **COMMERCIAL RECORDING CORPORATION**

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# WCBM

CBS Radio Affiliate  
Baltimore, Maryland

## *Announces*

the appointment of

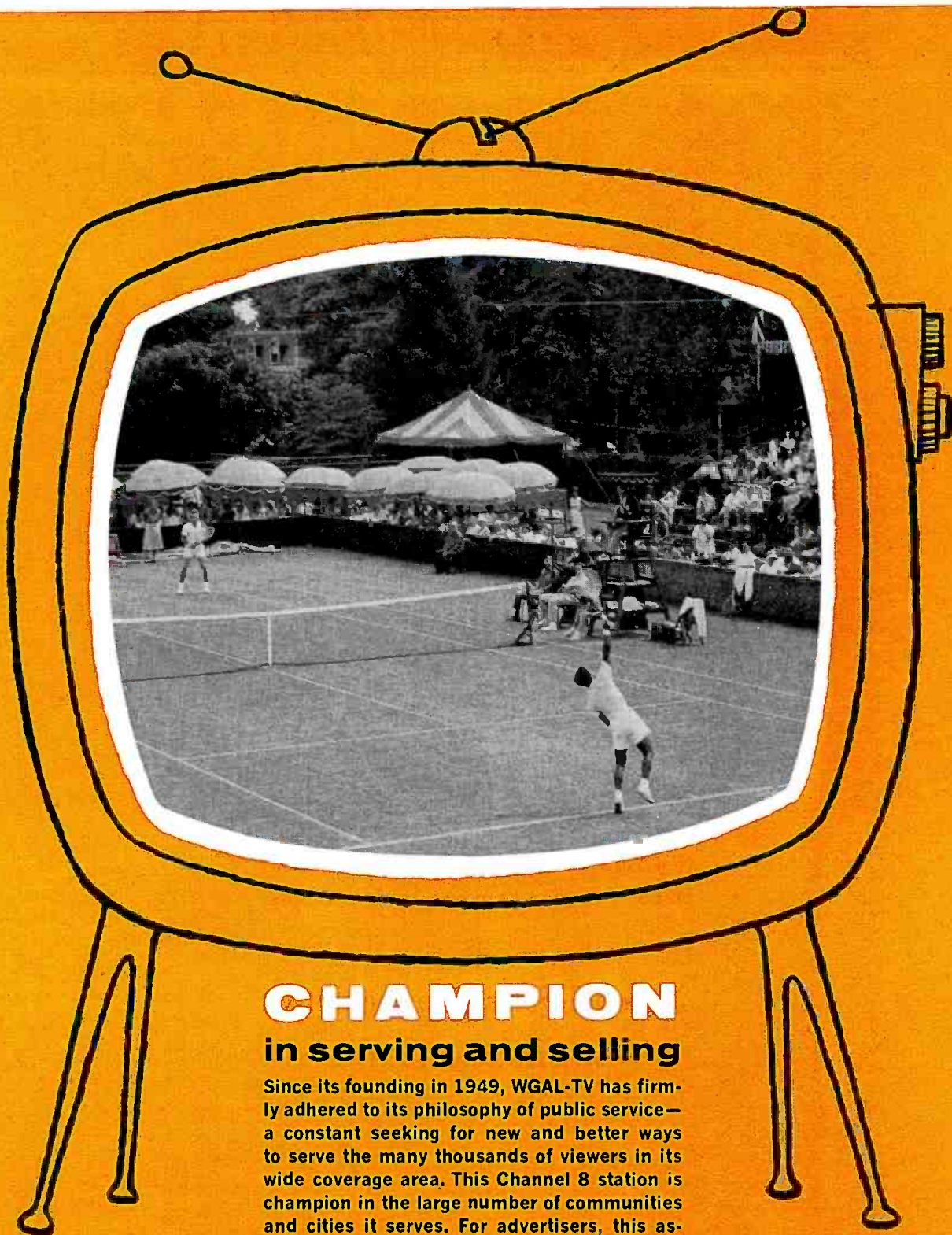
METRO  
BROADCAST SALES

New York • Chicago • Philadelphia • Detroit  
St. Louis • San Francisco • Los Angeles

as

National Sales Representative

*Effective August 1, 1962*



## **CHAMPION** in serving and selling

Since its founding in 1949, WGAL-TV has firmly adhered to its philosophy of public service—a constant seeking for new and better ways to serve the many thousands of viewers in its wide coverage area. This Channel 8 station is champion in the large number of communities and cities it serves. For advertisers, this assures outstanding response and sales results.

# **WGAL-TV**

**Channel 8 • Lancaster, Pa. • NBC and CBS**

**STEINMAN STATION**  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

## Drilling to Crowell-Collier

Appointment of Joseph C. Drilling, general manager, WJW-TV Cleveland, to presidency of Crowell-Collier Broadcasting Co. is imminent. Conversations with W. D. Cole, board chairman, and Raymond C. Hagel, president of Crowell-Collier, occurred last week and confirmation of appointment presumably awaits only clearance of Mr. Drilling's resignation with Storer Broadcasting Co., owners of Cleveland property. Mr. Drilling, 40, has been with Storer for past 15 months and prior to that was vice president-general manager of KJEO (TV) Fresno.

*Crowell-Collier has been canvassing field for top-level broadcaster to head operations since transfer of Robert M. Purcell from stations' presidency to new audio-visual field (BROADCASTING, May 21). In interim, E. J. McCaffrey, vice president and treasurer of publishing company, has directed broadcast operations. Crowell-Collier stations are KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis.*

## Lawyers to study law

High-level committee of Federal Communications Bar Assn. to study need for new communications law has been appointed by FCBA President Harold E. Mott. Committee of 10, selected for their "outstanding legal ability" and "vast experience" would determine whether new legislation is needed, whether present law, enacted in 1934, should be amended or whether nothing should be done. FCBA action coincides with preliminary consideration given need for new law by NAB joint board at its meeting here last month.

*Chairman of special committee is Leonard H. Marks. Others who have accepted appointment: Fred W. Albertson; William J. Dempsey; Philip G. Loucks; Edward P. Morgan; W. Theodore Pierson; Harry M. Plotkin; William A. Porter; Reed T. Rollo and J. Roger Wollenberg.*

## Impact of writeoffs

While accountants and lawyers are immersed in intricacies of new Internal Revenue Service depreciation rules, station owners are wondering if easing of federal regulations will create more favorable atmosphere for sale of stations, especially post-freeze tv properties. Stations that find themselves fresh out of depreciation are often best candidates for transfer to new ownership (story page 89).

# CLOSED CIRCUIT\*

*Regardless of station-sale market, property owners who have suffered from arbitrary rulings by IRS agents can count on more understanding approach on part of federal men—at least for new three-year moratorium. Obviously Kennedy administration has heeded industry desire for better understanding of practical business problems.*

## No all-channel fanfare

Why did President Kennedy sign all-channel receiver bill last Tuesday without customary fanfare, including presence of authors and supporters of legislation and passing around of pens used for engrossing new law? There is no formal explanation, but it's believed reasoning was that legislation—forcing public to spend \$25 or \$30 more for combination uhf-vhf set—might be political bomb in election campaign.

*Pen with which President signed measure is now in possession of Lester W. Lindow, executive director of Assn. of Maximum Service Telecasters, which spearheaded drive against deintermixture and for legislation.*

## Tv audio for autos

It's nothing like Telstar, but new attachment to auto radio enables driver to pick up television's audio (fm) in area that he's operating car. Device reportedly now is being marketed on limited basis.

## Fredericks and fairness

Passed over without discussion at Friday FCC meeting was proposed order citing some 50 broadcast stations with violations of fairness doctrine and Sec. 317 (sponsorship identification) in connection with Carlton Fredericks' *Living Should Be Fun* health program (BROADCASTING, Dec. 18, 1961). No further sanction of stations involved is planned beyond warning. FCC feels Fredericks' broadcasts contained controversial subjects and other side was not given opportunity to reply and that mail order vitamin commercials in connection with program amounted to hidden sponsorship. FCC inquiry led former Chairman Paul A. Porter to accuse agency of censorship (BROADCASTING, Jan. 15).

## Editorializing record

FCC has been discussing for several weeks mandate from Senate Watchdog Subcommittee to adopt rules for

broadcast editorials (BROADCASTING, April 23, also see page 43), but has tentatively decided to take different course. Consensus at Friday meeting was to issue statement outlining past complaints on editorials and fairness doctrine together with FCC action in each case. Similar case histories have been issued on Sec. 315 (equal time) actions. FCC feels such bibliography will furnish licensees with sufficient guides as to what is expected of them without necessity of formal rule-making.

## FCC speculation

Although report made rounds last week that Chairman Wilbur D. Mills (D-Ark.) of House Ways and Means Committee, had been advised that President Kennedy had decided not to reappoint Commissioner John S. Cross to FCC, there were still takers—at long odds—that Arkansan would be named to succeed himself. Mr. Cross, whose term expired June 30 but who continues to serve under law passed last session until his successor is qualified, attended Telstar satellite ceremonies at Andover, Me., with his fellow commissioners and participated in last Friday's commission meeting.

*Leaked report that neither Mr. Cross nor Broadcast Bureau Chief Kenneth A. Cox would be named to FCC because of "stalemate" provoked by their supporters was given no credence in informed circles. Report averred that Senator Warren G. Magnuson's support of his fellow Washington Democrat, Mr. Cox, and Representative Oren Harris' support of his constituent, Commissioner Cross, had brought impasse. Actually Senator Magnuson did not urge appointment of Mr. Cox to displace Mr. Cross but simply advised White House that if vacancy developed, he felt Mr. Cox qualified (CLOSED CIRCUIT, May 28, 1962).*

## UAW-CIO station?

If right price and station situation developed which would meet needs of UAW-CIO, Walter Reuther's big auto union wouldn't be averse to going into business of broadcasting, but it isn't in market looking. So said one official of union last week in disclosure UAW-CIO is not buying WKMF Flint from Knorr group, although union has had broker looking over property. There's precedent: Chicago Federation of Labor has operated WCFL Chicago since 1926.

aaaah!

mmm!

There's no more important measurement of an ad's effectiveness than the size of the *emotional* response it stirs up for the product it's talking about.

When an ad gets a big "aaaah!" or "mmm!" or "oooh!" it's pretty sure to snap open pocketbooks and pay for all the dollars you've put behind it.

YOUNG & RUBICAM, Advertising

oooh!

# WEEK IN BRIEF

A five-year upward trend in use of one-minute participations in network programs is slowing down during the current sales season. These spot carriers are a factor in product protection moves. See lead story . . .

## SPOT CARRIER SLOWDOWN . . . 23

That 170-pound ball upstairs will go down in history as a major communications breakthrough. Telstar, AT&T's orbiting relay, topped the fondest hopes of its developers and triggered global television. See . . .

## TELSTAR BRINGS GLOBAL TV . . . 38

Every station operator, or aspiring operator, or tax specialist will be studying new federal rules on depreciation for months to come. A quick look at an important development in broadcast economics. See . . .

## RADIO-TV AND TAX CUT . . . 89

It looks like a good revenue year, according to an NAB survey of radio and tv stations. Unfortunately, from a profit standpoint, the situation isn't so bright. A review of broadcast economic future. See . . .

## REVENUE UP, PROFIT DOWN . . . 32

# SPECIAL REPORT: EDITORIALS

The broadcast editorial is gaining in popularity. As a matter of fact it's the fastest growing of all programming forms, and stations are acquiring prestige now that they are taking a stand on public issues. See . . .

## EDITORIALS GIVE PRESTIGE . . . 43

The industry's case for relief from the Sec. 315 equal-time law was given to Congress last week. At first glance, Congress didn't seem too impressed but there may be some form of temporary relief. See . . .

## SEC. 315 RELIEF TEMPORARY? . . . 82

Pay television, now under way at Hartford, Conn., is under attack by theatre-owners, but the government has opposed their request for a Supreme Court review. FCC's right to permit pay tv is being challenged. See . . .

## PAY TV IN LEGAL BATTLE . . . 86

NAB's Code Authority wants to get the feel of what the local broadcaster is doing and what he thinks about the radio and tv codes. Last week it set up a liaison plan to get a grass-roots look at stations. See . . .

## NAB SETS UP CODE LIAISON . . . 34

The ever-boiling argument about the accuracy of surveys and ratings centers now on an A. C. Nielsen study. This analysis of methodology shows that errors in the Nielsen ratings system are negligible. See . . .

## SMALL ERROR IN RATINGS . . . 26

Of all methods of picking topics for editorializing, the board system is most popular, according to a nationwide sample survey of editorializing stations. Top management is involved deeply in this process. See . . .

## BOARDS SELECT TOPICS . . . 52

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ABUILDING IN  
CONSTITUTION PLAZA!



Broadcast House



Next door to Broadcast House, new home of WTIC TV-AM-FM, the luxurious, twelve-story Hotel America is under construction. Designed to offer visitors to Hartford the utmost in comfort and convenience, the new Hotel Corporation of America unit is set in one of the most dynamic and esthetic urban developments in the United States. Like Broadcast House, first structure completed and occupied in Constitution Plaza, the Hotel America contributes to the continuing growth of an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

## WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED  
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY

BROADCASTING, July 16, 1962



## FCC proposes inspection of net contracts

### ALSO PROPOSES PRECISE LIMITS ON STATION OVERLAPS

FCC Friday invited comments in separate rulemaking proposals on (1) rule to permit public inspection of network contracts with affiliates and (2) plan to set strict limits on amount of overlap which would be permitted for stations under same ownership.

Comments on both proposals are due Aug. 20 with replies by Sept. 4.

FCC proposes to adopt precise overlap standards for am, fm and tv services with changes said to be needed because of "many serious overlap situations" which have developed since present rules adopted in early 1940's. Proposed rules would prohibit overlap of Grade A contours of commonly-owned tv stations and of the 1 mv/m contours for am stations and fm under same ownership.

Rules would apply only to same class of service and would not cover am-fm-tv combination. They would cover also applicants for new stations, major

changes and sales. Grandfather clause would protect existing facilities, although multiple owner could not sell two stations with overlap problem to same party.

Proposed am overlap rules will not apply to Class IV (local) stations applying to increase power to 1 kw or educational stations. Commissioners Rosel H. Hyde and Robert E. Lee.

**Network Disclosures** ■ Committees of Congress have been seeking public disclosure of affiliation contracts for five years and FCC's own Barrow Report recommended similar course of action. House Antitrust Subcommittee did make public CBS-TV and NBC-TV affiliation agreements in 1957 investigation.

Proposed rule covers network affiliation contracts and related agreements filed with FCC, but would not make public transcription contracts or station financial reports.

## WINS \$10 million sale approved

Second highest price paid for single radio station received FCC approval Friday when transfer of 50 kw WINS New York by J. Elroy McCaw to Westinghouse Broadcasting Co. for \$10 million was granted.

Grant was contingent on WBC surrendering license for WBZA Springfield, Mass. WBZA has operated synchronously (on 1030 kc) with WBC's WBZ Boston. WBC had offered to do this since acquisition of New York outlet would give it one over maximum of seven permitted to be owned by single licensee.

**Other Top Sales** ■ Previous top price for single radio station was \$10,950,000 paid by Storer for WMGM New York (now WHN). Pending at FCC is application for acquisition by Hearst Corp. of remaining 50% interest in WTAE (TV) Pittsburgh for \$10.6 million (see CHANGING HANDS, page 36). At this figure, WTAE full ownership change would call for \$21.2 million—higher than \$20 million CBS paid for WCAU-AM-FM-TV Philadelphia and real estate in 1958.

Last year Storer Broadcasting Co. had contract to buy WINS for \$10 million, but this was cancelled when station's license was held up pending study of alleged payola practices by WINS employes. WINS license was subsequently renewed. Storer meanwhile bought WMGM.

WBC stations, in addition to WBZA, are WBZ-AM-FM-TV Boston, KDKA-AM-FM-TV Pittsburgh, KEX-AM-FM-TV Portland (Ore.), KYW-AM-FM-TV Cleveland, WIND Chicago, WOWO Fort Wayne, KPIX (TV) San Francisco and WJZ (TV) Baltimore. WBC at one time sought to buy KLAC-AM-TV Los Angeles, but this contract was terminated by mutual consent.

Mr. McCaw owns KTVR (TV) Denver, which he is selling for \$2 million to catv broker and management consultant Bill Daniels and which is scheduled to be used for Teleglobe pay tv test; other McCaw stations are KTVW (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

FCC Chairman Minow explained he had originally voted for hearing on WINS renewal, but since he was overruled by FCC majority he went along with sale approval.

Other major station transfer approved by FCC Friday involves KENS-AM-TV San Antonio. Harte-Hanks

## Antitrust suit thrown at MCA

Government threw antitrust book at MCA Friday, charging giant talent and tv production agency had violated restraint of trade and monopoly laws.

Justice Dept., in civil complaint filed in Los Angeles U. S. District Court, asked that MCA be forced to divest itself of talent representation business and its more than 50% ownership of Decca Records (which owns more than half of Universal Pictures Inc.).

Complaint charged MCA had sold talent and programs on tie-in-basis, and that some contracts between MCA, performers and entertainment unions are illegal. Named as co-conspirators but not as defendants were Screen Actors Guild and Writers Guild of America (West).

MCA two weeks ago notified SAG that it was dropping talent representation business by July 18 (BROADCASTING, July 9), which will, it's understood, be run by some MCA principals. Justice Dept. has been conducting grand jury investigation of MCA in Los Angeles since earlier this year.

## More work for Telstar

Use of Telstar satellite in hemisphere-wide television network to bring North and South America closer together

urged Friday by Sen. George A. Smathers (D-Fla.). In letter to Jose Mora, secretary-general of Organization of American States, Sen. Smathers suggested establishment of committee to study possibility of inter-American communications system (see earlier story, page 38). Sen. Smathers said Telstar system could permit Latins to see "effects of democracy on our people, and to decide whether this is what they want for themselves." He said system could make possible hemisphere-wide educational and literacy program.

## FCC denies extension of time on dropins

Reply comments on rulemaking to "drop-in" vhf channels in eight cities at short separations must be filed by next Monday (July 23), FCC ruled Friday. Commission denied request for one-month extension by Federal Communications Consulting Engineers on ground "ample time has been afforded to all parties." Original comments filed February (BROADCASTING, Feb. 26).

Also due next week, technically at least, are reply comments on proposals to delete eight existing vhf stations and make their markets all uhf. This proposal has been frozen under agreement with Congress (BROADCASTING, March 19) but has not canceled acceptance of reply comments.

## WEEK'S HEADLINERS

**Michael Burke**, managing director of CBS companies in Europe, elected vp in charge of development of CBS Inc., New York. Mr. Burke's duties are "fulltime exploration and study of diversification opportunities for CBS." Before joining CBS-TV in 1956 as director of programs, Europe, Mr. Burke was executive vp of Ringling Bros., Barnum & Bailey Circus.



Mr. Burke

**Howard H. Bell**, vp for industry affairs of NAB, Washington, appointed by President LeRoy Collins to newly created post of vp for planning and development and assistant to president. John L. Perry, Washington consultant, was formerly assistant to NAB president (WEEK'S HEADLINERS, June 4). Mr. Bell, who assumes portion of Mr. Perry's duties, will continue functions he exercised under former title. He heads staff planning for joint radio-tv projects, including conventions and NAB board meetings, state associations; editorializing and freedom of information. He also is executive secretary of



Mr. Bell

Assn. for Professional Broadcasting Education.

**Matthew J. Culligan**, general corporate executive with Interpublic Inc. for past two years, elected president of Curtis Publishing Co., Philadelphia. Before shifting to Interpublic, Mr. Culligan held various executive posts at NBC for eight years starting in 1952. He served successively as sales manager of NBC-TV and vp and director of sales for network before becoming executive vp of NBC Radio in 1956. Earlier, Mr. Culligan was salesman for *Good Housekeeping* magazine for six years and advertising director of Ziff-Davis Publications for one year.



Mr. Culligan

**Draper Daniels**, chairman of executive committee of Leo Burnett Co., Chicago, resigns to accept post of national export coordinator of U. S. Dept. of Commerce. Mr. Daniels, appointed to new post last Friday (July 13) by President Kennedy, will coordinate export expansion programs of all government agencies under Commerce Secretary Luther H. Hodges. Burnett named **Philip H. Schaff Jr.**, finance committee chairman, to assume added duties of executive committee chairman, and appointed **R. E. Thompson** to serve as acting chairman of creative review committee, post also held by Mr. Daniels.

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

Newspaper group increases ownership from 37% of Express Publishing Co. (*San Antonio Express* and *News* and licensee of broadcast properties) to 100%, paying George W. Brackenridge estate and Frank G. Huntress Jr. and family \$6.2 million.

Harte-Hanks principals have 25% interest in KCTV San Angelo, Tex., in addition to chain of Texas newspapers.

In related transaction, FCC approved sale of KENS only to Roy Hofheinz and R. E. (Bob) Smith for \$700,000.

Mr. Hofheinz, former Mayor of Houston and active in fm circles in post-war days, owns 16% of KTRK-TV Houston, 25% of KTHH Houston and 9% of KRYS Corpus Christi. FCC approval was conditioned on Mr. Hofheinz disposing of his interest in KRYS.

Commission dismissed petition against KENS sale filed by Interna-

tional Typographical Union; union has no standing, filed opposition too late, and showed no merit in objections, FCC said.

Other sales approved by FCC Friday:

▪ **KTIX** Seattle, Wash.: Sold by trustee to Chem-Air Inc. for \$230,000. Chem-Air is owned by William E. Boeing Jr., who also owns KETO-FM Seattle, KPAM and KPFM (FM) Portland, Ore., and with mother, 90% of KIDO Boise, Idaho.

▪ **KWHT-TV** Goodland, Kan.: Sold by Standard Electronics Corp. to Ross Beach Jr. and associates for \$152,500. Beach group owns KAYS-AM-TV Hays, Kan., and KLOE Goodland, Kan.

▪ **KFQD** Anchorage, Alaska: Sold by William E. Duck and associates to Miller C. Robertson and Matthew N. Clapp Jr. for \$165,780 and agreement

not to compete. Mr. Robertson has 50% interest in KUEN Wenatchee, Wash.

▪ **KRNO** San Bernardino, Calif.: Sold by George W. Bolling, G. William Bolling III, Cecil I. Trigg and Jack Vaughn to Southwest States Inc. for \$15,000 each to Messrs. Trigg and Vaughn for their 23.75% interest each, and relinquishment by the Bollings of their 52.5% interest in return for release from promissory notes and obligations. Southwest States, owned largely by Messrs. Trigg and Vaughn, own KROD-AM-TV El Paso, KOSA-TV Odessa and KVII-TV Amarillo, all Texas.

Transfers of five stations owned by sellers for less than three years were approved by FCC last week—first such actions since agency adopted its three-year holding rule (BROADCASTING, March 19). In each case, sellers met certain extenuating circumstances which exempted them from rule, FCC concluded. Stations involved were KWHT-TV Goodland, Kan. (see above); WKMK Blountstown, Fla. (\$2,274); WXLI Dublin, Ga. (\$15,000 for 50%); KWSL Grand Junction, Colo. (\$26,000), and WVGT (formerly WMDF) Mount Dora, Fla. (\$2,500).

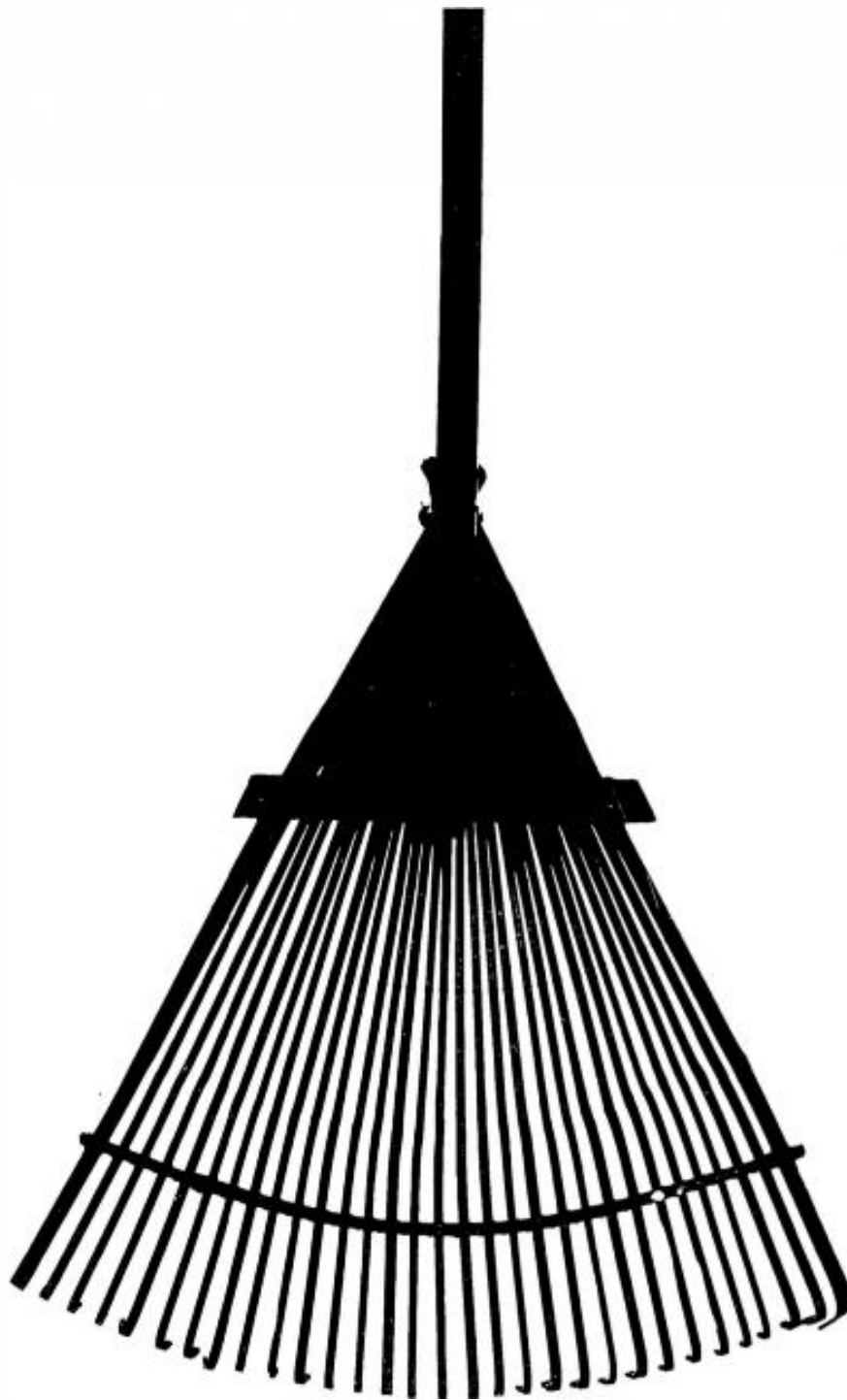
In New Orleans, 40% interest in WVUE-TV was acquired by WSTV Inc., owned by Berkman family for \$850,000 from estate of late Chester Owens (CHANGING HANDS, April 2). Consummation took place last week after Berkman group sold KODE-AM-TV Joplin to James S. Gilmore of Kalamazoo, Mich., for \$1.85 million (CHANGING HANDS, March 26). Soon to change name to Rust Craft Broadcasting Co., reflecting association with parent company, Rust Craft Greeting Cards, WSTV stations are WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga.

### Other FCC actions

Among actions by FCC at Friday meeting:

▪ Amended rules to permit am stations to operate from roof-top antennas with maximum power of 1 kw under certain conditions. Commissioner John S. Cross dissented.

▪ Enlarged issues in comparative hearing to determine if Vidor Broadcasting Co., applicant for new am in Vidor, Tex., has character qualifications to be licensee. Additional issue requested by KWEN Broadcasting Co., applicant for Port Arthur, Tex., because of conviction in 1951 for tax evasion of Joseph D. Irion, president-70% owner of Vidor.



## WNBC-TV RAKES IN THE BIGGEST AUDIENCES

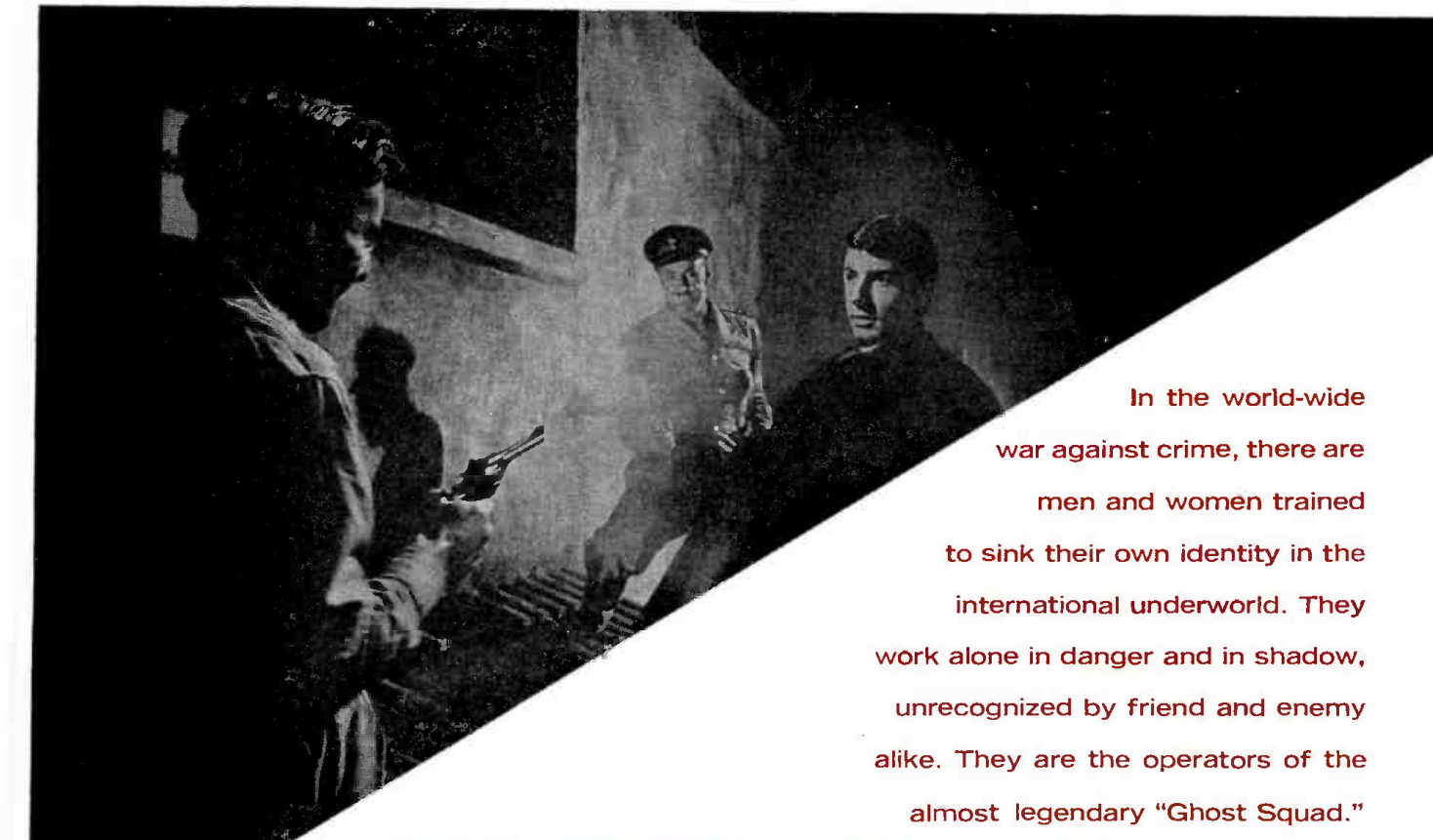
New York's Number One Station belongs at the top of the list for your Summer or Fall campaign. That's WNBC-TV—capturing the largest share-of-audience, sign-on to sign-off, for the total week.

Looking for prime-time station breaks? Prospects are best on WNBC-TV—first in audience 7:30-11 p. m. for the eighth consecutive month! Late-night minutes? "Tonight" on WNBC-TV delivers 48% more tuned-in homes than the nearest competition. Want to reach housewives before they go

out to shop? WNBC-TV delivers more women viewers in the morning (Mon-Fri 7 a. m. -noon) than the next two stations combined! Interested in news shows? WNBC-TV is most-watched for news—from "Today" in the morning to "Eleventh Hour News" at night.


Proof? It's all there in Nielsen, June 1962. Your WNBC-TV representative will be glad to show you how to reap the most results in the Number One Market. Put your commercials on New York's station for all seasons.

**WNBC-TV**   
CHANNEL 4 IN NEW YORK • NBC OWNED  
REPRESENTED BY NBC SPOT SALES



In the world-wide war against crime, there are men and women trained to sink their own identity in the international underworld. They work alone in danger and in shadow, unrecognized by friend and enemy alike. They are the operators of the almost legendary "Ghost Squad."

# GHOST



THE VERY FIRST,  
FIRST-RUN,  
FULL-HOUR  
TELEVISION SERIES  
EVER OFFERED IN  
SYNDICATION



Loaded with  
rating-proved elements

- ★ It's a police-mystery-adventure show—the category that invariably spells large audiences.
- ★ It's a full-hour show—just like the programs that crowd the Top Ten in every report of every rating service.

# SQUAD

- ★ It's an ITC co-production with the J. Arthur Rank Organisation—people to whom hits are a habit.
- ★ It's marked by damn-the-expense production which shows in every frame—camera crews doing special location shooting in 22 cities around the world... a cast including such names as Donald Wolfitt, Michael Quinn, Neil Hollett, Anthony Marlowe and Angela Browne.

**26 ONE-HOUR EPISODES** all ready to go to work for you... your sponsors... your clients. All it takes is a call or wire to...



*Leading the world*

*in television program sales*

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The cartridge that made station  
automation possible



Fidelipac Tape Cartridges by Conley. First and still best. Result! More successful broadcasters use Fidelipac Cartridges by Conley than any other.

Fidelipac assured dependability—its greater acceptance—result from these features:

- easily handled • easily stored
- easily reloaded • minimized tape breakage
- your present equipment was made to handle Fidelipac
- increased tape life
- varying sizes permit programming from seconds to hours on a single cartridge
- automatically cued and ready for instant use
- technical perfection in every detail.

Be sure every time . . . put efficiency, economy, quality into your broadcast operations by putting Fidelipac Cartridges by Conley to work for you . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths  
In Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape

Model 600 —with up to 600 feet of single coated tape

Model 1200 —with up to 1200 feet of single coated tape

Ask for

FIDELIPAC "THE STANDARD OF THE INDUSTRY"  
from your regular source of supply



CONLEY

CONLEY ELECTRONICS  
CORPORATION

1527 Lyons Street • Evanston, Illinois

## DATEBOOK

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

\*Indicates first or revised listing.

### JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass.

July 16—Deadline for comments on FCC's proposed revision of its rules to permit the use of remote stations in time of emergency or war for origination of official broadcasts.

July 16-20 — Conference on Educational Television, sponsored by the Communications Arts Dept. of Fordham U. Speakers include FCC Comr. Robert E. Lee, Kenneth A. Cox and Hyman H. Goldin of FCC; John F. White, president, National Educational Television & Radio Center; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and Charles A. Slepman, New York U. Campus Center Bldg., Bronx Campus, Fordham U., New York City.

July 19-21—Idaho Broadcasters Assn., annual meeting. Bannock Hotel and Motor Inn, Pocatello.

July 20—Deadline for comments on FCC proposal to permit automatic maintenance of operating logs by broadcast stations.

July 23—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

July 31 — Radio & Television Executives Society's fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 31-Aug. 4 — Fifth annual Summer Workshop on Creativity in Advertising, sponsored by "Advertising Age." Palmer House, Chicago.

### AUGUST

Aug. 1—Reply comments due on FCC proposal to permit automatic maintenance of operating logs by broadcast stations.

Aug. 1—Deadline for comments on FCC rulemaking proposal to allow etv stations to use the same forms as educational fm stations when applying for licenses or renewals; also a new educational ownership form different from that used by commercial stations.

#### RAB management conferences

Sept. 10-11 — Hyatt House, Burlingame, Calif.

Sept. 13-14—O'Hare Inn, Des Plaines, Ill.

Sept. 17-18—The Lodge, Williamsburg, Va.

Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.

Sept. 24-25—Hilton Inn, Atlanta, Ga.

Sept. 27-28—Dearborn Inn, Dearborn, Mich.

Oct. 1-2—Glenwood Manor, Overland Park, Kan.

Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

#### NAB Fall Conferences

- Oct. 15-16—Dinkler-Plaza, Atlanta
- Oct. 18-19—Biltmore, New York
- Oct. 22-23—Edgewater Beach, Chicago
- Oct. 25-26—Statler-Hilton, Washington
- Nov. 8-9—Sheraton Dallas, Dallas
- Nov. 12-13—Muehlebach, Kansas City
- Nov. 15-16—Brown Palace, Denver
- Nov. 19-20—Sheraton-Portland, Ore.

Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Oren Harris (D-Ark.), House Commerce Committee chairman; NAB President LeRoy Collins and James H. Hulbert, NAB economics-broadcast personnel director; Howard McIntyre, executive vice president, Henderson Advertising, Greenville, S. C.; Ted Leitzell, Zenith Radio Corp.; Arthur Gilbert, FCC's Miami office. Annual GAB prestige awards to be presented. Holiday Inn, Jekyll Island, Ga.

\*Aug. 10-14—The Ethical Aftermath of Advertising Seminar, sponsored by Woodstock College. Five days of discussions led by executives of all media. College providing free room and board (contact Rev. Francis X. Quinn, S. J.) at Woodstock, Md.

\*Aug. 13—Deadline for comments on FCC rulemaking which would permit emergency operation, under certain conditions, at nighttime with daytime facilities by all classes of broadcast stations.

Aug. 17-18—Oklahoma Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 20-21—Television Affiliates Corp. Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

Aug. 24-25—Arkansas Broadcasters Assn., meeting. Sam Peck Hotel, Little Rock.

Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

### SEPTEMBER

Sept. 4-7—National Advanced-Technology Management Conference, sponsored by U. of Washington, seven professional engineering groups and a number of technologically oriented business firms. Keynote speaker will be Sen. Warren G. Magnuson (D-Wash.). Opera House, World's Fair, Seattle, Wash.

Sept. 6-9—New York State Broadcasters Assn., management conference. Gideon Putnam Hotel, Saratoga Springs, N. Y.

Sept. 11-13 — Electronic Industries Assn., committee, section division and board meeting. Biltmore Hotel, New York.

\*Sept. 12—Direct Mail Advertising Assn. Opening luncheon of 45th annual DMAA convention at Sherman House, Chicago. Edward R. Murrow, director of U. S. Information Agency, will deliver keynote speech at noon.

Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

\*Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Kenneth Cox, chief of Federal Communications Commission's Broadcast Bureau, to speak. Hidden Valley, Gaylord, Mich.

Sept. 13-14—Fifth annual conference of the European Market Assn. of Advertising Agencies. 5 Chesterfield Gardens, London, England. (EMA board member for North America: Edwin Van Brunt, Van Brunt & Co., New York.)



**\*KA MANA  
HOEUEU  
POE  
HOOLOHE**

May 1, 1962

Mr. William B. Caskey  
Executive Vice President  
WPEN Radio Station  
2212 Walnut Street  
Philadelphia, Pennsylvania

Dear Bill:

We have just completed a campaign on the Wm. Penn Broadcasting Company which is the most astounding tribute to the radio sales power I have witnessed in a long, long time.

The campaign for Northwest Airlines which ran on the Mac McGuire Show on WPEN-AM and WPEN-FM sold one hundred seats at \$800 per seat for a trip from Philadelphia to Hawaii and return. My understanding is that in other cities as much as three months was required to sell forty or fifty seats; but in far less time, you people at Wm. Penn Broadcasting more than doubled that figure.

One interesting side light which I think you should know about is that WPEN-FM accounted for 34% of the total sales. In other words, FM sold 34 seats at \$800 each. This information was obtained at a meeting last night of all of the people who are going on the trip.

You certainly have two powerful radio stations when it comes to selling.

Sincerely yours,

*Charles J. Sena*  
Charles J. Sena  
Vice President

**Jane A. Stretch**  
TRAVEL SERVICE INC.

CHERRY HILL INN, MADDOXFIELD, N. J.  
NORMANDY 3-0330



**\*THE POWER TO  
SPUR LISTENERS**

WPEN—WPEN-FM account for \$80,000 sale in unusual radio promotion

As Mr. Sena says in his letter, "you certainly have two powerful radio stations when it comes to selling."

Whether you're selling a product off the shelf or an airflight trip to Hawaii, if you're thinking of selling Philadelphia, start where the selling is easy. To smart buyers, that could only mean WPEN and WPEN-FM.

The Station of Personalities

**WPEN**

PHILADELPHIA

Represented nationally by Gill Perna, Inc.

## The pedigree of honey does not concern the bee



But the pedigree of BEELINE RADIO does concern the advertiser who wants to reach all of Inland California and Western Nevada. The pedigree of the McClatchy stations includes an outstanding record of program excellence and public acceptance in 5 sales-rich markets. Join the many happy advertisers who regularly use Beeline Radio.

### McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



## OPEN MIKE<sup>®</sup>

### The Michigan story

EDITOR: . . . As a Michigander proud of his state, I want to thank you for the excellent story you wrote on our great state [SPECIAL REPORT, May 28]. —Tom Farrell, public information officer, Michigan State Highway Department, Lansing.

EDITOR: Our congratulations to you and your fine staff for the excellent presentation of the Michigan story . . . We would like to have 10 copies. . . —Seth H. Witmore, executive secretary, Michigan Week Public Relations Board, Lansing.

### General Films chart

EDITOR: On May 7, General Film Laboratories displayed, at an open house, a number of charts on motion picture and broadcasting industry statistics. One illustrated how the broadcasting day divides into film, tape and live programming. We used the current BROADCASTING Yearbook as a source.

We now plan to reproduce all the charts, including the one described, in a pamphlet to be distributed by General Film. May we have your permission to use the data from the Yearbook. We have on the chart a small legend stating: "Source: BROADCASTING Yearbook". . . —Don McKenzie, Advertising & Public Relations, Beverly Hills, Calif.

[Permission granted.]

### Relic search

EDITOR: The American College of Radio Arts, Crafts & Sciences is interested in obtaining one of the first crystal sets and early broadcast microphones for use in its Radio Hall of Fame to be opened in the Conrad Hilton Hotel on July 27.

Anyone having any information as to how or where the college may obtain the above early broadcast items please write to the American College of Radio Arts, Crafts & Sciences at the Conrad Hilton Hotel, 720 South Michigan Ave., Chicago 5.—Donald N. Mann, president of ACOR and manager of special projects, WBBM Chicago.

### The fm story

EDITOR: Your article, "Fm's family circle" [LEAD STORY, June 4], is a good beginning. In the nine weeks that WDRK (FM) has been on the air . . . people in this area have forgotten that fm is something different. In over half the homes, WDRK is now part of daily life.

If we give BROADCASTING proper credit, may we reprint and circulate the



article on fm?—*John D. Kennedy, president, WDRK (FM) Greenville, Ohio.*  
 [Yes, with credit as indicated.]

EDITOR: . . . How does a station go about establishing itself as a "quality fm station"? . . . First, throw away the am rulebook on operations, then substitute the idea that fm broadcasting is different—so different that it rates the title of a Unique Broadcast Entity. This difference can be seen in the way "dead air" is handled on am and on fm. In the former case dead air is usually avoided with a tight board, while on fm dead air (0 modulation) becomes a velvet background on which to display and accent the sponsor's message. . . .—*Grady Dixon, Ayden, N. C.*

### Search for a pioneer

EDITOR: It occurs to me that the American public owes an immeasurable debt to one of the pioneers of the television industry. Unfortunately, I don't know who this pioneer is. Perhaps you can help me find him.

He is the first man to create a five-minute television weather show.

What imagination this took! What daring! Remember that newspapers had traditionally dismissed weather reporting to a few brief lines except when great tempests raged. Radio tucked weather in at the end of a news program, in as few words as possible.

But along came this pioneer television broadcaster who saw opportunities in a separate weather show. Maps, charts, instruments, flowing forms, spinning blocks, rolling balls—and beautiful girls! Not only did he see this vast potential in an undeveloped field, he sold it to a sponsor. . . .

So will you help me find this man? A small note in BROADCASTING should unearth him. Broadcasters, file your claims now. Just drop me a note. The University of Detroit Radio Program Service will award him a suitable device . . . if we can find him.—*W. T. Rabe, director, Department of Public Information, University of Detroit, 4001 West McNichols Rd., Detroit 21.*


### North Carolina grads

EDITOR: The photograph of the news staff in the WSOC-TV ad (page 33, June 18 issue) caught my attention. These five men and the news director, Carroll McGaughey, took four of the five first place awards in the Southern Newsfilm Competition. Two of the five men and Mr. McGaughey are [communications or journalism] graduates of the University of North Carolina. Naturally, we're proud of them.—*Wesley H. Wallace, acting chairman, Department of Radio, Television & Motion Pictures, University of North Carolina, Chapel Hill.*

BROADCASTING, July 16, 1962

WIBC *The Friendly Voice of Indiana*

*Recognition for service!*



### LEADS IN SERVICE

The walls of the lobby at WIBC are crowded with community service plaques and certificates, graphic evidence that WIBC's management and staff have successfully integrated the station into the community service efforts of the area it serves. It's a big area . . . over 2½ million persons in the 46-county Indianapolis trading area with a spendable income of nearly 5 billion dollars annually.

### LEADS IN AUDIENCE

WIBC's leadership in community service is matched by its leadership in audience. In every segment of the broadcast day . . . morning, afternoon and evening . . . WIBC shows the way with the largest audience in Indianapolis and Indiana.\* That huge audience is available to you . . . the national advertiser.

\*Pulse Metropolitan Area Survey, April, 1962


\*Pulse 46-County Area Survey, April, 1961

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000  
WATTS
WIBC
1070  
KC

The Friendly Voice of Indiana

**JOHN BLAIR & COMPANY**  
*National Representative*

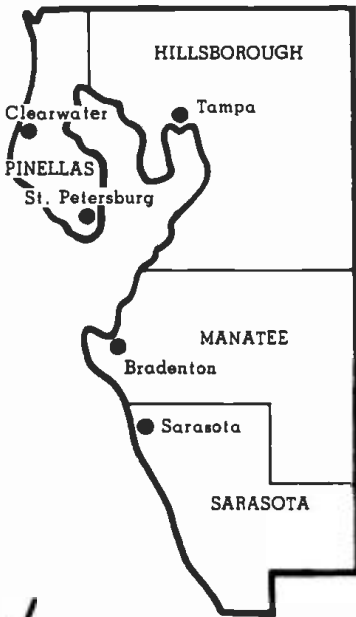


**WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN**

17

# 84%

## OF FLORIDA'S 2nd LARGEST MARKET



# 1/3 OF THE COST!

That's right, in the densely populated 4-county Tampa Bay Market, WSUN is the best buy for the money by far!

263,100\* TV Homes Daily  
UNDUPLICATED A.B.C.

\*TV Magazine, April '62

# WSUN-TV

Tampa - St. Petersburg

Get all the facts from  
Natl. Rep. Venard Rintoul  
& McConnell  
S. E. Rep. James S. Ayers

## BOOK NOTES

"Living With Television," by Ira O. Glick and Sidney J. Levy. Aldine Publishing Co., Chicago; \$4.95, 262 pp.

For those who would like to replace some of their emotional reaction to television with some scientific objectivity, this book will be helpful. Messrs. Glick and Levy, both of whom received their social science Ph.D.'s from the U. of Chicago, are associate directors of Social Research Inc. and the substance for their work is based in large part upon television research conducted by SRI in the past several years for Campbell-Ewald Co., Detroit. (An extensive treatment of the study was carried in BROADCASTING'S LEAD STORY, May 1, 1961.)

Drawing in large part upon details of personal interviews concerning reaction to tv as a medium and feelings about programs and personalities, this book presents a new and scholarly study of the many "audiences" of television. These range the social and economic classes, from the workingman to the campus intellectual and the teenager. In the terms of the authors, they include the "protestors," the "accommodators" and the "embracers." Two chapters discuss reactions to commercials.

"The commercial side of television," the authors find, "is probably more prominent in people's understanding of this medium than of any of its competitors. People can think more readily of magazines and newspapers apart from their advertising than they can think of television. . . ." Advertising can be more easily ignored in the other media but not in tv, they find. Further, the authors conclude, tv has a strong ability to influence viewers at least to try a product, even though they dislike admitting it.

"The Television Writer," by Erik Barnouw; Hill & Wang, New York; 180 pp. \$3.95.

Some current technical problems of tv writers are analyzed in the major section of this book by Mr. Barnouw, formerly national chairman of the Writers Guild of America and presently in charge of tv and film courses in Columbia U.'s Program in the Arts. Portions of 53 actual scripts of network tv programs are included with comments on how the writers solved problems of openings, dialogue, action, camera usage and other specific questions. Part One is a survey of the tv industry in terms of the writers' participation, with emphasis on the writers' influence on future shaping of the medium. The final section concerns industry problems with union regulations, production codes, credits and marketing. Of value, too, is a list of selected readings in the tv writing field.

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ASST. SEC.-TREAS. . . . . LAWRENCE B. TAISHOFF

## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER  
Sol Taishoff

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Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 8253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

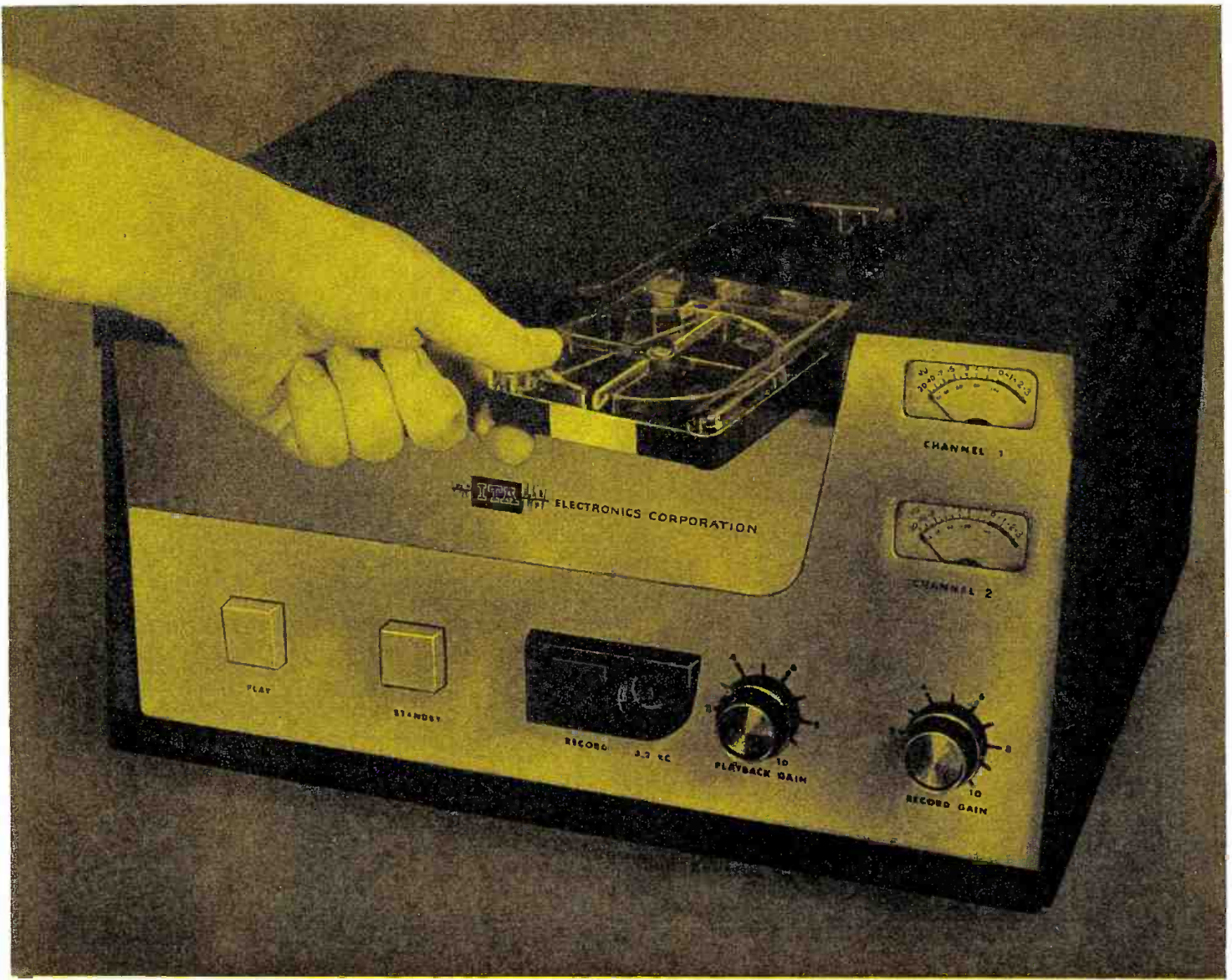
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2894. CORRESPONDENT: James Montagnes.

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\* —The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.



## FIRST... IN STEREO/MONO CARTRIDGE TAPE

Now . . . ITA offers stereo and monophonic cartridge tape recorders that will play and record up to 31 minute programs. Convenient plug-in, modular construction features all transistor circuitry. Fully compatible with existing machines. With separate record and play heads, the ITA recorders give uniform high fidelity frequency response . . . even when full half-hour cartridges are used. Plug-in remote control—sequence triggering—unique idler wheel! ITA cartridge tape recorders are your *best* buy. For a free demonstration of the ITA cartridge tape recorder call your nearest ITA sales office listed below.

ITA ELECTRONICS CORPORATION

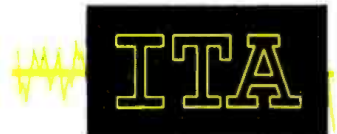
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

Chicago, Ill. AN 3-3797  
Cincinnati, Ohio CH 1-6386

Dallas, Texas FL 7-9807  
Jacksonville, Fla. EL 6-0121  
Kansas City, Mo. GR 1-2838

Lansdowne, Pa. CL 9-8200  
Los Angeles, Cal. MA 2-8552  
New York City, N.Y. CH 2-1999

Portland, Ore. CA 2-2651  
Washington, D.C. 337-2884



ITA with EMI/US NOW SERVING BROADCASTING BEST

## American admen can still learn from European advertising

The cliché image of an American in a foreign country is that of a person, who, through some oblique need for safety in numbers, seeks places frequented by other Americans.

Thus, much of the visitor's time is spent in restaurants, hotels and other gathering spots which have virtually become Americanized by sheer force of patronage. It's something akin to play-acting; you're in a foreign country, but that's only a geographical state of mind.

This could never happen to the advertising man, however, as I found out recently on a trip through several European countries. These folks have their own ideas about presenting a product or a service to the public and any similarity to an American influence would be purely coincidental.

Britishers, for example, have always taken great pride in the status quo. An "Under New Management" sign would be the kiss of death. Far better would be "Purveyors of Fine Pharmaceuticals for 160 years."

**Tv Speedup** ■ Yet, today the new commercial television network in England is so popular it's changing British traditions—a few, anyway. Whereas one year of conventional advertising might be needed to gain public acceptance of a new American product, that same acceptance can be achieved almost overnight, simply by advertising on ITV, Britain's independent "telly."

What it amounts to is that appearance on television is network "endorsement" of a product. Then there is the BBC, telecasting material of high cultural interest and limited appeal. Let's face it. There'll always be an England.

In France, meanwhile, they are using successfully what is so far only a daring proposal in the U.S.A.—that adult fare be offered at times keyed to adults-only viewing. It's tough to admit that France, which has followed our MM with its BB, is leaving us in its wake in an adult area of a different nature.

French outdoor advertising shows us the effectiveness of posting the same small 3-sheet or 7-sheet (about one-quarter the size of our standard billboards) three at a time, side by side. Instead of two of the posters being wasted, more than triple effectiveness is actually achieved and the attention value is absolutely remarkable.

**One Picture . . .** ■ All over Europe, symbolic outdoor advertising, mostly posters, is heavily relied upon by advertisers. For example, one soft-drink advertiser pictures a dog happily enjoying the drink through a straw, completely ignoring his bone. There's not a word

of copy. But it sells.

Well worth thinking about for use in this country is a device which is more or less old hat in France and Italy—the permanent outdoor display. In the case of the famous Olivetti three-dimensional display in northern Italy, the advertising impression is 10 times what conventional billboards would have achieved. And it's much nicer to look at. We've created some startling "spectacular" effects over Times Square to be sure, but nothing to approach the effect of the permanent outdoor installation.

**Symbolic Sell** ■ One area of advertising which is really in the fore in Europe is motion pictures—and what great advertising it is! Here again symbolism is the order of the day, and never mind the hard sell. The success of this field of advertising may well be that to the polyglot audience, color motion picture animation and stop-motion photography offer unsurpassed opportunities.

It is not uncommon for a movie "commercial" to last four minutes, nor for the advertiser's name to be a secret until the last 10 seconds. Trick photography is very popular. There's one Simca commercial in which a driverless automobile goes through its paces for three minutes in and around Paris. It is never made apparent how the trick is done . . . yet the overall effect is strong.

Institutionals are very large in the motion picture advertising also. Esso, one of the biggest advertisers in France, invests heavily in movie advertising—for the most part utilizing very elaborate full-animation three-minute commercials that would cost at least \$30,000 to produce in this country.

**Tradition Rules** ■ As far as newspapers are concerned, tradition is being rigidly observed in Great Britain. Most of the ads seem to have been written about 1900 and never changed. The

language, while peculiarly endearing to this visiting American, is often so restrained that the advertiser is really only hinting around at asking a reader to try his product.

American advertising agencies in London are doing what they can to change all that, of course—and quite frankly, the kind of advertising they produce locally is very good (and probably very effective) indeed.

In many ways there is a curious situation existing: In Britain, product advertising is still largely the use of a rather unrelated situation and a picture of the product. For example, a woman at a dog show with the headline "Good Time for an Aero [candy] Bar." If I'm not mistaken, this kind of thing went out in the United States around 1930, and not a moment too soon. Yet European advertising is still, if anything, more dramatic . . . more dynamic . . . more downright daring than anything we see in our fashion books.

**Look and Learn** ■ It would be ridiculous for me to set myself up as an authority on European advertising after such a brief exposure. But anyone can observe, and there certainly is much to be observed, and considerable to be learned.

The methods employed by European advertisers to reach their target publics are, oftentimes, in direct opposition to our own. Yet who is to say one is right and the other is wrong? Every situation must be judged on its individual merits and if the soft and sometimes oblique sell is so popular in Europe, somebody must think it is doing a job.

I would say that in all its facets, European advertising is doing a job . . . one which American advertising men could well observe. It's for sure the advertising industry in Europe is a long way from being Americanized—but it is apparently successful.



Alfred A. Atherton left KMPC Los Angeles 17 years ago to start his own advertising agency. He is recognized as one of the most outspoken creative admen in the West. He is former president of the Western States Advertising Agencies Assn. and former chairman of the board of governors of the Southern California Council of the AAAA. He has just returned from Europe, where he explored non-alcoholic beverage advertising. (Hawaiian Punch is an Atherton-Privett account.)

# Beautiful Music Radio

As the sun sets, the curtain rises on WELI's exclusive Beautiful Music Radio program, filling the air with melody tuned to the restful evening mood. No bounce! Just smooth beautiful strains of music, all evening long. Here's the most believable evening setting for your advertising message — covering WELI's Big Buy New Haven-centered market.

**TIME:** 6:30 p.m. until sign-off.

**MARKET:** All of New Haven and Middlesex Counties; half of Fairfield, Litchfield, and Hartford Counties and Suffolk County, Long Island, too!

**STATION:** WELI, The Sound of New Haven.

**POSITION:** 960 — in the *middle* of the dial.

**POWER:** 5000 watts — The BIG Sound Buy in Sales!

**NATIONAL:** H-R Representatives; Boston, Eckels & Company

The logo for WELI radio station, featuring the call letters "WELI" in a bold, white, sans-serif font. The letters are contained within a solid black rectangular box.

**NEW HAVEN  
CONN.  
5000 WATTS**



**"You'd think she would  
have punched us  
right square  
in the nose!"**

But she didn't.

We're talking about Miss Dorothy Kilgallen.

About four months ago we took rather unfair advantage of this lady. She'd whacked us in her January 21 column regarding our Seattle World's Fair (in those days she was not alone in underestimating the magnitude of the upcoming Fair).

Miss Kilgallen titled as "Funny Americanism" the fact that Seattle had hired a New York press agent.

"Can't you see New Yorkers trekking out to Seattle to view a science pavilion?" she asked.

Well, you can imagine our indignation. Treating us like country boys and all that jazz. So we honed up the keys on our favorite Underwood and let her have it. Real good... a double-truck in the trades from coast to coast. In fact, with our tongue tucked up slightly under our left optic nerve, we closed the piece by suggesting she "talk it over with Dick and the kids", and if it was okay, the Crown Stations would pay their way to the Fair.

Then, we sat and waited. It was deathly silent. We

felt a little like Ahab drifting in a flat calm waiting for Moby Dick to surface again.

Not a word. Then, on March 25, the Kilgallen column contained a nice plug for the Fair, announcing "more than \$7,000,000 in advance ticket sales." On April 25, she did it again. On May 2, Miss Kilgallen revealed "Bob Hope wants Keely Smith to join his troupe at the Seattle World's Fair in July." And so they came. One fine puff after another.

Just goes to show. You never know a woman.

Thank you, Dorothy.

P.S. The Fair is doing fabulously. Attendance is running far above the 9,000,000 forecast. Business is jumping out here, too. People are pouring into Seattle, Portland and Spokane from all over the globe. Looks like our Crown Corner may have the biggest off-Broadway hit in 50 years.

## **THE CROWN STATIONS**

**KING, AM, FM, TV, Seattle / KGW, AM, TV, Portland / KREM, AM, FM, TV, Spokane**

# TV PARTICIPATION SALES SLACKEN

- Check with 1961 shows minute spots seem to have passed peak
- 5% drop in minute prime time sales shown by fall schedules
- Both representatives and networks pleased by development

The minute participation method of doing business in prime time on the television networks has lost momentum for the first time in five years.

The slow-down appears in sales buttoned up for the fall and is occurring only a year after this form of selling hit its peak.

Estimates by BROADCASTING indicate the fall-off in time allocated to "minute men" advertisers is as high as 10% in comparing the current selling season with last year.

In advance of the 1961-62 season, minute participations represented an all-time high of 51% of the three networks' prime-time schedules, but this figure has dropped now to 46%. Although this is still a hefty percentage, any such downward trend, if it continues, can lead to some interesting possibilities in the tv industry.

**Product-protection dispute** ■ Of recent weeks, the so-called "spot-carrier" (or minute-participation vehicle) has been regarded as an obstacle in settling the now resolved product-protection controversy in the tv industry. The proliferation of minutes, with a constantly changing list of products and

brands along with rotation of spots within programs, has provided an added irritant to broadcasters as well as to agencies placing network and spot.

In the past, too, this form of selling has been the target of station representatives who feel the availability of minute buys on the networks cuts the potential spot television volume.

Several rep executives told BROADCASTING last week they had noted the minute participation drop-off, a development they regarded as "heartening."

The networks, curiously enough, are inclined to regard any decline—no matter how slight—of participation selling in favor of program selling as a plus factor. For example, a drop in participation availabilities indicates a rising tv economy (some participation selling is distress selling). And for the networks, the handling is costlier for multi-sales within a program hour compared to the few sales which usually also run for a longer period of weeks.

The figures ■ A year ago, BROADCASTING found "minute men" advertisers becoming more solidly entrenched in prime-time periods, a trend that began in 1957. This summer, sales al-

ready on the books indicate the following:

For the 1962-63 season, minute buys will account for 60% of the prime-time program availabilities on ABC-TV; 50% on NBC-TV and 29% on CBS-TV. These figures contrast with the 1961-62 figures of 75% for ABC-TV, 55% for NBC-TV and 25% for CBS-TV.

Though the number and percentage of minute advertisers has declined, the amount of money they represent on the networks is still substantial. It is conservatively estimated that minute sponsors will spend approximately \$4 million each week in prime time programs (gross billing at the one-time rate, but not including talent costs). The figure is higher than the comparable \$3.8 million per week estimated last year for the final quarter of 1961. Though there is a reduction in participations, increased time costs on the three networks will more than offset the cut-back in time allocated to minute advertisers.

Minute participations began to evolve in the early 1950's on such non-prime time programs as *Today*, *Home* and *To-*

## Committee hears broadcasters urge equal-time suspension

Proposals to modify or suspend the equal-time section of the Communications Act received a mixed reaction at Senate Communications Subcommittee hearings presided over by Sen. John O. Pastore (D-R.I.) (second from right) last week.

Broadcasting industry officials generally urged repeal of the requirement that stations make equal time available to all candidates, regardless of the size of their following. But subcommittee members were wary of the proposal, and minority party representatives, in general, opposed it.

As a result, it appeared that, in Sen. Pastore's view, Congress wouldn't approve more than a suspension of the requirement for a



limited number of the more important offices. Seated at the senator's right is Sen. Norris Cotton (R-

N.H.); at his left, Nicholas Zapple, subcommittee counsel. (See story, page 82.)

## TV PARTICIPATION SALES SLACKEN *continued*

night on NBC-TV and spread to prime-time shows by 1957. Their number grew progressively larger and there was a belief that minute advertisers would hit a high peak for the 1962-63 season.

**Better business climate** ■ Network sales executives believe the key to the reduction in the number of minute participations next season is improved economic conditions. They agree that above and beyond any other consideration, the improved business climate is the one significant factor that has persuaded more advertisers this year to become what networks call "program buyers" rather than "participation buyers."

"Of course, all these buys preceded the Wall Street dip seven or eight weeks ago," one sales official observes. "But I'm not sure whether this would have been a decisive point, because businessmen generally feel that the economy is basically sound."

With the start of the fall season slightly more than two months off, tv networks are virtually sold out. Both NBC-TV and ABC-TV claim they are 95% sold and CBS-TV reports it is 93% sold for the fourth quarter.

Networks are not over-emphasizing this circumstance. They point out this means so far that a high level of sales prevails for the season's start. But as one executive comments: "What really matters is how you come out throughout the year, not for the first few weeks or first quarter."

They stress also that the network selling season started considerably earlier this year. A good bulk of the fall

schedule had been sold by early spring, leaving the intervening months to "mopping up."

**Prefer programs** ■ Network sales officials say they prefer to sell program sponsorship, rather than minute participations, but they observe that each form has its strong points. From the network point of view, a participation sale encompasses a larger number of advertisers and means more sales calls, more paper work, more servicing and, in short, costs more to sustain. But there's another side: A minute sponsor can be replaced more easily than a program sponsor if one drops out at the end of 13 weeks.

They emphasize too that the form of sponsorship depends upon an advertiser's requirements as well as his objectives: a company which wants program identity might become associated as a program sponsor, while one which desires frequency or reach might travel the participation route.

Minute advertisers spread with the increasing number of hour programs in recent years. Network schedules show that although the number of hour presentations is not expanding, they are not declining either. There is merely a shift from one network to another.

CBS-TV, whose minute advertisers have increased from 25% to 29%, will add two one-hour shows over last year's total of 12. On the other hand, ABC-TV, where the percentage of minute advertisers dips to 60% from 75% shows a total of 13 hour programs for 1962-63 compared with 16 last year. NBC-TV's total remains at 17 for both years.

**Special push** ■ For this season, the networks have placed special emphasis on selling at least "basic" portions of hour shows to a group of program sponsors and selling the remainder to minute advertisers. They report they have enjoyed a greater degree of success this year than last in this effort.

Thomas H. Dawson, CBS-TV vice president, network sales, maintains there is "no single approach to selling a network schedule because there are different kinds of advertisers with different kinds of requirements and different kinds of approaches." He specifies that in tv some advertisers seek a prestige association and some are "head counters," but that it is the network's function to try to satisfy the needs of all its potential clients.

Mr. Dawson, though cognizant of the value of the minute buys, says he prefers to sell programs, observing: "Minutes are harder to sell and harder to program."

Costs are rising, he said, pointing out that the cost for a minute (time and talent) ran about \$35,000 last year on CBS-TV, while this year it will be several thousand dollars higher.

**NBC-TV prices up, too** ■ Don Durgin, NBC-TV's vice president for sales, reported the network this year has been able to sell more program time, even within hour shows, so that only part of a presentation will be sold to a minute advertiser. He notes NBC-TV is getting higher prices this year generally, and for those programs in particular that were well-rated during the past season.

The network, he said, is especially pleased that several first-time prime-time advertisers have elected to continue with network tv on NBC-TV for

A large amount of time on ABC-TV that'll be devoted to participating advertisers next season is on the Sunday, 8:30-11 p.m., "Hollywood Special." In the time period, the network telecasts United Artists releases of post-'50 vintage (scene from "Not as a Stranger," with Sinatra and Mitchum (l) below). The advertiser buys minute participations. Participating advertisers in CBS-TV's prime-time schedule next fall will represent a slightly greater percentage of time availabilities (though CBS-TV is still

behind ABC-TV and NBC-TV in minute availabilities). Among the new prime-time shows being sold in minutes (in part or entirely) is "Mr. Ed" with Alan Young and Connie Hines (c). At least an hour of the 90-minute "Virginian" (r), a new entry in the NBC-TV lineup next fall, is being sold on a minute-participation basis. Among the stars who make up the cast in the series (l to r) are Gary Clarke, Roberta Shore, Doug McClure and James Drury (standing).





## Hour, off-network programs finding variety of time slots

One-hour, off-network programs, which are being distributed in unprecedented numbers this summer, are finding time slots in a variety of periods, including early evening, late evening and, in some instances, prime time.

Distributors canvassed by BROADCASTING report it is still too early to determine the ultimate fate of these programs, which total 14 and may grow to a larger number by the time the fall season begins. But they are optimistic about the prospects for these shows although they realize that station time slots are scarce for syndication programs generally and one-hour properties particularly.

MCA TV, which pioneered in the syndication of one-hour shows in 1961 with four series, has released three additional 60-minute series—*Thriller*, *Frontier Circus* and *Checkmate*. A spokesman said the company has had "some success" in gaining prime-time spots for these shows, particularly the 7:30-8:30 p.m. and 10:30-11:30 p.m. slots.

Warner Bros., which is the "cham-

panion" hour-program distributor in 1962 with six shows of this category in release for the past six weeks, finds that the 6-7 p.m. and the late night periods (after 11 or 11:15 p.m.) are the preferred slots for these shows. A spokesman said his experience to date showed that few stations were planning to schedule the hour programs in prime time, but he noted that several stations hoped to place the shows in the Saturday, 10-11 p.m. period.

Twentieth Century-Fox TV is most optimistic about the chances of hour programs to succeed next fall. An official pointed out that *Adventures in Paradise*, *Five Fingers* and *Hong Kong* were released by the company this spring and two others—*Bus Stop* and *Follow the Sun*—probably will be offered later this year. Fox has been able to procure time in three basic periods—the 5-7:30 p.m., the 7:30-8:30 p.m. and after 11 p.m. In markets of three stations or less, the spokesman said, a Fox analysis indicates that at least two hours of prime time (between

7:30 and 11 p.m.) will be devoted to syndicated programming of some type, including half hours, hours or feature films.

Distributors believe many of the hour programs will "catch on" with stations and advertisers because they have established "track" records from their network cycles; are readily identifiable to timebuyers, and are purchaseable at prices from one-half to two-thirds of that of good feature films. They point out that in some markets the hour programs conceivably could be a "natural" buy for a station that must compete against the powerhouse feature film station in the area.

Sales figures on the new hour programs have been impressive for some shows and unprepossessing for others. Several have achieved the 50-market level but others are still hovering in the 15-20 market ranking. Distributors are pinning their hopes on a summer sales push to gauge more accurately sponsor acceptance of the new hour, off-network series.

another year. Among those he mentioned were Xerox, Milton Bradley and Douglas Fir Plywood.

Edgar Scherick, vice president in charge of sales for ABC-TV, attributes the sharp drop in the number of minute advertisers on the network—75% in 1961-62 to 60% for next year—to two factors. The first, he says, is an improved business condition that has persuaded some advertisers to invest in programs to obtain identity. The second is ABC-TV's programming lineup, which, he claims, many advertisers find "more attractive" as compared with the network's schedules of recent years.

He stresses that many of ABC-TV's hour shows also have obtained "program sponsors" for a substantial portion of the telecast, with a small percentage open to minute advertisers. In this connection, he mentioned *Wagon Train*, *Ben Casey*, and *Going My Way*.

**Participation's many faces** ■ There are many forms of minute-participation selling. Among them is the straight minute within a program (six in an hour, three in a half-hour), the "Alternate minute weekly," the minute scattered over various shows, the minute scattered over shows and over more than one network and the minute which for discount purposes is purchased on the basis of an "alternate weekly one-third (actually one spot is traded off with another advertiser in another week, but in that show)," coming out with a single weekly minute for the individual

advertiser in the particular program.

Perhaps one of the more intriguing developments in minute participation selling is what ABC-TV has accomplished with *Ben Casey*. As explained last week by one ABC-TV executive, the network broke out a sixth of the show for sale to participating advertisers.

## Insurance firms' tv billings set record

### TVB SAYS FIRST QUARTER SALES 23.2% ABOVE 1961

Insurance advertisers saw little risk in using television during the first quarter this year. Their billings in network and spot tv, setting a record high, were 23.2% over the same period a year ago, Television Bureau of Advertising reports today (July 16).

First quarter total gross time billings for insurance companies were \$4,494,525, against \$3,647,894 in the period a year ago. Network billings for the quarter increased from \$2,939,894 last year to \$3,610,525 this year. Spot billings were \$884,000, against \$708,000 in the 1961 quarter.

Mutual of Omaha with gross time expenditures of \$961,915 and the Prudential Insurance Co. of America with billings of \$875,070 were the top tv investors among leading insurance advertisers in the first quarter (see table).

TvB points out that the totals for the first quarter do not include billings for

This one-sixth in the popular show (it was one of the top-rated program this past season) is used almost as a lure, or "plus" factor. An advertiser is encouraged to buy various minute participations "on the network" with the knowledge that he also can be associated with tv's top-banana medic serial.

the Metropolitan Life Insurance Co. which will enter tv this fall, or the Insurance Co. of North America and Continental Casualty Co. of Chicago which recently began sponsoring tv programs.

In 1961, total gross time billings for insurance advertisers on tv were \$14,957,099, of which \$11,204,099 was for network and \$3,753,000 was in spot, TvB said.

Following are the leading insurance advertisers and their gross time billings in the first quarter of 1962:

	Network*	Spot**	Total
Mutual of Omaha	\$955,085	\$ 6,830	\$961,915
Prudential Ins.	875,070	—	875,070
Allstate Ins.	468,777	—	468,777
State Farm Mutual	408,240	8,070	416,310
Nationwide Ins.	318,198	61,070	379,268
Liberty Mutual Ins.	308,463	—	308,463
Blue Cross/Blue Shield	—	285,810	285,810
Kemper Ins. Group	143,213	—	143,213

\*Source—TvB/LNA-BAR  
\*\*Source—TvB/Rorabaugh

# Error small in ratings method—Nielsen

## RESEARCH FIRM SAYS CHARGES IN MADOW REPORT ARE UNJUSTIFIED

A. C. Nielsen Co. claims in a newly-released study of methodology in its tv research that statistical "error" or "bias" in the Nielsen ratings system is "negligible."

The study is designed in part as a follow-through on what the so-called Madow Report asserted to be a "lack of serious methodological research" on ratings and their uses.

The Madow Report was presented to a House subcommittee by the American Statistical Assn.'s Technical Committee on Broadcast Ratings. It was made public in March 1961, by Rep. Oren Harris (D-Ark.), whose old Oversight Subcommittee had authorized the report in 1960 (BROADCASTING, March 27, 1961).

It was the Madow Report that recommended, among other things, that the tv industry set up an Office of Research Methodology to implement a study of how broadcast ratings which affect programming are arrived at and used.

The congressional report was prepared by William G. Madow, Stanford Research Institute; Herbert H. Hyman, Columbia U., and Raymond J. Jessen, CEIR Inc. That study contained 139 pages of fairly technical information, followed by 24 pages of appendices.

In planning the study, A. C. Nielsen Co. said it had sought the advice of Mr. Madow, Morris Hansen and William Hurwitz, co-authors of a basic book on survey methods, "as well as other able researchers from leading advertisers and agencies."

**Error Small** ■ The Nielsen report notes, "the over-all results . . . show that the non-sampling errors in Nielsen NSI television research are not large enough to adversely affect the accuracy of the data produced.

"Specifically the survey found that non-cooperation results in a small, positive bias of between 1.0 and 2.0 absolute rating points.

"The effect of conditioning or response error on the data reported by NSI was found to be close to zero and not statistically significant."

In effect, Nielsen interprets the purpose of the study as three-fold:

■ The degree of "non-cooperation." Simply put: the question whether those homes refusing to supply data to Nielsen have viewing patterns sufficiently different than (and thus "invalidate") the ratings story received from households cooperating.

The study notes that over several years, its local area samples in the 52 Recordimeter/Audilog metro areas are reduced from an initial cooperation rate

ranging from 55-62% down to about 45.5%. Nielsen also concluded in the study that "a small positive cooperation bias is present in the NSI 'achieved'

samples, amounting to between 1.0 and 2.0 absolute rating points. The comparison, showing the effect of non-cooperation, follows:

	% Of Households-Using-Television			
	NSI Desired Samples	NSI Achieved Samples	Dif.	Standard Error of Dif.
<b>Total All Hours</b>	<b>43.9%</b>	<b>45.3%</b>	<b>+1.4%</b>	<b>±0.3</b>
<b>Total Daytime Hours</b>	<b>27.8%</b>	<b>29.2%</b>	<b>+1.4</b>	<b>±0.5</b>
10-11 AM	22.1	23.8	+1.7	±0.7
2-3 PM	24.7	25.1	+0.4	±0.7
5-6 PM	36.7	38.6	+1.9	±0.8
<b>Total Nighttime Hours</b>	<b>60.1%</b>	<b>61.4%</b>	<b>+1.3</b>	<b>±0.5</b>
7-8 PM	56.8	57.3	+0.5	±0.8
8-9 PM	61.9	63.8	+1.9	±0.8
9-10 PM	61.4	63.3	+1.8	±0.8

■ The effect of "conditioning." Are viewers who cooperate over a period of time influenced enough by this participation to change their tv pattern? Are they conditioned as R/A households by their diary-keeping?

The answer again was "not statistically significant" when tv activity of "new

random samples" was pitted against NSI "achieved" samples. The latter—"achieved" samples—are those homes generally which have kept diaries for several years. On data accumulated, the Nielsen study concludes "that any conditioning effect is smaller than the standard errors of difference and is close to zero." The data:

### EFFECT OF CONDITIONING

	% Of Households-At-Home* and Using Television			
	New Random Samples	NSI Achieved Samples	Dif.	Standard Error of Dif.
<b>Total All Hours</b>	<b>56.2%</b>	<b>56.4%</b>	<b>+0.2</b>	<b>±0.6</b>
<b>Total Daytime Hours</b>	<b>38.3</b>	<b>39.1</b>	<b>+0.8</b>	<b>±0.9</b>
10-11 AM	31.8	33.4	+1.6	±1.6
2-3 PM	38.4	36.9	-1.5	±1.6
5-6 PM	43.4	45.5	+2.1	±1.6
<b>Total Nighttime Hours</b>	<b>71.7</b>	<b>71.6</b>	<b>-0.1</b>	<b>±0.9</b>
7-8 PM	68.4	67.1	-1.3	±1.6
8-9 PM	75.5	75.0	-0.5	±1.6
9-10 PM	71.1	72.8	+1.7	±1.6

\*"At home" ratings are used to provide the best measurement of conditioning since they eliminate much of the effect of any non-cooperation bias.

■ The so-called "response error." Does telephone coincidental data corroborate the tv usage levels found by NSI, whose basic data in the 52 markets covered is collected through R/A? Nielsen found no significant difference shown statistically and error "negligible."

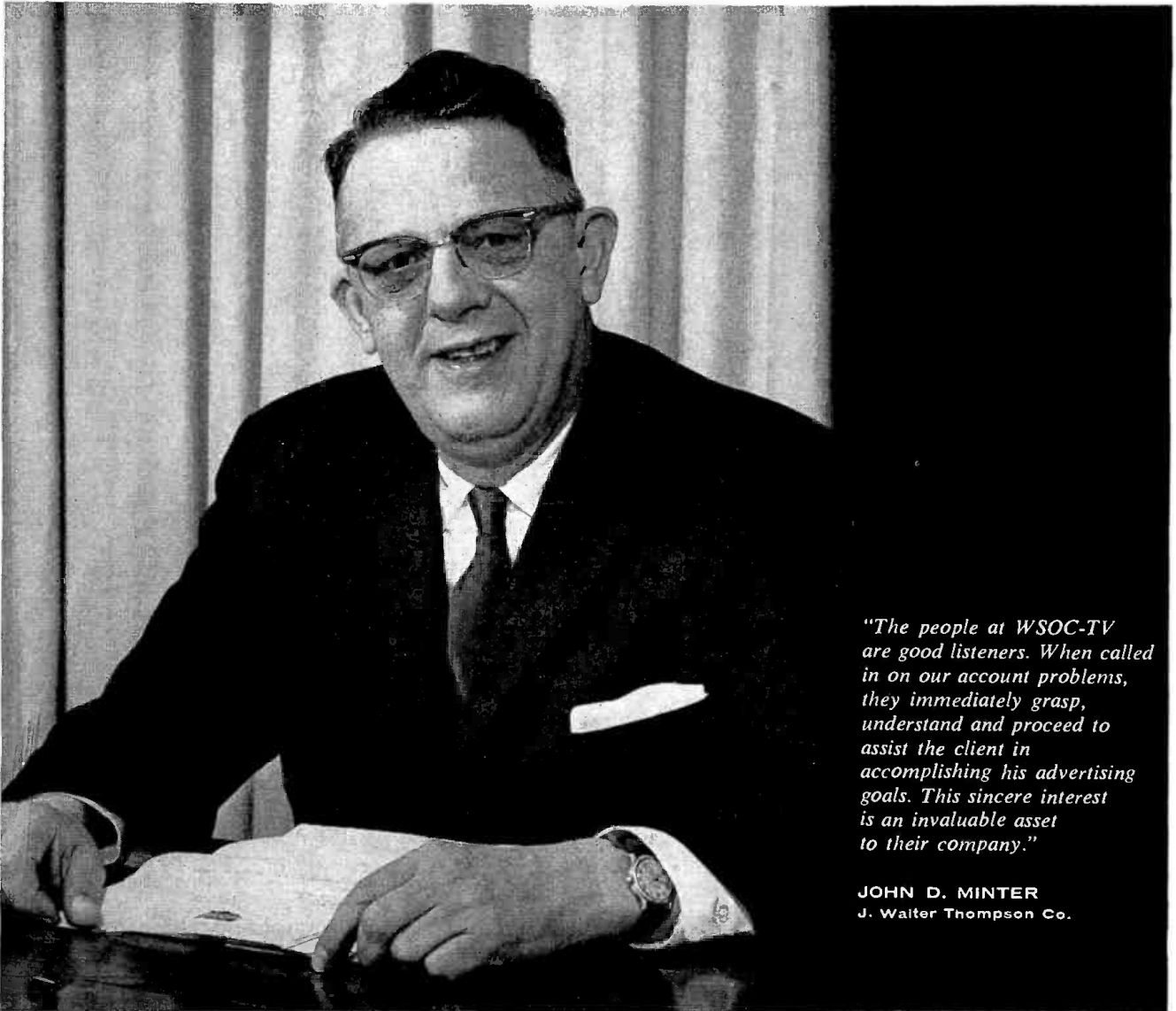
The study was conducted in the metropolitan areas of the 52 major markets where Nielsen employs its Recordimeter/Audilog technique. The survey method in the study was coincidental telephone interviews. It is these areas, according to Nielsen, where non-cooperation "bias" would be of major concern (more so than in smaller markets).

Three samples in all were used: (1) the NSI "desired" sample (as originally

specified for NSI samples—usually half are "useful" cooperators) containing 6,697 homes; (2) the NSI "achieved" sample (those basic homes agreeing to take part with the addition of alternate homes for the refusals) containing the same total as in the "desired" sample, about half the number represented by the replacement homes; (3) a new random sample of homes never before contacted by the research firm for a total of 3,127 homes. In all: 13,480 different telephone households contacted three times for a gross sample of more than 40,000.

The survey was conducted Monday-Friday the weeks of Feb. 19-23; March 5-9, and 19-23, 1962. All households were contacted three different times

**“Charlotte’s WSOC-TV...  
their sincere interest an invaluable asset”  
— Minter, J. Walter Thompson**



*“The people at WSOC-TV are good listeners. When called in on our account problems, they immediately grasp, understand and proceed to assist the client in accomplishing his advertising goals. This sincere interest is an invaluable asset to their company.”*

**JOHN D. MINTER**  
J. Walter Thompson Co.

Talk to us about your advertising goals in the Carolinas. Let's discuss merchandising problems if you have them, dealer stimulation. When your schedule is on this Charlotte station you're backed by much more than its top-flight programming. You get a brand of staff support that contributes greatly to sales success. For your next campaign, choose WSOC-TV—a great area station of the nation.

**WSOC-TV**

CHARLOTTE 9—NBC and ABC. Represented by H-R

**WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton**

## EFFECT OF RESPONSE ERROR

Comparison of NSI Spring 1962 Report for 52 Recordimeter Metro Areas with  
Coincidental Phone Survey Results

Hour	Total Aud.(1)	% Homes Using Television		Coincidental	Diff.
		Adj. to Av. Aud.(2)	Adj. for Glenn Wk.Weighting(3)		
10-11 AM	19.0	18.1	22.3	23.8	+1.5
2- 3 PM	23.8	22.7	24.5	25.1	+0.6
5- 6 PM	37.3	35.5	37.6	38.6	+1.0
Daytime Average	26.7	25.4	28.1	29.2	+1.1
7- 8 PM	61.3	58.4	58.6	57.3	-1.3
8- 9 PM	67.3	64.1	64.3	63.8	-0.5
9-10 PM	66.1	63.0	63.4	63.2	-0.2
Nighttime Average			62.1	61.4	-0.7
All Hours			45.2	45.3	+0.1

(1) These are linear averages of the HUT ratings in each of the 52 metro areas and do not weight these levels by relative importance of each area.

(2) NSI HUT levels are on a 6 minute or more definition and are 5% larger than average audience huts such as result from coincidental phone calls.

(3) Glenn space flight greatly increased HUT levels during the week of February 19th. NSI data are four week averages over six weeks with the Glenn week contributing less than 25%, whereas in coincidental study Glenn week was one out of three weeks or 33.3%.

over the period but never twice at the same hour or on the same day and spaced over the six measured hours over the week. Choice of time periods was made to receive measures for morn-

## TvAR report revives 'tilt' feud with NBC

A station reps claims that nighttime tv network programs fail to deliver their "proper share" of the national audience in the top 20 tv markets are enlarged today (July 16) in a similar study of network daytime audiences.

Television Advertising Representatives Inc., New York, touched off a feud with

NBC-TV over the earlier nighttime findings (BROADCASTING, June 11, 4, Jan. 22). TVAR now says daytime network programs have a steeper "Tilt" away from the 20 prime marketing targets than was shown in its initial "Tilt" study analyzing nighttime programs.

The point stressed by both TVAR studies is that national advertisers should not use network tv alone because "maximum advertising impact for major national-distributed products" depends on a combination of both spot and network tv.

While the top 20 markets currently account for 53.4% of all the tv homes in the U. S., according to the rep firm, 28 out of 29 daytime network shows analyzed deliver less than 53% of their audience in these markets (the one exception, ABC-TV's "Who Do You Trust?").

Robert M. Hoffman, TVAR's vice president for marketing and research, who prepared the analysis, reports that 21 of the 29 daytime shows checked receive 36% to 45% of their audience in the top 20 markets. "This means," he says, "That 72 percent of these shows have a serious tilt." The nighttime study, he pointed out, showed that 48% of the 65 programs measured attract 45% or less of their national audience in these areas.

## DOES TV CULTURE FOR CHILDREN PAY?

ABC-TV executive warns advertisers not to dismiss it

Advertisers may be missing a good television bet in pooh-pooing the future of the upgraded children's program.

The warning to advertisers—coupled with a plea for a good, second look on their part—has been issued in an inter-office memorandum by Yale Roe, assistant daytime sales manager at ABC-TV. Mr. Roe composed his memorandum as an "answer" to an apparent reluctance on the part of agency tv buyers to give an unqualified support to broadcaster and producer plans to increase production and scheduling of so-called cultural shows for children (BROADCASTING, June 18).

Several agency executives questioned whether or not the programs could attract and hold an audience as well as modify "pricing"—that is, can they be "attract advertising vehicles?" as one agency executive expressed it.

Mr. Roe believes that potential advertisers probably are really asking "what's the cost-per-thousand?" But, he says, there are other questions which, when answered, take in "all the advantages of better programming for children." Sponsor considerations, he says, should include:

- "Which child will be more respon-

sive to a commercial message: one attentively viewing one of these better programs? Or one watching equally entertaining, but less involving, programming?

- "Which child can be most effectively sold: the one who discriminates and can be reached through entertainment-quality programs or, the child sated by the programming that is on the screen every day?

- "Which kind of programming provides advertisers with better merchandising and sales promotion tools: that seen and known only by children? or, that seen and known by children, their parents, schools, retailers, government and the public at large?

- "What of the appreciation by many parents of a sponsor's contribution to quality programming? Why not put a value on good will?"

Adding up the qualitative factors, Mr. Roe suggests that the cost efficiency is better for some programs because of "truly greater advertising effectiveness." He asserts that if cpm were the only measurement, television, and advertising, would be "missing half of all program types and most of all quality programs."



Dr. Madow Nielsen begged to differ

ing, early afternoon, late afternoon and nearly complete for prime time tv activity.

A. C. Nielsen spokesmen said the company felt its study was the most comprehensive investigation of methodology ever undertaken by a commercial research firm.

The import of the report, these spokesmen felt, was that it can be statistically shown that there is a biased result when some homes refuse in a pre-designated sample to cooperate in measurement surveys and then are replaced subsequently by cooperative homes. But, they added, the "overstatement" all adds up to only 1.0 to 2.0 absolute rating points, while conditioning and response error are close to zero and not even statistically significant.

# Why WNEM-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2 and 3

Says James Gerity, Jr.:

"We purchased Volumes 1, 2 and 3 of Seven Arts' 'Films of the 50's' because this is the type of entertainment our viewers want. These Warner films are loaded with top stars in really good pictures . . . A natural for strong audience appeal.

"The fact that Seven Arts have a

## greater amount of color than any other group

was another very important factor in my decision to buy. We have been telecasting color over Channel 5 for the past six years, and the large amount of color films in these groups is a great help in maintaining our color programming schedule.

"Channel 5 programs Seven Arts' 'Films of the 50's' on our late show Saturday night, early Sunday evening and on our Best of Hollywood specials in prime evening time."

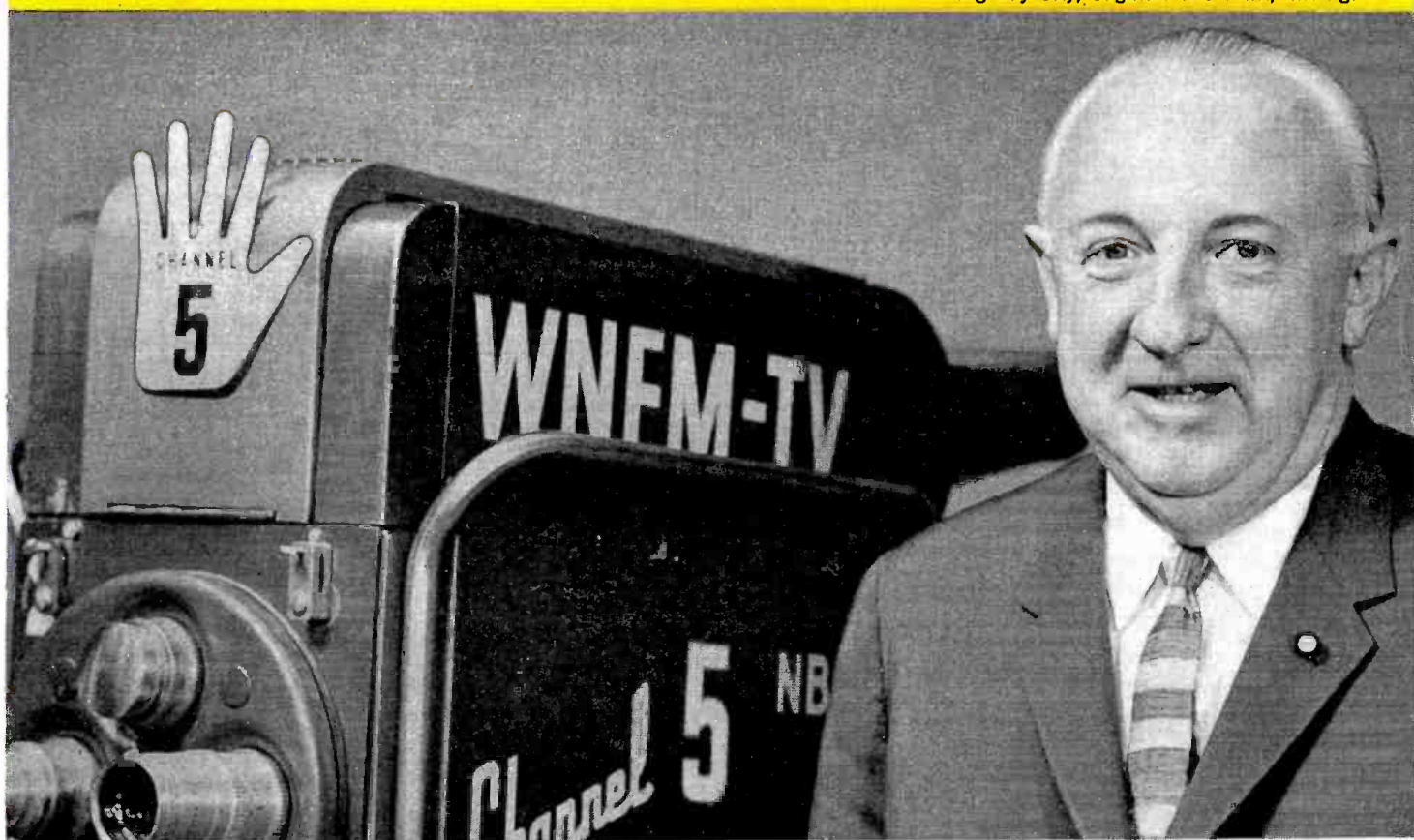
### Seven Arts' "Films of the 50's"... Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-O N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

James Gerity, Jr., President and General Manager. WNEM-TV serving Bay City, Saginaw and Flint, Michigan



## Blair Tv offers 14-station election package

### ADVERTISER(S) WOULD SPONSOR LOCAL VOTING RETURNS

In a departure from the usual method of selling tv coverage of local political election returns Blair Tv is attempting to sign one or more advertisers to sponsor these undertakings this fall on 14 stations it represents.

The package price set by Blair TV is \$86,000 for complete sponsorship of local returns. This is said to be the first time a representative firm has attempted to line up national sponsors for such coverage. Ordinarily stations sell these events to local advertisers.

The overall plan was conceived by Blair's special projects division this past winter. This division usually concentrates its attention on selling groups of locally-produced programs of a station to a national advertiser, but, in this instance, it is reversing its approach and is selling a single event that is being covered on a group of stations.

Local coverage on the Blair-represented stations will be provided for five minutes each half hour on the ABC-TV and NBC-TV affiliates, and 7½ minutes each half-hour on the CBS-TV outlets. The Blair sales approach is to persuade advertisers it would be advantageous to (1) ally

themselves with a significant community event and (2) participate in an undertaking that is associated with an important network tv project. (Local coverage is a "cut-away" from the network telecast of elections.)

The sales drive on this undertaking is being directed by Ralph Allrud, director of special projects at Blair and Earl Thomas, special projects sales specialist. Seven advertisers are said to be "interested" in sponsorship of the coverage, with two of them considering all 14 Blair-TV markets, Mr. Thomas reported.

The Blair tv stations offering local election coverage are WTEN (TV) Albany, N. Y.; WNBC-TV Binghamton, N. Y.; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WBNS-TV Columbus, Ohio; KFRE-TV Fresno, Calif.; WOW-TV Omaha; WIIC (TV) Pittsburgh; KGW-TV Portland, Ore.; WPRO-TV Providence; KING-TV Seattle; WFLA-TV Tampa, Fla.; KOA-TV Denver and WFIL-TV Philadelphia.

Length of coverage of returns will vary from market to market, starting at 6:20 p.m. at the earliest and continuing through 2 p.m. at the latest.

## Good ads score well in all media—'Look'

### RECALL STUDY SHOWS TV, PRINT ARE COMPLEMENTARY

Regardless of the advertising medium used, good ads score high in consumer recall and bad ads score low, according to a survey conducted for *Look* magazine. The first results of an "inter-media study" conducted for *Look* by Audits & Surveys, New York, measures in an identical manner the "recall" by housewives of food and beverage products ads in print media and on tv.

The study shows little difference between tv and print in terms of what was actually communicated to the housewife and how much she was able to recall 24 hours later.

Joel Harnett, *Look* vice president supervising the research, said the project, though inter-media in character, is not competitive as such. Instead, he said, it shows how tv and print "complement and reinforce" each other.

The study shows that 26.3% of the women interviewed remembered something specific about a *Look* food or beverage ad read the previous day, while 24.9% recalled something from a 60-second tv commercial seen 24 hours earlier. Recall of *Look* ads scored from 14.1% to 39.4%; network tv scored from 5.6% to 44.7%. The researchers conclude that the large range of verified-recall scores in both media suggest that copy factors, rather than the medi-

um itself, account for success or failure in either medium.

The study also shows that ads for the same product, using the same theme, give different impressions in print than on tv. An ad in *Look* and a commercial on 77 *Sunset Strip* (ABC-TV, Fri., 9-10 p.m. EDT) for Chef Boy-Ar-Dee spaghetti and meatballs were compared. The print ad featured the package, the product in use and the headline, "Quick Main Dish." The tv commercial had an Italian motif and showed close-ups of the package and product. Overall recall of the advertising was similar for both media. But different points were made in the two media:

Major elements recalled	% recalling	
	Print	Tv
Quick, easy to prepare	5	16
Real Italian recipe	2	13
Meal being prepared	26	10
Taste and quality	15	8

## Xerox moves to NBC-TV to get later time spot

Its marketing strategy will require a mid- or late-evening television time period, so Xerox Corp., Rochester, N.Y., has signed for sole sponsorship of

12 broadcasts of NBC-TV's *Chet Huntley Reporting* series next Fall (Tue., 10:30-11 P.M. NYT), in place of its current association with CBS-TV's *CBS Reports*. The latter program, now seen Thursdays, 10-11 P.M. is moving to the 7:30-8:30 P.M. slot in the new season.

Xerox, which spent about \$500,000 in *CBS Reports* this season (BROADCASTING, June 18), and plans to "increase its television activity" in the Fall (on NBC-TV), is reported to have felt the 7:30 P.M. CBS-TV slot was too early. Papert, Koenig, Lois Inc. is Xerox's agency.

*Chet Huntley Reporting* is Xerox's sole broadcast buy for the Fall.

## Coca-Cola tv budget upped \$1.2 million

Coca-Cola Co., Atlanta, is spending an additional \$1.2 million on tv advertising this summer. The soft drink company's original television budget for the year was about \$3.5 million.

The added expenditures have been used to purchase participations in 11 nighttime shows over ABC-TV and nine CBS-TV daytime programs. Coca-Cola may also sponsor several tv "spectaculars" during the 1962-1963 season, according to a company spokesman. Agency: McCann-Erickson, New York.

## Business briefly ...

**Procter & Gamble**, through Benton & Bowles, New York, will sponsor two one-hour tv documentary specials, "Hollywood: the Talkies" and "Hollywood: the Great Stars," that are being produced by Wolper Productions for broadcast in January and February 1963, on a network still to be selected. The programs, now in production under the supervision of producer Jack Haley Jr., and director Marshall Flaum, are sequels to "Hollywood: the Golden Years," sponsored by P & G both in its original NBC-TV telecast last year and in its re-run on that network September 18.

**Louis Marx & Co.**, toys, New York, will sponsor *Marx Magic Midway*, a new children's series, starting Sept. 22 on NBC-TV (Sat. 11:30 a.m.-12 noon NYT). Starring Claude Kirchner as ringmaster, the program will combine circus, magic and variety acts. It will be packaged by Miller-Shaw Productions Inc., in association with NBC-TV. Agency: Ted Bates & Co., New York.

**Zenith Radio Corp.**, Chicago, will co-sponsor live color telecasts of the first "World Series of Golf" on NBC-TV from 4:30 to 6 p.m. Sept. 8-9,

bringing together Arnold Palmer, Jack Nicklaus, and the winners of this year's British Open and PGA tournaments. (Agency: Foote, Cone & Belding, Chicago.) competing for \$75,000 in prizes, at the Firestone Country Club, Akron, Ohio. Zenith says it will emphasize its color tv receivers and the micro-touch two gram tone arm.

**Chesebrough-Pond's Inc.** has bought participations in eight NBC-TV nighttime shows, beginning in the fall. They are *McKeever and the Colonel*, *It's a Man's World*, *Saints and Sinners*, *The Virginian*, *The Eleventh Hour*, *Wide Country*, *Sam Benedict*, and *Saturday Night at the Movies*. Agency: Norman, Craig & Kummel Inc., New York.

**R. T. French Co.**, Rochester, N. Y., will promote its cream salad mustard in cooperation with the Visking Corp. of America (meat casings) in a spot campaign on 10 ABC-TV daytime shows, and in print media, Aug. 6-Sept. 3. The promotion, "Beat the Heat with a Blue Sky Buffet," includes an electric charcoal lighter offer.

**Mentholatum Co.** has bought sponsorship in seven NBC-TV nighttime programs this fall—*McKeever and the Colonel*, *Laramie*, *Chet Huntley Reporting*, *The Virginian*, *The Wide Country*, *International Showtime* and *The Jack Paar Show*. Agency: J. Walter Thompson Co.

## Rep appointments...

▪ **KWIZ** Santa Ana, Calif.: Sandeberg/Gates & Co. as its national representative, and in Los Angeles, replacing Doug Fleming, who has resigned as staff salesman.

▪ **KNOB (FM)** Long Beach, Calif.: J. A. Lucas Co. as sales representative in the San Francisco area. Robert Richer, New York, continues as Eastern rep.

▪ **KWYZ (formerly KQTY)** Everett, Wash.: Day-Wellington Inc. as Seattle-Tacoma regional representative. D-W has moved to larger quarters at 510 Vance Bldg., Seattle.

▪ **WTEL** Philadelphia: National Time Sales, New York, as national representative.

▪ **WCAW** Charleston, W. Va.: Ohio Stations Representatives as station rep in Pittsburgh.

▪ **KASE** Austin, Tex.: John E. Pearson Co., New York, as national representative.

▪ **KTVW (TV)** Tacoma: appoints Weed Television Corp., New York, as national representative.

BROADCASTING, July 16, 1962

## ON TAPE... it's SPOTMASTER

the only **complete line** of cartridge-tape equipment

### NEW! SPOTMASTER Rack Mount

The 500R is the only combination recorder-playback in a slide-out rack chassis designed for complete accessibility. Playback also available.



SPOTMASTER, by Broadcast Electronics... the most widely accepted line of trouble-free, transistorized cartridge-tape equipment, offers the largest selection of basic accessories for versatile and dependable operation.

PLUS... the complete line of accessories, including:

- Stereo playback and combination
- Cue-Trip Tone Pulser
- Cue-Trip Sensor and relay
- Tape Cartridge Winder
- Portable demonstration units
- Lazy Susan Cartridge Rack
- Wall Mount Cartridge Rack
- Remote Control Unit
- Equalized Turntable Preamplifiers



### SPOTMASTER COMPACT

The time tested compact playback or combination unit for control room or remotes.



Keeps You in View!

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

Write today for complete technical specifications.

**VISUAL ELECTRONICS**  
CORPORATION

356 West 40th Street • New York 18, N. Y. • Pennsylvania 6-5840

# NAB reports station revenues rising

## BUT HULBERT SURVEY FINDS PROFITS PICTURE NOT SO CHEERING

Radio and tv stations will show an increase in revenue this year, according to an NAB survey conducted by its department of broadcast management.

While revenues are going up, however, the profit situation in broadcasting isn't as good, according to James H. Hulbert, department manager. The survey covers all classes of radio and tv stations, including non-members as well as members of NAB.

The Hulbert report shows:

- The typical radio station earned a 4.8% profit on its 1961 operations before federal taxes. This compares with a 7.6% profit in 1960.

- The typical tv station profit in 1961 was 12.6% compared to 15.4% in 1960.

In reviewing the results of the survey, compiled from questionnaires sent to all stations, Mr. Hulbert said, "Based on four months of operation this year, radio stations expect media revenue of \$110,000, a 3.5% increase in revenue over 1961. Television stations expect media revenue of \$1,004,000, a rise of 6.7%."

The NAB figures are computed on a median basis, whereas the FCC uses averages in its annual compilations of station revenues and expenditures. The Commission's tv figures for 1961 are due for release in the late summer and

radio data is to follow before the year-end.

Discussing the NAB's 1961 figures, Mr. Hulbert said, "the typical am radio station experienced a 3.6% decline in revenue during the year while expenses were down only .7%. Smaller radio stations located in the largest cities were the only stations that did not report decreased profit margins last year.

"The typical television station showed a 4.1% increase in revenue last year, but a 7.5% increase in expenses. While tv stations in the largest cities showed an increase in profits, stations in all other markets showed a decline."

**Splitting the Dollar** ■ The NAB data for 1961 shows that 45 cents of the typical tv station's time sales dollar came from national and regional advertisers, 27 cents from local advertisers and 28 cents from network sponsors. In that year network and regional advertisers increased their contribution to the time sales dollar.

The tv data shows that programming costs took 36 cents of the expense dollar in 1961 compared to 37 cents in 1960. Technical and sales costs remained the same, 16 cents and 13 cents respectively. General and administrative costs rose from 34 cents to 35 cents.

Wages and salaries represented 44.4% of station expenses in 1961 compared to about 40% in 1960. Film expense of \$71,000 for the typical tv station in 1961, about 9% of total expense, was down slightly from 1960.

Estimates of tv stations showed an anticipated revenue of \$1,004,000 for 1962, or 6.7% over 1961.

For the typical radio station, about 85 cents of every time sales dollar in 1961 came from local advertisers, 15 cents from national and regional advertisers and less than 1 cent from network sponsors. This pattern is similar to that reported by the typical radio station in 1958 and 1959.

The general radio station expense categories are roughly the same as in previous years, except that general-administrative costs took 40 cents of the expense dollar in 1961 compared to 38 cents in 1960. Program costs have remained at 33 cents; technical and selling costs are down one cent to 10 cents and 17 cents, respectively. The \$110,000 estimated station revenue in 1962 represents a gain of 3.5% over 1961.

### REVENUE AND EXPENSE FOR THE TYPICAL RADIO STATION, NATIONWIDE, 1961

The typical PROFIT MARGIN was 4.8%

Revenue and Expense Items	Typical Dollar Figures	Typical Percent Figures
<b>TOTAL BROADCAST REVENUE<sup>a</sup></b>	\$106,200	
<b>TOTAL TIME SALES</b>	102,600	100.0%
From:		
Networks <sup>b</sup>	0	0.0
National & regional advertisers	15,100	14.7
Local advertisers	87,500	85.3
<b>TOTAL BROADCAST EXPENSE</b>	\$101,100	100.0%
From:		
Technical	10,100	10.0
Program	33,400	33.0
Selling <sup>c</sup>	17,300	17.1
General & administrative	40,300	39.9

### SELECTED EXPENSE ITEMS

Total salaries & wages (including supervision) and all talent expense	\$ 58,200
Depreciation & amortization	4,800

### PROFIT

(before Federal income tax) \$ 5,100

<sup>a</sup>Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

<sup>b</sup>For only those stations which were affiliated with nationwide networks, the typical network revenue was \$500.

<sup>c</sup>Includes all promotion; excludes agency and rep. commissions.

### REVENUE AND EXPENSE FOR THE TYPICAL TELEVISION STATION, NATIONWIDE, 1961

The typical PROFIT MARGIN was 12.6%

Revenue and Expense Items	Typical Dollar Figures	Typical Percent Figures
<b>TOTAL BROADCAST REVENUE<sup>a</sup></b>	\$941,400	
<b>TOTAL TIME SALES</b>	991,500	100.0%
From:		
Networks	274,700	27.7
National & regional advertisers	443,900	44.8
Local advertisers	272,900	27.5
<b>TOTAL BROADCAST EXPENSE</b>	\$822,800	100.0%
From:		
Technical	134,900	16.4
Program	292,900	35.6
Selling <sup>b</sup>	106,200	12.9
General and administrative	288,800	35.1

### SELECTED EXPENSE ITEMS

Total salaries & wages (including supervision) and all talent expense	332,700
Depreciation & amortization	77,400
Film expense	71,400

### PROFIT

(before Federal income tax) \$118,600

<sup>a</sup>Time Sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

<sup>b</sup>Includes all promotion; excludes agency and rep. commissions.

### KTTV's fire-fighters

A remote crew from KTTV (TV) Los Angeles, shooting a batch of Union Oil commercials on location in the Rolling Hills area of Palos Verdes Peninsula, exclusive residential area some 35 miles from downtown Los Angeles, halted long enough to put out a brush fire and be credited by the Palos Verdes fire department with saving a number of expensive homes.

The crew heard a crackling sound and saw a small boy running away from a rapidly spreading area of flame. Floor manager Ray Pearson and stagehands B. J. Claypool and Gene Schlickemyer grabbed fire extinguishers and blankets from the truck and put out the blaze, which had spread over several hundred feet of dry hillside.



# Here is a Cake with Icing!

**NOTE THIS . . .** More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

**AND, THIS . . .** More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

**AND, THIS . . .** WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

Here is an opportunity  
to have your **Indianapolis** cake . . .  
with Indiana's Second TV Market for the icing!

The unique situation revealed above definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

**WTHI-TV**  
is the  
Nation's  
Number One  
Single Station  
Market

in homes delivered  
per average quarter-hour  
(6:00 PM to Midnight—45,000)\*  
ARB, March 1962\*



**WTHI-TV**  
CHANNEL 10  
TERRE HAUTE, INDIANA



### Wometco board gets acquainted with KVOS-TV

A meeting of the directors of Wometco Enterprises Inc. meeting in Vancouver, B. C., gave several of them their first chance to inspect the company's KVOS-TV Bellingham, Wash., which last year became the Wometco firm's fourth tv property.

L to r: David Mintz, KVOS-TV vice president; Louis Wolfson; Jack Waxenberg; Richard Wolfson; Mitchell Wolfson, Wometco president; Mrs. Mitchell Wolfson; Fred Schroeder; and Gordon Reid, KVOS-TV president.

## NAB SETS UP STATE CODE LIAISON

Both radio, tv included in system to begin by next fall

A grass-roots system of keeping the NAB Code Authority in touch with key broadcasters in the 50 states has been set up by Robert D. Swezey, director of the code agency.

More than 30 state broadcasters associations have set up liaison units to aid the association and all broadcast stations in their code participation, Mr. Swezey said last week. The code contacts have been appointed by state association presidents, and the final liaison function is to be in nationwide operation by the time NAB's fall conferences start in mid-October.

Both radio and tv codes are included in the liaison structure, Mr. Swezey added. He first proposed the idea Feb. 28 at NAB's assembly of state association presidents.

With its local contacts, Mr. Swezey said, NAB will keep in closer relationship with the code situation in each state and the state liaison representatives will be in touch with what is happening at code headquarters. The representatives, he added, "will not be local monitors or spies. On the other hand, they will aid their states in participating in nationwide industry self-regulation."

Charles M. Stone, NAB Radio Code director, said the authority "will have a local contact who knows the local broadcasting situation." Mr. Stone reminded that 49% NAB member radio stations were paid code subscribers in

1961, a figure that has since increased to 56%.

Subscriptions up 22% - Mr. Stone added that total radio station subscription to the code, including both NAB members and non-members, had increased 22% in the year, or from 1,280 to 1,570 stations.

When the nationwide liaison structure has been completed, Mr. Swezey said, a meeting of the state representatives is contemplated. In the meantime the code officials are considering the idea of regional liaison assemblies during the NAB Fall Conference series.

In television the code situation is less serious, from a representation standpoint. Roughly 80% of tv stations subscribe to the tv code, which had eight years' start over the radio code on the basis of paid subscription.

NAB last week made available a box score of radio code subscription by states at the end of the two-year period of paid subscriptions:

	Am and fm stations	Radio code subscribers	Per cent of total stations
Kansas	60	42	70.0
Distr. of Col.	14	8	57.1
Colorado	72	41	56.9
Utah	33	18	54.5
Montana	37	20	54.0
Nebraska	47	25	53.1
South Dakota	26	12	46.1
Illinois	160	71	44.3
Idaho	43	19	44.1

Indiana	98	43	43.8
Oregon	93	37	42.0
North Dakota	24	10	41.6
Ohio	168	70	41.6
Iowa	82	34	41.4
Rhode Island	22	9	40.9
Minnesota	81	33	40.7
Arkansas	80	32	40.0
Maine	33	13	39.3
Pennsylvania	218	84	38.5
Oklahoma	68	25	36.7
Maryland	60	22	36.6
Wisconsin	112	40	35.7
Wyoming	28	10	35.7
Vermont	17	6	35.3
Massachusetts	86	30	34.8
Louisiana	90	31	34.4
New York	204	70	34.3
Texas	320	109	34.0
California	317	106	33.4
New Mexico	52	17	32.6
Tennessee	135	44	32.5
New Hampshire	25	8	32.0
Arizona	66	21	31.8
Virginia	138	42	30.4
Michigan	149	44	29.5
South Carolina	99	29	29.2
Kentucky	105	29	27.6
Missouri	105	29	27.6
North Carolina	203	56	27.5
West Virginia	61	16	26.2
Connecticut	47	12	25.5
Washington	105	25	23.8
Florida	206	45	21.8
Alabama	139	30	21.5
Delaware	12	2	16.7
Georgia	160	24	15.0
New Jersey	47	7	14.8
Nevada	21	3	14.2
Hawaii	21	3	14.2
Puerto Rico (Commonw.)	43	5	11.6
Mississippi	79	8	10.1
Alaska	16	1	6.2

## RADIO'S MATURITY

CBS vp tells Toronto club medium is much improved

Up-to-date radio is a far different medium than it was three years ago, according to Maurie Webster, vice president and general manager of CBS Radio Spot Sales. In an address to the Toronto Radio & Television Club, Mr. Webster christened it "mature radio."

In most major markets, Mr. Webster stated, "you'll find influential, leadership stations whose weekly programs reflect the entire community's interests. They crusade and they entertain. They report the news, they furnish humor and they stimulate well-balanced controversy."

Mr. Webster expressed concern, however, that many advertisers don't know how to use radio properly. He proposed three ways for them to get more value from their radio advertising:

(1) Make sure radio campaigns are as "modern as this new radio programming."

(2) Select the "right" stations for radio campaigns.

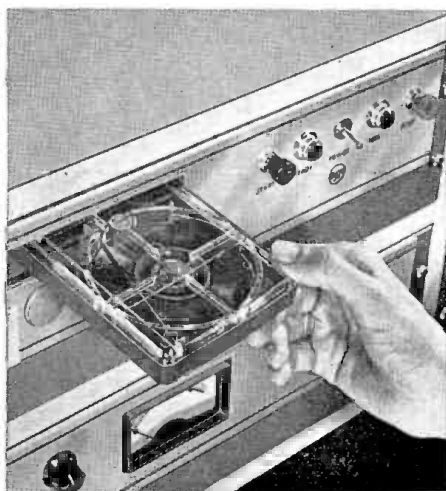
(3) Improve radio's effectiveness through more creative radio commercials.

"Radio has made the discovery that



# RCA CARTRIDGE TAPE SYSTEM

**Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices**



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. KC-22, Building 15-5, Camden, N.J.



**THE MOST TRUSTED NAME IN ELECTRONICS**

it is the world's greatest medium for ideas and that its listeners have more interests than we'd suspected," Mr. Webster added. Responsible broadcasters, he said, are those with "imagination." "Their programs are designed to win attention, enthusiasm and respect of the listeners."

## Wometco Inc. profits up for 1962 first half

Wometco Enterprises Inc. reported last week that its net income after taxes for the first 24 weeks of 1962 was the highest in its history for a comparable period. Net income was \$916,196 (83 cents per share) compared to \$592,010 (53 cents per share) for the same 24 weeks in 1961.

Gross income for the 1962 period totaled \$8,915,101 compared to \$6,813,603 for the 1961 comparable period. The report showed that \$254,233 (28% of earnings) had been paid in dividends and that \$661,964 (72%) remained in the business.

Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. It also owns motion picture theatres in Miami and West Palm Beach, the Miami Seaquarium, full-line vending operations in Florida, Panama and the Bahamas.

## TV-ASCAP NEGOTIATORS MEET AGAIN

Talk reportedly goes into songwriters' suit against BMI

Another session was held last week on all major pending litigation involving broadcasters, ASCAP and ASCAP members. The meeting was the second such informal get-together with Chief Judge Sylvester Ryan in the U. S. Southern District Court in New York.

It was uncertain whether this second conference will lead to others. It reportedly continued an exploration of issues involving not only tv stations' current rate-making suit against ASCAP, but also a separate suit containing a question on which an earlier settlement of the rate case foundered—divestiture of broadcast ownership of BMI, ASCAP's only major competitor.

The latter suit was filed almost 10 years ago by 33 ASCAP songwriters (the "Schwartz case") seeking \$150 million and the divorcement of BMI from its ownership by broadcasters.

The first such meeting of this kind with Judge Ryan took place a month ago (BROADCASTING, June 18). It had been speculated that the meeting—and others to come—might point the way toward a solution that would not involve a long and protracted litigation.

The second meeting, like the first, was held in Judge Ryan's chambers

and no transcript was made. As a result, there was a reluctance to discuss details. But there were indications that some attorneys feel a ruling in the rate case may be coming "reasonably soon."

This case involves the tv stations' current rate-making suit against ASCAP. The all-industry committee seeks a new form of license under which tv stations would not pay ASCAP directly for the use of music in future syndicated programs and feature films.

A proposed settlement in which tv stations would have received a 17% reduction in ASCAP rates but would have had to agree to the divorcement of BMI from its broadcasting ownership was voted down by the all-industry committee last March.

Present at the conference in addition to attorneys for BMI, ASCAP, and the committee, were representatives of the tv networks. The networks' ASCAP music licenses expired last Dec. 31 along with those of tv stations in general. The old licenses and rates remain in effect pending decision or an agreement on new ones.

## Changing hands

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

- WTAE (TV) Pittsburgh, Pa.: 50% interest sold by Earl F. Reed and Irwin D. Wolf Jr., voting trustees, to Hearst Corp. for \$10.6 million (CLOSED CIRCUIT, July 9). The move will make Hearst 100% owner of ch. 4, ABC-affiliated Pittsburgh station; other Hearst stations are WRYT-AM-FM Pittsburgh, WBAL-AM-FM-TV Baltimore and WISN-AM-FM-TV Milwaukee. Major ownership of the Reed-Wolf 50% trust is held by Bruce McConnell and Frank McKinney, former owners of WISH-AM-FM-TV Indianapolis.

- WMBR-AM-FM Jacksonville, Fla.: Sold by Ben Strouse to Charles F. Smith for \$400,000. Mr. Smith owns WTMA Charleston, S. C. Mr. Strouse owns WWDC-AM-FM Washington, D. C., and is part owner of WEBB Baltimore, Md. WMBR operates fulltime on 1460 kc with 5 kw. It is affiliated with CBS. WMBR-FM operates on 96.1 mc with 40 kw. Broker was Blackburn & Co.

## Storer declares dividend

Storer Broadcasting Co. declared a quarterly dividend of 45 cents per share on common stock and of 12½ cents per share on Class B common stock. The



G. BENNETT LARSON

We are pleased to announce that G. Bennett Larson, former broadcasting executive has joined Blackburn & Company Inc. Mr. Larson is headquartered in our Beverly Hills Office.

## BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

### WASH., D. C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
Gerard F. Hurley  
RCA Building  
Federal 3-9270

### MIDWEST

H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

### ATLANTA

Clifford B. Marshall  
Stanley Whitaker  
Robert M. Baird  
John C. Williams  
1102 Healey Bldg.  
Jackson 5-1576

### BEVERLY HILLS

Bennett Larson  
Colin M. Selph  
Calif. Bank Bldg.  
9441 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-2770

dividends are payable Sept. 7 to stockholders of record August 24. Storer stations are WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WITI-TV Milwaukee, WIBG-AM-FM Philadelphia, WGBS-AM-FM Miami, KGBS Los Angeles and WHN New York.

## Referee says 'no' to Bartell, Macfadden

A court-appointed referee last week recommended against a settlement agreed to by minority stockholders opposing the merger of Macfadden Publications Inc. and Bartell Broadcasting Corp. into Macfadden-Bartell Corp.

Stockholders who had opposed the merger of the companies last February agreed in May to a plan enabling the companies to co-mingle their assets. The agreement called for the family of Gerald A. Bartell, chairman of Bartell Broadcasting, to surrender 175,000 shares of Macfadden-Bartell common stock to the company's treasury. New York State Supreme Court Justice William G. Hecht Jr. appointed David W. Peck, a referee and former presiding justice of the Appellate Division, First Department, to review the agreement.

Mr. Peck termed the settlement offer unfair to Macfadden shareholders, stating that "at every point at which judgment or discretion might allowably have entered into the presentation of facts or figures, the treatment elected downgraded Macfadden and upgraded Bartell Broadcasting."

Lee Bartell, executive vice president of Macfadden-Bartell, noted that the report of the referee "is not a determination," but "merely is a recommendation to the court." He said Macfadden stockholders were offered "a fair and reasonable ratio" and added that the company would take "whatever steps are appropriate" to uphold its position.

## NAB names two groups to review 'population'

NAB laid the groundwork last week for a series of special studies into the problem of radio overpopulation and ways of applying birth-control tactics to solve it. Two subcommittees were named to review specialized phases of overpopulation, with Carl E. Lee, Fetzer Broadcasting Co., selected engineering chairman and Merrill Lindsay, WSOY Decatur, Ill., non-engineering research chairman.

Serving on the engineering subcommittee with Mr. Lee are: Ray Johnson, KMED Medford, Ore., who with Mr. Lee is a member of NAB's Radio Development Committee; Joseph S. Field Jr.,

WIRK West Palm Beach, Fla.; Myron Jones, WJET Erie, Pa.; William S. Dutera, NBC; Jules Cohen and Julius Cohen, representing the Assn. of Federal Communications Consulting Engineers.

On the non-engineering research group with Mr. Lindsay are: John F. Box Jr., Balaban Stations, and John F. Patt, WJR Detroit, both members of the development committee; Richard E. Adams, WKOX Framingham, Mass.; Harper Carraine, CBS; Robert F. Hurligh, MBS; Robert R. Pauley, ABC; Lawrence Webb, Station Representatives Assn.

The Radio Development Committee was appointed May 18 by NAB President LeRoy Collins to conduct an industry study of radio overpopulation and to plan special studies of radio's future as well as an autumn conference with the FCC (BROADCASTING, May 21).

## Spot radio tops tv in survey by Nielsen

A spot radio schedule of 60 one-minute announcements got a total of impressions 331% greater than a Monday-through-Friday 6:40 p.m. five-minute television newcast in a comparison of the two in one of the top 10 markets. Spot radio topped tv in the number

of homes reached, frequency of impressions and the composition of audience, according to an A. C. Nielsen survey commissioned by AM Radio Sales Co., New York.

The rep firm last week said a comparison of number of different homes reached showed that radio's 33.9% penetration topped tv by 17% (not counting the out-of-home radio audience). On the basis of the number of times heard per week, radio's average was 5.2 against 1.9 for tv. On audience composition, radio's 91% adult audience compared with an 80% adult tv audience.

The radio budget was 10% less than tv, it was noted. The complete Nielsen findings are being distributed to agencies this week.

## Granite State Network

William A. Creed, president of Bill Creed Assoc. Inc., a New England station representative firm, announces the formation of Granite State Network of New Hampshire.

His firm will be exclusive representative for the network, said Mr. Creed. The stations are WFEA Manchester, WWNH Rochester, WLNH Laconia, WBNC Conway and WMOU Berlin, all New Hampshire.

## BUY YOUR WINTER STATION NOW!

The weather is fine now, but how will it be in November . . . or earlier?

**FLORIDA**—Excellent equipped full time radio station in beautiful growth area. This profitable property can pay its way out over a ten year period with no increase in present business. Priced at \$265,000.00.

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# AT&T's Telstar ushers in global tv age

## TEST TELECASTS SHOW SATELLITE TO BE COMPLETE SUCCESS

Intercontinental television became a reality last week when a 170-pound ball, circling the earth every 158 minutes, successfully relayed tv programs from the United States to England and France, then from England and France to the United States.

Telstar, a product of the American Telephone & Telegraph Co., exceeded the wildest hopes of its developers in picking up and transmitting a U. S. telecast Tuesday evening—15 hours after it was successfully placed in orbit—and on Wednesday evening and night when it relayed tv programs first from France and then England to America.

These were admittedly tests; next Monday, July 23, the first planned and scheduled telecasts between the new world and the old will take place. The three U. S. tv networks will beam a special program to Europe, and Europe, through the aegis of the European Broadcasting Union, will beam a special program to the U. S.

But even as cheers sounded for the success of Telstar as an intercontinental relay for television, telephone, telegraph and data transmission, bigger plans for communications satellites were suggested by reports out of the Soviet Union:

**Soviet Plans** ■ The Russians, the report said, are planning to orbit four Sputniks to relay Moscow-originated tv programs throughout the vast land mass of the U.S.S.R. The report was made by former U. S. Senator William Benton of Connecticut, president of the Encyclopedia Britannica, last Wednesday

night upon his return from a 17-day visit to the Soviet Union. Mr. Benton said that Michael Khalarinov, chairman of the Soviet State Committee on Radio and Tv, told him that the U.S.S.R. plans to use four satellites to transmit tv programs from Moscow throughout the nation, instead of using cables or microwave relays.

**Hinted at Here** ■ The idea of networks using satellites to interconnect affiliates has been suggested in the United States by several people. It was first broached before a congressional committee by Lee Loevinger, antitrust chief of the Department of Justice. David Sarnoff, RCA chairman, said subsequently that such a use was a possibility in the future.

The irony of this utilization is that AT&T is the prime provider of interconnection circuits for the tv networks in the country. The networks spend an estimated \$50 million a year on "lines" from the Bell system.

The Soviet Union figured in another aspect of the Telstar story. AT&T and National Aeronautics & Space Administration officials acknowledged that there was nothing secure about the communications satellite. "There's no protection," a NASA official said, if any other country, including the U.S.S.R., wants to use Telstar. It was explained that they would have to have the proper equipment, precise knowledge of the satellite's orbit and of the transmitting and receiving frequencies as well as the code for the signal which activates the satellite transmitters and receivers. This

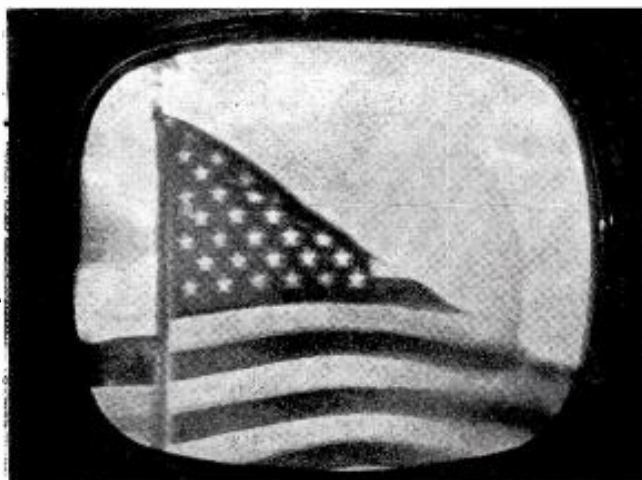
information would be furnished, even to the Soviet Union, AT&T spokesmen said, if it was considered in line with U. S. policy for the peaceful uses of space.

**Olympics, World's Fair Next** ■ Within 48 hours after Telstar was orbiting, suggestions were made that its success heralded a space communications system that would enable American viewers to see the 1964 Olympics in Japan, and the rest of the world to see the New York World's Fair in 1964-65.

A space-communications operating system would require anywhere from 20 to 40 Telstars, randomly orbiting so that a satellite would always be in electronic view contact with ground stations in this country and other nations in Europe or the Far East. This is the proposal of AT&T and others who see a chance to begin commercial satellite communications in two years.

Two more space satellite programs, both sponsored by NASA, are scheduled. One is Relay, similar to the Telstar project, with RCA building the satellite for what is called low-altitude flight. The other is Syncom, being built by Hughes Aircraft Co., which NASA will attempt to loft into a 22,300-mile high orbit. At this distance, the communications satellite is expected to circle the earth at the same rate that the earth turns, thus appearing to hover over a fixed point on earth. Three such synchronous satellites are considered all that would be required to cover the globe.

Hailed by the world as an American



Old Glory fluttering in Maine breeze was first telecast via Telstar made Tuesday at 7:30 p.m., 15 hours after Bell communications satellite went into orbit. Taped scene, to strains of national anthem, was transmitted and received at Andover, Maine. Behind ensign is radome.



First east-to-west spacecast took place Wednesday evening (12:30 a.m. in France) when French space station telecast taped program including night scenes of Paris, Telecommunications minister Jacques Murette, singer Yves Montand (above), and other entertainers.

triumph, the success of Telstar evoked an acknowledgment that the Kennedy administration is studying the implications of world-wide television and that meetings are due soon between government and industry representatives on how best to use this powerful new communications breakthrough in international affairs.

**Meyers' Study** ■ Being studied and discussed in high government circles is a report prepared by J. Tedson Meyers, administrative assistant to FCC Chairman Newton N. Minow.

Mr. Meyers was detached from his regular duties last March to work on this study.

As explained by White House sources, the Meyers' report suggests the importance of world-wide tv and its possible utilization to advance U. S. foreign policy. Among the questions raised by Mr. Meyers, it's understood, is the delicate one of how to coordinate the interests of the private sector of American broadcasting with the government's objectives in foreign affairs.

The Meyers paper points out also, it was learned, that private American broadcasters might be encouraged to assist emerging countries, primarily in Africa and Asia, in establishing tv stations and systems through technical aid and operational know-how or through direct investment. This could be done with government encouragement and possibly with direct assistance through investment insurance or loans, the document said.

The greatest potential for U. S. influence, the Meyers' report points out, is that of getting American programs (and the right kind of American programs) on foreign tv stations. This entails reciprocity, it is emphasized. How the government can persuade private

## Telstar's 'surprise' hurts tv ratings

Tv researchers concluded last week that the "surprise element" in the tv networks' telecast of the first program beamed via a satellite relay station depressed the potential rating by catching the viewer unawares.

Viewers, not sufficiently warned beforehand that the Telstar program could be seen at 7:30 p.m. EDT, failed to tune in in any numbers greater than usual for regular summer tv entertainment fare. According to available figures (Audience Research Bureau's Arbitron

covering the New York metropolitan area only, but indicative of viewer interest in major cities in the U. S.):

Telstar at 7:30 p.m. on July 10 on the three network stations had a combined rating of 21.4 (representing some 952,700 homes). A week previous at the same hour on July 3 the networks had 20.9 in New York (representing 930,500 homes), a difference which researchers interpreted as "hardly significant."

U. S. broadcasters to assent to this is a touchy problem. Most foreign broadcasting is government operated or strictly controlled.

**Hailed by Kennedy** ■ President Kennedy hailed the success of Telstar as throwing "open to us the vision of international communications. There is no more important field at the present time than communications and we must grasp the advantages presented to us by the communications satellite to use this medium wisely and effectively to insure greater understanding among the people of the world."

**Seen by Millions** ■ The historic programs were seen by millions in the United States, as all three networks cleared their screens to carry the first images from 3,500 miles out. In New York, the American Research Bureau Arbitron reported 952,700 homes in the New York area were tuned in Tuesday evening when the first programs were relayed from Telstar.

On the next day, all the networks cut

into their regular programing to pick up the eight-minute segment from France. CBS claimed it was the only network to interrupt a regular program to carry the live British spacecast later that night.

Newspaper coverage of the Telstar triumph was all-out. All leading dailies carried banner headlines and page one stories and pictures. Newspaper editorials hailed the successful mission as a major step toward global tv, and many emphasized that Telstar was a product of private enterprise.

Telstar was put into orbit at 4:30 a.m. Tuesday (July 10). It was borne aloft by a Delta rocket launched from an NASA pad at Cape Canaveral. AT&T paid NASA \$2.7 million for this service; the first time the government agency has used its facilities for a private satellite.

**First Space Call** ■ Fifteen hours later, the satellite was in position to begin transmission and reception from AT&T's space station at Andover, Maine. The first space-relay circuit was a telephone conversation between Frederick R. Kappel, AT&T chairman, at Andover, and Vice President Johnson in Washington. This was followed at 7:30 p.m., with a taped telecast of the Stars and Stripes waving from a flagpole in front of the antenna radome at Andover, with the National Anthem as background music. It was followed by live scenes of the control center at Andover and AT&T officials. The circuit was from Andover to Telstar and return.

Pictures, carried throughout the nation via the television networks, were clear and distinct with only a faint suggestion of fuzziness in the taped segments as compared with the live originations. Audio was clear for both segments.

The live portions of the telecast were those picked up first by the French ground station at Pleumeur-Bodou in Brittany. A French official said the pictures looked so clear they could have come from 20 miles away. The British,



British beamed live telecast via Telstar Wednesday night (3:30 a.m. in Britain). Seated third from left is Charles Booth, chief engineer of British Post Office Dept., speaking to America from BBC space installation at Goonhilly Downs, Cornwall, surrounded by colleagues.



Carrying Telstar under shroud, Delta 11 lifts off pad at Canaveral on mission.

## Chaplin on tv

Jayark Films, New York, which distributes *Bozo the Clown* series to stations, is planning new and unusual comedy project spotlighting Charlie Chaplin, rarely seen on television. Jayark is assembling 39 half-hour tv programs from several hundred short subject of silent movie era in which Mr. Chaplin starred.

BROADCASTING, June 11, 1962

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New York 17

## Like microwave relay, but more complex

What AT&T and the National Aeronautics & Space Administration have done with Telstar is to launch a relay facility like the microwave towers that dot the U. S. and permit tv owners to view programs from Hollywood or New York—or points in between.

Basically Telstar is the same as those microwave stations across the country—but, the reach is farther. In the terms of an engineer, it is more complicated, more sophisticated and more rugged.

The first active relay satellite is a 170-pound ball-shaped instrument 34½-inches around its middle. Its aluminum and magnesium skin is covered with 3,600 solar cells designed to convert sunlight into electricity to charge the 19 nickel-

cadmium batteries which power its transmitter and receiver elements. Around its center are two omnidirectional antennas—one for receiving, the other for sending.

Atop the Telstar is a helix antenna to receive the command signals from AT&T to turn the equipment on and off, for transmitting tracking beacon signals, and also for transmitting via telemetry some 115 items of information, including temperatures outside and inside the capsule and pressure inside the satellite.

Transmission to Telstar is on 6390 mc; it transmits on 4170 mc. It has a traveling wave tube capable of amplifying the broadband signal (600 telephone conversations or one tv program) 10,000 times.

The communications satellite is or-

at Goonhilly Down, Cornwall, failed to lock onto the satellite; the first picture received there was ragged.

The televised portion of the first spacecast was followed by further telephone conversations between AT&T officials at Andover and congressional leaders in Washington, and a conversation between FCC Chairman Newton N. Minow and an AT&T executive at Andover. Accompanying Mr. Minow to Andover for the occasion were five other FCC commissioners; Commissioner Robert T. Bartley remained in Washington. The satellite was also used for the transmission of news stories, at 1,000 words-per-minute, and a transmission of a photograph (a picture of Telstar itself).

**East to West** ■ On Wednesday night, a taped French program came through with good quality. The French had scheduled a repeat later that night, but turned over this portion of the schedule to the British who transmitted a live program from the control center at Goonhilly Down. This was received in the United States with great clarity. The French broadcast was made at 12:30 a.m. Paris time; the British program originated at 3:30 a.m. London time.

On Friday, Eugene J. McNeely, president of AT&T, was scheduled to make the first two-way telephone call, to Jacques Marette, director of posts and telecommunications for the French government.

British broadcast officials were irked at the French for "jumping the gun" in telecasting an entertainment program to the United States. They claimed that the French had violated an agreement to pool the Europe spacecast July 23.

The July 23 program will be the first formal direct telecast between the two continents. A program being arranged by the three U. S. networks will be sent via Telstar to Goonhilly Down in Britain and fed by the British to the 16 Eurovision countries of the western world.

**EBU Program** ■ The program from the EBU will be coordinated at Brussels and fed to the British land station for transmission to Telstar and reception by AT&T at Andover where it will be fed to the three American networks for distribution throughout the U. S.

Both programs will be 15 minutes, and they will be sent on different Telstar passes.

The EBU program will include live pickups of Europe's famous mountains, rivers and capital cities. Before transmission to the U. S., they will be converted from the three EBU standards (405, 625 and 819 lines) to the U. S. standard of 525 lines.

The U. S. program is being arranged by a special network committee comprising Ted Fetter, ABC; Fred Friendly, CBS, and Gerald Green, NBC. Executive producer of the EBU program is Aubrey Singer, BBC.

Later in the year two more European countries will have space stations for Telstar communications. Italy is building a large facility at Fucino, 50 miles northeast of Rome, and West Germany is constructing a station near Raisting, about 30 miles south of Munich.

**\$50 million Project** ■ AT&T has spent an estimated \$50 million on the Telstar project. Included in this figure is the \$1 million for the construction of Telstar itself; the \$2.7 million paid to NASA for the rocket and launching facilities, and the \$10 million that the



biting the earth every 158 minutes, swinging from an apogee of 3,502 miles to a perigee of 593 miles. Speed varies from 11,220 miles per hour at high altitude to 18,380 miles per hour at low altitude. Angle of inclination to the Equator is 44.7°.

The Bell ground station, Space Hill, at Andover, Maine, occupies 1,000 acres about 15 miles north of Rumford. The prime equipment there is a giant horn antenna with an aperture opening of 3,600 square feet, necessary to scoop up the one-billionth watt signal coming from Telstar. The signal is amplified up to 10 billion times through a ruby crystal maser and an fm feedback circuit to result in a usable signal which has a minimum of noise. The Andover site also is the center for a complete system of tracking radar to lock the horn antenna onto Telstar.

Bell system spent in building the Andover installation. AT&T also has a smaller space complex at Holmdel, N.J., used for experiments with Echo, the passive relay balloon used to bounce radio signals across the continent.

AT&T has scheduled a second Telstar shot later this year, also through the facilities of NASA. Tracking and telemetry transmission is permanently turned off in two years after orbiting so as not to cause interference to future satellites.

AT&T's stock moved up 3½ points on Wednesday, the first day of trading after Telstar's advent. It was the most actively traded stock on the New York Stock Exchange on that day, with 105,800 shares being traded. It moved from an opening of 109¾ to a closing of 113¼, the day's high.

## Tv return for Liberace planned by Telesynd

After a five year absence from tv, Liberace plans to return in 1962-1963 in a new series of 12 one-hour monthly filmed variety shows.

Tentatively titled *An Evening With Liberace*, the program may be placed in syndication next fall by Telesynd, a division of the Wrather Corp., New York, distributor of the shows. However, the possibility of network scheduling has not been ruled out, according to a Telesynd spokesman.

The shows will be produced by International Productions Inc., owned jointly by Liberace and his management office, Dick Gabbe-Seymour Heller Management.

Each of the shows will feature guest stars. Filming is scheduled to begin in Hollywood this summer.

BROADCASTING, July 16, 1962

how to

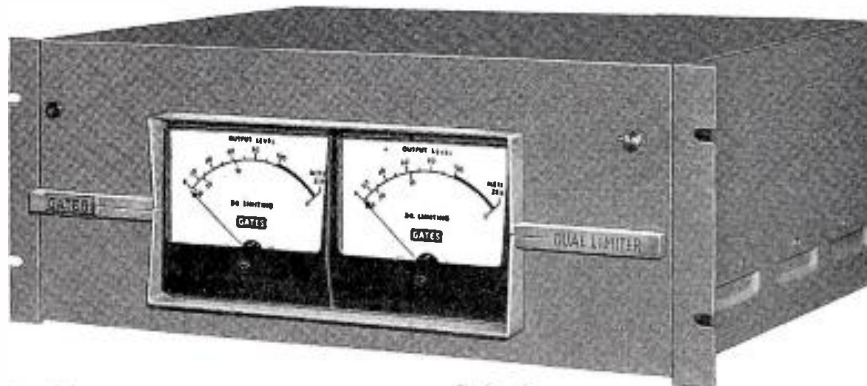
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# SEVERAL STORER SERIES IN WORKS

## McCarthy programs mostly sold; firm starts second year

Storer Programs Inc. is starting its second year with several programs in production, at least one series nearly completely sold out and bright prospects up and down the line George B. Storer Jr., president of the parent Storer Broadcasting Co., told a luncheon news conference in Los Angeles last week.

It was just a year ago that Storer started in tv film syndication with the formation of Storer Programs Inc. to handle distribution, production and sales of tv shows. Their first purchase was of 168 hour-long taped *Divorce Court* programs from KTTV (TV) Los Angeles (BROADCASTING, July 10 1961).

That initial venture has been a great success, Mr. Storer said. *Divorce Court* is going great guns as a daytime program, with good sales and good ratings. Sales have been international as well as domestic.

The company now has several programs in production, Mr. Storer said. He listed *Little Solo*, series of 39 half-hour shows with a dog star, based on a feature length theatrical film; a Charlie McCarthy series just going into production (in association with Television Artists & Producers Corp.) "but already 99.9% sold and I wish I could talk about it but I may be able to within a couple of days"; *Communism-RME*, 26 half-hour programs designed to educate the American public about communism, making use of UPI news and 20th Century-Fox newsreel material. "This is a labor of love for us," he said, "and a very hard job to do." The "RME" comes from a Winston Churchill remark defining communism as a "riddle wrapped in mystery inside an enigma," Mr. Storer explained. Art Linkletter serves as host on this series, which has not yet been released.

Mr. Storer was in town for the 35th anniversary of Storer Broadcasting Co. and the third anniversary of KGBS as the Storer-owned radio station in Los Angeles, which were celebrated jointly with a lawn party reception held Wednesday (July 11). He said news is replacing music as the programming mainstay of the Storer radio stations. News is much more challenging, much more demanding, he commented. "Anybody can pull a record from a file and play it, but news must be actual, factual and authoritative and that takes a lot more doing." The KGBS news staff has increased its personnel five-fold in the last year and the same ratio applies pretty well to all Storer radio stations, he said.

Editorializing he called "the most satisfying, most rewarding thing we've

ever done," but he added that the Storer stations editorialize only "where we're mature enough, where we know the community well enough to be sure of the facts and present them and then draw our conclusions." That time has not yet arrived for KGBS, he said, but "we'll editorialize here when we're ready."

He would be very much interested in getting full time for KGBS, he declared, either through an extension of the hours of permitted operation on its present frequency of 1020 kc, which it shares with clear channel KDKA Pittsburgh, or by acquiring another frequency on which full-time operation is authorized.

## Etv outlets to get 520 hours from NET

Educational tv broadcasters will receive 520 hours of programming for the 1962-63 season from the National Educational Tv & Radio Center, John F. White, president of the organization (NET), said last week.

NET, which operates on a \$6 million annual budget, is spending \$3 million on programming, Mr. White said. Some of the new series:

One-hour programs on domestic and international affairs; "Computers and the Mind of Man"; psychology; "Trio," a series of essays with a light touch; "Turn of the Century," a series of nine programs about the 1890-1917 era.

To be continued for the new season are such NET standbys as "What's New?" for children 8-12 years old;

"Master Class," on music, including 20 with Pablo Casals, 7 with Lotte Lehmann and others; a re-run of "Age of Kings," plus several plays by Ibsen, Oscar Wilde and Turgenev. Special programs will explore jazz, folklore, the European Common Market and desegregation.

The NET organization, which recently received \$4.7 million from the Ford Foundation to help in its programming service to 60 etv affiliates (BROADCASTING, July 9), is also building a library of instructional programs for in-school teaching, Mr. White reported.

## Talent agent rules mailed for SAG vote

A summary of the new regulations for talent agents, negotiated by Screen Actors Guild with the Artists' Managers Guild and a committee of independent agents, has been mailed to SAG members together with ballots for their approval or rejection of the terms. A covering letter from the SAG board of directors strongly urges ratification of the new agreement.

One major change is that performers are no longer called on to pay commissions to their agents for minimum residuals after the second re-run. Formerly all minimum residuals were commissionable. This rule becomes effective after Jan. 31, 1963, but it applies to re-runs of programs made at any time back to the beginning of residuals.

The rules for tv commercials have been appreciably changed. Representation for tv commercials is no longer automatically included in a contract for tv representation, but must be specific- (PROGRAMMING continues on page 75)

## COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

### NBC-TV:

July 16-20, 23-25 (10:30-11 a.m.) *Play Your Hunch*, part.

July 16-20, 23-25 (11-11:30 a.m.) *The Price Is Right*, part.

July 16-20, 23-25 (12-12:30 p.m.) *Your First Impression*, part.

July 16-20, 23-25 (2-2:25 p.m.) *Jan Murray Show*, part.

July 16-20, 23-25 (11:15 p.m.-1 a.m.) *Tonight*, part.

July 16, 23 (8:30-9 p.m.) *The Price Is Right*, P. Lorrillard through Lennen & Newell; American Home Products through Ted Bates.

July 16 (10-11 p.m.) *Actuality Special*, various sponsors.

July 17 (7:30-8:30 p.m.) *Laramie*, part.

July 18, 25 (10-10:30 p.m.) *Play Your Hunch*, part.

July 18, 25 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Pywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

July 19 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

July 21 (9:30-10 a.m.) *Pio the Piper*, General Mills through Dancer-Fitzgerald-Sample.

July 21 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

July 21 (10-10:30 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

July 21 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

July 22 (5:30-6 p.m.) *Patterns in Music*, sust.

July 22 (6-6:30 p.m.) *Meet the Press*, co-op.

July 22 (7-7:30 p.m.) *Bullwinkle*, part.

July 22 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

July 22 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

July 25 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit through McCann-Erickson; R. J. Reynolds through William Esty.

# EDITORIALS GIVE STATION PRESTIGE

## Expressing opinions on public issues already fastest growing program format and promises even more growth, survey shows

The broadcast editorial is the fastest growing form of radio and television program.

With this growth, stations are acquiring new prestige and greater influence in their communities, according to a nationwide sample survey conducted by BROADCASTING.

Returns from a typical cross-section of editorializing stations show the dynamic development of this growingly popular form of public-service programming. Questionnaires sent to a random sample of 350 editorializing stations produced 205 usable replies.

The random selection technique, it was felt, would produce the widest diversity of responses from editorializing stations. This widespread sampling of experienced editorializers is calculated to give the deepest reservoir of know-how which can be tapped for the benefit of station executives seriously considering going into the field themselves. On the other hand, it classifies the survey information as a cross-section of the industry's editorializing posture and necessarily omits large numbers of stations that have made significant progress in the field.

Here are some of the high spots of the survey:

- One out of six editorializing sta-

tions have aired their editorial opinions less than a year.

- One out of 16 editorializing sta-

### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

#### SPECIAL REPORT

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##### Collins urges taking sides

Page 72

tions have done so for more than 10 years.

- Over half of the stations editorialize daily or five days a week.

▪ The editorial board system is the usual method of selecting editorials.

▪ Management keeps a tight rein over editorial policy.

▪ Five out of six of the editorializing stations (83%) report this practice of taking a stand on issues of the day has improved their position as a competitor to local newspapers.

▪ Nearly half of the reporting stations run their editorials anywhere from three to eight times a day.

▪ One out of five editorializing stations have taken a position on political candidates (see political story, page 54).

The first burst of editorializing appeared on the broadcast scene in the last half of 1949 when the FCC revoked its famed Mayflower or anti-editorial decision. The growth was steady, but not spectacular, during the 1950s. During that decade a number of members of the FCC spoke out on behalf of editorializing as a public service responsibility. Finally when Newton N. Minow assumed office in early 1961 he frequently stated with vigor his belief in editorializing (see FCC story, page 56).

The present FCC is unanimous in its belief in station editorializing.

In sampling stations that carry edi-

#### HOW BROADCASTERS EDITORIALIZE

The following percentages are based on a sample of 205 radio and television stations, in all parts of the country and in all sizes of markets, which are editorializing regularly and have for a year or longer.

<b>How long have you editorialized?</b>	1 yr. 16%	1 to 2 yrs. 49%	3 to 5 yrs. 18%	5 to 10 yrs. 12% Longer 6%
<b>How often do you editorialize?</b>	Daily 53%	Weekly 31%	Regularly 4%	Occasionally 12%
<b>What time do you editorialize?</b>	Morning 5%	Afternoon 11%	Evening 12%	Several times 46% Varies 26%
<b>Who writes your editorials?</b>	Manager 28%	Top Execs. 23%	Staffers 16%	Newsmen 32% Others .5%
<b>Who airs your editorials?</b>	Manager 35%	Top Execs. 28%	Staffers 11%	News Execs. 26%
<b>Who selects editorial subjects?</b>	Manager 2%	Top Execs. 2%	Staff Conference 21%	Editorial Board 69%
<b>Who rules on editorial policy?</b>	Manager 39%	Top Execs. 25%	News Execs. 2%	Editorial Board 35%

## EDITORIALS GIVE STATION PRESTIGE *continued*

torials, BROADCASTING sought typical data and trends. The 200-plus stations that responded are believed representative. This list of stations is only a small minority of editorializing broadcasters but the sample is large enough to show how and why stations carry opinions, how they do it, what results they get and what problems they face.

How does the small-staffed local station handle the personnel problem? The well-staffed metropolitan station? Is editorializing worth the trouble and risk? What about the equal-time and fairness doctrines? What is their effect in political campaigning?

**Stations Answer** ■ The answers to these questions and many others are provided by the stations themselves. Under the law the editorializing stations furnish their facilities for reply by those taking a different stand.

The ranks of editorializing stations are full of outstanding operations that hold an important place in the development of this form of public service programming. This particular BROADCASTING analysis, however, can only highlight the case histories gleaned from the survey's sample. The survey is designed to show how the editorial practice is developing rather than to select specific stations for their outstanding performance in this field.

A significant number of station comments in the questionnaires pointed to the opportunity provided in communities where newspapers use canned editorials or do not take strong stands on controversial issues.

This important finding came from the questionnaires:

■ More than 19 out of 20 editorializing stations (96%) take firm stands on controversial issues.

Here is a highly favorable climate for radio and tv stations, a fact they sense acutely as they use editorials to build audience and prestige—and to attract advertisers, too (see story of typical results of editorializing, page 66).

NAB has officially encouraged editorializing and last winter held a two-day editorializing-public affairs clinic attended by 300 broadcasters. The association feels competent station editorializing helps broadcasters achieve greater stature by showing a dedication to community interests (see story, page 72).

The clinic was given results of an NAB survey (1,723 station replies) showing 61% were editorializing and 35% planned to begin within a year. Of those editorializing, 27% did so daily, 12% weekly and 65% intermittently. Only 11% of those editorializing took a stand in support of or against political candidates.

**Florida Resolution** ■ Just last month Florida Assn. of Broadcasters adopted a resolution stating that "vigorous, courageous editorializing is one important way by which the broadcast industry may rid itself of the fear of government programming control." About 60% of Florida stations editorialize, compared to a 30% national average, according to Lee Ruwitch, WTVJ (TV) Miami, past president of FAB and a longtime editorializing booster.

Why, after all these years, is there such a boom in editorializing? Aside from the bureaucratic barriers once imposed by the FCC, the fact must be faced that broadcasters' news efforts just three decades ago were dominated



At WITI-TV Milwaukee Carl Zimmerman, director of news and public affairs, delivers the "WITI-TV Editorial" four times daily.

by timidity, fear and inadequate reporting. The networks led the trend by accepting from AP, UP and INS a spoonfed Press-Radio Bureau Cooperative news service as it was teletyped to them.

In the mid-1930s more aggressive stations were asserting their independence by recognizing the importance of news as a program feature. The bureau was finally booted out of its control of network news after three years, ending a sorry phase of news broadcasting. But along came the Mayflower Decision, a frightening setback for stations that wanted their opinions known in their communities.

**Still Commented** ■ There's practically no documentation, but it's likely some broadcasters got around the Mayflower Decision through such devices as personal commentaries.

Now, with broadcasting in its fifth decade, the editorial is coming into its own. Why do stations want to editorialize? What impels the decision to shift from neutrality into the type of offensive position the FCC encourages?

Some of the philosophy and practical planning that has led to editorializing will be found in these columns. The cases cited are typical as a result of the random sampling technique. They were not selected on any sort of recognition system but merely culled from the 200-plus questionnaires.

Jules Dundes, vice president-general manager of KCBS San Francisco, explained that the role of radio has been changing in the last few years. "It's no longer strictly an entertainment medium," he said, "but is now also an important information source. We believe not only do we have an obligation to inform our listeners on subjects of community interest but also an obligation to state our opinions when we have something important to say."

One of the overwhelming proportion of stations granting equal time for replies and actively soliciting rebuttal, WDSU-AM-TV New Orleans, makes a point of distributing mimeographed texts of both its editorials and the replies. (The same practice is followed by other stations.) "The WDSU editorial policy has as one of its fundamental purposes to encourage the progress and growth of Louisiana," said A. Louis Read, executive vice president-general manager.

**Early Editorials** ■ WMCA New York started campaigning for the right to editorialize in 1948 and by 1954 was on the air weekly. Now it editorializes a minimum of four times a day (24-hour day). R. Peter Straus, president, holds a tri-weekly conference on station editorials.

"WMCA editorializes to stimulate listeners toward positive action in local, national and international affairs," said Michael Laurence, public relations director. He cited a Psychological Corp. of America study showing WMCA audiences "regard the station as a fair-minded crusading broadcasting outlet."

Mr. Straus contends, "The listener, besides being entertained and informed, must be educated, stimulated and provoked if the cause be just."

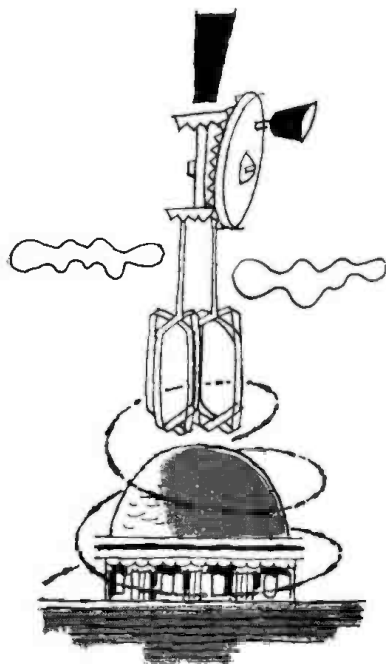
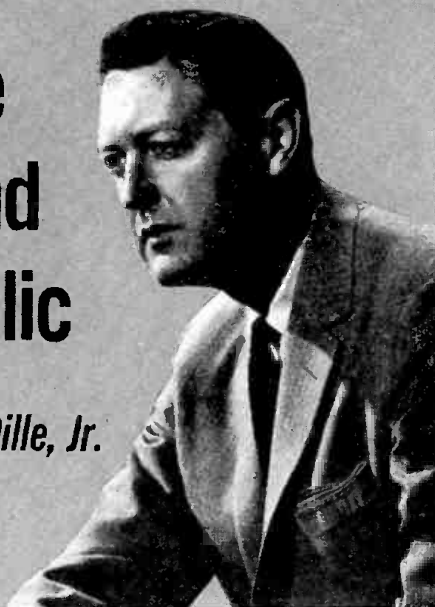
Here's the way Eugene B. Dodson, vice president-manager of WTVT (TV) Tampa-St. Petersburg, Fla., put it: "WTVT believes people prefer to watch the station they can trust, and which they regard as a friend and good, responsible fellow citizen." WTVT tackled a hot one locally by editorializing on behalf of cooperation between the rival cities and Hillsborough and Pinellas counties. It was delighted when a joint county commission committee and planning group followed.

In many cases the documentary function blends with editorializing, serving both to inform and to present a station's position. KOIN-TV Portland, Ore., arranged a three-part documen-

# “Look what local-issue editorializing can do—and welcome it as your public responsibility.”

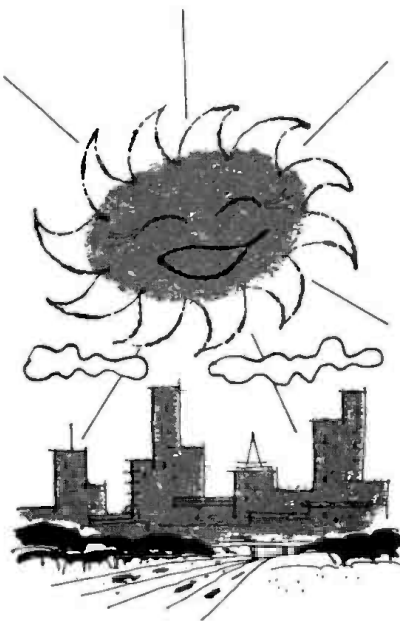
says John F. Dille, Jr.

(John F. Dille, Jr., who serves on the NAB Committee on Editorializing, is President of WSJV-TV, South Bend-Elkhart, WTRC-AM/FM, Elkhart, WKJG-TV and AM, Fort Wayne, Indiana.)



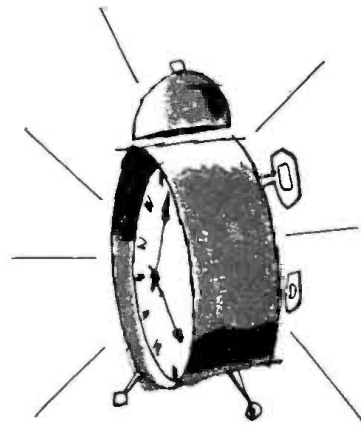
“It can stir up the state legislature.”

An Air-Editorial on reapportionment, “The Shame of Indiana,” suggested three solutions to the political nose-count problem, poked an accusing finger in the ribs of public officials, and stirred up a wide response.



“It can improve the image of a town.”

This Air-Editorial was entitled “To Kill A City.” It served to erase untrue impressions about South Bend, Indiana as an area of labor unrest. It stimulated citizens to renew their efforts to attract new industry to this city and strengthened their faith in themselves.



“It can change the time of day!”

Indiana's inconsistent clocks came under scrutiny in the Air-Editorial programmed as “Time and Time Again!” The difficulties arising because adjoining counties observe “slow” time or “fast” time during a portion of the year were graphically described. Since this telecast, the South Bend Chamber of Commerce has taken a positive stand, and the City Council is expected to follow.

“If broadcasters want the prerogatives of freedom of the press, they must acknowledge the collateral obligation of effort and expense in the editorial field. Lively, constructive editorializing heightens the stature of the station!”

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ADVERTISING TIME SALES, INC.

## WKJG-TV

FORT WAYNE **33** NBC

## WSJV-TV

SOUTH BEND-  
ELKHART **28** ABC

## EDITORIALS GIVE STATION PRESTIGE *continued*

tary in which outstanding scholars led discussions of world population pressures.

Many of the group broadcast operations are aggressive editorializers. Westinghouse and Storer, to name a couple, consider editorials a basic program service.

Editorial experimenting is under way at Corinthian Stations. Techniques, personnel requirements and other aspects of the problem are being studied at WANE-TV Fort Wayne, Ind. If the Fort Wayne trials shake out, Corinthian hopes to expand editorializing to other markets.

**Otherwise Sterile** ■ Lawrence H. Rogers II, executive vice president of the Taft Broadcasting Co. stations, summed up the need for editorializing this way, "The continuing concentration of the ownership control of the printed press and its relative decline in effectiveness demand an increasing attention to editorial expression by broadcast licensees. A broadcasting operation without expression of views is not only sterile; worse yet, it runs the risk of being merely a conduit for the views

could not come up with an acceptable approach without adding additional people to do nothing but research. . . . Until we could undertake editorializing on a consistent, day-to-day basis we were better off not to initiate the idea."

But J. Michael Early, general manager of WWL-TV New Orleans, said WWL-TV "is no longer a neuter gender." When a piece of financial legislation became involved in power politics, WWL-TV editorialized, "We the people were robbed." It has commented firmly on such topics as bridge tolls, a shipbuilding tax and school integration.

A three-point policy guides WQXI Atlanta: Opinions should be sound and based on truth adduced from fact; an editorial voice must not be critical solely for the purpose of criticizing; an editorial should never be self-serving.

**Competitive** ■ "We have improved our position as a competitor to the local newspaper," said Paul F. Skinner, president-general manager of WHBL Sheboygan, Wis. Four out of five editorials deal with local matters.

Bill Harrell, KVOZ Laredo, Tex., finds editorializing "has opened to

plained W. C. Swartley, Westinghouse Broadcasting Co. area vice president. "What our editorials do is tell what we think. A new dimension has opened up in radio and television journalism." An editorial researcher and writer prepares editorials.

James E. Allen, WBZ-TV Boston, and Paul G. O'Friel, general manager of WBZ-WBZA Boston-Springfield, said, "We believe our editorial posture is superior to that of the local newspapers, which often give the impression of letting their news be colored by their editorial policy. Our news and editorials are totally separate in every respect." The stations, along with newspapers, have long championed urban renewal and the program is described as moving ahead.

Charles C. Smith, president of WDEC Americus, Ga., said, "We strive for the image of good citizenship."

When John S. Knight, newspaper operator and owner of broadcast minority holdings, was quoted in the *Detroit Free Press* as saying newspapers print readers' replies to their editorials, a broadcaster was moved to reply. Thad M. Sandstrom, WIBW-AM-TV Topeka, Kan., cited examples in which public officials and legislators had accepted offers of station facilities to reply to broadcast editorials. "Most broadcasters believe they have an obligation to present both sides of controversial issues," Mr. Sandstrom wrote Mr. Knight.

WIBW-TV prefers a weekly interval. "We try to be selective when we editorialize," said Mr. Sandstrom, general manager of the newspaper-affiliated station. "Then people know we are taking a stand on a major community problem. We believe our editorials stimulate thinking by many people who are only casually interested in city and state affairs.

"Many do not read newspaper editorials but in broadcasting we have a unique ability to get our viewpoint across to all who are tuned in."

Mr. Sandstrom decides on policy after consulting the news director and department personnel. Spokesmen for the opposition are invited to reply.

An editorial on the need for hot water in schools produced dramatic results, with the school board deciding to correct the situation.

George Whitney, vice president-general manager of KFMB-AM-TV San Diego, Calif., said, "Broadcasting must earn a position of stature within the community. Editorializing is the most important factor in this process."

And Bob Gamble, news manager of WFBM-AM-FM-TV Indianapolis, said it makes "for best public relations, news appeal and public information."

"It makes advertising much more be-

### Does editorializing help station's image?

	Yes	No.	Unknown	Unanswered
In the community	97%	0	2%	1%
As competitor to newspapers	76%	6%	9%	8%

of others through the overwhelming preponderance of network programming in television and press association news copy in radio." All Taft stations editorialize.

A major entry joined the ranks of tv editorializers last week. WMAR (TV) Baltimore accompanied a 25-minute documentary on juvenile vandalism with a three-minute editorial voiced by Robert B. Cochrane, program director. The editorial noted that 27 states have laws covering responsibility of parents for vandalism by their children and called for a similar statute in Maryland. The WMAR editorial was independent of the Sunpapers, which own the station. Mr. Cochrane said documentary-editorial features will be broadcast monthly, perhaps oftener, on a regular basis. The station has seldom taken an editorial position in the past.

**Opposition** ■ Then there are reasons why stations feel they should not editorialize. Del Leeson, general manager of KPAM-KPFM (FM) Portland, Ore., views it this way: "We decided we

newsmen doors that were formerly closed." KVOZ has attacked local law enforcement, poor streets and the narcotics problem with hard-hitting editorials.

But WHRB-FM Cambridge, Mass., does not editorialize. David E. Levy, station manager explained, "We prefer not to get involved in editorializing and to devote our time to maintaining the highest possible standard in our other programming—classical music, jazz, folk music, news and public affairs features such as drama and documentaries."

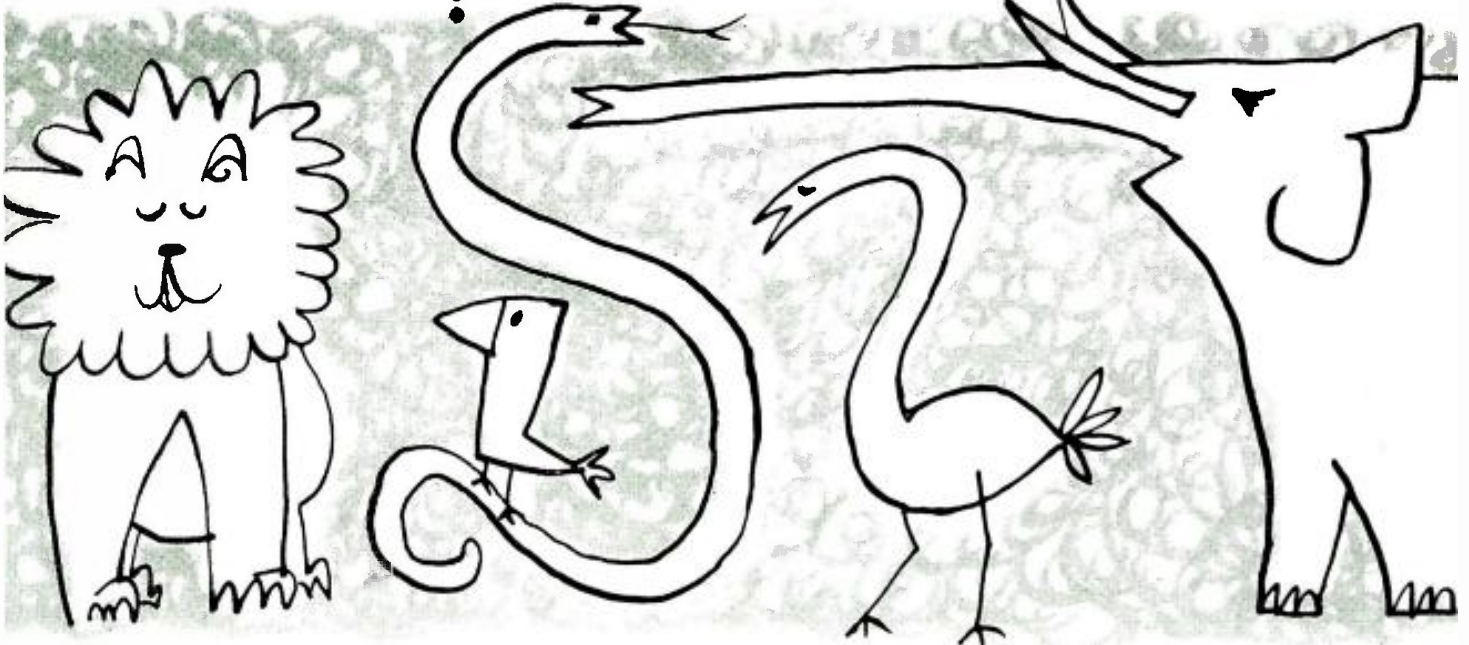
At times the difference between editorials and commentaries is not sharply drawn, especially when the personality aspect is prominent. For example, a new morning news program on WFLN-AM-FM Philadelphia, *Editorially Speaking*, gives Taylor Grant a chance to voice his own views on news of the day in a way "to provoke opinion and stimulate conversation."

**What 'We Think'** ■ "We have no right to tell people what to think," ex-

**Pulled almost twice  
the audience on  
WJW-TV as the next  
2 stations combined**

**Newest children's  
show on TV**

**Now available  
nationally...130  
fascinating half-  
hour programs**



## **B'WANA DON in Jungle-La**



**Bongo Bailey**... a chimpanzee who does the "Twist"! Bongo is B'Wana Don's chief helper and mischief maker.



**Elsa the Lion cub**... Bongo's pal and competitor in the wrestling arena, and the unwilling target of Bongo's pranks.



**Benny the Boa Constrictor**... tame and gentle as a puppy, Benny spends his time and his 7 feet of body wrapped around B'Wana's neck.

**ENTERTAINING — EDUCATIONAL**... Visitors to Jungle-La range from alligators to zebras — or maybe even from aardvarks to zorils. Go with Bongo on a submarine safari to see rare tropical fish. B'Wana Don brings to Jungle-La virtually every species known to the animal world.

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## EDITORIALS GIVE STATION PRESTIGE continued

lievable," said William N. Bate, program manager of KRLW Walnut Ridge, Ark.

In the opinion of W. L. Gleeson, general manager of KICO El Centro, Calif., "it is a waste of facility not to use it fully." J. P. Wardlaw, president of KIST Santa Barbara, Calif., said, "Related or not, business continues to rise."

**Fine Response** ■ WAVA Arlington, Va., in the Washington metropolitan area, ignored warnings to stay out of controversy and did just the opposite, according to Arthur W. Arundel, president. Sponsors would quit and listeners turn off WAVA, he was told. What

spot for broadcast editorializing, of course.

In McKinney, Tex., to cite one of hundreds of examples, KMAE is the only source of local facts much of the time, according to George W. Smith Jr., owner-general manager. The station has commented on national and international problems when local issues were not of immediate importance. Mr. Smith, incidentally, was elected mayor of McKinney. KMAE has promoted tax re-evaluation, school changes, city improvements and doubling of the city's area.

**Home Problems** ■ Local newspapers tend to editorialize on national and

paper city, WOOD Grand Rapids, Mich., points out that editorials give "a second viewpoint on many issues." Michael O. Lareau, station manager, said editorializing "has added an additional maturity to our news presentation." WOOD is one of the Time-Life stations. Willard Schroeder is president-general manager.

**Leadership** ■ The newspaper-affiliated WSB-AM-TV Atlanta stations editorialize "because people need to be led, not just fed, by those in a position to know and disseminate the facts," according to Dick Mendenhall, editorial director. He added, "In the area of opinion, people are beginning to consider WSB a voice of its own, and many are listening and reacting."

KNTV (TV) San Jose, Calif., joined the editorializing trend after Allen T. Gilliland, president, attended the NAB clinic last March. A fulltime staffer researches, writes and airs editorials five days a week. "Our aim is to promote the citizen interest and governmental responsibility that are required if this area's explosive growth is to have direction and purpose," Mr. Gilliland said.

"We believe one of our obligations in the public interest is to provide thought leadership," said Campbell Thompson, general manager of WGNV Newburgh, N. Y.

"We editorialize to better the area," said Simon Goldman, WJTN Jamestown, N. Y. "A better community means a more prosperous community."

Without editorials "a station risks being sterile," said Jesse Helms, vice president of WRAL-TV Raleigh, N. C. Like other stations, WRAL-TV has been reported to the FCC for its editorials but has told the Commission the what, how and why of the stands.

"You can't lose by editorializing," said Robert Wells, president-general manager of KIUL Garden City, Kan. "It is our firm belief that even a poor editorial is better than none at all."

**Short Editorials** ■ Gordon McLendon, president of the McLendon Stations, features a machine-gun technique in his one-minute editorials. "Rubbish," he observed on the air, in commenting on talk of economic weakness. Another comment, "If we pass a few more bills like Senator Gore's our free enterprise system will finally throw up and give up."

Sherwood R. Gordon, president of KSDO San Diego, Calif., said, "The maturity of our medium is only realized with an editorial voice."

Joseph S. Field Jr., manager of WIRK West Palm Beach, Fla., feels editorializing creates "an atmosphere of adult listening in an era of children's music."

"We feel editorializing represents the logical climax to reporting the news,"



Encouraging the broadcast editorial at the college level WTVJ Miami presents prizes each month to students for outstanding editorials. Winners for June receiving checks from Lee Ruwitch, general manager (l) are Jack Mass, Jerome Green, Willa Vee Young and journalism chairman Dr. M. J. Taylor, all of Dade County Junior College. Students delivered their own editorials on the air during a WTVJ news program.

happened? "Listeners who most violently disagreed with our opinion have given us some of the finest letters. We have invited letters, broadcasting the better ones. Sponsors have at least been tolerant. Several threatened to quit but none have done it. The angriest listeners write over and over again."

Mr. Arundel warned that stations planning to editorialize should recognize they are taking a serious, solemn step and must be prepared to face criticism and to spend adequate time in preparing editorials of professional quality.

Dozens of stations observed local newspapers don't take stands on political and controversial issues and when they do often give biased or incomplete versions of situations. This is a natural

world issues, neglecting local news, said Robert V. Jones, editorial research director of WOWO Fort Wayne, Ind., Westinghouse station. A WOWO drive against obscene and pornographic literature brought a drop in the level of questionable literature on newsstands and drew support of the pharmaceutical association.

Some of WOWO's editorializing topics are auto inspection need, civil service for police, National Radio Month, get-out-vote, student drop-outs, safe driving, jury service, mental health, reapportionment, mental illness, jaywalking, cancer fight and obscene magazines. And when the mayor took up the pornography campaign, WOWO duly praised him.

Another station that's in a one-news-



**“Swans’ eggs to smash . . .  
 . . . in a thousand American cities . . . For Kicks”**



Today's young Vandal is a faceless phantom whose handiwork defaces a thousand American cities . . . *For Kicks*.

His trail is marked by broken glass, smashed street-lights, ransacked schools, false fire alarms and the shattered nests of beautiful birds — all accomplished in his search . . . *For Kicks*.

He is a problem IN Baltimore, but not a problem peculiar TO Baltimore, because his work may be seen wherever idle hands itch . . . *For Kicks*.

He is the product of many backgrounds, many different circumstances. Average him all together and he is white, male, thirteen, and willful—always on the lookout . . . *For Kicks*.

In Baltimore, Station WMAR-TV's cameras have made a searching study of juvenile Vandalism in a

graphic documentary entitled . . . *For Kicks*.

And in a Station Editorial concluding the study, WMAR-TV says: “. . . at least a part of the solution lies in a declining sense of responsibility . . . an atmosphere of parental unconcern which may be fed by the knowledge that, in Maryland, a parent is not legally responsible for the depredations of a minor child.

“. . . in recent years 27 states . . . have passed laws under which parents can be made to repair or replace what their children deface or destroy. Station WMAR-TV recommends a study of these model laws with a view to revising Maryland's own regulations to place a fair share of the job of correction and control of the adolescent where it has traditionally belonged . . . on the parent . . . in the home.”

**No Wonder — In Maryland Most People Watch**

**WMAR-TV** 

**Channel 2 — Sunpapers Television — Baltimore 3, Md.**

Represented Nationally by THE KATZ AGENCY, INC.

## EDITORIALS GIVE STATION PRESTIGE continued

said James E. Ahlstrom, news director of WPVL Painesville, Ohio.

"Anything we can do to get out of the electronic jukebox classification is important," according to Clair B. Hull, president-general manager of KCID Caldwell, Idaho.

"Prestige-wise nothing does a better job for us than our editorials," said Robert L. Wilson, president-general manager of WKVA Lewistown, Pa.

WCRB-AM-FM Boston caused a stir when it ran a critical series on the March of Dimes and polio foundation drives, pointing to heavy campaign costs. "Many regard radio as a phonograph but editorializing gives a station character," said David S. MacNeill, news-program director.

KENL Arcata, Calif., started editorializing four years ago because, according to Mel Marshall, general manager, "the dominant daily has many sacred cows and runs few meaningful locally slanted editorials." KENL got into editorializing four years ago when plans for new city hall and courthouse used concrete construction whereas KENL argued local lumber products should be used. Arcata and Eureka were greatly excited over the matter, he said, though the station lost the fight. It's won a lot of local battles since, he said, adding a note of caution, "No station can editorialize successfully unless it is honestly devoted to the public interest as the editorialist sees it unless its policy is consistent, and unless its overall programming is believable."

Jose Ramon Quinones, owner of WAPA San Juan, P. R., put it this way, "We feel we contribute to the guidance of public opinion, which should be one of the main duties of broadcasting stations." WAPA followed up a newspaper expose of mishandling of legislative houses with a demand for an investigation. "Our advice was followed shortly by those in authority," Mr. Quinones said.

**Special Writer** ■ WTXL Springfield, Mass., like many stations uses a freelance writer to research and prepare editorials but the general manager voices them. "A good editorial writer is hard to find," said Lawrence A. Reilly, WTXL president-general manager. Taking a look at the competitive angle, he added, "Others can crib our slogans, imitate our format and copy our techniques, but our editorials are our own." He added that editorializing is not a cheap undertaking.

Once a station starts editorializing, it seldom abandons the practice. KSET El Paso, Tex., has editorialized four years and likes to say it will continue until there's a law against it.

To Roy E. Morgan, executive vice president of WILK Wilkes-Barre, Pa.,

the editorializing function "is part of our public responsibility." He said it has enhanced the station's reputation as a news medium and has brought new business in some instances.

In a rural community without a daily newspaper, Ronceverte, W. Va., WRON has a special role, according to James E. Venable, president-general manager. He said, "Prior to our editorials there was none to help promote civic projects or community needs." He said two weekly newspapers "are devoted mainly to court house records, births, deaths and ads."

**Long-Time Commentator** ■ Twice daily—8:45 a.m. and 7:15 p.m.—is the policy at KOY Phoenix, Ariz. (see



James W. Allen, general manager of WBZ-TV Boston, delivers an editorial. Members of the WBZ-AM-TV Editorial Board are W. C. Swartley, Westinghouse Broadcasting area vice president; Harry Durning, editorial researcher-writer; Paul G. O'Friel, radio general manager and Mr. Allen.

table). KOY has used commentaries for many years but 2½ years ago added a special editorial commentary to the 10 p.m. news. Dust on city streets was abated, and driver training was removed from high school curriculums.

WIBX Utica, N. Y., carries editorials after seven news periods, between 6:40 a.m. and 11:15 p.m.

"It adds a new dimension to our station image, gets people talking about it and shows the station is a solid community citizen—ignored by the local newspaper, incidentally," said Louis H. Pells, general manager of WEOK Poughkeepsie, N. Y.

Jack L. Sandler, vice president-general manager of WQAM Miami, added that editorializing also inspires "the full confidence of the listening public." And Harris L. Unstead, president of WKLV Blackstone, Va., noted an in-

crease in the adult audience because of firm stands on public issues.

**Editorial Assistant** ■ WBBM-TV Chicago began editorializing about two years ago on an occasional basis with Clark George, vice president and general manager, appearing on the air. But in mid-March of this year the CBS-owned outlet began twice-daily five-minute editorials written and voiced by the new editorial assistant to the general manager, John Madigan, who formerly was city editor and assistant managing editor of Chicago's *American* and before that with *Newsweek* in Washington. An editorial board meets weekly to suggest subjects but Mr. Madigan submits his final editorial to Mr. George each day for review before airing. The editorials are aired 5:50-5:55 p.m. and repeated the next morning at 7:25 a.m.

WBBM-TV's editorials frequently are controversial and legitimate opposing viewpoints are invited and given equal time. Political candidates are not discussed at the present time. Most successful campaign to date was WBBM-TV's drive to get voter approval for the state university bond issue. Mr. George feels the editorials have helped bring the station closer together with the community and its leaders. He believes editorializing is part of the responsibility of the station licensee.

**Radio Separate** ■ WBBM Chicago, operated completely separate from tv, has editorialized since early 1960 on an occasional basis, usually three or four times a month. Vice president and general manager Ernie Shomo voices the editorials, written by newsman John Calloway. There is no definite schedule and the same editorial may be repeated at different times. An editorial board sets policy. Controversy is not avoided. Opposing views are invited at the close of each editorial. Three potent campaigns have been on children's mental hospital, Cook county jail and school segregation problems. WBBM has neither supported nor opposed a political candidate. WBBM feels the editorials show the station's interest in the community and its desire to serve in a practical way.

**Three-A-Week** ■ WIND Chicago, a Westinghouse station, has editorialized on an occasional basis during the past several years but began seriously last August. Manager Ed Wallis now writes and voices a new editorial on the average of three times a week. Controversial subjects are not avoided. One of the station's most effective campaigns was the "back-to-school" drive last August to help curb student drop-outs. WIND feels editorializing has helped the station's stature in that it shows listeners the station is interested in community problems and is willing to take a stand.

when you think

NEW YORK  
RADIO

think  
**wmca**



Represented by AM Radio Sales

# Editorial boards usually select topics

## MANAGEMENT, STAFF BOTH PARTICIPATE IN DECISIONS ON STATION POLICY

More than two-thirds of the editorial subjects are selected by an editorial board that often includes management, BROADCASTING's sample survey of an industry cross-section discloses (see table, page 43). One out of five stations base their selection of topics on a staff conference.

There are various combinations of news staff and top management consultations but in general the editorial board plan prevails. At some smaller stations where the top directing head voices the editorials in person, he often selects the subjects and in some cases writes the editorial.

The analysis of subject selection shows that heavy emphasis is placed on local issues. At some larger stations the editorials often go into regional, national and international subjects.

**Weekly Conference** ■ At WIBC Indianapolis the subject matter is picked at a weekly editorial meeting or on decision of the general manager. WFBR Baltimore has a twice-weekly meeting of staff executives, with final decision up to the general manager. In two cases where policemen were assaulted, WFBR brought quick action with documentaries and editorials.

KLZ-AM-TV Denver uses the conference method of selecting topics. WQXI Atlanta, besides choosing topics of community need and timeliness, keeps in mind "the other classic functions of the editorial—to entertain and to inform." School segregation was handled by WQXI in an editorial series which touched on other school problems such as the four-quarter system.

Several subjects are selected each day at WWL-TV New Orleans by Phil Johnson, who writes and voices the twice-daily editorials. He is a former Nieman fellowship winner. A three-man editorial board picks one subject each day and sets policy. On the board are J. Michael Early, general manager; William Read, news director, and Mr. Johnson. One editorial led to indictment of an assistant district attorney. Another designed to interest listeners in the state legislature drew 2,000 requests within a month for names and addresses of legislators.

**"Say What We Think"** ■ "We have no sacred cows and have not hesitated to say exactly what we think and why," said Joe Moffatt, public affairs director of WSLS-TV Roanoke, Va. Editorials are recorded a day in advance and sometimes must be revised before air time.

KDRS Paragould, Ark., avoids the first-person pronoun, singular or plural,



Top executives and newsmen comprising WTOP-AM-FM-TV Washington editorial board discuss subjects and policy problems at July 9 conference. They reviewed such topics as traffic accidents, legislation and other matters in the news. The stations have taken an active editorial role in political campaigns. Around table (clockwise from foreground): Edward F. Ryan, general manager, WTOP news; Steve Cushing, newsman; Laurence Richardson, general executive, and John S. Hayes, president, Post-Newsweek Stations; Jack Jurey, newsman; George F. Hartford, vice president, WTOP Television; Lloyd W. Dennis, vice president, WTOP Radio.

in its editorials except occasionally when an "I" or "we" is unavoidable. The KDRS *Notebook* also includes commentaries, depth reporting, book reviews and sometimes pure trivia, according to Ted Rand, general manager.

Besides offering equal time for reply, KPAR-TV Sweetwater, Tex., has its news department sound out opposing views for news stories. The station refuses to allow sponsorship of editorials. A bond-issue campaign was described as an outstanding success.

The special problems of a suburban station in a major market give radio a good opportunity. At WDON Wheaton, Md., just north of the District of Columbia, editorials hit directly at listener interests—roads, taxes, zoning, trash removal and frivolous school spending, for example. "All Montgomery county newspapers are weeklies but we're on the air every day," Everett Dillard, president, observed. WDON keeps a running file of stories dealing with community events for use in editorial research.

**Specialized Audience** ■ Issues of interest to a specialized audience can be served by radio editorials. Harry Novik, general manager of WLIB New York, said the station carries weekend editorials reaching its Negro audience, otherwise reached mainly by weekly newspapers. A few letters have complained because editorials, which are repeated several times, are put in a jazz show.

WINX Rockville, Md., a Washington

suburb, hit a hot one last spring—editorializing against a summer camp because of purported discrimination. Pierre Eaton, general manager, said, "We emphasize controversy."

The selection of local topics brings many phone calls to WOMT Manitowoc, Wis., said Francis M. Kadow, owner-general manager. "You don't smell the library paste on what we have to say, and the public knows it," he said.

**Writer Does Script** ■ A typical formula is that of KRLD-TV Dallas. President Clyde W. Rembert heads a committee that decides on editorial policy. A committee of management, program and news department directors selects subject matter, with an editorial writer producing the script.

WXYZ Detroit picked a hot one when it jumped on the two strike-bound Detroit newspapers for the so-called agreement which states that if one paper has a labor problem preventing publication the other will shut down.

KTVH Wichita, Kan., has tackled such community problems as safety, fire hazards, clean-up of streets, annexation and traffic.

At WTOP Washington, Post-Newsweek station, the week's basic editorial format is planned at a Monday morning conference (see photo above). The list of topics keeps abreast of the week's news under the flexible format used by the station.



## ONE MAN'S **OPINION** IS NOT ENOUGH

Civic indifference is the most costly tax on citizenship.

The most gratifying result of our editorial policy, now in its third year at WLOF-TV, in Central Florida, is the tremendous evidence of public awareness and reaction to our editorials.

We take firm stands on serious and controversial matters of local, regional and national interest. Our editorials place current news and discussion in perspective with the past and the needs of the future.

Sometimes civic action reflects our viewpoint, sometimes not, but whatever the result, we have participated in the democratic process by encouraging healthy, widespread discussion.

We have been praised; we have been criticized. Our reaction is one of satisfaction knowing we have a strong voice that penetrates indifference.

When our editorials inform or stimulate public interest and reaction, pro or con, we have served our community.

One man's opinion is not enough — neither in Central Florida, nor anywhere else in these United States. Each of us has a responsibility to use our freedom of speech, and to use it wisely and intelligently.



REPRESENTED NATIONALLY BY YOUNG TV CORP.

# WLOF-TV

*Mid-Florida Television Corp., Orlando, Florida*

# Fifth of stations back own candidates

## MOST TAKE STAND ON ISSUES BUT RELATIVELY FEW PICK OWN SLATE

One out of five radio and tv stations that editorialize on the air have taken a stand for or against a political candidate, the BROADCASTING editorializing survey reveals.

Based on 202 responses to the questionnaire section dealing with political candidates, the analysis of a cross-section of editorializing stations shows that 42, or 21%, of stations have come out on behalf of or against a candidate for public office.

The survey shows that 132 or 65% of the respondents have not taken a position on a political candidate. Another 28 stations, 14%, reported "not yet" or "plan to later" in reply to the political candidate question.

Two years ago the FCC made a complete station check. It found that of 5,000 stations, only 60 am, 11 fm and two tv stations had taken stands for or against candidates.

The presidential campaign debates of 1960 were an important factor in demonstrating the broadcasting industry's fairness in handling political broadcasts. While the FCC's 1960 check and the

results of this questionnaire study are not directly comparable, the trend toward candidate endorsements is clearly shown.

**Take Stand on Issues** ■ While only 21% of stations in the BROADCASTING sample have assumed an editorial stance for or against a candidate, practically all editorializing stations have made known their positions in the case of campaign issues or referendum ballots involving local or state matters.

**Endorsed Kennedy** ■ WMCA New York takes its political editorializing seriously. Its outstanding campaign effort was a 1960 endorsement of John F. Kennedy for the presidency. The station, along with WBNY Buffalo, stated specific reasons for endorsement of Sen. Kennedy.

"This editorial would have been illegal a decade ago," the late Nathan Straus, then board chairman, said in opening the campaign (see FCC history of editorializing, page 56).

Last year WMCA endorsed a Republican candidate, James P. Mitchell, for the New Jersey governorship. It also

endorsed Mayor Wagner, of New York, for re-election. Reply opportunity was offered opposing candidates.

WOKE Charleston, S. C., a pioneer South Carolina editorializer, took a stand for the Nixon-Lodge ticket in the presidential campaign of 1960 two months before the election, said Harry C. Weaver, owner-general manager. Editorials are broadcast 11 times a day on a five-weekly basis. Recently a four-day Sunday schedule was added. WOKE was active on behalf of an amendment passed by the legislature. Editorials are titled "Minatorials." South Carolina now has nearly a score of editorializing stations.

**Anonymous Critics** ■ Or to put it simply, WMBR Jacksonville, Fla., said after supporting a candidate for the state senate (BROADCASTING, May 21): "He won." Incidentally, WMBR "has been rebutted only twice in 3½ years," said Donald R. Smith, station manager. He said "too many timid souls won't speak for the record but are content to write anonymous letters."

KHOF-FM Los Angeles came out for Richard Nixon for the Presidency, V. Dale Smith, general manager, recalled. "Freedom of expression will only be had as long as we exercise this freedom," he said.

WSAC Fort Knox, Ky., hits national as well as local problems. In editorializing on the medicare problem it proposed a public debate between President Kennedy or Secretary Ribicoff and the American Medical Assn.

In Canton, Ill., WBYS editorialized successfully against secret votes by county supervisors, leading to re-voting on key matters. It was active in bringing about revised election laws. "Editorializing humanizes a station," according to Charles E. Wright, general manager.

WSNY Schenectady, N. Y., staged a campaign against Gov. Rockefeller's compulsory fallout shelter proposals, with legislators receiving heavy mail.

**Election Problems** ■ The "fairness doctrine" is unrealistic, according to Lawrence A. Reilly, president-general manager of WTXL Springfield, Mass.

When WGLI Babylon, N. Y., takes political stands, it conducts beeper interviews with the parties concerned, said David H. Polinger, general manager.

Politicking was effective at WWLP (TV) Springfield, Mass., according to W. L. Putnam, president. He explained it this way, "I knocked the hell out of him (candidate). He stunk and I said so. He was fired."



### Editorial compares tv, newspaper standards

Sometimes a broadcaster editorializes about his own industry. That happened in Orlando, Fla., where WLOF-TV ran an editorial based on television's high advertising standards, comparing them with some of the ads carried the day before in the local newspaper.

The editorial was titled "People Who Live in Glass Houses." It was accompanied by a chamber of horrors, a collection of clippings from

the previous day's newspaper.

After reviewing some intimate morsels from the newspaper ads, WLOF-TV reflected this way, "So we're cured for another day. Now we can go back to tv where our code of good practices prohibits us from accepting advertising material which offensively describes or dramatizes distress or morbid situations involving ailments. Tv isn't so bad after all."



## Most six-year-olds don't smoke

Nor do most youngsters—teen-agers included—fly to France, buy batteries, take out life insurance. Matter of fact, they rarely do anything that costs very much.

That's why WJR program planners insist on *adult* programming. Could be this strict policy explains the fact that 89% of WJR's vast audience (2,183,000 people) are 25 years and older, according to the recent WJR-Politz study.

Many of these good people *do* smoke, of course. And because they are people of considerable means, they buy lots of cars, too, and wash bundles of clothes and eat T-bones and wax floors.

While listening to adult programming and important sales messages on WJR, of course.

Apparently it's WJR's Complete-Range Programming that lures these people to their radios—and keeps them there—all hours of the day and night. Because they keep saying things like: "Great news coverage," "Top sports reporting," "Fascinating shows for home-makers," "Best farm programs," and "Tasteful advertising."

Isn't there something *you'd* like to sell these unusually receptive people?

Call your Henry I. Christal representative or write WJR soon.



**WJR** DETROIT  
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada  
Atlanta • Boston • Chicago • Detroit • Los Angeles  
New York • San Francisco



*Kids play; parents pay.*

*The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.*

He contended it "makes special problems at election time, accounting for the reluctance of stations to support specific candidates."

In Greenville, N. C., where Democratic votes outnumbered Republican 12 to 1, WOOW suggested GOP voters get off their seat and on their feet to fight for a two-party system. Forty-seven percent more Republicans voted than in the previous general election and registration was up.

After six months of five-daily editorials, M. R. Sullivan, WOOW general manager, said, "I can't understand why I didn't do it before. It's a great experience and builds audience loyalty." There is nothing greater than the feeling of being involved in the whirlwind of public thinking."

Candidates are invited to guest appearances, answering questions sent in by listeners to KDBS Alexandria, La. The station outlines candidates' qualifications in editorials, discussing platforms and raising pertinent questions.

**Stimulates Voters** ■ WAVZ New Haven, Conn., which has been editorializing on issues and campaigns since 1949, cited two reasons for the practice: First, the disappearance of other media which in the past stimulated the Ameri-

can people to an awareness of the range of choices, and second, the pattern of fairness. Daniel W. Kops, president, added, "Our obligation for fairness has a legal obligation stemming from the licensing of broadcasting. However, every medium which editorializes has a general moral obligation to be fair."

Often political editorials cut into festering local problems. WTOP-AM-FM-TV Washington, which gives its editorials high program priority, stepped into the slot machine racket in Charles County, Maryland. It backed up a 30-minute documentary with two-minute editorials calling for approval of a referendum plan for stricter regulation.

"I am sure we could not have won the passage of this law without your program," Rev. Andrew Leigh Gunn, Methodist minister and president of the county ministerial association, wrote Jack Jurey, who writes and voices the editorials. A listener observed that while WTOP picked up a few enemies, it gained infinitely more friends.

George E. Hartford, vice president-general manager of the Post-Newsweek stations, said, "It should be noted that the WTOP editorials are produced and broadcast entirely independently from those of the *Washington Post*."

**Wide Range** ■ WTOP covers local, regional, national and international topics in its editorials. Sen. Mike Mansfield (D-Mont.) lauded WTOP for "a consistently outstanding and courageous job" in an editorial dealing with Soviet missile testing proposals.

WWDC Washington, one of the early advocates of the short, hard-hitting saturation method of editorializing, took its first stand last spring on behalf of a candidate—David Hume, running for governor of Maryland. Mr. Hume lost as Gov. Millard Tawes was nominated by Democrats. Ben Strouse, WWDC president, cheerfully accepted the result after the election this way, "Now that the electorate has made its decision, we congratulate Gov. Tawes upon his victory and wish him well." The range of WWDC editorial topics runs from campaign financing to venereal disease and Billie Sol Estes.

**Storer Station Active** ■ WSPD-TV Toledo, Ohio, a Storer station, has been knee deep in politics the last two years, prodding politicians and even getting into labor disputes, according to Keith T. McKenney, general manager. One editorial was read at a governor's cabinet meeting. It dealt with conditions in the state hospital.

## Freedom to editorialize came in 1949

### SINCE THEN FCC HAS LOOKED WITH FAVOR ON EXPRESSING OPINION

Broadcasters have had the official approval of the federal government for electronic editorials since June 1, 1949. On that date, the FCC issued the "Magna Charta" for broadcast editorials, titled "Editorializing by Broadcast Licensees."

Since this report, various commissions have been nearly unanimous in their views that stations have the right to be an advocate. And in recent years, individual commissioners have been more and more outspoken in urging stations to editorialize after first acquiring the proper knowhow and staff.

**Congressmen Concerned** ■ Many members of Congress still express concern over the growing broadcast practice—especially when editorials center around the open endorsement of one political candidate over another. "Is the public interest served by permitting the private individual owners of broadcasting stations to recommend the election or defeat of candidates for public office?" Rep. Walter Rogers (D-Tex.) asked during a 1959 debate on the House floor.

In its final report on the 1960 elections last spring (BROADCASTING, April 23), the Senate Watchdog Subcommittee stated: "The licensee has been encouraged to editorialize, and we would

not want to deter editorializing; however, many licensees are loath to follow



Commissioner Rosel H. Hyde, who joined the FCC in 1946 and has served continuously since, is the only present member who also was on the commission when the 1949 editorializing report was adopted. Commissioner Hyde voted for the report.

through, once the medium has been used to editorialize on one side of a public issue, and see to it that the public has a reasonable opportunity to hear the opposing position."

The subcommittee, chaired by Sen. Ralph Yarborough (D-Tex), suggested that the FCC adopt new rules and guidelines to govern broadcast editorials with provisions for immediate sanctions against licensee violators. Even before that, Commissioner Frederick W. Ford called on the FCC to issue such guidelines, and new rules now are in the advanced planning stage at the commission.

**When It Was Illegal** ■ Between 1941-49 broadcast licensees were prohibited from editorializing over the air. "In brief, the broadcaster cannot be an advocate," the FCC said in the January 1941 Mayflower case. In that decision, the commission renewed the license of WAAB Boston (owned by the Yankee Network) only after obtaining a promise from the station that it would not editorialize in the future.

WAAB had broadcast editorials—including the endorsement of political candidates—during 1937-38. The station stopped editorializing in September 1938 after the FCC launched an investigation. When WAAB's license came up



# WWDC

RADIO WASHINGTON, D.C.

## **FACTS AND FIGURES**

We're now well into our 5th year as Washington's earliest editorializing radio station. We have just completed a series on venereal disease. How does our public like this kind of candor? They have kept us a leader among Washington radio stations year after year.

Represented nationally by John Blair & Co.



## FREEDOM TO EDITORIALIZE CAME IN 1949 continued

for renewal, the Mayflower Broadcasting Corp. applied for the same facility (1410 kc) and a comparative hearing was held. Although Mayflower lost the case, its name was etched forever in law books and future decisions because of the "difficult" question presented to the FCC by WAAB's "so-called" editorials.

The FCC reached the conclusion that WAAB took "pride" in the fact that the purpose of the station editorials was to win public support for the view favored by WAAB. The Boston station made no pretense at "objective, impartial reporting," the commission said. "WAAB revealed a serious misconception of its duties and functions under the law. . . . It is clear that . . . the public interest can never be served by a dedication of any broadcast facility to the support of his own partisan ends. . . . In brief, the broadcaster cannot be an advocate."

And that decision, for all practical purposes, ended the just then starting

practice of station editorials for the next 8½ years, although some officials charged that licensees merely entrusted the practice of advocating their viewpoints to commentators.

**Reconsideration and Reversal** ■ While the huge majority of licensees had, at this time (1941-49), given no thought to plans of their own to "advocate," various protests against the rigid FCC decision were voiced, including some from within the FCC. As a result, the commission, "on its own motion," in September 1947 scheduled an *en banc* hearing on two issues:

1. To determine whether the expression of editorial opinions by broadcast stations on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal pres-

entation of all sides of controversial issues is made over their facilities.

**Clarification** ■ The hearing was ordered, the FCC said, because of a belief that "further clarification of the commission's position . . ." was in order. The agency cited "apparent confusion" concerning its previous statements on editorializing.

Commissioner Rosel H. Hyde is the only present day commissioner who was a member of the FCC at the time the 1947 hearing was ordered. He moved up from the FCC staff in 1946 and was one of the early leaders for a re-examination of the Mayflower case.

Some 70 witnesses testified at the hearing in March-April 1948, with the 4-1 decision handed down 13 months later. The majority consisted of Commissioners Hyde, Edward Webster, Robert F. Jones and George E. Sterling, although Commissioners Jones and Sterling issued concurring statements in which they termed the majority decision ambiguous. The dissent was lodged by the late Commissioner Frieda Hennock while Commissioners Paul A. Walker and the late Wayne Coy did not participate.

**Mayflower Ignored** ■ The 1949 report did not rescind the Mayflower decision and, in fact, mentioned it only once and favorably then. This is what led Commissioner Jones to attack the decision, although he concurred in the result. Any document authorizing licensees to editorialize requires a reversal of Mayflower, "which fully and completely suppressed and prohibited the licensee from speaking . . . over his facilities in behalf of any cause," Commissioner Jones said. "All licensees considered this Mayflower decision as applicable to them. I believe that the commission thus violated the First Amendment and that the commission should acknowledge the unconstitutionality of the Mayflower decision. . ."

The FCC's report on editorializing is a 13-page document which discusses at length the licensee's duty to inform the public and the public's right to be informed; the necessity to present fully and completely all sides to controversial issues; the obligation of the licensee to program his own station, and the fairness doctrine, of which much has been made in recent Congresses.

In the only mention of the Mayflower case, the FCC's editorializing report cited that decision in stressing that the commission has made clear that in the presentation of news and comment, the license must operate on a "basis of overall fairness, making his facilities available for contrasting views. . . ."


**Not Prohibited** ■ The 1949 report concluded that editorials by licensees are not prohibited, but at the same time neither did the report expressly say that they are permitted. The FCC concluded

# WDSU-TV New Orleans

produces color and monochrome  
Remotes . . . studio programs with the  
Super Universal Zoomar Lens

We have used the Super Universal lens successfully on many kinds of programs, including color and black and white remotes, different types of studio programs, and find it would be almost impossible to accomplish certain effects without this type lens.

Very truly yours,

  
Lindsey G. Riddle  
Chief Engineer



Call for a demonstration on your cameras

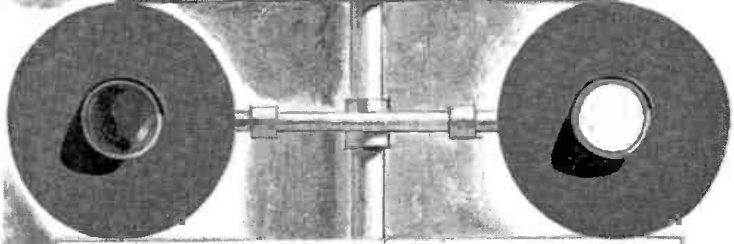
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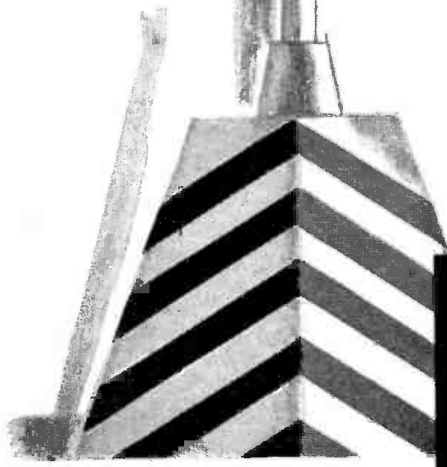
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**STOP**  
**LISTEN . . . THINK!**  
**LOOK**

**A Pioneer In  
 Broadcast  
 Editorials** \*



**WTVT**  
 TAMPA - ST. PETERSBURG



"The thoughts expressed in your editorial get to the heart of the problem in a forthright manner . . ."

HERBERT C. GODFREY, JR.  
*Director Hillsborough County  
 Aviation Authority*

"I appreciate the intelligent and informed view which you expressed . . ."

WILLIAM R. VINES  
*Planning Director  
 Manatee County*

". . . I could not help but notice the soundness of the ideas presented . . ."

PAUL E. DIXON  
*Tampa City Attorney*

"I wish to express my appreciation and commend you and your staff for the fine editorials . . ."

RUSSELL M. O. JACOBSEN  
*Planning and Zoning Director  
 Pinellas County*

"It very clearly states the facts and is certainly in the interest of the taxpayers."

ELLSWORTH G. SIMMONS  
*Chairman Hillsborough County  
 Board of Commissioners*

*\*Editorializing daily since October 20, 1958,  
 to stimulate thoughtful community action.*

**WTVT**  
**channel 13**  
 TAMPA / ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.  
 WKY-TV & Radio, Oklahoma City  
 Represented by The Katz Agency



**THE STATION ON THE MOVE!  
 IN THE MARKET ON THE MOVE!**

## FREEDOM TO EDITORIALIZE CAME IN 1949 continued

with the admonition that licensees must devote a "reasonable percentage of their broadcasting time" to the discussion of public issues and that such programs offering opposing viewpoints. It is up to the station to decide the format for such presentations, the FCC said, and explained:

"Such presentation may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views and comments on the various issues, but the opportunity of licensees to present such views . . . may not be utilized to achieve a partisan or one-sided presentation of issues. Licensee editorialization is but one aspect of freedom of expression by means of radio. Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on particular issues can such editorialization be considered to be consistent with the licensee's duty to operate in the public interest."

**Webster Concurs** ■ In his concurring statement, Commissioner Webster said the report "still leaves the licensee in a quandry and a state of confusion . . . to determine what he can or cannot do. . . ." The commissioner said the licensee is entitled to as "concise and unequivocal language as possible" to guide him.

Commissioner Jones maintained that the editorializing question and its resolution must center around a discussion of the Mayflower case—which the FCC failed to do. "The failure of the majority to discuss Mayflower and to repudiate the ban on editorialization created by Mayflower is under such circumstances extraordinary," he said. "The majority report in failing to discuss the effect of Mayflower on the main problem here presented either indicates a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect."

Even if the FCC's approach to the problem was correct, then Commissioner Jones said, the form of the decision is "entirely improper. Neither the general policy created nor the qualifications on the right to editorialize are made clear."

**The Dissent** ■ Commissioner Henock, the only woman ever to serve on the FCC, dissented on the grounds the decision would raise more questions of fairness than the agency's staff could handle. "The standard of fairness as delineated in the report is virtually impossible of enforcement by the commission with our present lack of policing methods and with the sanctions given us by law," she said.

"We should not underestimate the difficulties inherent in the discovery of

unfair presentation . . ." or the fact the FCC could impose no penalty at the time except revocation, she said. With this in mind, she stated, "it seems foolhardy to permit editorialization by licensees themselves. . . . In the present circumstances, prohibiting it is our only instrument for insuring the proper use of radio in the public interest."

It is under this 1949 order, then, that the industry and the FCC have been operating in the approach toward editorializing. The subject of broadcast



Washington attorney Robert F. Jones, a member of the FCC from 1947-52, agreed in the ultimate conclusion of the 1949 report that a broadcaster had the right to editorialize but issued a concurring statement almost as long as the report. He maintained the FCC had violated the First Amendment in the Mayflower case and chastised the commission for not repudiating the earlier decision.

editorials, however, can hardly be divorced from FCC requirements that public issues be discussed, that all sides to a controversy be presented and the fairness doctrine, drafted into law by Congress in the 1959 amendment to Sec. 315 of the Communications Act.

**Must Be Fair** ■ This fairness doctrine applies to all programming and not just to political broadcasts. The commission, in 1960, issued its often-quoted policy statement on programming, which delineates licensee responsibilities in all areas of programming.

No serious challenge of the 1949 editorializing order has ever been made although the FCC has twice denied requests by the American Civil Liberties Union that the case be reopened. These came in 1952 and 1954.

Several stations have been publicly and privately reprimanded by the FCC

for their editorial positions but no broadcaster has as yet had his license placed in jeopardy on these grounds. Several licensees were reminded of the mandate to be fair as a result of editorials in 1958 against pay tv.

On this same issue, however, the FCC told Skiatron (principal advocate of pay tv) that the networks had been fair on this issue.

In April 1950, two stations in New York and Detroit received letters from the FCC telling them that they had violated the fairness doctrine of the 1949 statement. The two cases were not related and involved entirely separate issues. In late 1959, a multiple tv-station owner was told by the FCC that it had violated the editorializing statement in a special program on labor corruption.

The commission changed its position, somewhat, on the editorializing statement in a July 1959 letter to KNOE Monroe, La. Prior to then, the FCC had charged licensees with the responsibility to "seek out" opposing viewpoints. This was changed in the KNOE letter to read that the licensee must follow a "reasonable standard of fairness" in the presentation of controversial issues and must "aid and encourage the broadcast of opposing views."

**The Commissioners Speak** ■ Past and present members of the FCC have been outspoken in urging licensees to exercise their right to be an advocate. Ex-Chairmen Coy and John C. Doerfer, particularly the latter, urged broadcasters to editorialize.

In August 1956, Commissioner Robert T. Bartley told the Southern California Broadcasters Assn. that broadcasters, "as an important element in community life, should not be reluctant to take an editorial position on various public issues." Every present commissioner, in fact, has at one time or another publicly endorsed the concept of editorializing either in speeches, panels or congressional testimony.

Commissioner Frederick W. Ford has repeatedly urged broadcast stations to accept the challenge to help better inform their public through editorials. "One of the things that strike me particularly . . . is that in the course of investigating a community and determining those things on which you want to editorialize, you in effect comply with the policy statement on programming of reviewing the needs of your community," Commissioner Ford told last spring's NAB conference on editorializing.

**Strong Stand** ■ The former chairman has taken a strong stand in favor of broadcasting political editorials.

Also addressing the NAB conference, FCC Chairman Newton N. Minow said that if broadcasting is to take its rightful place and accept its responsibilities,

## **OUR EDITORIALS GET RESULTS!**

Editorials are not new to KLZ Radio and Television. In 1955 we editorialized against Canon 35 which was later relaxed in the State of Colorado. This led to KLZ's receiving national recognition in the form of the first Paul White Memorial Award. True, our editorials are not regularly scheduled, but then, neither are vital issues needing support or refutation. When an editorial is indicated, the subject is carefully researched and reported by our own full time editorial department, including recent editorials on airport parking, air pollution, the police scandal and drag racing.

Last month Denver voters were asked to consider a police reform charter amendment and a higher sales tax. We felt that approval of these measures was vital. Editorials supporting this legislation

were broadcast twice each day for five days. Equal time for opposing views was offered and accepted. Both issues were subsequently approved by the voters.



*Arnold Grossman  
Editorial Dept.*

Following the passage of these proposals, Denver Mayor Dick Batterton stated: "...KLZ Radio and Television's editorial stand was highly instrumental in the approval of these important issues."

**CBS IN DENVER** **KLZ**  
RADIO AND TV  
TIME-LIFE BROADCAST INC.

*Mayor Dick Batterton, Denver, Colo.*



**NOW NUMBER**



**IN FLORIDA**

## **ORLANDO-DAYTONA**

*Fastest growing market in Florida*

	Nat. Mkt. Ranking*	Homes* TV
Miami	26	566,300
Tampa	40	425,100
Orlando-Daytona	67	292,100
Jacksonville	75	257,700

\*Television, May 1962

## **WESH-TV**

*Florida's Channel 2*

Advertising Time Sales, Inc.  
National Representatives



*Covers more of Florida than any other TV Station*

62 (SPECIAL REPORT)

### **First editorials hardest, code head believes**

Editorializing is great once the fears and hurdles of first efforts have been passed. This observation was made by an early top executive of a major operation—Robert D. Swezey, former executive vice president and general manager of WDSU-AM-TV New Orleans and now director of the NAB Code Authority.

The firm, fair and decisive methods of the stations are being continued under the present regime of A. Louis Read, executive vice president and general manager, and John Corporon, news director.

"Most of us who ventured into the editorializing field early in the game did so with considerable trepidation," Mr. Swezey recalled in a recent talk. "To do a good editorial job is no easy assignment," he added. "It takes a sound mind, a strong back, a steady hand and a stout heart. Believe me, no mice need apply."

**Feared Trouble** ■ Like other editorializers, Mr. Swezey was on the lookout for trouble in the early days of position-taking by the WDSU stations. "We were pretty confident that we would find ourselves in continual hot water with our sponsors and audiences," he said. "Do you know that in over two years of day-to-day experience with a vigorous editorial policy—and I mean vigorous—I can't recall receiving a single complaint or irate reaction from any sponsor? On

the contrary, many of them heartily commended our efforts. Not that there weren't other complaints. We had slews of them, but we also had the perfect answer to those directly involved in our editorial comment: 'Let us give you time to tell the public what you think of our position.'

"And believe me, some of the statements we broadcast in answer to our own editorials were lusus. We always scheduled them in the time spots customarily occupied by our editorials, and I sometimes think they did more to build up circulation for us than the editorials themselves.

"I believe that almost without exception stations who have editorialized competently, vigorously and fairly have found that the opposition and difficulties encountered were far less serious than anticipated, and that their efforts were well rewarded in terms of increased acceptance and stature in the community, and in the real satisfaction which is the inevitable consequence of accomplishment.

"An editorial service properly conceived and administered has every chance of success unless the community in which it is launched is so unintelligent, controlled or corrupt that it is incapable of responding to the appeal of truth and reason. I trust that there are few which meet that description."

then licensees must be willing to express a point of view about the news they provide. He said the FCC wants to encourage editorializing and predicted, "The day is coming when the broadcaster who aspires to stature and influence in his community will have to see, hear and speak about evil."

With the disappearance of so many daily newspapers in metropolitan areas, "broadcasters have little more choice in the matter" except to provide listeners with a "second editorial voice," he said. "Though broadcasters can legally evade their responsibility to provide second and third choices [of opinion], morally they are compelled to answer the compelling need for more information, more opinions and, of grave import, more courage."

**From the Senate** ■ In its final report this spring, the Senate Watchdog Subcommittee made several recommendations to the FCC in the field of broadcast editorials, particularly political. First, the committee said, the FCC's 1959 report should be readopted by the commission as a rule, with violators subject to license revocation.

"Licensees should editorialize," the

senators concluded. "Strong convictions are to be encouraged. A licensee may entertain the personal opinion that officeholder A should be retired from public life or that candidate B would be a better public servant . . ." as long as the other side is given an opportunity to respond, the committee said.

In cases where complaints are made, the FCC should act immediately, the report said, and recommended seven ground rules for broadcast editorials which it said the FCC should adopt. These proposed rules would require that texts of editorials be kept on hand for at least one week, that advance notice be given the candidate against whom an editorial is to be directed and that equal time to reply be granted, among others.

The Yarborough committee also recommended that the FCC require a licensee to "set in motion an effort to schedule the opposing viewpoint" before a political editorial is aired. In addition, the Senate report would have licensees report "immediately" to the commission the refusal of any offer to buy time which would advocate a position contrary to that of the licensee.

BROADCASTING, July 16, 1962



*First For Editorials...*

*First For Documentaries...*

*First For News...*

# WEEI-RADIO

CBS, BOSTON • REPRESENTED BY CBS RADIO SPOT SALES

## CONTINUING EXCELLENCE

*In the last four years WEEI has received five first-place awards for Documentaries, Editorials and News from the United Press International. A few days ago, the UPI Broadcasters Association of Massachusetts awarded WEEI two additional first place awards for the station's editorials and documentaries during 1961. Professional broadcasters again confirm WEEI as New England's choice for Community Service.*

# Problems, too, created by editorials

## STATIONS TELL HOW THEY MEET SITUATIONS THAT ARISE

Not everything is foolproof, broadcasters soon learn after they take up regular editorializing. There are problems from time to time—problems of unfavorable reaction, to put it mildly, and problems of preparation.

Few of the troubles that stations experience in their editorializing are beyond normal management solution, but BROADCASTING's survey of a random sample of editorializing stations shows that difficulties can be expected.

Here are some of the situations that arise in the life of editorializing stations, gleaned from the 200-plus questionnaires in the random sample:

**Irresponsible Critics** ■ The worst problem encountered by WTVJ (TV) Miami has been the occasional effort of irresponsible people who want to get on tv in response to an editorial, according to Lee Ruwitch, executive vice president-general manager. WTVJ solves it by selecting responsible citizens to speak out in behalf of opposing viewpoints.

Taking no chances, WEEI Boston sends its offers of reply time by registered mail. It's often difficult to get someone qualified to present an opposing point of view, according to Thomas Y. Gorman, WEEI vice president-general manager. Mr. Gorman was interviewed on a Boston tv station after broadcasting a radio editorial criticizing a state legislator who charged other legislators were involved in an illegal bookie business exposed in a CBS-TV documentary. In this case an attorney for the legislator accepted WEEI's offer for rebuttal. The incident brought wide newspaper publicity and local praise for WEEI's handling of the matter.

**Slum Documentary** ■ Despite threats from property owners, WCKT(TV) Miami, Fla., broadcast documentaries about slums. It placed blame on these owners and aroused city officials made a tour of areas in question.

A drawn-out newspaper strike in Minneapolis brought a forthright editorial from WTCN Minneapolis, which actually was benefiting from the strike from a commercial standpoint. WTCN called on the strikers to go back to work.

At WRTA Altoona, Pa., with a three-year editorializing record, there's a problem of doing the necessary research. Here's how the problem was solved, according to Louis H. Murray, vice president: "Work longer hours." WRTA campaigned about police negligence in a gambling fight, leading to eventual trial and conviction of an indi-

vidual charged with the assault.

Threats of personal injury have been received at WBOY-TV Clarksburg, W. Va., according to Roger Garrett, managing director. How was that problem solved? "We took a firm stand each time," Mr. Garrett said. Successful campaigns were waged for renovation of the bus terminal, modernization of the airport waiting room and black-topping of a road.

Sometimes a campaign isn't popular with merchants. KSIG Crowley, La., met this situation after an editorial opposing legal sale of fireworks. Louis M. Basso, owner-manager, worked it out by sitting down with merchants and explaining the station's position.

**Critic Changes Mind** ■ An advertiser who threatened to cancel his time on WBSR Pensacola, Fla., changed his mind after talking it over and now defends its right "to speak up," said Harry Hughey, news director. "People look to us for the truth," he said, "knowing we have no personal, selfish axe to grind in this one-paper town." He said editorializing "has brought us more listeners and increased sales" as well as a better rating.

"A major advertiser disagreed with a position we took," said Robert P. Sutton, vice president-general manager of KNX Los Angeles. So what happened? "We let him cancel," Mr. Sutton explained.

Threats of violence came to WLOF-TV Orlando, Fla., as it exposed sordid gambling operations. An expose of 8% investment companies wound up in a grand jury indictment with a WLOF-

TV representative a witness.

Then there was the time a few weeks ago that WEJL Scranton, Pa., editorialized against a 15-minute free parking minimum. The next day the toll booth at the parking lot was wrecked by an auto, moving WEJL manager, Cecil Woodland, to announce there was no connection between the editorial and the wrecking of the booth.

**Editorials Studied in Schools** ■ Located on the Georgia-Alabama border, WRBL-TV Columbus, Ga., tries to adapt local material "so it would suggest similar problems elsewhere in its coverage area," according to Ridley Bell, station manager. Editorials are written and voiced by George Gingell, news-public affairs director. They are titled *Personal Opinion*. Mr. Bell said editorials are used for classroom discussion and are often quoted, and sometimes denounced, in churches. "Most of those who oppose our opinions still respect us," he said.

Dale Clark, news-public affairs director of WAGA-TV Atlanta, Ga., reminds that "close liaison with legal counsel" is advisable. WAGA-TV has been active in such matters as school integration, the county unit system and tax equalization. It attacked the county unit system for two years. The system was killed by court order.

Here's the way Wilbur R. Powell, president of WFTW Fort Walton Beach, Fla., described WFTW's position on controversial issues: "We like them." He credits an editorial with unseating a member of the school board who opposed school consolidation.

### Network-owned station feels views important

A licensee has a community responsibility be it network owned or an independent, says Sam J. Slate, general manager of WCBS New York, a regular editorializer in the biggest market in the world. WCBS—its sister station (WCBS-TV) carries editorials on an irregular basis—averages as many as two editorials a week (about five minutes in length), each repeated once (always slotted at 8:15 a.m. and at 8:15 p.m. to avoid "over saturation").

Only restrictions for a network-owned station: The broadcaster leaves national and international issues to the network, keeps its finger on the local, "regional" (New York area covers parts of New Jersey and Connecticut) pulse. An editorial

board sits each Monday, goes over possible editorials for the week, assigns one or more to researchers and for writing. Mr. Slate delivers them.

Since Jan. 1, 1962, WCBS has broadcast more than 50 editorials. It's determined in the attempt to get "replies" on the air but is careful to screen for responsibility. As a result it has granted a dozen replies, including the governor of Connecticut (commented in an editorial on the New Haven Railroad).

Mr. Slate believes the editorial, used judiciously, helps give the station "dignity and status." No other network owned stations in New York editorialize, though NBC and ABC have kept issues under continual review.





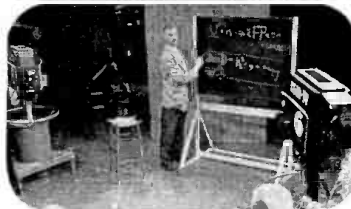
# “We have Death Control Without Birth Control”

... Sir Julian Huxley,  
KOIN-TV, April 29, 1962

“A Visit With Sir Julian Huxley” was first of KOIN-TV’s three special programs on population pressures. Participants included (left to right) Sir Julian Huxley; Malcom Bauer, associate editor of The Oregonian; Dr. Daniel Labby, staff member, University of Oregon Medical School.



Dr. James Tuck explored “Population Pressures and New Energy Sources” on second program in series. Panelists were Dr. William L. Parker, head of the Physics Department at Reed College; E. Robert de Lucia, vice president and chief engineer of Pacific Power & Light Co.; O. E. Walsh, vice president of Portland General Electric Co.



Third and final show featured Dr. Gregory Pincus in “A Biological Approach to Population Pressures”. Pictured (left to right) are Dr. Gabriel Lester, head of the Department of Biology at Reed; Dr. Pincus, and Dr. Herbert Griswold, of the Department of Medicine at the University of Oregon Medical School.



An urgent problem faced by all mankind is that of world over-population. Where is Man to live in the future? Where will he obtain the resources so necessary for survival? How can Man control his destiny . . . somehow balance birth control with death control?

In keeping with its continuing public information policy, KOIN-TV recently invited three famed scholars to participate in discussions of world population pressures. Ready acceptances came from Sir Julian Huxley, Dr. James Tuck and Dr. Gregory Pincus. These distinguished scientists were in Portland at the invitation of Reed College, one of the nation’s most widely recognized centers of higher learning, which is observing its 50th Anniversary. The three-part series was aired in prime time throughout KOIN-TV’s 34 county viewing area.

Oregonians heard famous biologist Sir Julian Huxley express his views upon the dangers of “death control without birth control”; the importance of conserving our food and energy sources. Dr. James Tuck, director of Project Sherwood at Los Alamos, New Mexico, explained in layman’s terms future energy sources to be derived from controlled nuclear reactions. Dr. Gregory Pincus, director for the Worcester Foundation for Experimental Biology, discussed contraceptive methods of population control.

Once again, KOIN-TV’s viewing audience was presented with a thought-provoking and timely problem. World-renowned scientists expressed controversial and sometimes startling opinions. And the people learned.

## KOIN-TV

Channel 6, Portland, Oregon  
One of America’s great influence stations  
Represented Nationally by  
HARRINGTON, RIGHTER & PARSONS, INC.

# Results of station campaigns impressive

## NEARLY EVERY MARKET CAN CITE EXAMPLES OF SUCCESSFUL DRIVES

The recent history of station editorializing is packed with examples of opinion-influencing comments that have affected local and regional affairs. While many stations editorialize on topics of national and international significance, it's obviously difficult to trace their influence.

But the files of editorializing stations teem with stories that show how the public responds to voiced editorials as the influence of the newspaper editorial wanes.

Dick Cheverton, news director of WOOD-AM-TV Grand Rapids, Mich., said the editorial schedule "has been a regenerative force in the community. WOOD aids those who are given equal time, "trying to steer the content so the reply will be significant," he said. Mr. Cheverton is president of Radio Television News Directors Assn.

"Most community controversies are in the grey scale," he said. "Different interpretations of the grey area tend to give greater perspective and more balance to those affairs where the individual citizen must make up his own mind."

**Birthright** ■ With all the problems and the hazards, stations are boldly taking the role they might have assumed decades ago had not the influence of bureaucracy kept them to passive roles.

Now the story is different. Some of the examples of successful editorializing service have been culled from the 200-odd questionnaires. Here again the case histories appear as a result of random selection and are in no sense a cumulative file of what the industry has done. The random sample has revealed many successful examples of effective editorializing. Here are some of them:

A month ago WMCA received outstanding recognition for its editorial and community zeal—a U. S. Supreme Court order setting aside a lower court's dismissal of WMCA's challenge of the constitutionality of the New York State's legislative apportionment.

**Win Proxmire Praise** ■ WITI-TV Milwaukee was the third Storer Broadcasting Co. station to adopt an editorial policy, joining WAGA-TV Atlanta and WSPD-TV Toledo last Feb. 5. An edi-

torial calling for support of Cuban refugees being sent to the city was praised by Sen. William Proxmire (D-Wis.).

Sometimes the social consequences of an editorial campaign can be documented. In the District of Columbia, the Adult Education Division of the school system followed up an alcoholism series on WWDC Washington with a series of night classes on the effect of alcoholism. Bernard F. Sewell, supervising director of adult education for the school system, said the classes were the direct result of the campaign. Similarly a WWDC exposure of conditions at mental hospitals in Maryland was credited with uncovering unsavory situations and leading to remedial action.

**Ratings, Revenues Up** ■ Ratings and revenues have definitely improved as a result of editorializing, one station said. And the station has added an independent voice to the million residents of the city, which has had only one newspaper opinion.

KCBS San Francisco urged a hotel tax for use in stimulating tourist business. The tax was adopted. KCBS editorials were cited in the Board of Supervisors debate as among the most eloquent arguments in favor of the tax.

WCCO-TV Minneapolis opposed a Sunday closing law forcing all businesses to close on Sunday regardless of religious affiliation. A few days later—"we like to think as a basis of our editorial," the station said—businesses were given the option to close either on Saturday, the Jewish Sabbath, or Sunday.

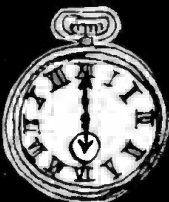
WCCO-TV noted that comments from viewers generally run about four to one in favor of the editorial.

**Canon 35 Case** ■ Any history of editorializing must emphasize the famous Canon 35 case in Colorado. KLZ-AM-TV Denver drew wide attention Dec. 9-11, 1955 when Hugh B. Terry, president, said a court radio-tv ban in the John Gram murder trial was in direct violation of the constitution. The KLZ stand drew nationwide attention. The court responded by allowing broadcasting and photography in the courtroom. The case is a classic, inspiring broadcasters in many other states to work on behalf of revision of Canon 35.

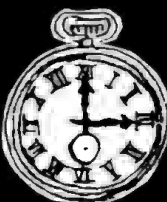
Mr. Terry contends any responsible mass communicator must express opinion on matters of local interest.

Long active in editorializing is WAVZ New Haven, Conn., headed by Daniel W. Kops, recently reappointed chairman of the NAB Editorializing

# EDITORIAL WASHINGTON



# WAVA



AM  
780/FM  
105.1

## ALL NEWS RADIO

---

# DIFFERENT

**WAVA Radio Park**  
Arlington 7, Va.  
KEenmore 6-9000

**WEED RADIO**  
Representatives

# CONGRATULATIONS FROM **wbkb** CHICAGO



New York Metropolitan Area  
**CATHERINE NOBEL**  
McCann-Marschalk Co., Inc.  
New York

Eastern Time Zone  
**LEN STEVENS**  
Weightman, Inc.  
Philadelphia

Central Time Zone  
**LARRY CLAYPOOL**  
J. Walter Thompson Co.  
Chicago

Mountain & Pacific Time Zones  
**JANE DAHLGREN**  
Honig, Cooper & Harrington  
San Francisco

## TO THE WINNERS OF ITS **AWARD MOVIE** TIMEBUYER'S TALENT TEST!



These four timebuyers' astute estimates of Channel 7's Sunday night "Award Movie" ratings have won them two weeks' vacation (for two) at the Hotel and Casino Aruba, Netherlands West Indies . . . prizes which include round-trip, first-class air transportation, top accommodations and meals and a one hundred dollar bar allowance.

Thanks to winners and to non-winners alike for accepting our "challenge" . . . But this is what all the hoopla is about . . . the ratings

on WBKB's 10:15 Sunday night "Award Movie" . . . proof positive that it's Tops in Chicago with all rating services . . .

Trendex Telephone Recall for March 25—April 29 . . . 19.2 rating . . . CPM/\$1.60\*

ARB for March 23—April 19 . . . 21.0 rating . . . CPM/\$1.60\*

Nielsen for April 2-15 & April 23-May 6 . . . 20.5 rating . . . CPM/\$1.70\*

\*Based on end rate

**WBKB's Award Movie is the highest rated and most cost-efficient movie in Chicago's Sunday evening lineup.**



An ABC-Owned Television Station • A Division of American Broadcasting-Paramount Theaters, Inc. • Represented by ABC-TV NATIONAL SALES, INC.

# NUMBER ONE INDEPENDENT IN ATLANTA



**WQXI**

## BECAUSE.....

**WQXI's** Auditorial Board presents 6 editorials daily on local activities, "speaking out" on major issues in the belief that mental stimulation of Atlantans helps our city mature.

**WQXI's** Open Line, a telephone forum of the air, features an authority on a given subject and audience participation via WQXI's multi-phone system, allowing both the listener's question and the authority's answer to be heard. 11:00 PM to midnight, Mon.-Sat.

**WQXI's** 7-man news staff schedules 5 minutes of news on the hour, one-half minute on the half-hour, and bulletins immediately.

**WQXI** utilizes news cruisers for city-wide reporting and Radio Press International for world-wide information.

**WQXI** awards a three-month internship to a University of Georgia Journalism major.

**5,000 W Days; 1,000 W Nights  
790 KC**

Committee. The station achieved its first important success when it got behind the campaign to revitalize once-backsliding New Haven.

"We began with a city that had little faith in its future and a defeatist attitude about civic improvement," Mr. Kops said. "The city's two newspapers, under single ownership, were an important factor in that they opposed virtually every project involving change."

**Kops Drive** ■ Against that background Mr. Kops began a steady editorial drive. Currently the city is spending over \$200 million for redevelopment. Similar WAVZ, like its sister station, WTRY Troy, N. Y., has tackled community problems even if the position was unpopular.

"We have never had a major problem at either station," Mr. Kops said. He was a leading figure in setting up the editorializing-public affairs symposium held March 1-2 by NAB.

As a result of its editorials, Mr. Kops said, WAVZ is now invited to inner-councils of important community activities whereas radio was once "an afterthought, if considered at all." Local advertisers have watched the effectiveness of radio. Mr. Kops concluded, "I have no doubt that this has helped bring in various advertising contracts, and it has been a key factor in developing an image of an institution that shows concern and offers leadership."

**Influential** ■ "I believe our broadcast editorials not only reach but influence many more people than newspaper editorials," said Lee Ruwitch, executive vice president-general manager of WTVJ(TV) Miami, one of the South's effective editorializing stations.

"After watching results of our daily WTVJ editorial for five years, we know that it is a staggering force for good in the community. If every station editorialized, bringing new voices of responsible leadership to every community, America's broadcasters could bring a new vitality and awareness to this nation almost overnight."

Mr. Ruwitch said WTVJ's successful campaigns urged construction of expressways (they were built and more are in progress), closing of B-girl gyp joints (they're closed) and rehiring of the city manager (he was rehired).

Miamians aren't likely to forget the WTVJ campaign against B-girls and vice. Labeled "Honky Tonk," the campaign included dramatic broadcasts exposing night-club conditions. Ralph Renick, news director, aired documentaries based on concealed tape recorders and live interviews showing police corruption and pay-offs.

**Oppose Paper's Views** ■ When KWTW(TV) Oklahoma City editorialized critically against local newspaper editorials that led to a libel suit by the candidate who was attacked by the

## Small editorials

Often it's difficult for the small station to find time for personnel to research editorial subjects. WDUN Gainesville, Ga., faced this problem and found an answer—"Editorial Thought."

WDUN's thoughts are brief—four or five sentences followed by this comment, "This editorial thought by WDUN is designed to stimulate your own thinking and expressions of opinion."

"We can be consistent on a daily basis," said John W. Jacobs Jr., president-general manager, "putting one thought or idea across without allotting a lot of research time—which we haven't got."

newspapers, the station received a petition signed by 377 people in Midwest City, a suburb, praising KWTW for its position. Edgar T. Bell, KWTW general manager, and Bruce Palmer, news director, who voices and writes station editorials, also received many phone calls.

WMAL - AM - TV Washington was praised by Donald Clemmer, director of the Dept. of Corrections of the D. C. government, for its editorial campaign calling for changes in the treatment of suspected sex offenders. A businessmen's association praised editorials against unnecessary parking meters.

WSJV(TV) Elkhart - South Bend, Inc., stirred up interest in the South Bend slum problem in its series of half-hour editorial documentaries, presided over by John F. Dille Jr., station president and a member of the NAB Editorializing Committee. Other topics were state reapportionment and industrial development. Mr. Dille summed it up this way, "We're saying, 'Here is a problem which involves everyone of us. Let's do something about it.'"

**Closer to Public** ■ WESH-TV Daytona Beach, Fla., has been editorializing a little over a year. Thomas S. Gilchrist, general manager, said after broadcasting some 300 editorials. (BROADCASTING, May 28) that they have brought the station into closer contact with its public. As to letters from viewers: "Some have been most complimentary, most flattering; some have been most vehement in their disagreement, and some have included suggestions concerning my personal future I don't care to experience."

In Orlando, Fla., radio and tv stations staged a joint program and editorial campaign to help push over a \$5.35 million bond issue for civic improvement. The twice-defeated plan



“Editorial leadership is the highest form of community service. . . .”

*from a speech by Daniel W. Kops, President RADIO STATIONS WAVZ and WTRY.*

# Milestones on the **WTRY-WAVZ** editorial trail . . .

- Began editorializing shortly after FCC reversed its famous “Mayflower ruling” wherein broadcasting stations were prevented from taking sides on most community affairs .....mid-1949
- First editorial taking sides in local election....October-1949
- Backing federated fund raising (United Funds) for voluntary health and welfare causes against competition from unaffiliated national health causes .....1952
- Editorial endorsement of a candidate in a presidential campaign .....1952
- WTRY joins WAVZ in conducting continuing editorial campaigns for urban redevelopment, better schools, better housing and enlarged opportunities for all citizens .....1957
- With firm foundation of editorial reliability and acceptance on local issues, both stations broaden base of editorials on national and international topics. Documentary “Listen, Amigos,” and follow-up editorials on Alliance for Progress broadcast .....1962

**LOOK TO WTRY and WAVZ  
FOR OUTSTANDING LEADERSHIP**

Daniel W. Kops,  
• President

Richard J. Monahan,  
• Executive Vice President

**WTRY**  
Albany • Schenectady  
• Troy

REPRESENTATIVE  
• John Blair & Co.

REPRESENTATIVES  
• Geo. P. Hollingbery Co.  
• Kettell-Carter, Inc.

**WAVZ**  
New Haven, Conn.



**CORINTHIAN  
SCHOLARSHIP PROGRAM  
UNDER WAY**

*Responsibility in Broadcasting*

**THE CORINTHIAN STATIONS**



THE 1962 WINNERS\* of Corinthian's first Summer Scholarships are now in training. Three have been selected from the outstanding applicants attending universities and colleges which are members of the Association for Professional Broadcasting Education, 64 institutions offering courses in broadcasting.

These winners are undergoing an intensive, six-week, on-the-job training program that embraces nontechnical phases of broadcasting.

Corinthian's objective is to provide a well-rounded, stimulating exposure to commercial television for students interested in the medium. It is hoped that their experience at Corinthian Stations will assist their development into career professionals who will be a credit to broadcasting.

\*Thomas Clark Dowden, University of Georgia; Donald R. Pukala, University of Illinois; Joel S. Stein, San Diego State College.



Represented by H-R

BROADCASTING, July 16, 1962

was approved by the voters. All radio and tv stations editorialized, according to the mayor's advisory committee, which included Joseph Brechner, WLOF-TV, and Carl Hallberg, WDBO-AM-FM-TV.

Mr. Brechner said WLOF-TV receives daily requests for copies of its editorials, often requests for quantities. Letters of praise have come from high Washington, state and local officials.

**Success in Campaign** ■ A long-term campaign by WABQ Cleveland for placement of life-saving equipment on the lake front was successful. Another was directed at a movie advertisement: "White baby murdered, Negro maid guilty, sentenced to hang." The ad was changed because of listener response. Editorials are written and voiced five to eight times a day by Valena M. Williams, public service director.

The superintendent of schools congratulated Ben Ludy, manager of KWFT Wichita Falls, Tex., for a station editorial on teenagers' fights.

Protests by WMFG Hibbing, Minn., were followed by action—removal of the garbage dump from city limits.

A Saturday afternoon editorial campaign by WCAP Lowell, Mass., led to tapping of the Merrimack River as a water source. WCAP leaves phone lines open for at least 40 minutes after an editorial for comments on its editorial. Israel Cohen, general manager, cautioned that editorials should deal with local and area issues "and not pontificate on something going on half-way around the world."

WSAU Wausau, Wis., persuaded several townships to get water tank trucks to aid firemen in fighting rural fires.

**Altered Opinion** ■ "Our consistent stand in favor of urban renewal led to a slow but definite reversal of public and newspaper opinion," said Richard A. Orkin, news-public affairs director of WLAN Lancaster, Pa.

Gary L. Wilson, news director of WJOB Hammond, Ind., said, "Our reporters and other personnel demand more respect as a result of editorializing."

Even unsuccessful campaigns bring important results, Norm Schrader, news director of WDAY Fargo, N. D., pointed out. The station lost a fight on behalf of a school bond issue but felt its editorials created exceptional interest in the election, leading to a heavy vote. Mr. Schrader said WDAY only editorializes when it feels impelled to state a position on a community problem. He believes more frequent editorializing would increase the impact.

Civic leaders praised KMOX St. Louis for helping "turn the tide" in a bond issue proposal that had been twice defeated. Robert Hyland, CBS vice president and KMOX general manager, warned "there is no magic in editorializ-

ing if it is not done well."

**Force in Radio** ■ "As newspaper editorials were weakening in impact, radio editorials gained," Mr. Hyland said. "They seem to have more force, more vitality, more influence than the cold printed word. The editorializing broadcaster has now taken his place within the circle of decision makers and prime persuaders in most of our communities. Well-labeled editorial opinion is a natural and necessary adjunct to the growing demand for news, news interpretation and information."

Most of the KPIX (TV) San Francisco editorials are read by Louis S. Simon, general manager of the Westinghouse Broadcasting Co. outlet, although Philip G. Lasky, vice president, voices editorials occasionally. Wide distribution of printed copies is made.

"We have public officials and community leaders seeking our continuous editorial support on matters of community-wide interest," Mr. Simon said. "The concept in the formulation of all KPIX editorials is that they contribute to the public betterment and fuller measure of information and understanding." The policy calls for a minimum of three editorials a week, using 11:15 p.m. and Saturday-Sunday afternoon time. Two writer-research people write the editorials.

**Council Support** ■ The Los Angeles City Council adopted a resolution supporting the editorial stand of KNX, that city, for its demand that the state highway department re-examine its policies on freeways. Other campaigns cited by KNX are a change in the state sales tax law and a clean-up of the nursing home situation.

"Criticism is something the local paper avoids like the plague," said A. T. Gilliland, president of KNTV(TV) San Jose, Calif. He added, "People seem to appreciate our policy."

"Our newspaper has completely changed its attitude from headlining unfavorable sensations toward boosting the good," said Floyd Jeter, owner-manager of KFLJ Walsenburg, Colo. The station fought stubbornly for hospital zoning and a bond issue was passed by a ratio of 11 to 1.

KELD El Dorado, Ark., editorializes to show it is "a real citizen in the community," according to W. N. McKinney, president-general manager. "The response first gave me the assurance I could run for mayor and win. I ran and I won." An editorial drive forced an illegal appointee to the tax board to resign, Mr. McKinney said.

**Listen and Comment** ■ Tom Johnson, vice president-general manager of KTOK Oklahoma City, Okla., said, "Main Street merchants who have tried to buy unavailable adjacencies realize what editorials have done to our prestige. All our newspaper friends listen

(SPECIAL REPORT) 71

and comment."

WJZ-TV Baltimore, a Westinghouse station, stirred up nearby York, Pa., with an editorial series on banning of a newspaper reporter by the mayor.

"We are gratified with the response from low and high levels," said Albert

Dail, manager of WGH Newport News, Va. "Papers don't generate much excitement with editorial pages."

"We never quit a campaign," said Robert T. Mason, WMRN Marion, Ohio. "In 16 years we have been asked for equal time on five occasions. When

we started editorializing the newspaper was running 'milktoast' editorials. Now it even runs editorials on the front page. Some years ago I was crying in the wilderness trying to get some of my fellow broadcasters to make the effort."

# Taking sides necessity, Collins thinks

## NAB PRESIDENT HAS STRONG CONVICTIONS ON NEED FOR EDITORIALIZING

The only way broadcasters can develop their full potential is to take sides on issues of the day, according to NAB President LeRoy Collins.

In his industry leadership role Gov. Collins has spoken frequently and with force on behalf of editorializing. He has made his position clear at industry meetings and in his numerous speeches around the nation.

Gov. Collins came out for editorializing in his first major industry appearance May 8, 1961, at the NAB convention in Washington, a few moments after President John F. Kennedy had declared "broadcasting has new and untried possibilities for education." The President had added that "the full development of broadcasting as an instrument of education is one of the most significant challenges which confronts

your industry."

**Print Takes Sides** ■ Against this background Gov. Collins said, "The reason—the only reason—the print media are regarded with the esteem they enjoy is that the best of them do more than transmit information and entertainment; they take sides. They editorialize."

He explained print media aggressively

taining people it will challenge them; beyond praising right it will damn the wrong."

**Joins Minow** ■ Again at his second all-industry meeting, the 1962 NAB convention held April 1-4, Gov. Collins came out vigorously for editorializing, a stand also taken by FCC Chairman Newton N. Minow (see FCC story page 56).

In his luncheon address to the convention April 2, Gov. Collins said:

"On-the-air editorializing is one of the most sensitive needs facing broadcasters these days. While the field is fraught with dangers, and it was made clear in the conference that no professionally-unprepared station should attempt to editorialize, we should take full advantage of this great potential for service to the public and for the enhancement of the prestige and influence of broadcasters."

At the editorializing clinic last March, Gov. Collins told the group, "Although increasingly radio and television stations have commenced editorializing—some of them with outstanding proficiency and character—broadcasting has not yet built up an established and recognized tradition of editorializing upon which to draw for substantial guidance to the future." The newspaper editorial tradition "is not totally one to be envied or emulated," he said, asking: "How many editorial pages which reflect depth of understanding, warmth of feeling, eloquence of expression, keenness of perception and, above all, courage of conviction? How many are worthy of being models for broadcast editorialization? There are some, but, unfortunately, all too few."

**Gray and Boring** ■ Calling attention to a "dreary trend toward a gray and boring conformity on newspaper editorial pages," he observed:

"In many cases at least, the low level of editorial readership can be more appropriately applied to the quality of



Gov. Collins

participate in shaping the society in which they exist. "They are not content to be passive observers and mere sterile messengers," he said.

**Collins' Views** ■ Here is the way Gov. Collins reasoned out his stand on behalf of editorializing:

"To earn greater respect—to develop adequately your full potential—more of you broadcasters *must take sides*. You must help Americans and others to understand better this complex, rapidly-changing world and show them how they can become more significant parts of its movement.

"This, of course, requires the development of greater skill and that high sense of objectivity and public dedication which is the hallmark of statesmanship. Your voice must be great as well as strong—so great that beyond soothing people it will stir them; beyond enter-

# K-SET

**Prestige Radio  
for El Paso, Texas**

## SURE DOES EDITORIALIZE-

### 3 Times Daily

and has for more than four years (long before anyone suggested doing so)



## K-SET

will continue to editorialize until some "Watch-Dog" passes a law against editorializing.

**1<sup>ST</sup> IN SOUTH CAROLINA**  
To Editorialize Consistently  
Daily, Year-Round  
**IN THE NATION**  
To Editorially Endorse A  
National Political Party  
**Wonderful WOKE Radio**



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It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.

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WTOP-TV, CHANNEL 9, WASHINGTON, D.C. 

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA 

WTOP RADIO, WASHINGTON, D.C.

---



This is the group that decides on topics and policy for editorials which are heard on WEEI Boston. They include (l to r) news director Fred Cusick, general manager and CBS radio vice president Thomas Y. Gorman, public affairs director Art King and editorial researcher and writer Richard Horne.

thinking the editorial, itself, reflects.

"Of all the reasons offered for broadcasters not editorializing, I think the only one which makes sense in terms of a professional approach to broadcasting is a reluctance to editorialize without adequate preparation. Nothing could be worse than editorializing off the top of the head, and those broadcasters who decline to editorialize because they feel professionally unprepared are to be commended rather than criticized.

"But the day is here when broadcasting must prepare itself professionally to editorialize. Broadcasting has become such a vital part of American life—and its influence is so powerful and pervasive—that it no longer can indulge in the luxury of avoiding news-gathering and editorializing in a professional manner."

**Bell Viewpoint** ■ Howard H. Bell, NAB industry affairs vice president who

handles the association's participation in this phase of broadcasting, said NAB is trying to clear up some of the confusion in the minds of broadcasters in editorializing and under Sec. 315. The NAB clinic last March 1-2 gave hundreds of broadcasters an opportunity to compare methods and to review the whole subject.

"Our voice in the community has become more potent in recent years by

our stimulation of public concern for local issues, through editorializing," Mr. Bell said. "I hope more stations will join the ranks of those who perform this valuable service. While we have been slow in exercising a right that was clearly recognized by the FCC in its 1949 reversal of the Mayflower Decision, broadcast editorializing is making a contribution to public enlightenment."

NAB, Mr. Bell said, has waged a vigorous campaign against Sec. 315, contending broadcasters' performances have demonstrated they can be fair and just in handling political broadcasts.

Douglas A. Anello, NAB general counsel, dealt with the legal aspects of editorializing at the March clinic. He explained the fairness doctrine this way: "All it means is that you be factually correct, have your facts at hand, draw your own conclusions. Additionally, however, it means that you have an obligation to air the other point of view, or the view of the other candidate." He added that it is not necessary to put the opposing candidate on the air after opposing him editorially, suggesting this might be a problem when three or four candidates are running for the office.

## GROUPS SEES EDITORIAL ADVANTAGES

### Kockritz believes political advocacy is most important

Group ownership provides many editorializing advantages, with home office and large staff providing the time and research needed in this phase of broadcasting, according to Ewald Kockritz, vice president of Storer Broadcasting Co.

Mr. Kockritz' views were explained at the NAB public affairs-editorializing conference held March 1-2 in Washington.

Explaining that Storer stations are allowed to support political candidates, he said the group moved carefully into this phase of editorializing.

**Need Reason** ■ "I believe the support of political candidates should be done on a selective basis, and should be done with good reason," Mr. Kockritz said. "Station support of a candidate might be the natural outcome of editorials previously run on certain political matters. This would develop into a very logical support for a candidate.

"There might be a candidate who voices a station's exact position in terms of opinion on political matters, but I believe just the indiscriminate support of candidates merely for the sake of supporting a candidate dilutes the effectiveness of the function.

"I believe that in all editorializing it is important to give each editorial the

closest attention and not to put on an editorial just for the sake of saying something.

"I consider the support of political candidates a logical and necessary consequence of editorializing. We support the practice and I would caution you, on the basis of our experience, to be properly prepared right on down the line.

**Stations Autonomous** ■ "In our stations the effect of the background of editorializing for or against legislative actions and similar political matters has been worthwhile in developing the understanding, the know-how of the station to move into the area of candidate support. Our stations are autonomous; they decide their own editorial opinions. When it gets into the realm of national and international politics, we like them to tell the home office about it because we do not want one station taking one position and another station a diametrically opposed position without a well-defined and specific reason.

"I believe it would be an error for broadcasting stations to follow the practice of many newspapers and decide, just because there is an election, which one of the candidates is best and then support that candidate."

### Most editorials repeated

The practice of running editorials several times a day prevails at nearly half (46%) of the stations surveyed by BROADCASTING. Since a large number of stations feature the one and two-minute type of editorial, the scheduling of these opinion features throughout the day greatly enhances the size of the audience reached.

Replies from the random sample covered by this questionnaire survey show:

15% run them twice daily (7% of these in the morning and at night).

12% of stations use evening scheduling.

11% favor afternoon.

11% have no special choice of hour.

5% like a morning schedule.

(PROGRAMMING continues from page 42)

ally authorized by the player if he wishes such representation. Payment of minimum re-use fees for commercials depends on the agent's performance of a list of eight specific duties, including seeking, arranging and negotiating for the commercial; advising the actor about provisions of exclusivity, releases, warranties and other special clauses; keeping records and informing the actor of exclusivity commitments, clearing conflicts and obtaining releases where necessary and negotiating release from exclusivity and other restrictions when the commercials have been withdrawn from use; maintaining records of employment and usage class, cycles and payments and reminding employers of payments due and SAG of late payments; bargaining separately for other rights the employer wants; maintaining records of maximum periods for use and re-use; advising the actor of expiration dates and notifying the advertising agencies when the actor elects not to grant renewals; and making periodic inquiries.

**Production ban** ■ As previously announced (BROADCASTING, Sept. 11, 1961), SAG is continuing its prohibition of production activities by agents and is terminating all waivers of that provision in the contracts with agents

by providing suitable "work out periods" for the agents involved. MCA, a major example of a talent agent active in production through its ownership of Revue Studios, has notified

### WBKB shelves film

Although other stations and media are doing features on Paul Crump, convicted of murder charges, WBKB (TV) Chicago said last week it is going to stick with its original decision not to show its controversial 74-minute film of his story and rehabilitation until after Illinois Gov. Otto Kerner rules on a clemency petition (AT DEADLINE, July 9). After years of reprieves, the Negro prisoner is scheduled to die Aug. 3 for the 1953 killing of a white factory guard.

WBKB is withholding the film at the request of his attorney.

The ABC-owned station meanwhile has announced that this summer it will air five other documentaries it has produced on current topics.

SAG that it will surrender its agency franchise by Wednesday (July 18) (BROADCASTING, July 9). While forbidding agency financing of a theatrical motion picture or tv series, the new agreement does permit an agent to finance up to six episodes in a series in a year, provided he does not acquire an ownership interest thereby. Distribution of tv films, previously permitted, is now allowed only where the agent has no ownership and does not share in the profits.

SAG has added new rules to those prohibiting an agent collecting commissions on employment in packages he represents and requiring that his clients get their customary salaries for work on these package shows. The new measures prevent the agent representing the owner or producer of a tv series in connection with claims or grievances, requiring the producer—not the agent representing a package—to be responsible for casting and drafting employment contracts and calling for copies of contracts for actors employed on such package programs to be supplied to SAG.

If approved by the SAG membership, the new regulations become effective July 31, to apply for five years. All previous agency regulations covered at least 10-year periods.

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### TELEGRAM

W. P. MARSHALL, President

**SYMBOLS**

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

SF-1201 (4-60)

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## Seven Arts tv sales \$12.2 million in '61

Seven Arts Assoc. concluded sales to television stations amounting to \$12,199,118 during the fiscal year ended last Jan. 31, according to the annual report of the parent company, Seven Arts Productions Ltd., which was distributed to stockholders last week.

The annual report said Seven Arts Productions, which produces motion pictures and Broadway plays and tv programs, had net earnings of \$1,100,555 for the year, compared to a deficit of \$1,090,212 for the previous fiscal year.

Seven Arts Assoc. has been distributing three packages of post-'50 Warner Bros. features, 191 Looney Tunes cartoons and various special features to tv stations. The company recently acquired additional major features from 20th Century-Fox and Warners, which will enable Seven Arts to maintain sales levels through 1966, according to the annual report.

The report points out Seven Arts Assoc. has acquired two new television properties. They are *En France*, a series of 26 half-hour entertainment-language films designed for adult instruction in French, and *Armchair Theatre*, 43 one-hour dramas produced in Britain.

## Caesar & new sponsor: each to do own job

An understanding sponsor was the magnet that brought Sid Caesar back to television, tv's one-time top star told a news luncheon in Hollywood last Tuesday (July 10). "The Consolidated people told me, 'We make cigars; you do the show, and neither of us tries to do the other man's job,' and what more could any one ask? I asked what would happen if I made fun of the cigars and they said as long as what I did is in good taste it would be okay with them.

"We'll try to keep the commercials interesting and fun to watch and we'll try not to have the kind of advertising that beats you over the head to make an impression. My feeling is that all this does is to start a callus which grows and gets so thick you can't feel anything."

As to the programs themselves, "we plan to do what nobody else has done," he said. "We'll do things in a different manner. There'll not be a production number as such; we've seen some of the greatest singers and dancers already. What we want is an idea, a reason for doing it, not just a production num-

ber for its own sake."

Mr. Caesar will do one commercial on each of the nine monthly half-hour programs, *As Caesar Sees It*, which Consolidated Cigar Sales Co. will sponsor on ABC-TV, starting



Mr. Caesar

Tuesday, Oct. 16, 10:30 p.m., through Papert, Koenig, Lois, New York.

Three of the programs for October, November and December have already been taped in Hollywood.

Coming your way...

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## UAA releases 33 post-50's

United Artists Assoc. is adding some seasoning to its tv syndication library of over 2,000 feature films. The firm is placing 33 post-1950 United Artists films into syndication for fall release. The pictures cost the company \$85 million to produce. The package—"United Artists Showcase for the Sixties"—includes eight features in color.

Several of the films have already been seen on tv on ABC-TV's Sunday night motion-picture feature *Hollywood Special* (8:30-10:30 p.m. EDT). Erwin H. Ezzes, executive vice president of UAA calls the package "unique" as it involves feature films which "have distinguished themselves as proven programs" on the ABC-TV series.

Among "Showcase" pictures are "Sweet Smell of Success" with Burt Lancaster and Tony Curtis; "Pride and the Passion" with Cary Grant, Frank Sinatra and Sophia Loren; "Witness for the Prosecution" with Marlene Dietrich, Tyrone Power and Charles Laughton; "Marty" with Ernest Borgnine; "Run Silent, Run Deep" with Clark Gable and Burt Lancaster, and "Johnny Concho" with Frank Sinatra, Keenan Wynn and Phyllis Kirk.

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**COOLING VENTS**  
for instant escape of heat.

**ADJUSTABLE HEAD**  
tilts for bounce lighting, is calibrated 30° below and 90° above horizontal. Control arm makes it easy to tilt and lock head at any angle.

**SILICON RECTIFIER LIGHT SWITCH**  
has dimmer control for modeling and setup lighting levels. Is conveniently located on handle for instant light control.

**ORIGINAL EQUIPMENT ALSO INCLUDES:**

**FLOOD LENS**  
Dual-purpose lens affords choice of 110° x 48° or 60° x 54° beam for broader light coverage of subject area.

**PORTRAIT LENS**  
Made of specially tempered glass for close-up work. Softens light and reduces contrast.

**SUN GUN**  
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**BARN DOORS**  
of ruggedized aluminum construction for easy adjustment and placement of light.

**12-FOOT CORD**

**UNIVERSAL BRACKET**  
fits all cameras. Special bi-position mounting hole allows unit to be located at the side or 30° to the rear of camera.

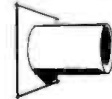
Optional accessories quickly adapt SUN GUN Professional Photo Light for every indoor lighting need.



**Accessory holder.** Adapts SUN GUN Professional Photo Light to accept the wide variety of specialized optional accessories.



**Daylight filter.** Corrects color temperature of basic 3400°K lamp to permit use with daylight type color film. Eliminates need for conversion filters on camera, retaining full efficiency of expensive camera lenses.



**Snoots.** Provide a finely controlled beam for spot highlighting of small areas. Two sizes—large, and special optical "Sniper Snoot."



**Super-Spread Lens.** Spreads beam to match field of extra-wide-angle camera lenses.



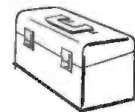
**Large Barn Doors.** Permit horizontal control of light beam to conform to specific area lighting requirements or to keep light out of camera lens.



**Special 3200°K filter.** Converts color temperature of light for use with Type B color film.



**Diffusing Filter.** Spun-glass scrim provides soft, even, diffused light for close-up work. Includes removable spread lens.



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## 5-day CBS series studies U.S. economic problems

Five special half-hour telecasts studying the major economic problems of the day will be presented by CBS News in prime-time periods on five successive evenings in August. The series, *Where Do We Go From Here?*, will be broadcast Aug. 20-24, according to Richard S. Salant, president, CBS News.

In announcing the week-long series, Mr. Salant said that conventional news formats would "not satisfy the need for a systematic exposition of the fascinating, complicated and urgent world of economics." The time represents an estimated \$400,000 at gross rates.

The series will feature noted experts on American economics with David Schoenbrun, CBS News chief Washington correspondent as host. They'll explore government's role in economic life, money and growth, credit and the relationship between American business and government.

*Where Do We Go From Here?* will be seen: Mon., Aug. 20, 10:30-11 p.m.; Tue., Aug. 21, 9:30-10 p.m.; Wed., Aug. 22, 7:30-8 p.m.; Thur., Aug. 23, 10-10:30 p.m., and Fri., Aug. 24, 10-10:30 p.m.

Perry Wolff, producer of the recent White House tour with Mrs. John Kennedy, will produce the series with Arthur Bonner as associate producer.

## Program notes...

**Venice cup winner** ■ Robert Lawrence Productions, New York, has won the Cup de Venice at the ninth International Advertising Film Festival. Given by the City of Venice, Italy, the award honored the production company's commercials for General Motors, Clairol Corp., Robert Burns cigars, Martinson's coffee and RCA Victor. It was the first time the cup had been given to an American company, it's reported.

**BG expands library** ■ The BG-Library of Mood and Bridge Music has added

16 fully orchestrated original tunes to its catalogue of more than 500 musical selections. BG says the material is for background use, mostly "neutral." Details are available from H-R Productions Inc., 17 E. 45th St., N. Y. 17.

**New tv producer** ■ Metrovision Inc. has been formed to produce motion pictures and film strips for tv, education, business and industry. The company is located at 117 W. 48th St., New York. Phone: Plaza 7-3270. John P. Hudak is president.

**Problem help** ■ WTOP Washington, D. C., initiates a series of 40-second informational shows providing advice on the availability of area health and welfare services with a 25-minute introductory program Thursday (July 19, 7:35 p.m.). Working in cooperation with the Health and Welfare Council of the National Capital Area, WTOP is trying to bring the services of more than 300 private and public local agencies to listeners who may not know "where to turn."

**Thirteenth specials** ■ KTRK-TV Houston began a monthly series of locally-produced, one-hour special programs Friday (July 13) with "Salute to Young Houston," which starred young Houston performers. The ch. 13 station is planning other programs in drama, current events, art, history, and music, scheduled for the 13th of each month.

**First series** ■ Television City Arizona, planned as Phoenix program production center for tv programs, theatrical motion pictures, commercial, industrial and educational films, has set as its initial program tv series starring Dorothy Kilgallen. Pilot is to be filmed in August. TCA is now selecting site for its studio buildings.

**Bad medicine** ■ KDKA Pittsburgh presented four half-hour documentaries last week concerning questionable medical practices investigated by the station staff and a private detective



## CBS gives 'Tour' to U.S.

CBS News Washington Bureau Chief David Schoenbrun (r) presents to Dr. L. Quincy Mumford (l), Librarian of Congress, a film of "A Tour of the White House with Mrs. John F. Kennedy," the network's one-hour, award-winning production. The film also has been presented to Dr. Wayne C. Grover, archivist of the National Archives and Records Service.

agency (*The Shadow World of Medicine*, July 8-11). Subjects included a sinus clinic operated by Pittsburgh chiropractors, a local cancer clinic, unusual "cures" and therapy, and law enforcement. John Kulamer, public services director, produced the programs; Paul Long narrated.

**To do specials only** ■ Reuven Frank will give up his post as producer of NBC-TV's *The Huntley-Brinkley Report* and *Chet Huntley Reporting* to devote his time exclusively to producing NBC News specials during 1962-1963. Mr. Frank has been producer of the two shows since 1956. During the past season, he produced three one-hour news specials.

**Hillbillies in Hollywood** ■ Production of "The Beverly Hillbillies," which starts on CBS-TV in the fall, is scheduled to get under way tomorrow (July 17) at General Service Studios in Hollywood. Paul Henning, who created the series, will also write and produce it for Filmways Productions. Richard Whorf will direct the program, which stars Buddy Ebsen. The half-hour series, Wednesday, 9-9:30 p.m., starts on the air September 26. Sponsors: Kellogg Co., through Leo Burnett Co., Chicago, and R. J. Reynolds Tobacco Co., through William Esty Co., New York.

**Phantom police** ■ Independent Television Corp., New York, last week announced the release of *Ghost Squad*, a one-hour, first-run series co-produced

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in association with J. Arthur Rank Organization. Distribution on a market-by-market basis is effective immediately. The 26 episodes in the series, starring Michael Quinn and Anthony Marlowe, deal with the exploits of a police division of Scotland Yard—commonly referred to as the “ghost squad.”

**Southern Bell Telephone** ■ Company has organized 18-station news network for the broadcast of its own 15-minute state news program (Monday-Friday, 7:30 a.m.). Originating from WGST Atlanta, the program utilizes taped feeds from member stations and runs 13 minutes, leaving a two-minute cut-away for local news. Southern Bell is promoting long distance service and extension telephones in its commercial time.

**Quickie booking** ■ Pan American Airways has released a 16 mm color sound film (*Across the World in Three Seconds*) depicting the development and operation of panamac, the airline's new electronic reservations and data processing system developed with International Business Machines Corp., which connects 114 cities with the Pan Am building in New York. The film is available free to tv stations from Pan Am or Ideal Pictures.

**Negro tv hostess** ■ WXIX-TV Milwaukee says Marlene Johnson, hostess of *Music with Marlene* (Saturdays, 5:30-6 p.m.), is the first Negro in the U. S. to have her own regularly scheduled tv show. Mrs. Johnson, 25, directs her program, featuring recorded music and local interviews, to the 75,000 Negroes in the Milwaukee market, says WXIX-TV.

**More Loretta** ■ New half-hour series, *The New Loretta Young Show*, featuring Miss Young as the widowed mother of seven children, will start on CBS-TV Sept. 24, as a Monday, 10-10:30 p.m. series, with Lever Bros. through J. Walter Thompson, N. Y., and Toni, through North Advertising, Chicago, as co-sponsors. John London, will produce the new series, with Ruth Roberts as associate producer and story editor. Series is being filmed at Samuel Goldwyn Studios in Hollywood.

**New time and format** ■ *This Is NBC News*, NBC-TV Sunday afternoon news program, will be broadcast two hours earlier (4:30 p.m. NYT) starting Oct. 14, when the series alters its format to provide more extensive coverage of the week's top news stories. Ray Scherer, the network's White House correspondent, continues as anchor man in Washington, and will open each program with a summary of late news. Starting in October, the program will also present news stories from correspondents in this country and abroad on major news events of the past week.

## Film sales . . .

*Bomba, the Jungle Boy* (Allied Artists): Sold to KLZ-TV Denver; KTBS-TV Shreveport, La.; KCSI-TV Pueblo, Colo.; WWLP (TV) Springfield, Mass.; WKZO-TV Kalamazoo, Mich.; WCCO-TV Minneapolis, Minn.; WFRV (TV) Green Bay, Wis.; WAVE-TV Louisville, Ky.; KATU (TV) Portland, Ore., and KLRJ-TV Henderson, Nev.

*Mickey Mouse Club* (Buena Vista): Sold to WBAL-TV Baltimore; WBAP-TV Dallas-Ft. Worth; WCSC-TV Charleston, S. C.; KMBC-TV Kansas City, and KOVR (TV) Sacramento, Calif. Now in 47 markets.

*Dear Wrestlers* (CFCN-TV Calgary, Alta.): Panel show with U.S. and Canadian wrestlers as panelists, has been sold to CJAY-TV Winnipeg and CFQC-TV Saskatoon. Now in 3 markets.

*Science Fiction Series* (Allied Artists): Sold to WCBS-TV New York; KSHO-TV Las Vegas, Nev.; KTTV (TV) Los Angeles; WHTN-TV Huntington, W. Va., and WISH-TV Indianapolis.

*The Defenders* (CBS Films): Sold to RAI Televisione Italiana, state-owned tv system in Italy. This is the 13th overseas sale of the series.

*The Lone Ranger* (half-hour series) (Telesynd): Sold to WLWD (TV) Dayton, Ohio; KCPX-TV Salt Lake City, and WRGB (TV) Schenectady, N. Y. Now in 55 markets.

*The Long Ranger* (feature motion picture) (Telesynd): Sold to stations in New York, Chicago, Los Angeles, Philadelphia, St. Louis, Detroit, Kansas City, Boston, Louisville, Oklahoma City, San Antonio, San Diego, South Bend and Indianapolis. Now in 14 markets.

*The Story of . . .* (Ziv-UA): Sold to Amarillo National Bank for KVII (TV) Amarillo, Tex.; Gustafson's Dairy for WFGA-TV Jacksonville, Fla.; Schmidt's Beer for WGAL-TV Lancaster, Pa.; Nabob Coffee for CHAN-TV Vancouver, B. C.; and to KCOP (TV) Los Angeles; WBRZ (TV) Baton Rouge, La.; WLUC-TV Green Bay, Wis.; KOAA-TV Pueblo-Colorado Springs, Colo., and WLUC-TV Marquette, Mich. Now in 72 markets.

*Dr. Hudson's Secret Journal* (Tv Marketeers Inc.): Sold to WABC-TV New York; KGGM-TV Albuquerque; WLWC (TV) Columbus, Ohio; WTCN (TV) Minneapolis; KTVI (TV) St. Louis; WXEX (TV) Petersburg, Va.; KVOS-TV Bellingham, Wash.; WBRE-TV Wilkes-Barre; KRIS-TV Corpus Christi and WICS (TV) Springfield, Ill.

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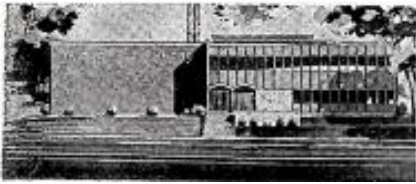
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# IN MEMPHIS



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—Hugo Montenegro

*Whatever Will Be Will Be*

—Doris Day

*Bye Bye Blues*

—Pete King Chorale

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*Theme from Summer Place*

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- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
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NBC

790 KC  
5,000 WATTS



# FANFARE



### KABC uses billboards for summer promotion

KABC Los Angeles is teasing motorists with a summer billboard campaign theme: "She does. . . Almost everybody enjoys KABC conversation radio." Two other posters in the series will feature a male ("He

does . . .") and a young adult couple ("They do . . ."). The campaign is showing posters in the central Los Angeles, west Los Angeles, Long Beach, San Fernando and San Gabriel Valley areas.

### WOWO event includes beauties, boats, races

If WOWO Ft. Wayne, Ind., personnel ignored the Miss Universe contest Saturday, it wasn't through lack of interest in feminine pulchritude. The staff was eyeing the 50 finalists in WOWO's annual "Belle of the Beach Ball" contest at Lake James, Ind.

The WOWO contest included national championship boat races and water skiing, promoting the state's recreational facilities.

### WDMV's farm approach is paying off in sales

WDMV Pocomoke City, Md., is turning what it considers "a revolutionary approach to farm radio" into the best sales record in its seven-year history.

Programming to the farmer like his city cousin—throughout the broadcast day instead of in limited time segments—WDMV uses 60-second beeper announcements from its 18-member Farm Advisory Board, "locally recognized agricultural professionals" on the Del-MarVa Peninsula (Delaware-Maryland-Virginia).

Maryland Gov. J. Millard Tawes said the informational announcements from the agricultural figures merit particular commendation and provide "an invaluable service." WDMV is reaching the farmer when and where farm journals can't, says Ernest Tannen, station owner.

The informational tapes, broadcast

hourly each day, are combined with an aggressive sales policy and recorded endorsements from local product users. In addition, says Mr. Tannen, WDMV is getting point-of-sale tie-ins for its farm merchandising program.

### Gov. Keyser attends WJOY-FM opening day

WJOY-FM Burlington, Vt., the state's first fm station, reports that when it aired its first scheduled broadcast (June 26), the nation's youngest governor, Vermont's F. Ray Keyser Jr., was on hand to lead the applause.

Governor Keyser, editor Robert Wattoff (*FM Listener's Guide*), station officials and 250 other guests celebrated the opening at a station banquet. Manager Frank Balch said 25 sponsors

### WLS summing up

WLS Chicago contributed \$1,228,360 worth of time to public affairs programs and announcements during the past year, president Ralph Beaudin announced last week. The station also has contributed WLS-produced jingles and tapes to local organizations for their general radio use and earlier this year marshaled 5,000 Chicago teenagers to ring doorbells and collect a total of \$25,000 for the Danny Thomas-St. Jude Hospital in Memphis.



had contracted for time before the first broadcast.

WJOY-FM, is entirely separate from sister station WJOY-AM, noted Mr. Balch.

### Drumbeats . . .

**Indianapolis rundown** ■ WIRE Indianapolis has published a compilation of market data on Metropolitan Indianapolis (all of Marion County), "Watch Out . . . Indianapolis Is Racing Ahead." Paul Raikes, promotion director, says the 23-page book brings together in convenient form data and information not formerly available from one source. WIRE emphasizes the market is growing (690,000 population), versatile and has "an excellent potential."

**Personalized news** ■ WDXB Chattanooga is promoting its local news operation in an unusual way. Utilizing bus cards, trash can posters, newspaper ads, and movie trailers, WDXB is running such attention-getter statements as "If you shoot your husband, you'll be on WDXB News," and "If you poison your girl friend, you'll be on WDXB News," according to Luke Wilson, vice president and general manager.

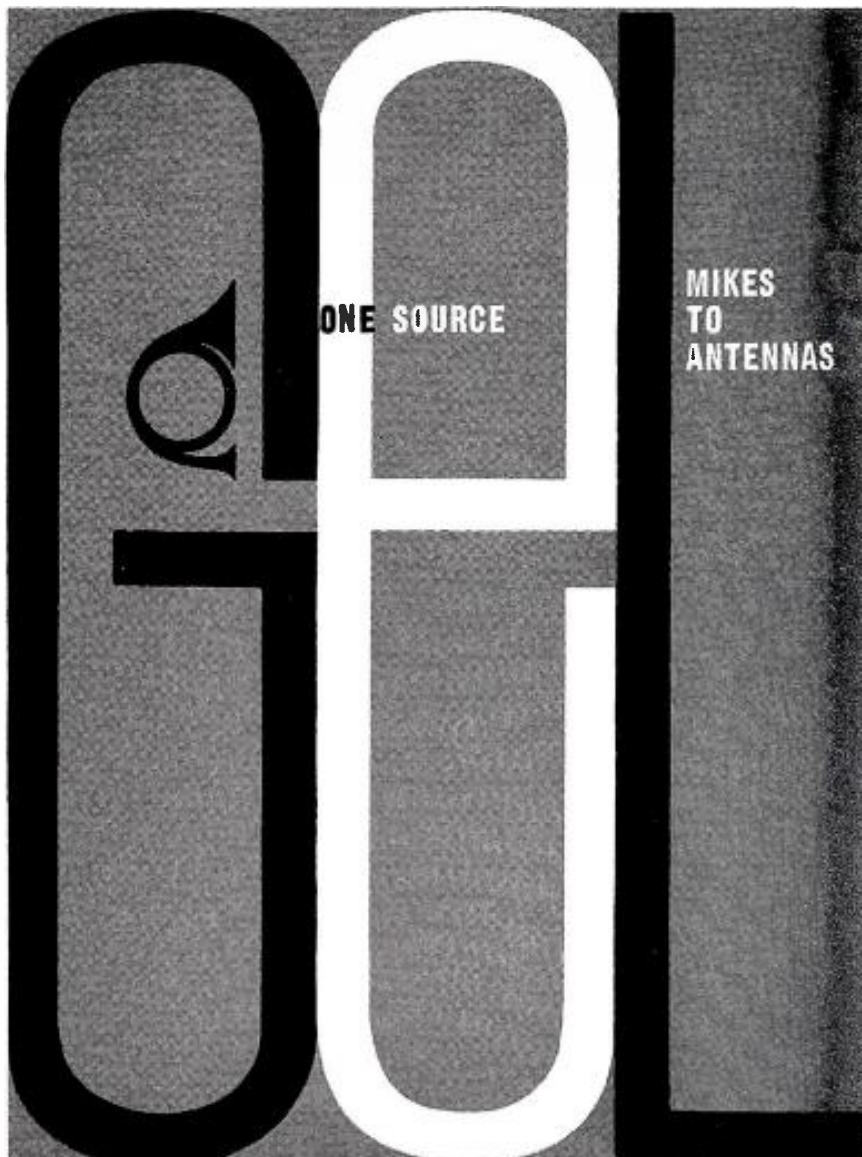
**Charlotte story** ■ WBTB (TV) Charlotte, N. C., will be host to Chicago advertising executives at a luncheon in that city tomorrow. WBTB executives and its national sales representative (TvAR) will explain the Charlotte television market. Station personality Arthur Smith and others will provide entertainment.

**Fourth fest** ■ KNX Los Angeles recreated an old-fashioned Fourth of July patriotic rally in cooperation with the American Legion last week, attracting about 8,000 persons to the city's MacArthur Park for a two-hour afternoon program (also broadcast by KNX) of speech-making and music. KNX plans to make it an annual affair.

### WSB-TV 'Salute' for Fourth

WSB-TV Atlanta says its second annual televised "Salute to America" Fourth of July parade drew more than 250,000 spectators to the Peachtree Street observance featuring marching units and colorful floats.

WSB-TV personalities Ruth Kent and Ray Moore paraded too before narrating the festivities. Victor Jory (star of *Manhunt*) was honorary parade marshal. Other celebrities included Ken Tobey and Craig Hill (*Whirlybirds*), country singer Eddy Arnold, gospel singer Wally Fowler, Miss Georgia of 1962 (Jeanie Cross), and WSB-TV's John Palmer, Don Stewart, Dick Mendenhall and George Page.



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# Sec. 315 relief: temporary, at best

## BROADCASTERS HAD LOTS TO SAY, BUT THE SENATE WAS SLIGHTLY DEAF

Some of the broadcasting industry's most prominent figures urged Congress last week to free broadcasters from the strictures of the equal-time law and permit them to exercise their own judgment in presenting political candidates.

But it seemed apparent that their arguments didn't carry much weight with members of the Senate Communications Subcommittee.

Sen. John O. Pastore (D-R.I.), subcommittee chairman and an advocate of substantial modification of the equal-time requirement, put it bluntly to NAB President LeRoy Collins:

"This idea that you're going to get an out-and-out repeal of 315 is a little bit of wishful thinking." The best broadcasters can hope for, he indicated, is a temporary suspension of the equal-time requirement for a limited number of offices.

He also told the NAB head, who had urged complete elimination of the equal-time section, that it's unrealistic to think Congress would approve a bill that doesn't contain a strong fairness provision. Unless members of Congress are confident they'll get fair treatment from broadcasters, they won't approve any liberalization of the equal-time requirement, he said.

Nearly two dozen ■ The subcommittee, in three days of hearings, took

testimony from 22 witnesses on six bills and resolutions to eliminate the equal-time requirement, in whole or in part, permanently or temporarily. Opposition to any change in the law came mainly from representatives of minority parties and civil rights groups.

Sen. Pastore made his comment before hearing from witnesses opposing any change in the law, but after members of his subcommittee had questioned the wisdom of any drastic surgery on Sec. 315 during this session.

Joining Gov. Collins in endorsing a bill (S 3434) to repeal the equal time requirement for all candidates were Frank Stanton, president of CBS; Robert Sarnoff, board chairman of NBC; Walter Thayer, president of Whitney Communications Corp., which owns Corinthian Broadcasting Corp.; Lazar Emanuel, president of Communications Industries Corp., R. Peter Straus, president of WMCA New York; Richard Cheverton, news director of WOOD AM-FM-TV Grand Rapids, Mich., and president of the Radio and Television News Directors Assn. The bill (S 3434) was introduced by Sen. Vance Hartke (D-Ind.).

But Leonard Goldenson, president of American Broadcasting-Paramount Theatres, broke broadcasting's solid front. Mr. Goldenson, who is out of the country, submitted a statement recom-

mending that repeal be limited to candidates for president and vice president. He said the exemption shouldn't be extended to other candidates until Congress gives further study to the problems involved.

Norman Thomas, the 77-year-old leader of the Socialist Party, also called for elimination of Sec. 315—but not on terms endorsed by the broadcasters. He called for "a new approach" under which broadcasters would be required "to devote X hours of good listening time every week to the discussion of public issues and that for a limited number of weeks these hours be devoted to campaigns for public office, especially federal office."

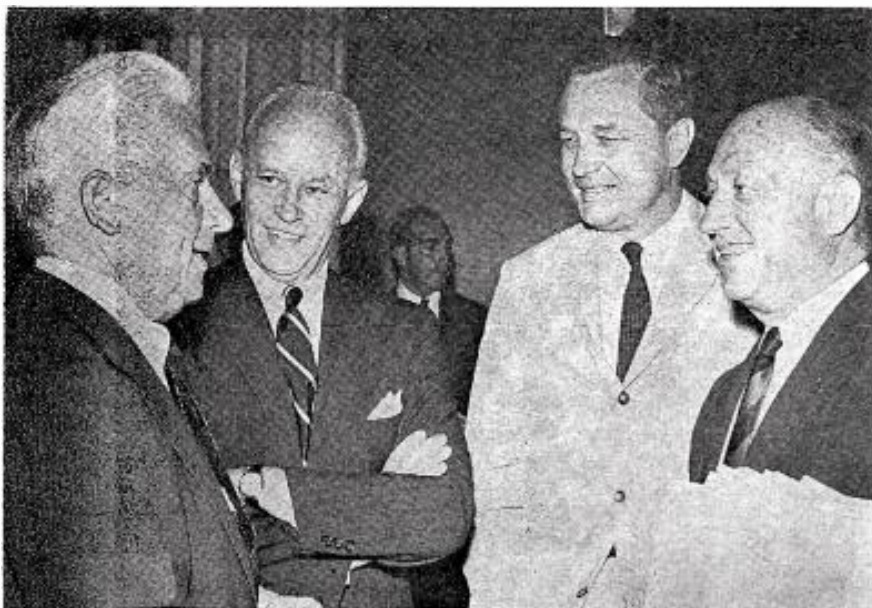
He was not impressed with broadcasters' offers of free time to major party candidates—"those who need it least in terms of financial solvency." "The old and never-too-useful equal time for parties, big and little, must be abandoned or suspended" during campaigns, he said.

**Hardships** ■ Those favoring relaxation of the equal-time requirement said it inhibits campaign news coverage and works against—rather than for—the best interests of minority party candidates. They said so long as broadcasters must give time to all candidates in a contest if they give it to one, they're not likely to make any available.

But members of the subcommittee were unconvinced about the wisdom of a wholesale change in the law. Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee and author of a bill (S 204) to end the requirement for broadcasts presenting presidential and vice presidential candidates, said broadcasters would be given "a great deal of political power" if Sec. 315 were suspended for all contests—the power to decide what candidates and races would be publicized on the air.

Sen. Clair Engle (D-Calif) said he was concerned that radio and television stations might follow the lead of newspapers and favor Republican candidates. He said he would trust the broadcasting industry to do a fair job of reporting on the national level, but that local stations "could really do a job on a fellow." Other members of the subcommittee expressed similar fears. Several indicated they might be willing to support a temporary suspension, to give broadcasters "a trial run." But there was no enthusiasm for all-out repeal.

The members' uneasiness was under-



Subcommittee member Sen. Kenneth Keating (R-N. Y.) (l) chats with (l to r) Walter Thayer, president of Whitney Communications Corp.; C. Wrede

Petersmeyer, president of Corinthian Broadcasting Corp.; and Sen. Jacob K. Javits (R-N. Y.) before hearings get underway.



Sen. Magnuson

lined by FCC Chairman Newton N. Minow, who warned that complaints about broadcasters' treatment of candidates would be certain to increase if Sec. 315 were eliminated or substantially modified.

Mr. Minow said most broadcasters would probably be fair to candidates. But there were others, he indicated, who would probably create problems—more, in fact, than the commission could handle.

**Wants no change** ■ As a result, although the commission took no official stand on any of the Sec. 315 proposals, Mr. Minow indicated he would prefer to see the section left intact. It may be imperfect, he agreed, but the alternatives are not necessarily better.

He said if Sec. 315 were eliminated, the commission would be required to rely on the fairness doctrine to determine whether stations are fair to candidates. Since this doctrine involves subjective judgments, he added, its value in protecting candidates' rights would be questionable. Furthermore, he said, the commission isn't staffed to police 5,000 radio and 600 television stations in their dealings with candidates.

He suggested that Congress do nothing more than suspend Sec. 315 for a limited number of contests. This would give broadcasters a further opportunity to demonstrate their responsibility, he said.

Dr. Stanton, however, argued that broadcasters demonstrated their maturity during the 1960 suspension of the requirement for the presidential contest, and that it is now time to lift the restrictions entirely. He warned that they constitute "an unnecessary and potentially dangerous abridgement of the freedom of broadcasters to contribute as effectively as they can to the essential process of creating an interested and informed electorate."

**For keeps** ■ The CBS president added that any revision of the provision should

be permanent—not put in the form of "year-to-year handouts"—and should be all-inclusive. He said the argument that exemption of the equal-time section is worthwhile in some cases and not in others is "puzzling."

Mr. Sarnoff said Congress must decide whether it trusts broadcasters to be fair, "or whether it believes that political coverage should continue to be hobbled by an equal-time restriction which makes a fetish of mechanical equality." This policy, he said, diminishes the service broadcasting can provide.

But in endorsing the Hartke bill, both Mr. Sarnoff and Gov. Collins recommended that it be amended to assure that existing prohibitions against broadcaster censorship of candidates be retained in the law. The Hartke bill and several of the others under consideration delete that prohibition.

They said broadcasters should not be empowered to censor candidates. Mr. Minow took the same position, declaring that lifting the prohibition would be "intolerable." He urged the subcommittee to make sure the ban is in any bill it approves.

**Libel liability** ■ Mr. Sarnoff noted another reason for retaining the no-censorship ban: its elimination would leave broadcasters open to libel suits growing out of remarks by candidates on their stations. He noted that since broadcasters are banned from censoring candidates, the courts have held they can't be sued for what a candidate says. "We believe the resulting situation is a sensible one that need not be disturbed."

Gov. Collins conceded he didn't speak for all NAB members in urging repeal of Sec. 315. Some broadcasters, he said, "consider Sec. 315 not as a straitjacket but rather as a shield" which permits them to deny free time to one candidate on the ground he'd have to make it available to all his opponents.

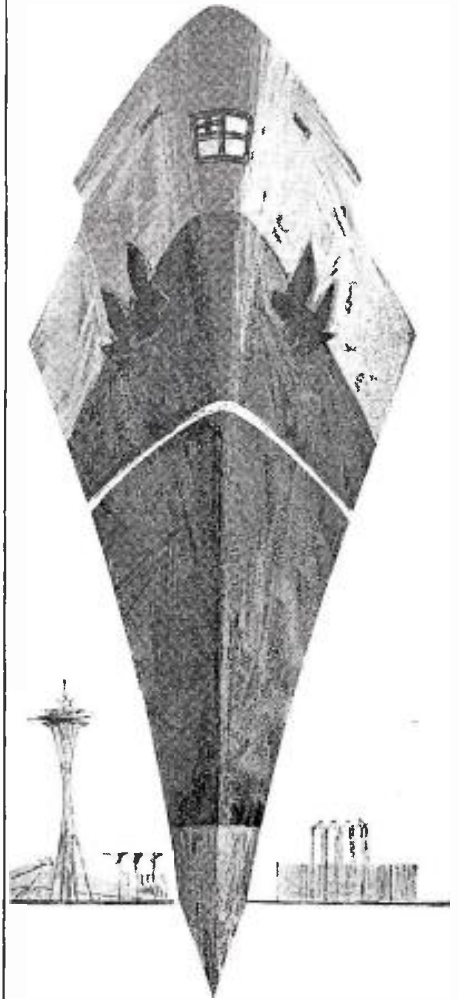
But these broadcasters who seek the easy way out are in the minority, he said. Most broadcasters would prefer to be treated as responsible journalists, he added.

Mr. Thayer, a member of the President's Commission on Campaign Costs, endorsed a resolution (SJ Res 193) introduced by Sen. Pastore at President Kennedy's request following a recommendation of that commission. The resolution would merely suspend Sec. 315 for the duration of the 1964 presidential campaign.

But Mr. Thayer went beyond that to endorse the Hartke bill. He called it the "most desirable solution to the political broadcast problem because it offers the most comprehensive approach."

Paul Porter, who was FCC chairman

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## Political study group members urge changes in tv debates

A group of political scientists and journalists have proposed changes in the programming of tv debates by presidential candidates in future campaigns.

The suggestions and analysis of the impact of the joint Kennedy-Nixon 1960 tv appearances are contained in a report issued today (July 16) by the Center for the Study of Democratic Institutions, Santa Barbara, Calif.

Lead-off man in the unanimous call for revisions is Earl Mazo, head of the Washington bureau of the *New York Herald Tribune*. He suggests that candidates restrict the first two or three encounters to one or two overriding issues; present the vice presidential candidates either independently or in company with the Presidential candidates on one or two shows; hold the last debate a week or 10 days before the election; and make it a no-holds-barred verbal contest between the candidates with no one in the middle.

The study also incorporates the

views of Malcolm Moos, an author who has been on the staff of the Rockefeller Brother Fund in New York since 1961, and former special assistant to President Eisenhower; Hallock Wheeler, former professor of political science at Washington & Lee U., now in residence at the Center.

**Several appearances** ■ Mr. Moos proposes that the tv networks be required to allocate time for at least three and as many as five joint appearances by the presidential candidates of both major parties. He strongly favors continuing joint appearances, but writes that "it is easy to understand how political television becomes a giant supermarket for the projection of personality." He adds that "each candidate seeks identity with virtue as relentlessly as Lassie, Rin-Tin-Tin or Hairbreadth Harry pursued the triumph of good."

Mr. Hoffman's critical view attacks the theory that tv has given the citizen greater understanding of the office seeker. He says tv has turned

campaigns into "non-political personal popularity contests. . . . For the detached observer, the outstanding quality of the 1960 television campaign was its absence of attention to any of the new and important facts about the world."

Mr. Wheeler opposes the idea of a "debate," recommending that the candidates conduct their first and fourth programs in separate studios, and that the others be handled as news conferences. He would add political scientists and economists to the panel of interrogators. To summarize his criticisms of the joint appearances in 1960, he writes: "The popular concern over who was winning the debates was not so much a concern over who was right as over who was presenting the better image."

The writers agree on one major point: President Kennedy's election victory was made possible by his performance in the joint tv appearances with former Vice President Richard Nixon.

from 1944-46 and is a member of the President's Commission, also endorsed the Pastore resolution. But he said he favors "the principle" of the Hartke bill and another (S 2035) introduced by Sen. Pastore, which would apply to candidates for president, vice president, governor, senator and congressman.

**Congressional review** ■ But he said these proposals should be effective only through the 1964 campaign "so that Congress can continue to review" the activities of broadcasters [as] freed from some of the law's shackles." He said Congress could enact permanent legislation if the results warrant it.

The same note of caution ran through the remarks of all those favoring legislation more limited than that

of Sen. Hartke's. Mr. Goldenson said Sec. 315 is still needed to avoid discrimination among candidates below the level of president and vice president. He said the protection the section affords candidates "should not be whittled away without appropriate safeguards."

If the equal-time law were revised for candidates below the national level, he said, broadcasters would be required to provide time to legitimate candidates "as a matter of fairness." But, he said, even well-intentioned broadcasters might not recognize the development of a significant third party. States where elections are non-partisan, such as Minnesota, present another problem, he said.

Sponsors of senate resolutions proposing suspensions of the equal-time

law also took a go-slow approach. Sens. Jacob K. Javits (R-N. Y.) and Joseph Clark (D-Pa.) are co-sponsors of S J Res 196, which would suspend the law for the 1962 congressional campaigns. Sen. Harrison A. Williams (D-N. J.) is sponsoring S J Res 209, which would suspend the requirement for the 1962 gubernatorial and congressional contests and the 1964 presidential race.

**Lessons to learn** ■ All three said the lessons to be learned from such suspensions of the law could be applied in deciding whether to enact permanent legislation.

Sen. Clark suggested an even more limited approach as a possible "compromise." Under it, the equal-time requirement would apply only to major party candidates and to those of minor parties that poll at least 4% of the vote in the preceding election.

Sen. Clark said several of his Senate colleagues running for re-election indicated they would oppose any blanket suspension of the equal-time law.

Opposition to the changes sought by the broadcaster was expressed by representatives of two minority parties, plus the National Association for the Advancement of Colored People, the American Civil Liberties Union, and Lar Daly, perennial splinter party candidate.

Charles E. Rice, of the Conservative Party of New York, said his party has based its entire campaign on the equal-

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Dr. Stanton

time law and that it would be "unfair at this late date," to change the law. Mr. Rice didn't oppose exempting presidential and vice presidential candidates from the requirement. Third parties with followings in only a handful of states couldn't affect the outcome of a national election, he said. But the Conservative Party hopes to hold the balance of power in the New York state elections this year, he said.

**Negro candidates** ■ Clarence Mitch-

ell, director of the Washington Bureau of the NAACP, said elimination of the equal-time law would open the door to censorship of Negro candidates. He noted two cases in Mississippi in which Negro candidates were unable to buy time on stations until the FCC interceded. Instead of liberalizing Sec. 315, he said, Congress should strengthen it to require stations to sell time to candidates who seek time.

Nathan Karp, speaking for the Socialist Labor Party, said repeal of the equal-time law would give broadcasters "the unrestricted power to arbitrarily decide which candidates for public office are to have access to the airwaves." He said it would provide a basis for suppression and censorship by the broadcasters.

Lawrence Speiser, representing the ACLU, said modification of Sec. 315 may be necessary, but that a vote for its repeal at all levels "would be a vote to give a perpetual monopoly" in radio and television to the two major parties. He suggested an amendment to require broadcasters to make "equitable" rather than "equal" time available to candidates. He said this would provide some flexibility without prejudicing the rights of minor party candidates who seek air time.

Mr. Daly, who did not make the trip to Washington from Chicago, said in a

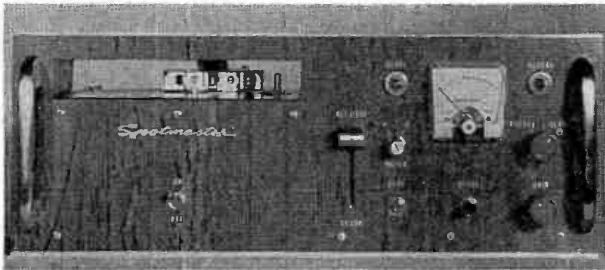


Mr. Sarnoff

statement that without Sec. 315, the "big" radio-tv networks would decide who could run for office and who could not.

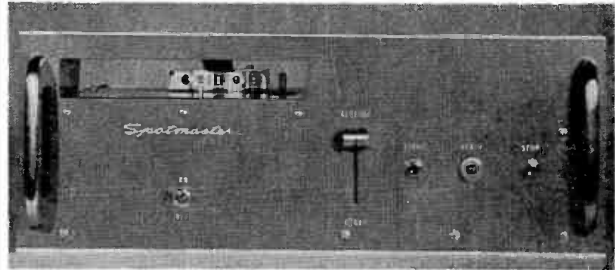
To symbolize his stand, Mr. Daly picketed the federal building in Chicago's Loop Thursday at noon. He said he is appealing to the "bleeding-heart U. S. senators, usually known as 'liberals' who, as apparent 'servant boys' of the tv-radio networks, are leading the campaign to abolish Sec. 315 completely and destroy what is left of equal time."

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# Pay tv interests counter-attack foes

## PROPONENTS OPPOSE THEATRES' BLOCKING MOVES IN HARTFORD, DENVER

Theatre owners fighting pay tv were counter-attacked on two fronts last week.

The government opposed a request by Connecticut theatre owners seeking a U. S. Supreme Court review of the Hartford, Conn., Phonevision pay tv test; the applicant for a similar FCC authorization in Denver objected to a suggestion by Denver theatre owners that its application be denied or set for hearing.

The first pay tv demonstration, set for a three-year period under FCC approval, began June 29 in Hartford. Scrambled signals using Zenith Radio Corp.'s Phonevision system of pay tv are being broadcast over RKO General's ch. 18 WHCT (TV) Hartford to an initial group of 500 subscribers (BROADCASTING, July 9).

Although neither RKO General nor Zenith filed with the FCC and the Dept. of Justice in opposition to the theatre owners' move for Supreme Court review, it was understood they may file a response in a week or so.

**No Doubt of Power** ■ The basic question raised by the Connecticut theatre owners is whether the FCC has the authority to authorize pay tv, and there's no question about that, the commission told the U. S. Supreme Court July 6. The commission's brief was in opposition to a request for Supreme Court review of the FCC's authorization last year permitting a pay tv test of Phonevision over WHCT (TV)

Hartford, Conn., filed by the Connecticut Committee Against Pay Tv.

The FCC's answer to the theatre owners' petition emphasized that the commission's power to authorize a pay tv trial is beyond question and was upheld by a unanimous three-judge court of appeals decision last March. The appeals court held that the FCC has the right to encourage new forms of radio communications and that pay tv is in this category.

To the charge that the FCC did not take into account its duty to regulate rates charged subscribers who view the scrambled tv programs, the commission claimed the issue was raised for the first time and therefore is not properly before the court.

In any event, the FCC said, there is no need to determine this facet of pay tv since the authorization is for a test only. The FCC said it reserves the right to act if the charges prove objectionable.

The petition for Supreme Court review was filed last month by five Hartford area theatre owners, and the Connecticut Committee after the appeals court upheld the FCC's 1961 action authorizing a three-year test of Phonevision subscription tv in Hartford. (BROADCASTING, June 11).

**10,000 Minimum** ■ The break-even point for the Denver Teleglobe pay tv trial is 10,000 subscribers, the applicant told the FCC last week in submitting its opposition to the request for

denial or hearing filed by Denver theatre owners last month (BROADCASTING, June 18).

Along with the opposition, KTVR, Teleglobe-Denver Corp. and Macfadden-Bartell Corp. (all associated in the subscription tv trial) estimated annual income and expenses based on 2,000 subscribers, 10,000 subscribers and 35,000 subscribers.

With 2,000 subscribers—and the Denver group plans to inaugurate its system of pay tv with this number—gross annual income will amount to \$240,000 and expenses \$323,000, a loss of \$83,000. With 10,000 customers, gross income and expenses will be equal, \$1.2 million each. With 35,000 subscribers, gross income will amount to \$4.2 million; expenses \$3,842,000 and profit \$358,000.

Expenses include a 5% royalty to Teleglobe Pay Tv Systems Inc., the company which developed the pay tv system, and payment of airtime to KTVR at approximately its card rates related to the number of subscribers. The profit goes to the franchise holder, in this case Teleglobe-Denver Corp., a joint venture of Teleglobe Pay Tv Systems and Macfadden-Bartell Corp.

**Hearing Unnecessary** ■ In opposing the Denver theatre owners' request for a hearing, the Denver pay tv entrepreneurs emphasized that no facts could be adduced that would make the Denver trial different from the Hartford demonstration. An evidentiary hearing, the group said, would be "pointless."

The group presented a breakdown of programs carried on KTVR and on other Denver stations to prove that Denver viewers would not suffer deprivation of regular tv programs. "Rather," the document states, "substitution of new feature films and additional programs to be offered will vastly improve the present program offering of KTVR."

Terming as "curious" the theatre owners' suggestion that the FCC investigate the rates being charged Teleglobe-Denver by the telephone company, the applicants emphasize that this is purely an intrastate matter and that the local tariff on file with the Colorado Public Utilities Commission is being followed. The FCC has no jurisdiction in the matter, they say.

Answering other issues raised by the Denver theatre owners, the pay tv applicants insisted:

- The licensee of KTVR retains the right to reject any program proposed to be paycast over the station.

- KTVR has a 4% share of sets in

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## Interference invades rights, say WFMT fans

Approximately 150 quality music adherents in the Chicago area told the FCC last week that interference to their fine arts music fm station is causing them "substantial injury and great mental anguish."

The North Shore Fine Arts Committee asked the commission to deny a license to WRSV (FM) (98.3 mc, 1 kw) Skokie, Ill., on the grounds that the new station is causing harmful interference to WFMT (FM) Chicago (98.7 mc, 120 kw), which provides the quality music. "The public interest requires the preservation of petitioners' rights to the use of their property [fm sets] and to the privacy of their homes, free of interference from said station, and to petitioners' right to receive fine arts programs within their homes," the

committee said.

WRSV's power "far exceeds that power required to satisfy local broadcasting purposes" and the "mass group" to which the station appeals already is adequately served, the group asserted. WFMT is the only cultural station serving their area, the petitioners said, in charging their "property rights . . . have been adversely affected by the invasion of said interference." The quality service lost far exceeds the value in quantity of the service gained, the protestants told the commission.

They said the interference "greatly impairs" the education of their children and that the "full education and general welfare of the families of petitioners require the existence of fine arts broadcasting."

use between 6 p.m. and midnight Monday through Saturday, reaching an average of 7,800 homes during that time segment, according to American Research Bureau report for March. Thus, even a "moderate" degree of success would enable KTVR to serve comparable or even larger numbers of people in relation to its present audience.

■ There is sufficient financial capital available (up to \$350,000) so there is no need for further financial investigation.

The Denver Teleglobe pay tv application was filed March 30. It proposes to broadcast the video portion of a pay tv program (first run movies, opera, sports, ballet, educational and special events) in the clear and to feed the sound element directly to subscribers via telephone lines (BROADCASTING, April 2).

KTVR is owned by J. Elroy McCaw, Washington state broadcaster, who is selling the ch. 2 independent to Bill Daniels, community antenna broker and management consultant, for \$2 million. This transfer is still awaiting FCC approval.

The Denver Committee Opposed to Pay Tv represents 12 theatre firms owning 32 movie houses in the area.

## New York court refuses review of Faulk award

New York Supreme Court Justice Abraham N. Geller last week declined to set aside a jury's award of \$3.5 million to former WCBS New York personality John Henry Faulk in his libel suit against Aware Inc. and two individuals (BROADCASTING, July 2).

Counsel for the defense, calling the award "excessive," had asked Justice Geller to review it. The judge noted

that if he upheld the defense contention, it would mean that a new trial would have to be held. He said the jury's award "was evidently intended to express the conscience of the community . . . concerning a matter of fundamental rights deemed of great importance to the general public and the country."

Mr. Faulk had charged that he was libeled by an Aware publication, which characterized him as pro-communist. He sued Aware, research consultant Vincent Hartnett, who helped prepare the bulletin, and the late Laurence A. Johnson, who died shortly before the case went to the jury two-and-a-half weeks ago.

## Lake Huron agrees to drop ch. 12 plan

Lake Huron Broadcasting Co. and WJRT (TV) Flint, Mich., settled their differences "out of court" last week, Lake Huron agreeing to dismiss its application for a new tv station on ch. 12—the same frequency licensed to WJRT.

A comparative hearing, scheduled for last week between the Lake Huron application and WJRT's bid for a license renewal was postponed indefinitely by Hearing Examiner H. Gifford Irion. Lake Huron is permittee of WLPA (TV) (ch. 9) Alpena, Mich., and licensee of WKNX-AM-TV (ch. 57) Saginaw-Bay City, Mich.

WJRT has agreed not to lodge an objection to any rulemaking sought by Lake Huron looking toward shifting ch. 9 Alpena to Bay City or further north, provided the transmitter site is at least 60 miles from WJRT. The Goodwill Stations Inc., licensee of WJRT, also owns WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va.

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## Rau asks commission to forgive WDOV-AM-FM's trespasses

WDOV - AM - FM Dover, Del., pleaded guilty last week to violations of FCC rules but asked the commission to consider mitigating circumstances and levy a fine instead of going through an announced revocation hearing.

Five weeks ago the commission ordered WDOV-AM-FM to show cause why its license should not be revoked for alleged "willful and repeated" violations, false program logs, lack of candor, misrepresentations to the FCC and double billing (BROADCASTING, June 11). The FCC also ordered the hearing to determine if the public interest might be served better by fining WDOV-AM-FM up to \$10,000 instead of revoking the am-fm licenses.

Henry Rau, president and principal owner of WDOV, replied last week that this personal investigation discloses that the station did violate FCC rules the night of Sept. 19, 1961, when the daytime-only station stayed on the air because of a hurricane alert. "However, I also believe from my investigation that there were certain mitigating circumstances which do not entirely excuse these failures but which serve to explain the various omissions and acts which took place."

During the confusion of the evening (Mr. Rau was in his home in Washington but had been informed that the station was remaining on the air past sign-off) normal "caution and prudence" were discarded and routines for safeguarding the FCC's rules broke down, Mr. Rau said. WDOV

said the evening in question was one of "virtual chaos" and the decision to stay on the air was made at the request of state police, shortly before normal sign-off time.

WDOV aired several commercial Mutual newscasts (for which it received no pay) and three commercials for a local client without logging any as commercial. According to the FCC, WDOV Manager William S. Cook informed the agency that no commercial time was sold during the evening in question.

**Improper Logs** ■ An improper and incorrect log was reconstructed the next day which was "clearly in error" although there was no "conscious attempt to mislead the commission," WDOV said. The staff inserted in the log specific public service announcements at specific times which were not actually broadcast, the station admitted, although many were aired that night.

"These actions were clearly ill advised," WDOV confessed. "In this connection however, and . . . other allegations concerning misleading statements to the commission, it appears that the motivation was one of fear and confusion rather than malice."

Mr. Rau said that he had no previous knowledge of any of the misleading statements made to the FCC by WDOV personnel and that "far more stringent regulations" now are in force to prevent a recurrence.

WDOV also admitted that it had, in the past, engaged in the practice of

double billing but that "it did not involve many accounts and that it was terminated on March 9—"the day the FCC released a public notice warning licensees not to engage in the practice (BROADCASTING, March 12). The fact that it was necessary for the FCC to issue an across-the-board warning to all licensees indicates that the practice was rampant within the industry, WDOV said, in maintaining that it must be judged in terms of the mores of the industry.

"I can categorically state that the practice (double billing) has stopped and has not been resumed and will not be," Mr. Rau said.

Another station principally owned by Mr. Rau—WOL-FM Washington—asked the FCC not to levy a \$1,000 fine as proposed for an engineering violation. WOL-FM, cited at the same time the WDOV revocation order was released, said an engineer erred in allowing a new antenna system to be used before securing FCC permission.

WOL-FM said the unauthorized use was not intentional, nor was it repeated, and that use of the antenna caused no interference to existing stations. No attempt was made to conceal the error or to deceive the FCC, WOL-FM said.

Mr. Rau's ownership in WOL-AM-FM is 76.1%. He owns 73.6% of WDOV-AM-FM. He also has interests in WNAV-AM-FM Annapolis, Md.; WARK-AM-FM Hagerstown, Md., and in an application for an am station in Richmond, Va.

AUDIENCES KEPT COMING BACK FOR MORE OF

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## Kaiser files for uhfs in California markets

The broadcasting division of Kaiser Industries Corp., which owns stations in Hawaii, turned its attention toward the mainland last week. The company filed applications with the FCC for new tv stations on uhf channels in Los Angeles and San Francisco.

Richard C. Block, Kaiser manager for broadcasting, said uhf offers a "challenging new opportunity for serious broadcasters to provide much needed freedom of choice to the public" in announcing the Kaiser applications. He said the company plans to file for additional tv stations in the future. Kaiser applied for ch. xx in San Francisco and ch. 45, assigned to Corona, Calif. (a Los Angeles suburb).

Kaiser Industries presently own KHVH-AM-TV Honolulu and KHJK (TV) Hilo.



# RADIO-TV AND THE TAX CUT

Government's new property depreciation guidelines give broadcasters new freedom, quicker write-offs

A new approach to the depreciation of property, adopted last week by the Internal Revenue Service, provides greater freedom for broadcasters in their tax methods.

Essentially the IRS ruling kills the 1942 Bulletin F regulations by replacing their schedules of broadcast equipment life with a new group guideline. This is based on a suggested period of six years for equipment depreciation.

The ruling has a moratorium clause of "great importance," according to the IRS. This moratorium, which lasts for three years, means a broadcaster can adopt new depreciation guidelines and, as one official put it, "the revenue agent won't touch you." This is based on the assumption the taxpayer must show a consistent pattern of replacement.

Unofficial interpretations of the new ruling were heard all over Washington last week, but IRS said it would be some time before the intricate provisions of the new language could be explained in detail.

**The effects** ■ Among effects of the ruling ("Depreciation Guidelines and Rules, Publication No. 456, July 1962") are these:

■ A new administrative climate will clip the wide and arbitrary powers of revenue agents to apply Bulletin F schedules.

■ The fast development and obsolescence of broadcast equipment come under a more realistic interpretation.

■ The composite overall 10-year average life for equipment is replaced by the suggested six-year life, a flexible working formula.

**Simpler schedules** ■ IRS replaced its detailed depreciation schedules by new, shorter guideline lives applied to broad classes of equipment. The categories have been cut from 5,000 to 75 broad classes.

Secretary of Commerce Luther H. Hodges, a former business executive, said the new rules "should induce many a businessman to modernize his equipment more rapidly than planned." He said they will stimulate technological innovation "and in general provide industry with a forward-looking basis for management decisions in the years to come."

An IRS question-answer explanation offered this advice: "Every taxpayer should continue to base his depreciable lives on his own best estimate of the period of their use in his trade."

**Shorter lives** ■ An important phase

of the procedure is a new Reserve Ratio Table. It provides "objective guides for establishing that a taxpayer is entitled to use even shorter lives than he has used in the past." The reserve ratio test was defined this way: "An objective technique which can be used to demonstrate that the retirement and replacement practices being followed by a taxpayer with respect to a guideline class are consistent with the class life being used."

Specialists in broadcast taxes said the new IRS rules can't be applied until they have been studied and interpreted, but appeared to agree the industry will share importantly in the speedup of write-offs. One network economist said the situation was "about the same as in most industries in deferring taxes."

It was suggested that broadcast companies that have been using shorter equipment lives than normal would not experience important benefits, but the tax reduction could be substantial for those depreciating for a period representing normal life.

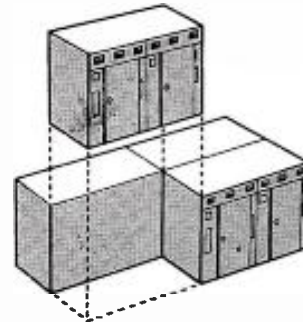
**How to use it** ■ This question was posed by one broadcast executive: "Is it necessary to change the book depreciation now used or is it sufficient to just turn in the claim (or write-off) to the government and then ask for a tax adjustment?"

IRS emphasized that the six-year guideline life is not to be treated as a minimum. It said: "Shorter lives which have already been established or which may in the future be justified as reflecting the taxpayer's existing or intended replacement practices will be permitted. Thus the new procedure will not disturb the continued use of below-guideline lives which a taxpayer has already demonstrated to be realistic."

While IRS sources didn't care to make a flat statement on the subject, it appeared that tv film rentals and leases are not affected. They come under amortization procedures by which costs are pro-rated over an appropriate period. These procedures involve disputed methods of allowing a heavier write-off for first-run use of films. One film rental case is pending before the U. S. Tax Court.

The Bulletin F regulations, now obsolete, provided group lines ranging from four years for tv equipment to 10 years for transmitter and studio control equipment, 15 years for towers and 20 years for buildings. Under the group items IRS formerly listed three-score types of specific items with recommended obsolescence schedules.

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## When words fail, FCC engineers find, a sledgehammer helps

Understandable pride in new radar automobile speed monitoring equipment caught the police of one Texas city in their own trap. A proud police captain invited an FCC field engineer to attend a demonstration of the radar in action. The radar worked well, but without benefit of commission authorization, and the blushing captain learned FCC authority is needed.

This and other incidents recounted by FCC field men were reported in a commission release last week. A sampling:

- A distraught father wrote the FCC's New York office requesting that his son's amateur license be revoked because he was spending so much time with his radio that he was neglecting his studies. The son, not so slow on the uptake, wrote the same office, even to the FCC's greater surprise, asking that his father be restrained from thus interfering with the operation of an amateur station.

- Would be winners in the old game of "beat the bookies" were

frustrated by an FCC engineer when they took to the air at the Jefferson Downs racetrack. They were caught illegally transmitting by radio. The results of a race were broadcast by a low-power device from within the track to a car parked outside. From there a second man transmitted the information over a licensed domestic public land service station. The licensee of the station was unaware of this use because the messages were in code form for a non-existent contracting company.

- **Busy** ▪ Two more men were caught in Hot Springs, Ark., using walkie-talkie radios and a pay telephone to "past post" the races. They were spotted when a drugstore employee complained that the telephone booth was being monopolized for suspiciously long periods of time.

- The happy music of a community fair was cut short when engineers from the FCC Los Angeles office found its source to be a homemade, unlicensed transmitter in one of the concessions. The operator

closed down when he was told his broadcasts were illegal.

- In Kalamazoo, eye strain was ended for many people trying to watch ch. 10 when it was found that a radiating tv booster-coupler was connected between a high-gain antenna and four tv sets. It had been interfering with sets in the area.

- In the past 20 months, engineers have made field strength measurements of about 600 am stations and found over 10% with deficient signal coverage. The trouble usually was sometimes like a deteriorated ground system, a leaky base insulator, or a corroded tower joint.

- A hammer was all FCC commission engineers needed when they traced a Florida missile-tracking base's complaint of excess electrical noise to three points; voltage regulators, two rusty wires, and insulators on an electrical power line half-a-mile away. In each instance, a sharp rap on or near the offending item with a sledgehammer stopped or temporarily localized the noise.

## Appeals court upholds FCC's grant to WRJC

The U. S. Court of Appeals in Washington last week upheld the FCC's grant of a new am station in Mauston, Wis. (WRJC), to John D. Rice. The case has been appealed by WTMB Tomah, Wis., which charged that Mr. Rice, Bill S. Lahm and others conspired to prevent WTMB from establishing its Tomah

operation (BROADCASTING, Sept. 18, 1961).

Prior to the court appeal, the commission had rejected WTMB's petition to revoke the WRJC construction permit and WRJC went on the air in August 1961.

In a related case, the FCC declared Mr. Lahm's construction permit for WRNE Wisconsin Rapids, Wis., forfeited and deleted the station's call let-

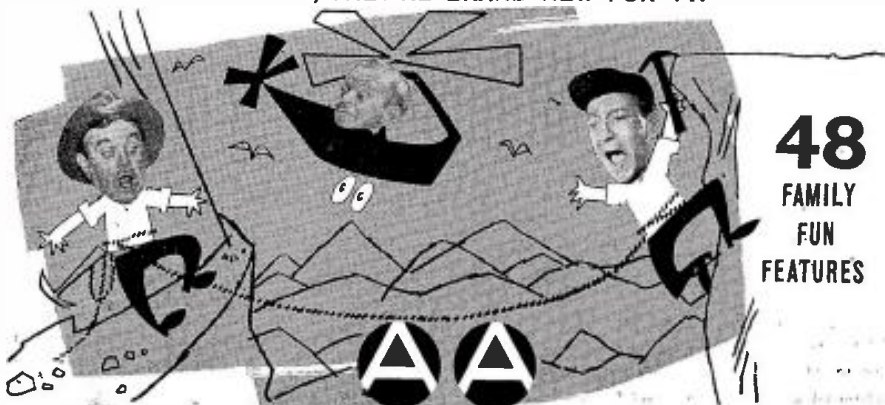
ters. Mr. Lahm had asked for an extension of completion date, a move that was protested by WFHR Wisconsin Rapids and the WRNE application was set for hearing to determine a financial qualification issue. The permittee, who earlier asked for approval of the sale of WRNE to Tedesco Inc. (the application was later withdrawn by Tedesco), returned his construction permit after the hearing was ordered.

The commission had made its refusal to reconsider the WRJC case without prejudice to whatever action it might take in the WRNE proceeding.

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## Space debate continues despite Telstar news

There was little doubt on Capitol Hill last week that the success of Telstar added emphasis to the need for action on a bill establishing a communications satellite corporation.

But a small group of senators continued to sound its opposition to an Administration measure which would establish a government-regulated private corporation to administer the U. S. portion of an international space network.

Sen. Estes Kefauver (D-Tenn.), leader of the opposition which supports complete government ownership, praised the NASA-AT&T launch, but added: "The public ought to know that AT&T's owners are not risking one dime of their money on Telstar." The senator argued

that half the \$50 million development cost was absorbed in a tax write-off, and the rest could be charged to customers as "operating expense" paid for by higher rates.

Another bill opponent, Sen. Russell B. Long (D-La.), said the Telstar success and the increased public knowledge it generated would strengthen the opposition. "The more the public understands it, the more opposition there will be to this bill," he said.

Meanwhile, Sen. Kenneth Keating (R-N.Y.) lending GOP support to the Administration proposal, warned that inaction might lead to an AT&T monopoly in space communications which Kefauver fears. He criticized the opposition and deplored the extended debate, saying the success of Telstar lended "weight to our arguments (for) . . . an effective partnership."

The Senate, frustrated by a talkathon against the Administration bill, put off debate and turned to other matters.

## Tele-Broadcasters asks waiver for tv filing

Tele-Broadcasters Inc. has put in an early bid for a tv station on ch. 7 El Centro, Calif.—and at the same time has asked the FCC to bend its rules to accept an application for El Centro before the channel is allocated to that city.

In submitting its application last week, Tele-Broadcasters asked the commission to finalize a rule assigning chs. 7 and 9 to El Centro, permitted under a recent allocations agreement between the U. S. and Mexico (BROADCASTING, May 7). At present, neither channel is allocated to El Centro, which has no tv station.

Tele-Broadcasters owns WPOP Hartford, Conn., KUDL Kansas City, KZON Tolleson, Ariz., KALI San Gabriel and KOFY San Mateo, both California. H. Scott Killgore is president and general manager.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

## WIBC denies its buy plan is 'consideration'

WIBC Indianapolis told the FCC in a July 6 filing that its proposed purchase of WLWA (TV) Atlanta from Crosley Broadcasting Co. cannot be termed "consideration" that would be given in return for a proposed withdrawal by WIBC from the Indianapolis ch. 13 case.

The Broadcast Bureau has opposed the Crosley-WIBC arrangement whereby Crosley would pay WIBC \$100,000 for the latter's expenses in the ch. 13 case and in turn sell WLWA to WIBC for \$3.4 million (BROADCASTING, July 2). Crosley, which won the original comparative hearing in 1957 for ch. 13 (WLWI [TV]) and lost a second decision to WIBC last fall, also has replied to the bureau (BROADCASTING, July 9) and has asked the FCC to reconsider the grant to WIBC.

Because WIBC's dismissal of the ch. 13 application is predicated upon the purchase of WLWA, the bureau "in some manner not stated" charged the Communications Act governing dropouts would be violated, WIBC said. "The mere fact that two otherwise valid proposals are conditioned upon the performance of both or neither does not . . . render invalid what would otherwise be valid." WIBC said.

The apparent winning ch. 13 applicant said it was impelled toward a consideration of the package deal by a sequence of events beyond its control. The proposed purchase price of WLWA from Crosley is a "fair and reasonable price" considering the station's earnings and the fact that most of the WLWA equipment is obsolete and in need of replacement, WIBC said.

"It was arrived at after arms-length bargaining between the parties," WIBC said. "That being the case, it cannot be said that the price to be paid for Atlanta was anything but a fair price and it certainly cannot be presumed, as the Broadcast Bureau suggests, that the Atlanta transaction contains any element of payment in consideration of the dismissal of the WIBC Indianapolis application."

## Etv asks FCC to deny ch. 5 to WCCA-TV

Pleading that the allocation of ch. 5 to Columbia, S. C., would be "inimical to the development" of educational tv in the state, the South Carolina Educational Tv Commission last week asked the FCC to deny such a request by WCCA-TV (ch. 25) Columbia.

WCCA-TV had asked that the FCC abandon plans to make Columbia all uhf by deleting presently assigned ch.

10 (WIS-TV). Ch. 5 would be shifted from Charleston, S. C., with WCSC-TV there moving to ch. 7, presently reserved for etv. Ch. 12 then could be added to Charleston at short-spacing for etv, WCCA-TV recommended.

The educational commission said it plans to apply for ch. 7 Charleston, using available federal funds, and that the WCCA-TV plan would result in "an admittedly less desirable channel" for etv. Also, the educator group said, it has been negotiating with WNOK-TV Columbia for the use of that station's ch. 19 facilities for a planned etv station in Columbia.

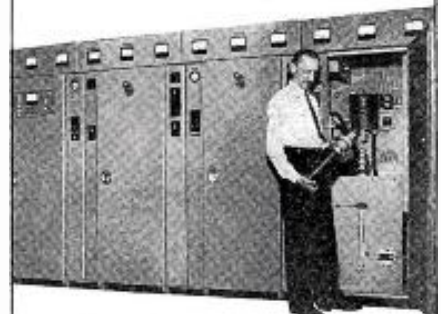
WNOK-TV, the governor, the entire South Carolina congressional delegation and other officials have asked the FCC to retain ch. 10 in Columbia and to add ch. 8 in the South Carolina city (BROADCASTING, May 7).

## ABA Canon 35 report delayed until 1963

Contrary to earlier expectations, the special Canon 35 committee of the American Bar Assn. will not have a final report on recommendations ready for the annual meeting of the ABA House of Delegates in San Francisco in August.

ABA said last week it now appears that only a progress report will be

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made with the final report to come sometime next year after additional experiences in courtroom broadcasting and photography are obtained by the committee from courts in Colorado and Texas. The committee chairman, John H. Yauch Jr., Newark, N. J., called a meeting in Chicago earlier this year to hear newsmen's pleas for lifting of Canon 35, which bans court radio-tv and pictures coverage (BROADCASTING, Feb. 19).

The July issue of the *ABA Journal* includes both an article and an editor's comment against relaxation of canon 35. The article is by Harvard Law School Dean Erwin N. Griswold. He writes that "it is a matter of real concern that the possibility of modifying canon 35 is even a subject for serious consideration within the organized bar of the United States."

Dean Griswold attributes most pressures for modification of canon 35 to the news media and not to the bar, although he feels that those judges who do favor radio-tv and pictures in the courtroom "should be restrained." He believes the idea of leaving discretion to the individual judge is merely a "nose in the tent" approach and would introduce intense pressures upon the elected judiciary.

*Journal* editor Richard Bentley lists the various articles, both for and against, which his publication has carried on canon 35 in recent years. Giving his personal belief, he feels the arguments for retention of canon 35 "far outweigh the arguments for its relaxation," wherein "lurk inherent and serious dangers to the even-handed administration of justice, which must always be the paramount concern of our profession."

## Uhf-vhf set law gives tv biggest boost—FCC

### PRESIDENT SIGNS BILL; FCC NOW CAN DRAW UP RULES

The signing into law of the all-channel set bill is, in the FCC's opinion, the most important move yet made to aid commercial and educational uhf television. President Kennedy signed the bill late July 10 after attending the All-Star baseball game in Washington.

The bill amends the Communications Act to require that all tv sets shipped across state lines be equipped to receive the 70 uhf channels as well as the 12 vhf channels. The FCC is charged with the task of drawing up rules to make the law effective after a transition period.

In anticipation of presidential signing, the Commission had begun a series of conferences with the set-making industry, receiving suggestions from the manufacturers. When rule-making pro-

cedure has been completed, a date will be set when rules become effective.

No all-channel sets can be said to meet FCC performance characteristics at this time, it was explained, because technical requirements must be drawn up. Station transmission standards aren't changed by the new law, nor are present vhf sets affected. The Commission said present vhf sets can be used as long as they are operable.

The new law, FCC explained, is aimed at the incapability "of most present sets to receive the uhf channels on which tv must depend for growth." The Commission believes that uhf development will, over the years, lead to a truly nationwide commercial and educational tv system and a wider range of program choice for the public.

## Program curbs bill for D.C. gets hearing

Opponents of legislation to restrict the kind of programming Washington, D. C. radio and tv stations may carry will testify before a House District subcommittee today (Monday).

The bill (HR 9686), recommended by its supporters as a means of protecting the morals of Washington, D.C., children, provides criminal penalties for television and radio stations carrying programs between 4 and 8 p.m. that stress sex or violence, or that contain obscene language. The measure was introduced by Rep. John Dowdy (D-Tex.), subcommittee chairman (BROADCASTING, July 2).

Among those scheduled to testify are

Howard Monderer, Washington-based attorney for NBC; W. O. Theodore Pierson, representing WWDC-AM-FM; Fred Houwink, general manager of WMAL-AM-TV; Julian Brylawski, president of the Motion Picture Theatre Owners of Washington, D.C.; and Edward Cooper, of the Motion Picture Assn. of America Inc.

The motion picture industry representatives are concerned about a provision in the bill which would permit District commissioners to set a minimum age below which youngsters wouldn't be permitted to attend movies or other public exhibitions that contain "indecent or lascivious language" or that exploit sex, crime or violence.

The subcommittee also will hear today from representatives of women's groups, religious organizations and the clergy. During hearings on the measure last month, women's club members and local ministers endorsed the proposal.

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## JFK names Wiesner to head science office

Dr. Jerome B. Wiesner, special science adviser to President Kennedy, was nominated to be director of the Office of Science and Technology in the White House. President Kennedy sent Dr. Wiesner's name to the Senate last week. The new position was created by the President this spring under his reorganization authority and was not vetoed by either house of Congress. Dr. Wiesner, who has been acting director of the new office, will coordinate all government activities in science and technology following confirmation by the Senate. He will continue to act as special adviser on science and technology to the President.

**Cool to coolie labor**

Shoe-on-the-other-foot department: Japanese radio manufacturers are feeling the competition in selling transistor radios to the United States. The rivalry comes from Hong Kong exporters and the Japanese government has been persuaded to ask that the British Crown Colony restrict exports to the U.S., according to the Kyodo News Agency, Tokyo. Apparently at issue is the assembly of radios in Hong Kong with low-cost labor which permits the receivers to be sold in the United States for less than those made in Japan.

**MIT develops light beam to carry 20 tv channels**

A diode for space age communications has been developed by the Lincoln Lab of Massachusetts Institute of Technology, Lexington, Mass. The new type of diode can convert electric current into a light beam capable of carrying 20 tv channels, or 20,000 telephone calls, at one time, MIT announced at a conference last week in Durham, N. H.

The experimental diode device has successfully transmitted a high-quality tv picture, although the range was only 275 feet. But MIT engineers foresee construction of units that can transmit for 30 miles, and they predict that the device will be applied to uses originally proposed for the laser (light amplification by stimulated emission of radiation).

The diode's wavelengths of infra-red light cannot be modulated, as can those of a laser. The diode, which uses gallium arsenide as a semiconductor, is sent in terms of changes in amplitude of the electric current. The diodes operate at some 350 million megacycles per second, which is about 10 million times the frequency of radio signals normally used for tv.

**Ampex see 10% sales rise**

A 10% increase in sales in 1963 over the \$84.1 million received in the fiscal year ended April 28, 1962, was predicted last week by William E. Roberts, president of Ampex Corp. In the annual report issued last week, Mr. Roberts said he expects net earnings to increase at a much greater scale. Ampex's net earnings for the 1962 fiscal year were \$3.2 million (41 cents per share on 7,786,487 shares) (BROAD-

CASTING, June 25). Ampex has sold 1,045 Videotape recorders to broadcasters and production firms, the annual report states.

**1962 set sales up, but May sees slump**

Tv and radio set production and sales to distributors for the first five months of 1962 continued upward. Electronic Industries Assn. reported last week. May factory output and distributor sales declined, however, from the month before, EIA said.

The figures:

PRODUCTION		
Period	Tv	Radio
Jan.-May '62	2,674,848*	7,542,572**
Jan.-May '61	2,186,018	5,911,027
SALES		
Jan.-May '62	2,243,528	3,759,976***
Jan.-May '61	2,029,770	3,373,542

\*Includes 225,163 receivers with uhf tuners compared to 113,191 in previous period.  
 \*\*Includes 2,642,473 auto radios and 367,221 fm radios compared to 1,863,781 auto radios and 267,787 fm radios in the 1961 period.  
 \*\*\*Excludes auto radio sales.

**RCA's nuvistor plant works around the clock**

RCA's Harrison, N.J., nuvistor plant has been put on a 24-hours-a-day schedule, instead of a two-shift basis, to meet increased demand, it was announced Wednesday (July 11).

Nine commercial versions of the ceramic-metal tube are now on the market for a wide range of applications in aerospace, military, industrial and entertainment electronic products.

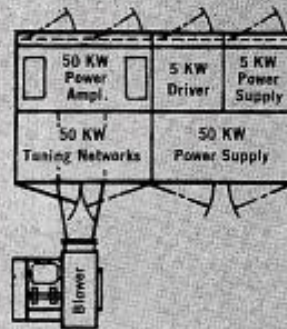
**Jerrold buys Analab film**

Jerrold Corp. has acquired Analab Instrument Corp., Cedar Grove, N.J., the company announced last week. The purchase, for an undisclosed amount of Jerrold common stock, is subject to ratification by Analab stockholders. Analab manufactures specialized oscilloscope test instruments in the digital, medical and geographical fields. Morton G. Scheraga continues as president of the Analab firm and Cleo Marsh as vice president.

**GE gross, net up for 1962**

General Electric had a gross income the first six months of 1962 of \$2,318,836,000 compared to \$2,074,425,000 for the same period last year, it reported last week. Net income reached \$119,977,000 (\$1.34 per share) compared to \$93,478,000 (\$1.05 cents per share) for the same 1961 period. GE is a major radio and tv manufacturer and owns WRGB-AM-FM-TV Schenectady, N. Y.

**CONTINENTAL'S 50 KW SOUND OF QUALITY**



**PART 4: COMPACTNESS**

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

*Continental Electronics*

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 BOX 17040 • DALLAS 17, TEXAS  
 Subsidiary of Ling-Temco-Vought, Inc.

**"INSURED AGAINST EVERYTHING."**

**YES?** Check on the chance that somebody "out there" will accuse you of

- LIBEL**
- SLANDER**
- INVASION OF PRIVACY**
- PIRACY, VIOLATION OF COPYRIGHT.**

For these and related hazards you need our **EXCESS POLICY** to hold your loss upon any claim to whatever figure you choose to carry yourself — **INSURANCE** to cover the excess.

**WE ORIGINATED THIS SPECIAL COVER AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.**

Write for details and rates.

**EMPLOYERS REINSURANCE CORPORATION**

21 WEST TENTH STREET  
 KANSAS CITY, MO.

New York, 107 William St.  
 Chicago, 175 W. Jackson  
 San Francisco, 180 Bush St.

## SIX TV NETWORKS FORESEEN IN UK

### White Paper delays final decision on commercial television

The first British government reactions to the Pilkington report on U. K. broadcasting were revealed in a White Paper which approves most of the report's recommendations for an extension of BBC broadcasting in radio and tv but delays any decision on the commercial network's future. The White Paper foresees six nation-wide tv networks in operation by the end of 1982 at the latest.

BBC-tv gets approval to set up its second network which will beam on 625 lines with some programs in color. Starting date set is mid-1964 in London with gradual expansion to national coverage. It is estimated that the annual cost of this new network, Britain's third, will be around \$56 million.

The government accepts the Pilkington recommendation that BBC Charter and the Television Act 1954, which set up the commercial network, should be renewed for 12 years from July 30, 1964, when the current charter and act expire.

**Powers Unchanged** ■ Britain's Postmaster-General remains the government minister responsible for broadcasting. No major change in government powers are proposed and the traditional independence of both BBC and ITA in program content and day-to-day management will continue. The government, which organizes the financing of BBC, recognizes the need for additional income.

Following another Pilkington recommendation, the government came out against any new radio broadcasting system. BBC radio air time of two of its three networks will be increased. Its highbrow "Network Three," now broadcasting only in the evening, will transmit throughout the day. Its "Light Programme" net will begin at 5:30 a.m. and continue until 2 a.m. BBC intends to fill the additional time with music.

Commenting on the Pilkington criticism of commercial tv that the profit-seeking aim conflicts with the need for good programming, the White Paper says there are two opinions on this point. The report's proposal that the ITA, now a regulatory body, should itself sell advertising time, produce some programs and buy others from the tv companies "requires a most thorough examination," says the White Paper.

**Proposals Later** ■ The government will submit to Parliament its own proposals about commercial tv at some later date. Meanwhile advertising

magazines, short programs containing commercials and plugs in an entertainment format, are to be abolished. Under the 1954 Act only spot commercials are allowed and they must be clearly separate from program content. (A performer delivering a commercial in his own show is taboo.)

Pay-tv, which the Pilkington report was against, remains a possibility. The White Paper recognizes arguments in its favor and reserves its decision. Big screen tv in theatres and cinemas for paying audiences, opposed by Pilkington, gets government approval. Each application to provide such entertainment will be considered "individually on its own merits."

**Comment** ■ Sir Ivone Kirkpatrick, chairman of the Independent Television Authority, has called the Pilkington report's comments on commercial network programming "incorrect and misleading."

Speaking at a lunch after the latest regular ITA meeting Sir Ivone said, "The Authority wishes . . . to say at once that it repudiates the attitude towards television which is attributed to it in various passages of the report. This is not in accordance with the evidence which the Authority gave."

The Pilkington report severely criticized the commercial network, over which the ITA has regulatory powers. It said the network's programming "falls well short of what a good public service of broadcasting should be."

Other attacks on the report from commercial tv:

John Spencer Wills, chairman of Associated-Rediffusion Ltd., "As the report contains 342 pages and costs 18 shillings (\$2.50) few viewers are likely to read it. For their benefit I will give a summary: We find the BBC beyond reproach. Their ideals are lofty and so are their programs. We find in-

### Drastic steps

Even the Soviet Union has its version of the "vast wasteland." A broadcast over Radio Moscow, monitored and released by Radio Free Europe on July 6, quoted a recent article in *Pravda* which urged "decisive revision" of radio and television and "radical improvement" of the ideological, political and artistic contents of programs.

dependent television guilty. Guilty of what? Guilty of being successful."

Peter Cadbury, chairman of Westward Television Ltd., "It would mean virtual nationalization. This must destroy the regional character of companies that service particular areas."

Scottish Television Ltd., in an official statement said, "We had hoped for objective and accurate assessments of program patterns which would give us helpful guidance in program planning for the future. But the assessments are neither objective nor always accurate and are full of generalizations."

### Canada tv set sales setting four-year high

Tv set sales in Canada were highest in four years for January-May 1962 reports Electronics Industries Assn. of Canada. Sales were up 20.7% over the same period last year to 141,758. May sales were up 9%.

Sales of Canadian-made radio sets were up 7.7% to 185,406 for the five-month period. Although demand for radio receivers is increasing, 60% of the total market is going to imports EIAC said. (As part of Canada's austerity program a surcharge of 15% was applied to imported radio and tv prices in June.

### Rhodesian trade fair sees etv demonstration

The conversion of a classroom and laboratory into a fully equipped etv studio was demonstrated before an audience of more than 110,000 Africans by Blonder-Tongue Labs., Newark, at the African Trade Fair, Bulawayo, Southern Rhodesia, last month.

A live demonstration of the studio-classroom was shown simultaneously with a closed-circuit broadcast over a studio tv monitor in the American pavillion at the fair. Headphones were provided to give an explanation of etv.

Blonder-Tongue officials described closed circuit classroom instruction as a "technological breakthrough" for nations lacking school facilities and trained teachers.

### Religious group plans Curacao radio outlet

Trans World Radio Corp., Chatham, N. J., a non-profit international religious broadcaster, has signed an agreement with the government of the Netherlands, Antilles, in the Caribbean, for the construction of shortwave and standard broadcast facilities at Curacao.

Dr. Paul E. Freed, founder of Trans World, said the station would be "pow-

erful enough to reach any spot on earth," and the initial work would cost \$1 million.

Constituting what Trans World calls a "world-wide voice of Protestantism," the operation will utilize 250 kw short wave and 10 kw standard broadcast transmitters, to be constructed "soon" on a 150-acre site near Willemstad, the capital.

The shortwave station will beam interdenominational gospel broadcasts and other programs in 22 languages to Europe, Africa and the Western Hemisphere.

## Screen Gems offers weekly Canadian tv fare

Screen Gems (Canada) Ltd., Toronto, will provide about 10 hours production weekly for Canadian television networks this fall. Ray Junkin, general manager, says production will be at Toronto, Montreal, Ottawa and Vancouver. Screen Gems will work with a number of Canadian tv stations.

At CFTO-TV Toronto, five half hours of an afternoon game show *Line 'Em Up*, will be produced with Canadian contestants and prizes. CFTO-TV also will originate about half the late night one-hour *Pierre Berton Show* and remaining broadcasts will come from Ottawa and Montreal locations. CHAN-TV Vancouver, B.C., will produce a half-hour show, *People in Conflict*, for daily showing.

## British ITV restricts cigarette advertising

The new code of Britain's International Television Authority, the public body controlling the country's commercial television puts a ban on five kinds of cigarette commercials.

The move is intended to take sex and glamor out of tobacco advertising on television, said Postmaster General Reginald Bevins in a report to Parliament last week (July 10). The Authority's action follows its review of a warning report on the effects of smoking on lung cancer by the Royal College of Physicians, said the M.P.

The "no-go" ban covers tv commercials which:

- Greatly over-emphasize the pleasure to be obtained from cigarettes.
- Appeal to pride or general manliness.
- Feature the conventional heroes of young people.
- Use a fashionable social setting to support the impression that cigarette smoking is an essential part of the pleasure and excitement of modern living.
- Link romance to smoking.

BROADCASTING, July 16, 1962

## West German tv plans commercial time boost

West German and West Berlin television broadcasters plan to increase the availability of their daily minute total of spot commercials to 24 minutes.

The regional stations now make available an average of 10 minutes for spots each day, although some are filling as much as 22 minutes.

Increased commercial time is a hot issue in West Germany. The proposed uhf network, Laender-Fernsehen, Mainz, also plans heavier commercial operations. The action, say some, could lead to a surplus of commercial time; but right now there's a shortage.

The militant "small business group" of the government party (CDU) still is fighting commercial tv in the West German parliament at Bonn on grounds that rates are so high they favor "big business."

## Pilkington's effect on U.S. tv studied

A study of Great Britain's Pilkington Report has been started by Television Program Export Assn., New York, to determine how it may effect U. S. tv programs produced and distributed by such TPEA member companies as Screen Gems, ABC, CBS, NBC, Desilu and others.

John G. McCarthy TPEA president, arrived last week in London for an on-the-spot study of all aspects of reactions and potentialities of the government-ordered Pilkington Report, which recommended, among other things, a second non-commercial tv network to be operated by the BBC in two years (BROADCASTING, July 9). Mr. McCarthy, who will report his findings in detail to TPEA's board of directors when he returns later this month, will meet in London with the European managers of the organization's member film companies.

## Abroad in brief...

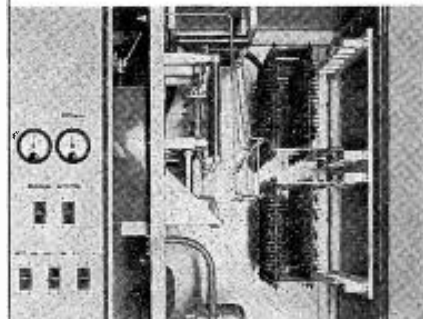
**Third German channel** ■ Westdeutscher Rundfunk, Cologne, a regional West German radio and television vhf broadcasting organization, plans to establish its own uhf operation when the embryonic uhf group, Laender-Fernsehen, Mainz, gets on its feet. Meanwhile, the Cologne broadcasters will carry feeds from the Mainz group on a temporary basis, said Klauz von Bismarck, manager of the Cologne firm.

**German tv set sales up** ■ The sale of 84,735 tv sets in West Germany during May marked a 21% increase over 1961 sales for the same period. Registered tv sets in West Germany and West Berlin

totaled 6,578,146 as of June 1, an increase of 1,382,894 over a year ago. Radio sales were up, too, although moderately. Despite the sales, West German tv and radio set production is down. Television units were off 163,000 fewer in the first four months of this year than last. Corresponding figures for radio sets were down 231,000. **Swiss tv operations** ■ A total of 25 transmitters now beam television in Switzerland, 12 carrying German language broadcasts from the Swiss Television Service, eight French language and five Italian. Additional transmitters are planned.

**Fox adds three** ■ 20th Century-Fox Tv International has added three new foreign markets to its list of outlets, Alan Silverbach, international sales director, reports. Six series: *Three Guesses*, *My Friend Flicka*, *Margie*, *Dobie Gillis*, *Bus Stop* and *Adventures in Paradise* have been sold to Rediffusion (Hong Kong) Ltd. *Adventures in Paradise* will start this fall over the Nigerian tv station in Lagoa, NBC's new affiliate in Nigeria. *Dobie Gillis*, *Five Fingers*, *My Friend Flicka*, *Adventures in Paradise* and a block of post-1948 feature motion pictures have been sold to Telibor, ABC affiliate in Beirut, Lebanon.

## CONTINENTAL'S 50 KW SOUND OF QUALITY



**PART 5: SILICON RECTIFIERS** are used throughout Continental's 317B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help.

Write for details today.

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Electronics*

MANUFACTURING COMPANY  
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LTV Subsidiary of Ling-Temco-Vought, Inc.

BROADCAST ADVERTISING

**Herbert S. Laufman**, for past two years executive vp of R. Jack Scott Inc., Chicago advertising agency, joins Helene Curtis Industries, that city, as director of advertising. He succeeds **Jack K. Lipson**, who has been named to newly created post of director of advertising services. Mr. Lipson will coordinate expanding advertising services for Curtis' beauty salon, international and consumer products division as well as for Kings Men and Lenthéric, according to David H. Kutner, marketing director. Before joining Scott, Mr. Laufman was head of his own Chicago tv film packaging firm for 12 years.



Mr. Laufman



Mr. Lipson

**Edward H. Greenberg**, creative director of Universal City, Calif., office of Charles Schlaifer & Co., New York-based advertising agency, elected vp in charge of western operations. **Jack Brandvein**, Columbia Pictures Corp., joins Schlaifer as media and research director.



Mr. Ruthrauff

**F. Bourne Ruthrauff**, executive vp and general manager of Million Market Newspapers Inc., joins Kudner Agency, New York, as vp and account supervisor. **Charles Lee Ewell**, Gardner Adv., and **Richard Povill**, Kal, Ehrlich & Merri-ck, to Kudner's copy staff.

**Franklin J. Hennessy**, financial vp of

Kenyon & Eckhardt, elected treasurer of New York-based advertising agency in addition to present position which he has held since 1957. Mr. Hennessy joined K&E in 1944.

**Leo M. Langlois**, for past five years independent tv commercial producer in Hollywood, joins Clinton E. Frank Inc., Chicago, as broadcast supervisor. Mr. Langlois, in tv commercial work for 14 years, was previously with Maxon Inc., Detroit, and Archer Productions and Campbell-Ewald, both New York.



Mr. Langlois

**Earl G. Tyree**, with Glenbrook Labs. division of Sterling Drug, New York, named divisional vp and executive assistant to president of Glenbrook Labs. Company manufactures and distributes proprietary health products including Bayer Aspirin and Phillips' Milk of Magnesia.



Mr. Monroe

**Philip M. Monroe**, former director of animation division of Warner Bros. and in Hollywood animation field for more than 20 years, joins Leo Burnett Co., Chicago, as animation director of tv commercial department. Mr. Monroe's tv work has included Hamm's beer, Jell-O, Gillette, and American Dairy Assn.

**Charles L. Getz Jr.**, pr director of KYW-AM-FM-TV Cleveland, resigns to join **Norman Wain**, former program manager of WDOK-AM-FM, that city, as partners of Wain & Getz Assoc., advertising-pr agency, Cleveland.

**Norman W. Rau** named cereals advertising manager for Ralston Div. of

Ralston Purina Co., St. Louis. Before joining Ralston in 1961, Mr. Rau was account supervisor and member of plans board of Taylor-Norsworthy, Dallas advertising agency.

**Dr. David B. Learner** and **Dr. Dik W. Twedt** elected vps of BBDO. Dr. Learner is manager of agency's New York research office. Dr. Twedt is director of marketing services and chairman of plans board of BBDO's Chicago office.



Dr. Learner



Dr. Twedt

**Joyce E. Johnson**, former timebuyer with J. M. Camp & Co., Wheaton, Ill., joins Powell, Schoenbrod & Hall Adv., Chicago, as assistant radio-tv director, succeeding **Patrice Campbell**, who resigned. **Rhoda Schachne**, chief writer in radio-tv department of PS&H's New York office, promoted to assistant radio-tv director of that office.

**Martin G. Waldman**, radio-tv account supervisor of Young & Rubicam, New York, elected 1962-63 president of Alumni Assn. of New York U.'s Washington Square College of Arts & Science. Prior to joining Y&R in 1954, Mr. Waldman was chief tv writer-producer for New York City's Municipal Broadcasting System.



Mr. Silverman

**Mort Silverman**, managing director of KMRC Morgan City, La., and former vp and general manager of Southland Broadcasting Co., forms his own advertising agency, The Sterling Co., with offices located at 910 Royal St., New Orleans. Telephone: 523-3022. In addition to normal agency functions, Mr. Silverman proposes to service limited number of radio and tv stations on counseling basis.

**Elizabeth Buttke**, Mervin & Jesse Levine Inc.; **Samuel Katz**, Marsteller Inc., and **Daniel D. Bingham**, BBDO, join copy staff of Doyle Dane Bernbach, New York.

**Dolores G. Golombek**, formerly in charge of on-the-air promotion and pr of KFMB-TV San Diego, joins Seabreeze Construction Co., that city, as secretary-assistant to Wally Blake, director of advertising and promotion.





Alan Meyer, copy writer with Tracy-Locke Co., Dallas advertising agency, named associate copy director.

## THE MEDIA



Mr. Melnick



Mr. Chester



Mr. Lang

**Daniel Melnick**, vp in charge of ABC-TV's program department, named vp in charge of nighttime programming (WEEK'S HEADLINERS, July 9), and **Giraud Chester**, who has served as vp in charge of ABC-TV daytime programming since August 1958, continues in that capacity in reorganization of network's program department into two divisions. Both vp's will report to Julius Barnathan, vp and general manager of ABC-TV. **Robert E. Lang**, associate to vp of ABC News, elected vp in charge of operations and sales of ABC News. Before joining network in December 1961, Mr. Lang was vp for administration of CBS News.

**Mort Sidney**, general sales manager of KHJ-AM-FM Los Angeles, assumes added duties of radio director of Don Lee Div. of RKO General (KHJ-AM-FM-TV and KFRC-AM-FM San Francisco), responsible for all am sales of division.

**Robert W. Schellenberg**, national sales manager of WJXT (TV) Jacksonville, Fla., promoted to general sales manager. Prior to joining Jacksonville outlet earlier this year, Mr. Schellenberg was general sales manager of WTOP-AM-FM Washington. Both are Post-Newsweek Stations.



Mr. Schellenberg

**John J. Burke Jr.**, sales manager and head of Chicago office of CBS Radio Spot Sales, named general sales manager of WBBM-AM-FM Chicago, CBS-owned outlet. He succeeds late William J. Connelly (BROADCASTING, May 14). **Charles E. Burge**, account executive with CBS Radio Spot Sales, Chicago, promoted to sales manager, replacing Mr. Burke.

**N. Arthur Astor**, national sales man-

ager of Foster Southern California Group, joins Torbet, Allen & Crane, San Francisco-based station rep firm, as vp and general manager of company's Los Angeles office. He succeeds **Frank W. Crane**, who resigned. Before joining Foster, Mr. Astor directed Los Angeles operations of Headley-Reed Co. for several years.

**Edward T. McCann Jr.**, recently with station rep firm of Eckels & Co., Boston, joins WEZE, that city, as sales manager.

**William A. Gietz**, general sales manager of WTAR-AM-FM-TV Norfolk, Va., is attending 20th session of Columbia U.'s Executive Program of Business Administration, which is held twice each year at Arden House on Harriman Campus in New York.

**Frankie Claudia Rock** of New York City was married on July 7 to **George W. Bolling**, president of The Bolling Co., New York-based station rep firm, at Grace Episcopal Church in Traverse City, Mich. Bridegroom was attended by Robert Hill Bolling, his brother, and bride by Gabriel Krohman of Los Angeles.

**Ken Quaife**, assistant sales manager in charge of midwest sales of WOW-AM-FM Omaha, named sales manager of WOW-TV, that city, succeeding **Fred Ebener**, who resigned. **Russell G. Gast**, member of WOW sales department for past seven years, promoted to midwest sales manager. Mr. Quaife has been with WOW for nearly 11 years. Mr. Ebener, who resigned without announcing future plans, joined WOW in 1938. He was local and regional sales manager of WOW radio from 1946-49, and filled same post in tv sales until being appointed tv sales manager in 1951.



Mr. Quaife

**Donald H. McGannon**, president of Westinghouse Broadcasting Co., New York, appointed to board of trustees of New York Law School.

**James Frost**, assistant promotion manager of WBZ-TV Boston, joins WJZ-TV Baltimore (both stations are owned by Westinghouse Broadcasting Co.) as advertising and sales promotion manager. He replaces **H. Taylor (Bud) Vaden**, who resigned last week to join WFIL-AM-FM-TV Philadelphia as director of advertising and promotion.

**W. C. (Bud) Blanchette**, national sales manager of KFBB-AM-TV Great Falls, Mont., promoted to general manager. Station was incorrectly identified in BROADCASTING, July 9.



Mr. Leider



Mr. Maxwell

**Carl Tillmanns**, account executive in sales department of CBS-TV, New York, elected to newly created post of vp in charge of eastern sales. **Sam K. Maxwell Jr.**, general sales manager, named coordinator of network sales department, also newly created post. **Gerald J. Leider**, director of special programs and program sales, resigns Aug. 1. **Joseph N. Curl**, CBS-TV daytime sales manager, elected vp of daytime sales. **Robert F. Jamieson**, assistant business manager and director of station clearances, named to newly-created position of manager of station sales.



Mr. Tillmanns

**Paul R. Abrams**, CBS Spot Sales, joins radio sales staff of The Katz Agency, New York.

## CONTINENTAL'S 50 KW SOUND OF QUALITY



a better  
on the air signal  
in 5 parts...

**PART 1—PERFORMANCE**  
comparable to FM

**PART 2—DRIVER STAGE**  
power increase capabilities from  
5 kw to 10 kw to 50 kw

**PART 3—AMPLIFIER** Weldon  
Grounded Grid Circuit (Pat.)

**PART 4—COMPACT DESIGN**  
requires just 72 square feet

**PART 5—SILICON RECTIFIERS**  
used throughout the 317B

*Continental  
Electronics*

MANUFACTURING COMPANY  
BOX 17040 • DALLAS 17, TEXAS  
Subsidiary of Ling-Temco-Vought, Inc.



Mr. Mason

**Gordon Mason**, field manager for affiliate relations of CBS Radio and former general sales manager of CBS-owned KNX Los Angeles, resigns after 10 years with network to join Golden West Broadcasters, effective July 30, in newly created post of national sales manager. Mr. Mason will be headquartered at KMPC Los Angeles, but will also represent other Golden West stations, KSFO San Francisco and KVI Seattle, plus KEX-AM-FM Portland, Ore., if FCC approves its acquisition from Westinghouse. He will concentrate on sale of sports packages, which are GWB specialty.

**Jim Allen**, account executive with WTVH (TV) Peoria, Ill., joins KWK St. Louis, in similar capacity.

**Robert Chatfield** joins WSOR Windsor, Conn., as account executive.

**James Kinkade** joins WSM Nashville, Tenn., as account executive.

**Larry Bates**, sales representative with Amarillo Paper Co., and **Joe Cooper**, recently on active duty with U. S. Army, join KZIP Amarillo, Tex., as account executive and promotion director-air personality, respectively.

**Jon S. Ruby**, formerly with Metropolitan Broadcasting Co., joins Chi-

cago office of Venard, Rintoul & McConnell, New York-based station rep firm, as account executive in radio sales. **Roderick Guerdan**, NBC Spot Sales, joins tv department of rep firm's New York office as account executive.

**Jackson Fleming** joins Mullins Broadcasting Co. as general manager of KBTR Denver. Mr. Fleming, who began his broadcast career nearly 20 years ago, for past three years has been general manager of KGW Portland, Ore.

**Terry Foster**, program director of KOWB Laramie, Wyo., and **"Bink" Meyer**, account representative, promoted to station manager and sales manager, respectively.



Mr. Schwarz

**Ralph G. Schwarz** elected assistant vp of *New York Herald Tribune*. Mr. Schwarz, who also is assistant to *Tribune's* president, Walter N. Thayer, will continue in that capacity. In his new position, he will assist Robert T. MacDonald, administrative vp, with business administration of *Herald Tribune*. In addition, as liaison between *Tribune* and Whitney Communications Corp., Mr. Schwarz will further coordinate interests of Corinthian Broadcasting Corp. (100% owned by Whitney Communications, which is wholly owned by John H. Whitney, owner of *Herald Tribune*)

and Herald Tribune Radio Network (66 2/3% owned by Whitney Communications). Before joining *Herald Tribune* in April 1961, Mr. Schwarz was with Bethlehem Steel Co. for 12 years.

**Andy Andrews** appointed production director of WTKO Ithaca, N. Y.



Mr. Holmes

**Roy H. Holmes**, general manager of Quality Music Stations, appointed national sales manager of QXR Network, New York. Previously, Mr. Holmes was sales manager of WINS New York for eight years and in station relations at NBC for 15 years.

**Adam K. Riggs**, account executive with WFIL-TV Philadelphia (licensed to Triangle Publications Inc.), joins Triangle Stations' national sales department in New York, effective July 23, in similar capacity. He succeeds **Gordon Grant**, who resigned.

**Daniel (Pat) Carroll**, formerly with Radio & Appliance Distributors, Chattanooga, Tenn., joins WRGP-TV, that city, as account executive. **Jane Krida**, copy writer and assistant pr director of Liller, Neal, Battle & Lindsey, Atlanta, to WRGP's copy and merchandising department.

**Albin R. Hillstrom**, chief engineer of KOOL-AM-FM-TV Phoenix, appointed director of engineering for Arizona Broadcasting Network (KOOL-AM-FM-TV and KOLD-AM-TV Tucson).

**Cal Zethmayr**, program-promotion manager of WKTG Thomasville, named assistant manager of WMNZ Montezuma, both Georgia.

**Pat Polillo** joins WJZ-TV Baltimore as news editor.

**Alice Limperis**, executive secretary of John F. Pival, president of WXYZ Inc. (WXYZ-AM-TV Detroit), named public service coordinator of ABC-owned Detroit tv outlet.

**T. Gathings** appointed program director of WOOK-TV, ch. 14, Washington, which has expected target date of early September.

**Charles A. (Tony) Brooks**, for past year freelance production and program consultant in Southern California, joins WMYB Myrtle Beach, S. C., as program director, effective Aug. 15.

**Robert E. Petrie**, operations director of WTMJ-TV Milwaukee, appointed program manager.

**Jim Bentley** resigns as program manager and film buyer of Shasta Telecast-



### Baseball wives fill in for KMOX-TV weather girl

Wives of present and past St. Louis Cardinal, and Browns baseball players are pinch hitting for KMOX-TV's regular weather girl, Pat Fontaine, while she appears on *Today* in New York this week. The wives are conducting KMOX-TV's *Weather* (10:10 p.m., July 16-21) and putting the bulk of their earnings into a community fund they've estab-

lished to aid retarded children. Left to right are Mesdames Red Schoendienst, Charlie James, Joe Medwick, Curt Simmons, Don Lendhardt, Del Wilbur and Miss Fontaine. Not pictured are Mesdames Stan Musial, Lindy McDaniel and Del Maxville, all out of town when the photo was made.

ing Corp. [KJEO (TV) Fresno, KVIP-TV Redding, and KVIQ-TV Eureka, all California].

**C. Edman (Bud) Adams**, formerly with WTHI-TV Terre Haute, Ind., joins WLWD (TV) Dayton, Ohio, as production manager.

**Mrs. Joel Goldblatt**, wife of head of Goldblatt Dept. Store, Chicago, and former actress-model, joins WBKB (TV), that city, as hostess of *Woman on the Go*, new weekly program starting today (July 16) at 10:30-11 a.m. She will use air name of Lynne Walker.



Mr. Fraiberg

**Larry Fraiberg**, former national sales manager of KPIX (TV) San Francisco, joins Metro Broadcast Sales (sales arm of Metropolitan Broadcasting Co. stations) as assistant to H. D. Neuwirth, Metro's vp and managing director.

**Joan Shepard**, program assistant of National Educational Tv-Radio Center, New York, joins WNDT (TV) Newark, N. J., as production assistant-assistant director. Miss Shepard is succeeded at NET by **Rita Broder**.

**John P. Twaddle**, formerly with WFIL-TV Philadelphia, joins WHY (TV), etv ch. 35, that city, as producer of *Lyrics and Legends*, station's current series project for National Educational Television.

**Albert E. (Red) Quilleash**, production manager of KTIV (TV) Sioux City, Iowa, joins KMTV (TV) Omaha as producer-director.

**Richard DeBeck**, formerly with news and production departments of WKLA Ludington, Mich., joins staff of WDTM (FM) Detroit, working in news, public affairs and creative programming areas.

**Bill Evans**, news director of WIBX Utica, joins WHEC Rochester, both New York, as newscaster.

**Gerald Pearson**, program director of WIEN (TV) Vail Mills (Albany-Schenectady-Troy), N. Y., appointed program director of Channel 13 of Rochester (N.Y.) Inc., interim operation consisting of eight applicants.



Mr. Pearson

**William C. Duffy** joins Capital Cities Broadcasting Corp. as controller.

**Charles T. Michaelian**, controller, American Export Lines, named controller of Adam Young companies:

## Where blindness is not a handicap

**Mrs. Polly Thiebaud**, a newscaster at WJER Dover, Ohio, is probably different from most of her newscasting colleagues throughout the country. Aside from the fact that she is a woman, she is blind and is the sole support of an invalid husband and three children.

Earlier this year, Mrs. Thiebaud joined WJER as a result of a prior meeting she had with William Sties, general manager of the station.

WJER reported that since Mrs. Thiebaud's first broadcast (Feb. 5), listener response has increased. Now, in addition to her 4:30 p.m. daily news program, she has another every Sunday at 12:30 p.m.

Until recently, few listeners or people she deals with on her "beat" knew she was blind. Moreover, because of the time required to translate information from her various sources into braille to be read on the air later, Mrs. Thiebaud memorizes the news, rewrites it in her mind and gives an off-the-cuff news-



cast, an approach that most listeners have accepted, the station said.

As though she hadn't enough to do, Mrs. Thiebaud has also written a book called *How Dark the Night*, which she hopes to publish soon.

**Adam Young Inc., Young Tv Corp., and Young Canadian Ltd.**

**Robert L. Gibson** joins WTVJ (TV) Miami as assistant in promotion department.

## PROGRAMMING

**H. I. Bucher**, former general attorney and assistant general counsel of ABC, New York, elected vp in charge of legal and business affairs of Independent Television Corp., that city. Before joining ABC, Mr. Bucher was general attorney and secretary of National Telefilm Assoc.



Mr. Bucher

**Albert G. Hartigan**, eastern division manager of ABC Films, elected vp and general sales manager of Video House, New York.

**Sandy Frank**, New York division sales manager of Telesynd, named national sales manager.

**Dick Berg**, producer of *The Fred Astaire Premiere* series, elected president of Hollywood chapter of Academy of Television Arts & Sciences, succeeding **Gail Patrick Jackson**. Other officers elected: **Sandy Cummings**, first vp; **John Scott Trotter**, second vp; **Danny Landres**, secretary, and **Howard E. Johnson**, treasurer.

**Alex Horwitz**, Major Programs Inc.,

**Karl Von Schallern**, American Tv Talent Inc., and **Al Banks**, *Canadian Sponsor* magazine, join western, midwestern and Canadian divisions, respectively, of MGM Tv as sales representatives.

**Arnold Dubrow**, formerly with legal department of William Morris Agency, joins legal department of Screen Gems, Hollywood.

**Meyer (Mike) Newman**, for past four years with U. S. Department of Justice, joins Four Star Tv, Hollywood, to work in contract administration and business affairs.

**Jack Donohue** signed as director of *The Lucille Ball Show* which debuts Oct. 1 on CBS-TV. **Desi Arnaz** will serve as executive producer with **Elliott Lewis** as producer. Permanent writers of new half-hour series are **Bob Carroll Jr.**, **Madelyn Martin**, **Robert Weiskopf** and **Robert Schiller**.

**Alex Grasshoff**, **Ed Spiegel**, **Robert Aller** and **Robert Fresco** join Wolper Productions, Hollywood, as producers of *The Story Of . . .* documentary tv series.

**Stefan Hatos**, former producer of NBC-TV's *It Could Be You* audience participation show, signed as producer of network's *Your First Impression*, daytime game show.

**Lawrence E. Vredevoe**, professor of school administration and personnel management at U. of California in Los Angeles, appointed liaison representa-

## Owen D. Young, electronics pioneer, dies at 87



Owen D. Young, 87, founder of RCA and first chairman of its board, and chairman of board of General Electric for 17 years, died in St. Augustine, Fla., last Wednesday (July 11). He had been in failing health for several months.

Mr. Young's name is familiar to historians for his role in series of international conferences from 1919 to 1930 concerning German war reparations. With Vice President Charles G. Dawes, he was co-author of Dawes plan for German reparations and originator of Young plan for fiscal rehabilitation of Germany.

In 1919 at request of President Woodrow Wilson, Mr. Young created RCA to prevent American radio patents from falling into European hands. Mr. Young, then vp of General Electric, also became chair-

man of board of RCA. In 1922 he was elevated to board chairman of GE. Mr. Young was board chairman of RCA until 1929 when he became chairman of its executive committee. Three years later he removed himself from RCA position to comply with consent decree in government anti-trust suit aimed at separating RCA from GE. He retired as GE chairman in 1939 at age 65, but returned to GE for three years during World War II.

Brig. Gen. David Sarnoff, board chairman of RCA, last week said Mr. Young "will be remembered as one of the nation's most dedicated public servants and industrial statesmen."

Upon retirement, Mr. Young returned to his native Van Hornesville, N. Y., population 125. He gave town new school to replace one-room school he attended. Plaque listing contributors to school's construction listed him as "rocking chair consultant," designation he was reportedly most proud of. Mr. Young served as member of New York State Board of Regents from 1934 to 1946 and in 1949 headed commission which recommended establishment of present State U. of New York.

He was recipient of 24 honorary college degrees and five decorations from foreign countries.

Mr. Young was subject of second *Our Respects to . . .* sketch to appear in BROADCASTING magazine. It was published in Nov. 15, 1931, issue.

land, named to newly created post of managing director of International TeleVision (Pvt.) Ltd., Salisbury, Southern Rhodesia. Edgar Blatt appointed managing director of Davenport & Meyer (Pty.) Ltd., Johannesburg, South Africa.

H. H. Berger, former chief engineer of Robert Lawrence Productions Ltd., Toronto, joins CFTO-TV, that city, as director of engineering. J. A. Tester and Robert M. Auld join CFTO as manager of research and development and commercial production representative, respectively.

Alex R. Findlay, formerly with Stovin-Byles Ltd., station rep firm, Toronto, appointed general sales manager of CKRC Winnipeg, Man.

William Valentine, formerly with CKRC Winnipeg, Man., named sales manager of CJAD Montreal.

Jean Lacroix and Andre Link join Quebec and Atlantic province sales staffs, respectively, of ZIT Programs (Canada) Ltd., Toronto, with headquarters in Montreal.

Jack Gettles, production manager of KVOS-TV Bellingham, Wash.-Vancouver, B. C., presented "Admark Man of the Year" award by Advertising & Marketing Assn. of Vancouver.

### ALLIED FIELDS

Shirley Hamilton, formerly with Talent Inc. and Patricia Stevens Inc., Chicago, forms her own talent agency to function in radio-tv, film and allied fields at 360 N. Michigan Ave., Chicago. Telephone: De 2-1803.

Mike Wise, formerly with Jaffe Agency and Columbia Pictures Corp., joins motion picture and tv function of Rosenberg-Coryell Agency, talent reps, Los Angeles.

Sidney A. Dimond, associate professor of broadcasting at Boston U., named assistant to dean of university's School of Public Relations & Communications.

tive of National Educational Assn. for Screen Gems' new tv series, *Turning Point*, which will portray dedicated staff of large city high school. Pilot will be filmed next month, with series planned for broadcast in fall of 1963.

Pye Chamberlayne Jr., formerly with Radio Press International, New York, joins news staff of Associated Press' Milwaukee bureau.

### INTERNATIONAL

W. Frank Wansbrough, vp and general manager of tv and appliance department of Canadian General Electric Co. Ltd., Montreal, elected president of Electronic Industries Assn. of Canada.

Waldo J. Holden, president of Standard Broadcast Sales Ltd., Toronto, and vp and sales director of CFRB Toronto, and CJAD Montreal, and H. T. McCurdy, vp and general manager of CJAD, elected vps of Standard Radio

Ltd., Toronto, holding company of CFRB and CJAD.

David Pinnell, general sales manager of Associated TeleVision, London, Eng-

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Mr. Dimond, specialist in tape-recorded documentaries, will have special responsibility for alumni contacts and development.

Richard Lemon, *Newsweek's* movies editor since joining magazine in 1960, named tv-radio editor, succeeding Richard Boeth, who becomes *Newsweek's* book editor.

## EQUIPMENT & ENGINEERING



Mr. Gunther



Mr. Miller

Clarence A. Gunther, chief engineer of RCA defense electronic products, and N. Richard Miller, director of product planning staff, elected divisional vps, respectively, of RCA's technical programs and business planning.

John L. Utz, with Philco for past 26 years, joins Emerson Radio, marketing subsidiary of Emerson Radio & Phonograph Corp., Jersey City, N. J., as vp

and assistant to president.

Robert G. Lynch, equipment sales manager of electronic tube division of Sylvania Electric Products, Emporium, Pa., elected vp in charge of marketing for division. He will be responsible for receiving tubes, tv picture tubes and other cathode ray tubes and microwave devices to government and to Sylvania distributors and manufacturers of original equipment. Mr. Lynch, who joined Sylvania in 1950 and has served as division's equipment sales manager since 1960, was formerly with Bendix Corp.



Mr. Lynch

Maurice M. Leifer, formerly head of his own Chicago mail order merchandising firm, appointed national director of dealer development for Motorola Consumer Products. He replaces Harry Chrobot, who has been named regional development manager.

Albert L. Dolnick, field engineering manager for electronic tube division of Sylvania Electric Products, New York, named product manager of Sylvania's receiving tubes and new products.

## DEATHS

Edwin J. Smart, 24, sales manager of CJET Smiths Falls, Ont., died July 4 from automobile accident when his car struck a power line on Highway 29 near Frankville. Mr. Smart had been with CJET for past three years.

Ann Holden, former hostess of *Ann Holden Show* on KGO-AM-FM San Francisco, died July 8 in Arcadia, Calif., after prolonged illness. She began her radio career in 1923 as musician with KPO (now KNBC) San Francisco and moved following year to KGO with her own program, *Women's Magazine on the Air*. Later, as hostess of KGO's *Ann Holden Show* she interviewed thousands of theatrical stars and other celebrities. Miss Holden retired last March.

Will Price, 49, former movie and television writer-director, died July 4 of apparent heart attack enroute to Veterans Administration Hospital in Jackson, Miss.

Robert Pelgram, 46, producer of travel programs and former director of publicity of KRCA (TV) Los Angeles, died July 6 following heart attack while playing golf in that city.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 5 through July 11 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—

aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. E—educational. Ann.—Announced.

#### Existing am stations

##### APPLICATIONS

KVOR Colorado Springs, Colo.—Cp to increase daytime power from 1 kw to 5 kw, and install new trans. (Request waiver of Sec. 1.354 and 3.23(g) of rules.) Ann. July 11.

WCVP Murphy, N. C.—Cp to increase

hours of operation from daytime to unl. nighttime power 500 w, install DA nighttime, change trans. location. (Request waiver of Sec. 1.354 of rules and for acceptance of application for filling.) Ann. July 11.

KITE Terrell Hills, Tex.—Cp to increase nighttime power from 1 kw to 5 kw. (Request application be accepted for filling March 16, 1962, when originally submitted, or, in alternate, request waiver of Sec. 1.354 of rules.) Ann. July 9.

KFTM Fort Morgan, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 8.

##### CALL LETTERS ASSIGNED

KBBO Yakima, Wash.—Yakima Bcstg. Co.; changed from KLOQ.

KFDI Wichita, Kan.—Wichita Great Empire Bcstg. Inc.; changed from KIRL.

KLPC Lompoc, Calif.—Lompoc Bcstg. Inc.

KLWW Cedar Rapids, Iowa—Black Hawk Bcstg. Co.; changed from KPIG.

KVIO Cottonwood, Ariz.—Peter Viotti.

WAKU Latrobe, Pa.—Taylorradio Inc.; changed from WSHH.

WBVA Waynesboro, Va.—Music Productions Inc.; changed from WRWV.

WNSH Highland Park, Ill.—North Suburban Radio Inc.

WSHO New Orleans, La.—Raymac Radio Inc.; changed from WJBW.

WUNS Lewisburg, Pa.—Wireline Radio Inc.; changed from WITT.

WYOU Tampa, Fla.—John M. McLendon; changed from WZST.

#### New fm stations


##### APPLICATIONS

Apache Junction, Ariz.—Superstition Mt. Enterprises Inc. 107.1 mc, (ch. 296) .988 kw. Ant. height above average terrain 56 ft. P. O. address c/o Jack Harris, 1053 W. 6th St., Mesa, Ariz. Estimated construction cost \$20,480; first year operating cost \$16,000; revenue \$18,000. Principals: applicant is corporation made up of many stockholders having small shares. Ann. July 11.

Robinson, Ill.—Ann Bcstg. Corp. 105.3 mc, 1 kw. Ant. height above average terrain

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167 ft. P. O. address box 266, Robinson. Estimated construction cost \$12,170; first year operating cost \$6,000; revenue \$11,000. Principals: Kathryn A. Duncan (97%) and others. Miss Duncan is 97% owner of WTAT-AM Robinson. Ann. July 6.

#### Existing fm stations

##### APPLICATION

WIVI-FM Christiansted, St. Croix, V. I.—Cp to change frequency from 99.5 mc, ch. 258, to 103.5 mc, ch. 278. Ann. July 6.

##### CALL LETTERS ASSIGNED

KAYD(FM) Beaumont, Tex.—Texas Coast Bcstrs. of Beaumont Inc.; changed from KRIC-FM.

KBOX-FM Dallas, Tex.—Radio Station KBOX.

\*KCMW-FM Warrenburg, Mo.—Central Missouri State College; changed from KCMW(FM).

KEVE-FM Golden Valley, Minn.—Western Bcstg. Corp.

KEZR(FM) Anaheim, Calif.—Radio Orange County Inc.; changed from KEZR-FM.

KRGN(FM) Las Vegas, Nev.—Mrs. E. W. Cragin.

KSEL-FM Lubbock, Tex. — McAlister Bcstg. Corp.; changed from KRKH-FM.

WARR(FM) Warrenton, Va. — United States Transdynamics Corp.

WAXO(FM) Kenosha, Wis. — Service Bcstg. Corp.

WKLO-FM Louisville, Ky.—Mid America Bcstg. Corp.

WTRE(FM) Greensburg, Ind.—Clear Tone Bcstg. Inc.

WTPA-FM Harrisburg, Pa. — Newhouse Bcstg. Corp.

#### Station deleted

■ Am cp forfeited and call letters deleted: WRNE, Bill S. Lahm, Wisconsin Rapids, Wis.—1220 kc, 500 w and daytime hours of operation. Ann. July 9.

#### Ownership changes

##### APPLICATIONS

KWLW Nampa, Idaho—Seeks assignment of license from Chester C. Whittington (owner), to Doyle Cain and Howard Nafziger (each 50%), d/b as Kain Inc. Consideration \$37,000. Mr. Cain is sales and station manager of KFXD Nampa, and Mr. Nafziger is half owner of a retail clothing store. Ann. July 11.

KVOG-TV Ogden, Utah—Seeks assignment of cp from Arch G. Webb (48.58%), LaRita Madsen (24.6%), Clifford E. and Ortel Peterson (each 18%), and Lucile C. Webb (5.2%), d/b as United Telecasting & Radio Co., to Board of Education of Ogden City, non-profit organization. Consideration \$155,000 to assignor and \$15,000 to United Bcstg. Co. for real estate and bldg. Ann. July 11.

KFXD Nampa, Idaho—Seeks assignment of license from E. G. Wenrick (51%) and Kenneth Kilmer (49%), d/b as E. G. Wenrick Bcstg. Co., to Jonathan M. Fletcher and James I. Mitchell (each 50%), tr/as Fletcher-Mitchell Corp. Consideration \$225,000. Messrs. Fletcher and Mitchell have equal interests in KLIN Lincoln, Neb., KCBC Des Moines, Iowa, and WTRL Bradenton, Fla. Ann. July 10.

WGUS North Augusta, S. C.—Seeks relinquishment of positive control from Martha White Mills Inc. (90.13%), to same (50%), H. C. Young Jr. (37%) and Jerome Glaser (12.5%), tr/as Bcstg. Associates of America Inc. Mr. Young will pay transferor \$2,919 and Mr. Glaser \$973. Ann. July 10.

WTVP (TV) Decatur, Ill.—Seeks assignment of cp from WTVP-Metropolitan Bcstg. Corp., to Metro-Media Inc., which wholly owns assignor. No financial consideration involved, assignment is to lessen clerical work and number of reports filed with FCC. Ann. July 6.

KILO Grand Forks, N. D.—Seeks assignment of license from B. H. Ridder Sr. (60%), M. M. Oppegard Voluntary Trust (13.4%), Nabacomsa National Bank of Commerce (10%), Marie R. Owens Trust (5%), and M. M. Oppegard (2.1%), and others, d/b as Grand Forks Herald Inc., to Carl Bloomquist (40%), Ralph F. Nelson and Howard F. Guckenberg (each 30%), tr/as KILO Inc. Consideration \$125,000. Mr. Bloomquist is sole owner of WEVE Eveleth, Minn., and is partner with Mr. Nelson (each 50%) in laundromat; Mr. Guckenberg has interest in two restaurants in Grand Forks. Ann. July 5.

WROD Daytona Beach, Fla.—Seeks as-

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 11

	ON AIR	CPS	TOTAL APPLICATIONS
	Lic.	Cps.	For new stations
AM	3,673	70	670
FM	934	66	176
TV	481 <sup>1</sup>	78	118

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 11

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

## COMMERCIAL STATION BOXSCORE

Compiled by FCC May 31

	AM	FM	TV
Licensed (all on air)	3,737	997	484 <sup>2</sup>
Cps on air (new stations)	63	47	76
Cps not on air (new stations)	142	196	83
Total authorized stations	3,879	1,193	654 <sup>2</sup>
Applications for new stations (not in hearing)	437	99	37
Applications for new stations (in hearing)	164	21	60
Total applications for new stations	601	120	97
Applications for major changes (not in hearing)	462	99	35
Applications for major changes (in hearing)	53	5	12
Total applications for major changes	515	104	47
Licenses deleted	0	0	0
Cps deleted	0	7	0

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.

signment of license from Mining Journal Ltd. (50%) and Iron Mt. Publishing Co. (50%), d/b as Daytona Beach Bcstg. Corp., to Lee Ruwitch and Gordon Sherman (each 47.5%) and Ernest R. Currie and Richard C. Fellows (each 2.5%), tr/as WROD Inc. Consideration \$135,000. Mr. Ruwitch is executive vp and general manager of WTVJ (TV) Miami; Mr. Gordon is president of Orlando Radio and Tv Bcstg. Corp. licensee of WHYY, has 36% interest in WMAV Springfield, Ill.; Mr. Currie is special asst. for Rowland Bcstg. Co.; Mr. Fellows is special asst. for sales and promotion at WJXT(TV) Jacksonville, Fla. Ann. July 5.

WLOG Logan, W. Va.—Seeks assignment of license from Robert O. Greever, individually and as executor of estate of Clarence H. Frey, deceased and former partner of Mr. Greever, to A. S. Ammar, Joseph Eros Jr., Phil Glick, C. O. McCormick Jr., James A. Muscia, and W. L. Robinson (each 16.66%), d/b as Guyan Valley Bcstg. Co. Consideration \$80,000. Mr. Ammar is manager of retail clothing store; Mr. Eros Jr.

is president and 25% owner of Coca-Cola bottling company; Mr. Glick owns 50% of dry cleaners company and has other local business interests; Mr. McCormick is partner in department store; Mr. Muscia is president and 20% owner of newspaper and printing companies; Mr. Robinson owns insurance agency. Ann. July 5.

KSID Sidney, Neb.—Seeks assignment of license from William C. Grove (80%) and Lewis W. Grove (20%), d/b as Wm. C. Grove Inc., to David W. and Mary E. Young (jointly 65%) and Robert L. and Anna M. Young (jointly 35%), tr/as KSID Inc. Mr. Wm. C. Grove is president of Rawlins Bcstg. Co., licensee of KRAL Rawlins, and executive general manager of KFBC-AM-TV Cheyenne, both Wyoming, and KSTF(TV) Scottsbluff, Neb. Ann. June 26.

#### Hearing cases

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward grant-

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ing application of Allen C. Bigham Jr., for new am station to operate on 980 kc, 1 kw, DA, D, in Salinas, Calif., conditioned that program tests will not be authorized until permittee has submitted evidence to show that he has severed all connections with station KDON Salinas, and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14418. Action July 9.

#### OTHER ACTIONS

■ Commission gives notice that May 15 initial decision which looked toward granting application of Boca Bcstrs. for new am station to operate on 740 kc, 1 kw, DA, D, in Boca Raton, Fla., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419 became effective July 5 pursuant to Sec. 1.153 of rules. Action July 10.

■ Commission on July 9 granted petition by U. of Vermont, and extended time from July 12 to July 26 to file reply comments in tv rulemaking proceeding involving State of Vermont. Action July 9.

#### Routine roundup

■ Commission is notifying United Broadcasting of New York Inc., that it is apparently liable for forfeiture of \$10,000 for willful or repeated violations of broadcast rules by its am station WBNX New York City. Action July 3.

■ Commission invites comments by August 13 to notice of proposed rulemaking looking toward assigning ch. 10 to Midland, Tex., as petitioned for by Midland Telecasting Co., permittee of station KDCD-TV on channel 18 in Midland, and reserving latter channel for noncommercial educational use. It deferred action on KDCD-TV's request for issuance of show cause order to modify its authorization accordingly. Action July 3.

■ By order, commission denied motion by WGAL TV Inc. (WGAL-TV, ch. 8), Lancaster, Pa., to rescind notice of proposed rulemaking which looks toward reallocating ch. 15 from Lebanon to Lancaster-Lebanon; considered WGAL's opposition as comment on notice of proposed rulemaking; and extended time for filing comments from July 16 to July 23 and replies from Aug. 3 to Aug. 23. Action July 3.

■ By report & order, commission amended its broadcast rules (subpart G of part 4) to, in effect, preclude licensing vhf translators to tv broadcast stations just to extend the latter's service areas, effective Aug. 15. However, this prohibition will not preclude authorizing vhf translator to tv station if translator is intended to improve reception of parent station's signal to any community within principal city service contour of such station. Action July 3.

■ Commission invites comments by Aug. 13 to proposed changes in its rules governing emergency operation by broadcast stations to liberalize and clarify such operation by am, fm, (including edu. fm) and tv stations. Proposals, which stem from 1960 petition by Daytime Broadcasters Assn. Inc., would amend rule Sec. 2.405 and add new Secs. 3.98, 3.298, 3.597 and 3.670. This proceeding should not be confused with proposed amendment of rules concerning pre-sunrise operations by daytime am stations. Latter is separate commission proceeding, comments on which were extended indefinitely from last May 15 pending issuance of further rulemaking governing hours of operation of daytime-only stations. Action July 3.

#### ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Northwest Publication Inc., intervenor in proceeding on application of WDUL Television Corp. (WHYZ-TV), Duluth, Minn., and corrected as requested transcript of oral argument (Volume 22, dated June 8, 1962). Action July 2.

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau, and extended time to July 11 to file exceptions to initial decision in proceeding on applications of S & W Enterprises Inc., for new am station in Woodbridge, Va., et al. Action July 9.

■ Granted petition by Bootheel Bcstg. Co., and extended time to July 6 to reply to petition by Kennett Bcstg. Corp. (KBOA), Kennett, Mo., to enlarge issues in proceeding on Bootheel's application for new am

station in Kennett. Action July 2.

■ Granted petition by Broadcast Bureau and extended time to July 5 to file exceptions to initial decision in proceeding on applications of S & W Enterprises Inc., for new am station in Woodbridge, Va., et al. Action July 2.

By Chief Hearing Examiner  
James D. Cunningham

■ Granted petition by Christian Bcstg. Assn. of New England Inc., for dismissal of its application for new fm station in Providence, R. I., but dismissed application with prejudice, and retained in hearing status application of North Attleboro Bcstg. Co., for new fm station in North Attleboro, Mass. Action July 10.

■ Scheduled prehearing conference for Sept. 12 and hearing for Oct. 8 in proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co., for new am stations in San Diego and La Mesa, Calif. Action July 9.

■ Because of current workload of Hearing Examiner Annie Neal Hunting, transferred proceeding on applications of Speidel Bcstg. Corp. of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio, to Hearing Examiner Millard F. French for completion of presiding officer duties and preparation and issuance of initial decision. Action July 9.

■ Granted joint petition for approval of agreement by Edgar G. Shelton, Jr., and Bi-States Bcstrs., applicants for new am stations to operate on 1520 kc, 250 w, D, in West Chester and Quakertown, Pa., respectively, and (1) dismissed Bi-States application (Docket 14442; BP-14919), and (2) accepted amendment to Shelton application reflecting agreement that any cp Shelton may receive would be assigned to corporation to be formed in which Bi-States would acquire 25% stock interest on payment of par value. Applications are in consolidated hearing with Docs. 14425 et al. Action July 9.

■ Granted request by New Mexico Bcstg. Inc., and extended time to July 11 for applicants to file joint petition for approval of agreement to remove conflict between two applications in Santa Fe, N. M., tv ch. 2 proceeding. Action July 6.

■ Because of current workload of Hearing Examiner Annie Neal Hunting, transferred proceeding on applications of Monroeville Bcstg. Co., Monroeville, Pa., and Miners Bcstg. Service, Inc. (WMBA), Ambridge-Aliquippa, Pa., to Hearing Examiner Charles J. Frederick for completion of presiding officer duties and preparation and issuance of initial decision. Action July 6.

■ Dismissed with prejudice for failure to prosecute application of Rhode Island-Connecticut Radio Corp., for new am station in Madison, Conn., which was in consolidated am proceeding in Dockets 8716 et al. Action July 6.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Sept. 7 and Oct. 10: Robert O. Edwards, Lewiston Orchards, Idaho, and Clarkston Bcstrs., Clarkston, Wash.; Sept. 7 and Oct. 11: Geoffrey A. Lapping, Blythe, Calif.; Sept. 10 and Oct. 11: Pinellas Radio Co., Pinellas Park, Fla.; Sept. 13 and Oct. 12: John A. Egle and KLET Radio Inc., Golden Meadow, La. Action July 5.

■ Terminated proceeding and dismissed with prejudice application of Bill S. Lahm for additional time to construct am station WRNE Wisconsin Rapids, Wis. Issues became moot when Lahm surrendered cp. Action July 5.

■ Granted petition by The Niles Bcstg. Co. for authority to submit proof of publication of all details relative to hearing proceedings on its application for new am station in Niles, Ohio, et al., as provided in Sec. 1.362 of rules. Action July 2.

By Hearing Examiner Basil P. Cooper

■ Granted petition by The Niles Bcstg. Co., and continued time from July 9 to July 23 for preliminary exchange of engineering exhibits, July 23 to Sept. 4 for final exchange of engineering exhibits, and July 31 to Sept. 10 for start of evidentiary hearing in proceeding on Niles' application for new am station in Niles, Ohio, et al. Action July 9.

■ Granted petition, as modified, by Broadcast Bureau and extended time from July 6 to July 20 to file proposed findings and from July 16 to July 30 for replies in proceeding on application of Pioneer States Bcstrs Inc., for new am station in West Hartford, Conn. Action July 9.

By Hearing Examiner Charles J. Frederick

■ Scheduled further prehearing conference for July 13 in proceeding on am applications of Monroeville Bcstg. Co., Monroeville, and Miners Bcstg. Service Inc. (WMBA), Ambridge-Aliquippa, Pa. Action July 10.

■ Granted motion by Muskegon Heights Bcstg. Co., Muskegon Heights, Mich., and extended time to July 6 to reply to petition by Grand Valley Bcstg. Co. for leave to amend its application for new am station in Saranac, Mich., and return to processing line; applications are consolidated for hearing with Wolverine Bcstg. Co., Wyoming, Mich. Action July 2.

■ Granted joint petition by People's Bcstg. Co. (WPBC), Minneapolis, and Gabriel Bcstg. Co., Chisholm, Minn., to extent of continuing July 2 hearing on their am applications to July 23. Action July 2.

By Hearing Examiner Walther W. Guenther

■ Granted request of Connecticut Tv Inc. (WHNB-TV), New Britain, Conn., and Springfield Tv Bcstg. Corp. (WWLP), Springfield, Mass., and scheduled oral argument for July 12 in connection with motion to quash subpoenas duces tecum filed June 28 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action July 6.

■ Pursuant to rulings made on record of July 5 further hearing in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., scheduled Aug. 31 for exchange of respondents' engineering rebuttal exhibits, and Sept. 10 for further hearing. Action July 5

By Hearing Examiner Annie Neal Hunting

■ Denied motion by Citizens Tv Corp. to strike certain testimony of Joseph C. Wilson in Rochester, N. Y., tv ch. 13 proceeding (Dockets 14394 et al.); also denied motion by Heritage Radio and Tv Bcstg. Inc., for reconsideration of examiner's ruling admitting into evidence "Program Preference Survey" exhibit of Federal Bcstg. System Inc. Action July 9.

By Hearing Examiner H. Gifford Irion

■ Continued July 11 hearing to Sept. 10 in Flint, Mich., tv ch. 12 proceeding. It appears that parties have reached agreement whereby Lake Huron Bcstg. Corp. will seek to dismiss its application for new tv station on ch. 12, Flint, and appropriate pleadings reflecting this agreement will be filed shortly. Action July 10.

■ On own motion, continued July 9 further prehearing conference to July 18 in proceeding on applications by two New York City stations—WPOW (WPOW Inc.) and WEVD (Debs Memorial Radio Fund Inc.)—and Troy, N. Y., station—WHAZ (Rensselaer Polytechnic Institute) for renewal of licenses. Action July 9.

■ Continued further hearing from July 17 to Oct. 1 in proceeding on applications of WIDU Bcstg. Inc., and AL-OR Bcstg. Co. for new am stations in Asheboro and Mebane, N. C.; procedural dates established following informal conference will be adhered to. Action July 9.

■ Scheduled further prehearing conference for July 10 in Flint, Mich., tv ch. 12 proceeding. Action July 3.

By Hearing Examiner David I. Kraushaar

■ By order in Syracuse, N. Y., tv ch. 9 proceeding (Docs. 14367 et al.), granted petitions for leave to amend applications by Syracuse Tv Inc., to reflect stockholding changes in corporation, and Ivy Bcstg. Inc. to specify same main studio location as that specified by ch. 9 Syracuse Inc., permittee under conditional grant for interim tv operation on ch. 9 in Syracuse; grant of Ivy's petition does not include grant of requested waiver of Sec. 3.613 of rules to permit specification of main studio location outside of Syracuse as such relief is beyond jurisdiction of examiner to pass upon; action herein rendered moot Ivy's petition for extension of time to file petition for leave to amend its application. Action July 5.

■ On own motion, made certain corrections to transcript of June 4 hearing (Vol. 3) in proceeding on application of Allen C. Bigham, Jr., for new am station in Salinas, Calif., and reaffirmed, on consent of parties, previous corrections made in June 4 transcript. Action July 5.

By Hearing Examiner Forest L. McClenning

■ Granted request by Nueces Telecasting



Co., and extended time from July 6 to July 9 to file reply findings in Corpus Christi, Tex., tv ch. 3 proceeding. Action July 9.

■ Granted petition by Broadcast Bureau, and extended time from June 29 to Aug. 15 to file findings of fact and from July 16 to Sept. 4 for replies in proceeding on applications of Beacon Bcstg. System Inc., and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action July 3.

■ Granted motion by KWK Radio Inc. and made certain corrections to transcript in matter of revocation of license of KWK St. Louis, Mo., except as to certain specified items wherein transcript errors are incorrectly noted; and made certain additional corrections. Action July 3.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted request by Broadcast Bureau, and extended time from July 6 to July 19 to file proposed findings of fact, and from July 16 to July 26 to file replies in proceeding on an application of The Mullins & Marion Bcstg. Co. (WJAY), Mullins, S. C. Action July 6.

■ Granted request of Alexander Bcstg. Inc., cancelled July 24 prehearing conference and advanced Sept. 7 hearing to July 31 in proceeding on its application and Farmers Bcstg. Service Inc., for new am stations in Taylorsville and Lenoir, N. C.; written exhibits, if any, shall be filed by July 24. Action July 6.

■ Granted alternative request by Don. H. Martin and accepted amendment to his application to change power of station WSLM Salem, Ind., to reflect change from non-DA to directional pattern; removed amended application from hearing and returned to processing line. Action July 3.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for July 10 in matter of revocation of cp of Martin R. Karig for WIZR Johnstown, N. Y., et al. Action July 9.

■ Granted petition by KDOK Bcstg. Co. (KDOK), Tyler, Texas, to extent of continuing hearing on its am application from July 9 to July 27. Action July 6.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of July 10

■ KRKC King City, Calif.—Granted change of facilities from 1570 kc, 250 w, D, to 1490 kc, 250 w-N, 1 kw-LS, specified hours, and install new trans. conditions.

##### Actions of July 9

■ KVIM, Queen City Bcstg. Inc., New Iberia, La.—Granted assignment of license to Wagenwest Inc.; consideration \$95,000.  
■ WJWS, Old Belt Bcstg. Corp., South Hill, Va.—Granted acquisition of positive control by John T. Riel through purchase of stock from W. Brown Hofer.

■ WBAP-AM-FM-TV, Carter Publications Inc., Fort Worth, Tex.—Granted transfer of control from Amos G. Carter Jr., Trustee, to Amos G. Carter Jr., Ruth Carter Johnson, Nenetta Burton Carter, Amos G. Carter Foundation and J. Lee Johnson III (main trans. and ant. and auxiliary trans. and ant.) (BTC-4076). Includes adjunct stations.

■ KVOU, Uvalde Bcstrs. Inc., Uvalde, Tex.—Granted acquisition of positive control by E. J. Harpole through purchase of stock from W. J. Harpole.

■ KEPS, Uvalde Bcstrs. Inc., Eagle Pass, Tex.—Granted acquisition of positive control by E. J. Harpole through purchase of stock from W. J. Harpole.

■ WEAL, Francis M. Fitzgerald, Greensboro, N. C.—Granted assignment of cp to Charlotte Radio and Tv Corp.

■ KLFY-TV Lafayette, La.—Granted cp to change trans. location to Maxie, La., make changes in ant. system and equipment, and change ant. height to 1240 ft.

■ WWLP(TV) Springfield, Mass.—Granted cp to make change in vis. and aur. final amplifiers (main trans. and ant.).

■ WYSL Buffalo, N. Y.—Granted cp to install alternate main trans. as alternate main-night and auxiliary-day; remote control permitted; waived Sec. 3.188(d) of rules to permit use of roof-top ant.

■ WYSL Buffalo, N. Y.—Granted mod. of cp to change ant.-trans. location to former WEBR site; condition; waived Sec. 3.188(d)

of rules to permit use of roof-top ant.

##### Actions of July 5

■ KLOE, KLOE Inc., Goodland, Kans.—Granted involuntary acquisition of positive control by Ross Beach Jr., individually and as co-executor of the estate of Ross Beach Sr., through the transfer of stock from the estate of Ross Beach, Sr.

■ WSPD Toledo, Ohio—Remote control permitted from Oregon City, Ohio (WSPD-TV trans. site) and from Toledo, Ohio (second remote control point); conditions.

■ WKEM(FM) Chicago, Ill.—Granted mod. of SCA to make equipment changes; delete 41 kc frequency.

■ KCKW Jena, La.—Remote control permitted.

##### Actions of July 6

■ Granted renewal of license for following stations: KFMJ Tulsa, Okla.; KAND Corsicana, Tex.; KBOR Brownsville, Tex.; KBRZ Freeport, Tex.; KBWD Brownwood, Tex.; KCAR Clarkville, Tex.; KCRS Midland, Tex.; KCTI Gonzales, Tex.; KDSX Denson-Sherman, Tex.; KHUZ Borger, Tex.; KMCO Conroe, Tex.; KERC Eastland, Tex.; KNET Palestine, Tex.; KSAM Huntsville, Tex.; KSOX Raymondville, Tex.; KTBB Tyler, Tex.; KTBC-AM-TV (main trans. and ant. and auxiliary trans.) Austin, Tex.; KWED Seguin, Tex.; KWKC Abilene, Tex.; KZEE Weatherford, Tex.; KITV (FM) San Antonio, Tex.

■ WAKE, WAKE Inc., Atlanta, Ga.—Granted mod. of license to change name to Basic Communications Inc.

■ WTTT-FM Tiffin, Ohio—Granted cp to replace expired permit for new fm station.

■ WIOK Normal, Ill.—Granted mod. of cp to change type trans., and extension of completion date to Oct. 1.

■ \*WICR(FM) Indianapolis, Ind.—Granted mod. of cp to change type ant.

##### Actions of July 3

■ KYSM-FM Mankato, Minn.—Granted SCA on multiplex basis.

■ North Platte Tv Inc., North Platte, Neb.—Granted cp for new am station to operate on 1410 kc, 1kw, D, with remote control permitted; conditions.

■ WRSC State College, Pa.—Granted increased power on 1390 kc, D, from 500 w to 1 kw, and install new trans.; remote control permitted; conditions.

■ KRRR Ruidoso, N. Mex.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

■ KCOK Tulare, Calif.—Granted increased daytime power on 1270 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA, and install new trans.; conditions.

■ WTCB Fairmont, W. Va.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

■ WMRE Monroe, Ga.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; remote control permitted; conditions.

■ WGEM Quincy, Ill.—Granted increased daytime power on 1440 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw, install new trans., and make changes in daytime DA pattern; conditions.

■ WINB Red Lion, Pa.—Granted cp to replace expired permit for international station.

##### Actions of June 28

■ Granted cps for following new vhf tv translator stations: Kanab Lions Tv, on ch. 7, Fredonia, Ariz., to translate programs of KLAS-TV (ch. 8), Las Vegas, Nev.; Cliff-Gila Tv Club, on ch. 11, Cliff-Gila, N. M.; KVOA-TV (ch. 4), Tucson, Ariz.; St. Johns Tv Committee, on ch. 7, St. Johns, Ariz.; KOLD-TV (ch. 13), Tucson, Ariz.; Douglas Tv Inc., on ch. 11, Douglas and vicinity, Wash.; KXLY-TV (ch. 4), Spokane, Wash.; Village of Center, ch. 13, Center, Neb.; KVTV (TV) (ch. 9), Sioux City, Iowa; Stites Community Tv, on ch. 7, Stites, Idaho, KXLY-TV (ch. 4), Spokane, Wash., condition; Moorcroft Community Tv Inc., on chs. 2 & 9, Moorcroft, Wyo., KTWO-TV (ch. 2), Casper, Wyo. and KOTA-TV (ch. 3), Rapid City, S. D.; Northern Tv Inc., on chs. 9, 7, & 7 Sutton, Nenana, Usibelli and Suntrana, Alaska, KTVA (TV) (ch. 11), Anchorage, Alaska and KTVF (TV) (ch. 11), Fairbanks, Alaska.

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● DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

● All other classifications 30¢ per word—\$4.00 minimum.

● No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

25% interest in going radio operation. Plus long term employment contract. Available immediately for top notch professional. \$10,000. Box 771M, BROADCASTING.

Aggressive manager strong on sales needed by single market Mississippi independent. Good compensation plus benefits to real producer. Experience and motivation in radio is the prime requirement. Reply Box 784M, BROADCASTING.

Immediate opening for manager for competitive N. C. small market station. Must be energetic, good salesman, sober, civic minded. Excellent salary-commission arrangement. Also need salesman-announcer with same qualifications. Accepting applications for all positions for new station opening in late fall. Send complete resume to Box 787M, BROADCASTING. Replies held confidential.

General Manager and Commercial Manager who would be willing and able to invest in minority interest with either large, Metropolitan market or medium market. Box 832M, BROADCASTING.

Management. \$400 month plus 20% for bright announcer/salesman. The right man will become manager with generous stock options in twelve months. Contract. Send tape, resume to KVCW, Price Tower Studios, Bartlesville, Oklahoma.

### Sales

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Experienced salesman for new station in good market. Unlimited opportunity for right man. Box 215, Benson, North Carolina.

Are you worth a thousand dollars a month? Let's talk about it. Box 751M, BROADCASTING.

5 kw—large eastern market. Liberal salary and commission. All replies confidential. Box 800M, BROADCASTING.

Wanted—Salesman-Announcer. Ample opportunity for advancement. Upper midwest, 1000/250 station. Box 825M, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Salesman. By leading medium market. Adult station in California. Good list. Good salary and a high commission rate. Experience preferred. Write or call Bill Walker, KLYD Radio, Bakersfield, California.

Announcer-salesman. Salesman wanted. 2-station market. Expanding staff. Send resume KMSL. Ukiah, California.

Madison, Wis. offers outstanding opportunity. We pay biggest guarantee, biggest commissions, have number one ratings. Immediate opening for seasoned salesman. Phil Fisher, WISM.

Experienced salesman—for really progressive daytimer 75 miles from Chicago. Must be able to sell radio. Present salesman leaving radio—making \$10-15,000 yearly. Send photo and resume to Bill Dahlsten, Manager, WLPO, LaSalle, Illinois.

Salesman single station small market. \$510 month guaranteed or commission which ever higher. Send resume, references and photo to S. A. Hassan, WROY AM-FM, Box 31, Carmi, Illinois.

## Help Wanted—(Cont'd)

### Sales

Management and sales openings thruout U.S. accent Midwest. Write for information and application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

### Announcers

Announcer, first phone required for New England daytimer. Excellent salary. Box 403M, BROADCASTING.

All around radio experience with first phone. Good pay near Chicago. Send tape and history. Box 551M, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt good music station for dj work plus news gathering and writing. Ability in production work helpful. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview required. List age, experience, education, family status, detailed experience. Box 598M, BROADCASTING.

Top rated good music station in beautiful Southern California coastal city expanding staff with two immediate openings in announcing/news departments. First class license required for both. Needed: a newsmen to gather, write, and air local news plus work short board shift. Needed: Combo board man, good voice and knowledge of good music essential. \$500 a month—both openings. Send tape and resume to Box 630M, BROADCASTING.

Wanted: Announcer with first class ticket. Box 682M, BROADCASTING.

Announcer—with first phone—no maintenance. Must have good voice and be able to run a good board for good, adult station. . . 75 miles from Chicago. Staff well paid—station successful. Need good men who care what they sound like. If that's you, write Box 696M, BROADCASTING.

Ohio daytimer needs first ticket engineer-announcer. Minor maintenance necessary. \$100 week to qualified man. Box 707M, BROADCASTING.

Announcer who really knows music and production. Restricted, or better, licenses required. Michigan's second market. An opportunity with a growing organization. Tape, photo, resume to Box 713M, BROADCASTING.

Help wanted . . . combination man 1st phone . . . emphasis on announcing. Send tape, photo, salary expected and experience to Box 772M, BROADCASTING.

Experienced announcer, all phases of radio, first phone, maintenance required. Send resume, references. Upper midwest. Box 785M, BROADCASTING.

First phone announcer. Midwest daytimer. Good working conditions in new building. Good pay, ideal family town. Send tape and full details to Box 724M, BROADCASTING.

Texas kilowatt seeking experience, mature staff announcer \$90.00. Box 730M, BROADCASTING.

Regional New England quality operation looking for strong local sales manager. Responsibility will be in sales supervision and personal selling. If you are not a good salesman, please do not waste precious time. If you do not state income you need in resume, you will be disqualified. Rush detailed information, including five references. Job is a good one, but a tough one. Box 739M, BROADCASTING.

Current opportunity for experienced announcer. Smooth delivery, mature resonant voice. Highly formatted operation; production commercial grouped every quarter hour; beautiful music. Midwest. Send tapes, photo and resume to Box 750M, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Mature dj with experience in production-commercials. No rock and rollers. Illinois good music station. Excellent salary, many fringe benefits. Personal interview necessary. Give detailed experience, age, education. Box 795M, BROADCASTING.

Announcer-engineer, no experience necessary, can learn both, but must have first ticket. East Coast, salary open. Box 799M, BROADCASTING.

Mature announcer for medium market station. No collect calls. Salary above average for market size. Resume and tape to KBRZ, Freeport, Texas.

Announcer—Experienced, fast pace, tight board, for number one in 4 station competitive market. Rush tape and resume to Box 822M, BROADCASTING.

First phone announcer, 250 watt daytime single station. College town, possible to forward your education while working. Contact Manager, KMCK, Fairfield, Iowa.

Immediate opening for first phone announcer emphasis on poise quality and commercial presentation. Salary open. Send tape, resume and picture to: Kent Roberts, KLMR, Lamar, Colorado.

Experienced announcer - sportscaster for leading radio and tv station in mushrooming Black Hills town of 45,000. Require professional experience in straight announcing, sportscasting, play-by-play. Salary, talent fees, fringe benefits match many large metropolitan markets. Permanent staff member required. This is no training ground. No phone calls. Write: Norman Heffron, KOTA AM-TV, Box 1752, Rapid City, South Dakota. Include tape and photo first letter.

1st phone fast paced announcer with good voice—production experience—permanent. Smog-free beach resort area—perfect year around climate. Contact Gen. Mgr. Lyle Richardson—KUDE, Oceanside, California.

Announcer, first phone required, for top single station Texas market. Maintenance secondary. Opportunity for advancement. Send details and tape to Jerry Sanders, KZZN, Littlefield, Texas.

Combo man with first ticket experience qualified for good music station. Send tape and full particulars with first letter. Salary open. No drifters. Permanent position. Jerry Collins, program director, WBBY Woodriver, Illinois.

My Boss wants you!! If you have a 1st phone ticket—2 years experience—like night shift, sign off 10:00 p.m. He'll pay top money and advance right man. All new studios and equipment—only station in market. I'd stay, but am going to Medical school. Write to Jim Jae KHMO, Hannibal, Mo. today! Signed Gene Woody, KHMO, staff announcer.

Announcer-M.C. desiring sales—salary and commission above average. Personal interview necessary. KLEX, Lexington, Missouri.

Morning glory . . . Early bloomer to tend our garden. Need first class shovel. Call Tob Taylor, 363, 1107 WDLR, Delaware, Ohio.

Experienced staff announcer 5,000 watter, full-timer, 40 miles west of Philadelphia. Good working conditions; attractive fringe benefits. WCOJ, Coatesville, Penn.

Wanted—announcer-salesman, first phone preferred but not necessary. Baltimore fm station. Base salary plus commission. Contact A. Styne, 300 Garden Road, Baltimore 4, Maryland.

## Help Wanted—(Cont'd)

### Announcers

Experienced personality for Pulse rated No. #1 modern format and news station. No screamers. Should have good housewife appeal. Late morning and early afternoon show. Production background helpful. Send tape, resume and minimum salary requirements to Ken Spengler, WCVS, P. O. Box 1506, Springfield, Ill.

Announcer-1st phone. Central Michigan daytimer. Immediate opening for mature experienced man—no maintenance. Real opportunity, salary open. Rush tape, resume, picture. WJUD, St. Johns, Michigan.

FM announcer wanted—staff man familiar with better music, including classics. Top working conditions. Don't apply unless you want to work. Send tape, photo, and other details to; Manager, WGH-FM, P.O. Box 98, Newport News, Virginia.

Indiana daytimer and FM needs experienced announcer. Good possibility of becoming P.D. by September first. Must have first phone. Salary open. Contact Frank Haas, WMRI, Marion, Indiana—North 4-7396.

Close to 100 jobs to fill next two months trout country, particularly Midwest. Announcers and combo, radio and TV, write, Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

### Technical

Wanted—1st class engineer with directional experience who wants to be chief. Box 454M, BROADCASTING.

Daytimer in Georgia needs combination chief engineer-announcer. Heavy on maintenance, \$130.00 per week for right man. Write Box 476M, BROADCASTING.

Chief engineer—must have experience engineering, announcing, selling. Handsome pay scale \$550 on up. Small town upper-midwest daytimer. Send letter only! W. L. Stangland, KIWA, Sheldon, Iowa.

Chief-engineer-announcer. \$110 weekly to start. Personal interview advisable. Must be fully qualified on all counts. Sales arrangement possible if desired. Midwest college community. Write Box 757M, BROADCASTING.

Wanted—Chief engineer, combo man preferred, 1000/250 station, upper midwest. College town. Good opportunity. Box 824M, BROADCASTING.

Chief engineer—D.J. Immediate opening start \$500.00 per month. Send tapes, resume or call Paul Battisti or Al Anthony EM 6-4411. KAFY, Bakersfield, California.

Experienced first phone. Maintain University fm and tv. KUSC, Los Angeles 7, Cal.

Permanent opening for engineer, first phone, must be good on preventative maintenance, must know AM-FM stereo multiplex. Inquire WBLV, Springfield, Ohio.

Chief engineer with announcing ability good position for a good man. WGTN, Georgetown, South Carolina.

Chief engineer with above average technical know-how plus administrative ability for above average 5 kw station. WLSI, Pikeville, Kentucky.

Combination engineer/announcer for all new equipped station. Write giving age, marital status, experience, previous employment, etc., along with minimum acceptable salary. To: Clarence Jones, WQIZ, St. George, South Carolina.

Engineers and combo-men in radio and TV. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. for application now. Many opportunities, free registration.

### Production—Programming, Others

Excellent growth opportunity for Producer Director with Capital Cities Broadcast Corp. (Albany, N. Y.) Must have commercial background and some experience. Start immediately. Write Box 798M, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Are you a News Director? Strong Montana network station needs mature, experienced news director. Man to compile local and state news. Station has excellent facilities. AP wire. Air voice important but not prerequisite. Applicant must provide references, resume and picture. We are looking for a qualified man who desires a permanent position with one of Montana's leading stations. Manager. Sales and Program heads with station since 1949. Staff is experienced, hard working and congenial. All applications acknowledged. Box 659M, BROADCASTING.

Editor for disc jockey fan magazine, must know disc jockeys, song and record ratings. Box 748M, BROADCASTING.

News director for radio tv outlet in Midwest. Man should be good on the air and on camera. Person should be able to direct or man department. Box 815M, BROADCASTING.

Top rated good music station in Florida needs production man with useful ideas and experience. Stable operation with TV affiliate. Send background, experience, audition tape, picture, air mail to Box 817M, BROADCASTING.

Copy chief—experienced and with production ability. Must be creative and imaginative. Immediate opening. CBS, dominate station in market. Contact Carl Hallberg, WDBO Radio, Orlando, Florida.

Major eastern market, independent station is looking for a man who knows sales promotion air promotion, trade paper advertising, exploitation, et al. Excellent salary for the right experienced man. Send complete details with picture (if available) to Box 819M, BROADCASTING.

## RADIO

### Situations Wanted—Management

Manager, strong on revitalizing losing property, willing to relocate in metropolitan market. Sober, family, excellent references. For personal interview write Box 597M, BROADCASTING.

Need a selling manager? Will swap thirteen year success record for full responsibility. Mature, civic-minded family man. Employed. Box 671M, BROADCASTING.

Working manager desires permanent change. More than 20 years top air-sales, all phases broadcast, tops in special events, public relations. Public service, M.C. work, proven sales record. Present salary \$15,000 with tightly produced 250 kw, in very competitive two station market. Grossing exceeds \$120,000 annually. Top references, resume and meeting upon request . . . before school begins. Otherwise no hurry. Box 712M, BROADCASTING.

Good man nowadays is hard to find! Not so—there's me! Almost two decades in radio. Experienced in management, programming, personality, air work, sales, copy, traffic—all phases. Married, under forty. College grad., four children. What's the offer? At what price? Box 716M, BROADCASTING.

Looking for an aggressive individual who knows radio and has been successful with all phases? Who is young (28), a college grad and married? Who has a proven sales record and has been successfully associated with a #1 operation for the past three years? Who is a hard worker and organizer? If looking write now to Box 731M, BROADCASTING.

Pennsylvania broadcasting executive. Nine years present position. Young-aggressive. Interested in manager-sales manager position. Willing to invest. Excellent references. Box 756M, BROADCASTING.

Manager for medium to large market station. College graduate; 21 years in broadcasting; 13 years in management; 8 years at present station. Married. In Midwest but will consider all locations. Exceptionally good qualifications. Box 765M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

Management wanted—New England area. Strong on sales. Experienced all phases radio. Box 781M, BROADCASTING.

Manager—Sales Manager. 12 years experience. Currently sales manager number one station in metro market. Wants similar position in small or medium market. College grad. Family man. Personal billings \$8,000-\$8,500 monthly average. Box 801M, BROADCASTING.

Young (32) energetic idea man seeking management position. Heavy experience all phases of radio. Currently employed as news director in mid-western capitol city. College graduate. Family. Box 823M, BROADCASTING.

Florida or East Coast states. Working manager with successful sales and management record desires change. Best references. Small market stations specialty. Family man civic minded. In Tennessee. Box 830M, BROADCASTING.

Native Illinois manager. 20 years radio, 13 executive. Wide range experience. Small to large operation. Seeks management, assistant, programming and/or news. Prefer Illinois, Indiana, Kentucky, Ohio but will consider others if opportunity is right. Presently assistant manager. Well liked but have reason for change. Highest recommendations. Contact Ted Fairburn, WSIP, Paintsville, Ky.

### Sales

National Sales Director—major market group. Available soon. Nationally known. One of the best management, sales, programming (all types) records in the industry. Outstanding success in popular music area. Interested only in major markets. Box 143M, BROADCASTING.

Anxious to learn sales; top-notch play-by-play, 1 year in radio; conscientious, married; 23; veteran; first phone. Roy E. Acuff, 4410 Sequoia, Corpus Christi, Texas.

### Announcers

6 years experience. Personality dee-jay, tight production, ready to move up and settle permanently during August. Draft free, family man . . . want \$160 . . . first phone. Box 596M, BROADCASTING.

Stop! I'm your man if your station is in Arizona or California and if you want a young announcer with happy attitude, tight production, and excellent sales background. Box 634M, BROADCASTING.

Ben Casey cannot handle your operation as well as I! Young and versatile with a happy sound and tight board. Michigan or midwest preferred. Box 635M, BROADCASTING.

DJ; fast board; mature sound; experienced; veteran; want permanent position. Box 656M, BROADCASTING.

First-phone personality. C&W and pop. Sober family man. Excellent audience rating. Experienced news, farm, metropolitan, sales, copy. Box 668M, BROADCASTING.

Announcer-type announcer available 8/1; presently in one of biggest markets. Mature, literate; experience as PD, newsmen. Can give you gutsy newscasts or keep your audience up all night with the most listenable music show and commercials in the business. 1st ticket, sweet temper, but pd's under 21 do not write Box 673M, BROADCASTING.

One of the finest small stations in the nation gives its endorsement to a fine announcer with ambition whom we would like to see get ahead. We feel he has the ability to be your best with excellent management potential too. Integrity, family, Civic and Fraternal responsibility, B.A., Vet, 7 years experience radio and tv. He intends to move in September. We'd like to see him make a good one with our blessings. We'll recommend him to the right respondents. This is no gimmick. Box 681M, BROADCASTING.

Announcer-Account Executive (combination) Experienced; Air-sales-Production voices. College. Box 688M, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

Beginner, disc jockey, some experience. Know music, writes jingles, news editing, music library work. Mild cerebral palsy. Box 703M, BROADCASTING.

Announcer D.J.—mature sound, tight board. Available for immediate appointment. Box 727M, BROADCASTING.

Top jock, medium market. Wants permanent position in Midwest. No screamers. \$125 minimum. Box 734M, BROADCASTING.

Female, D.J. announcer—continuity writer, tight board, bright sound. Box 736M, BROADCASTING.

Have first phone. 15 years experience in electronics. Diploma from Broadcasting School. Some announcing experience. Good knowledge of music and can sell. Looking for position with station in Kentucky or Tennessee with possibility of buying in. 35 years old, single, sober, honest, and dependable. Will answer all inquiries. Box 737M, BROADCASTING.

Young versatile Negro announcer-D.J. handle all markets 7 years experience, willing to relocate. Box 741M, BROADCASTING.

Desire-enthusiasm-training-maturity-college graduate-musician-opportunity most important. Available immediately! Prefer Midwest. Box 742M, BROADCASTING.

Ten year veteran all phases radio. Sports play by play, West, Midwest. Solid references. Box 743M, BROADCASTING.

Medium paced, bright, tight, announcer/production man. Will travel anywhere. Box 747M, BROADCASTING.

Creative, articulate radio-tv veteran, and family, wants Southern California. Resume, tape on request. Available soon. Box 752M, BROADCASTING.

News-editorial-documentary. Newspaper-radio-wire service background. Gather-write-rewrite-deliver authoritatively. Looking for number one newsman? Am your boy! Family man. Korean vet. Presently northeastern city market where they know I mean business and increased listenership. Want outfit with future and guts. No small markets please! Box 753M, BROADCASTING.

News and general announcer. 30, single, draft exempt. Can sell commercial copy. Mature voice. Will travel. Box 754M, BROADCASTING.

Annrc-D.J. available in September. Six years experience in all types of radio. Currently with #1 top 40 station in large Midwest market, seeking larger market with more challenge. Prefer Midwest or East. Tape and resume on request. Box 755M, BROADCASTING.

Bright announcer with tight board. Can do production spots. Desires Eastern Market. Hard worker. Box 758M, BROADCASTING.

Talented, young draft-free, top 40, wants small, medium market. Box 760M, BROADCASTING.

Sports-news-programming, veteran 24, married. Seeks radio or tv position with future. Box 761M, BROADCASTING.

DJ announcer. Tight formula production. Modern. Cheerful. Music. News. References. Box 767M, BROADCASTING.

Announcer DJ. Mature news. Swinging personality show. Reliable. Versatile. References. Box 768M, BROADCASTING.

Young married man seeks to relocate in college town. Three years announcing experience, two as chief engineer. First phone of course. Box 769M, BROADCASTING.

Experienced radio announcer. Quality sound for commercial. Music and news. Only New England, New York City, New Jersey need apply. Box 773M, BROADCASTING.

D.J. newscaster, crisp bright sound, air personality. Tight production. No prima donna. Box 802M, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

First phone personality—college, 5 years experience, draft exempt. \$135.00 minimum. 646M, BROADCASTING.

D.J. announcer, tight board, relieve or staff. Married 2 children, resonant voice. New York resident. Box 722M, BROADCASTING.

Young—smooth announcer-D.J., Authoritative newscaster—not a floater. Desire good music station appointment. Box 728M, BROADCASTING.

Young man 21 yrs. old. Seeking career as radio annrc. Has had six years experience with records. Well-schooled in commercial writing, music programming, sales, speech and diction, news etc. Can do any type music show. Draft-free. Desires job on East Coast. Can operate very tight board. Min. \$70 per week. Box 774M, BROADCASTING.

"Bravity is the soul of evil" (Hamlet). D.J. newsman, first phone, extensive experience in radio and tv. Wish to move up from present position. Box 779M, BROADCASTING.

Mature young personality, experience 2 years, in medium market. Box 788M, BROADCASTING.

Announcer-sportscaster. Four years football, basketball and baseball experience. Some sales work. Reliable family man seeks permanent position. Prefer Midwest. Box 790M, BROADCASTING.

Part time, fill-in man. Medium sized market, two years experience. Seeking full time employment. Box 791M, BROADCASTING.

"Snowbird" desires permanent position in Florida. 10 yrs. experience all phases. News & sports a specialty. Let's help each other. Box 792M, BROADCASTING.

Stop reading! I'm the one. Tight board . . . happy sound . . . any format! Young, dependable and married. Will travel. Box 794M, BROADCASTING.

Award winning newsman. Thirteen years experience includes broadcasting, reporting and network newswriting. Journalism degree. Family. Box 796M, BROADCASTING.

Distinctive, authoritative presentation, plus writing, timing and editing. Good air salesman. Married, veteran from Midwest. Box 803M, BROADCASTING.

Conservative announcer—married, would like to become a member of your good music, news conscious station and community. Box 804M, BROADCASTING.

Top sportscaster, news, discs, program director. Experienced radio-tv. Family. References. Box 805M, BROADCASTING.

Within month . . . position in greater Atlanta market. Young, but with good experience and top references. First phone and enthusiastic . . . any format. Box 807M, BROADCASTING.

New York and vicinity: only 22 but 4 years experience. Currently employed south with number one Hooper and Pulse, but New York is home. Box 810M, BROADCASTING.

Strong news—production conscious on the spot — rewrite — sang professionally. Box 811M, BROADCASTING.

Serious but enthusiastic, news-minded, college graduate, excellent musical knowledge. Box 812M, BROADCASTING.

"Lousy DJ"—7 years experience—big markets—No morning spots. Box 828M, BROADCASTING.

DJ, newsman, 3 years experience. Bright, tight production. Personality or staff, any music. P.D. experience. College. Want permanency. Box 831M, BROADCASTING.

Young man, 21, inexperienced, has first phone, will travel—service obligations fulfilled. Box 834M, BROADCASTING.

Not energetic, live wire, swinger or even fully awake announcer. Pleasant voice. Can read and write. Dorr Allan, WAUX, Waukesha, Wisconsin.

**Situations Wanted—(Cont'd)****Announcers**

Radio-tv major graduating August 4th from Kansas State University, veteran, family, part-time commercial experience. Also want to work in sales. No top 40. Larry P. Justus, 1008 Ratone, Manhattan, Kansas.

"Retiring from rock and roll. After seven years in radio, mostly in major market top forties, my sanity is in danger. Mature, excellent voice. Adult, off-beat, tongue-in-cheek, chuckley approach to life in general. I'd like to settle with wife and five kids in medium to major market, preferable in AM-TV operation. Droll, different, and appealing—but not to kids and cretins. Ask for tape, picture references, or philosophies. Jim Lewis, 105 Centre Street, Brookline, Massachusetts."

Personality disc jockey—5 years experience. Also experience in sports news and production. Want southeast metro market—Sid Young, 262-2262, Nashville, Tennessee.

**Technical**

I control department, work hard, take pride, cover major dj block. Nine years working directional. There in eight days. All inquiries answered. Box 539M, BROADCASTING.

South only—first phone, 12 years chief and staff engineer. Maintenance is my interest. No announcing—please. Box 561M, BROADCASTING.

Engineer, 26 years as chief and consultant available in 30 days. Excellent maintenance, construction and design. Familiar with all FCC relations. Bonus, good news, and straight commercial voice. No sales, sports or special events. \$550 minimum. Box 639M, BROADCASTING.

Chief engineer—experienced to 50kw-am/fm construction. Maintenance-directions and proofs. 870M, BROADCASTING.

Experienced engineer would like to join your technical staff. Does not object to relief announcing. First phone. Box 738M, BROADCASTING.

Director of Engineering sought with group or aggressive station by consultant practicing for 16 years. Thoroughly familiar with directionals, broad experience in broadcasting, BS degree, 6 years with FCC. Resume and references. Available 30 days. Box 775M, BROADCASTING.

Engineer, first phone, good on maintenance, some announcing experience, but needs polishing desires job as combination man. Box 776M, BROADCASTING.

Engineer with several years broadcast engineering and communications maintenance experience seeking employment as chief with station needing good maintenance. Competent dependable worker. 1st phone. Box 782M, BROADCASTING.

Married veteran. 26, first phone, wants second or third shift position in college town. 2½ years radar and general electronics experience. Bradley A. Richardson, 2020 28th St. S. E., Grand Rapids, Mich., CH 3-1543.

First class licensed; chief engineer, announcer-engineer experience. Car, good references, available now. Mid-Atlantic coast or New England. Phone Mr. Downie, Dover, Delaware, 734-3326.

First phone, some experience. Handicapped, go anywhere. Earl J. Key, Clarksville, Arkansas, Route #1. Pleasant 4-2268.

Engineer—5 years chief am-fm. available August. \$135.00 Min. Reference. Box 52, Green Bank, West Virginia.

**Production—Programming, Others**

Gentleman with vast and varied radio-tv background would like administrative work or programming in Southern California. Also would like to purchase minority stock. Box 654M, BROADCASTING.

I am interested in employment with a progressive station preferably Pacific Northwest or Rocky Mountain area looking for mature imaginative news director—Radio/TV—Presently Press Secretary, Lt. Gov. MA degree. Experienced in writing, producing and delivering news and special events programs. Box 766M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

No Formulas—but . . . if your station needs creative, aggressive, community conscious programming leadership consider program director of successful operation in metro market. 12 years experience. Directorships—production-news-music-sports. Excellent air-man. Create imaginative spots that sell. Top character references. Hard worker. Run tight mature operation. Long stay-top pay. Box 710M, BROADCASTING.

News and public affairs specialist—Currently top rated in top ten market. Desires position with aggressive station. College, experienced in all phases including documentaries. Box 723M, BROADCASTING.

Professional. Experienced personality, news, production, programming. Good representative. Available. Box 727M, BROADCASTING.

I've been preparing this ad for five years as a small mkt. D.J., medium mkt. P.D. and top rated major mkt. D.J. I'm ready to program your station, Box 729M, BROADCASTING.

Top rated, award winning newscaster. Experienced major market news director. Best references, kines available. Box 778M, BROADCASTING.

Radio news director held behind the corn curtain. Trapped in Iowa 4 years. Help me out? Box 780M, BROADCASTING.

Family man with proven leadership who knows good production. Seeks challenging opportunity as production manager or top market director. 5½ years experience. College. Top references. Box 789M, BROADCASTING.

Program executive. Announce, sell, a worker; gets results. Conservative. Seeks immediate change. Prompt reply. Box 793M, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

Many good territories open for live-wire syndication salesman to represent travel-adventure series on straight commission. Thirty-nine one-half hour episodes color and black and white now running thirty principal cities. State background. Box 814M, BROADCASTING.

Number one Tv Station in midwest market needs alert, experienced local salesman. Exceptional benefits for right man. Send photo and complete resume to Box 838M, BROADCASTING.

### Announcers

Immediate opening for experienced on-camera announcer. Network affiliated station located in south central states. Station has been on air for seven years. News and weather background will be helpful. Replies will be acknowledged and all tapes returned. Send complete background information, reference, salary requirements, and audio tape to Box 763M, BROADCASTING.

Need strong personality for kids show. Experience and creative ability are of utmost importance. Send complete background recap and sop or tape to Program Director, KCRG-TV, Cedar Rapids, Iowa.

Newsman for on-the-air presentation and full-time local news gathering. Must have TV experience in both. Prefer Texas applicant. Send picture, audio tape and biography. Lynn Pentony, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Announcer-director. Modern television production center seeking versatile man with proven professional abilities in both announcing and directing. Send complete resume tape, picture. WSAV-TV, Savannah, Georgia.

Promotion director wanted for established department. Must be familiar with lay-out, on the air sponsor reports, etc. Need a top notch man or woman who can take charge. Send resume and sample of work to Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

## Help Wanted—(Cont'd)

### Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Opening available for experienced tv technician with first class license. Write or call Kelly Robbins, WFBM-AM-FM-TV, Indianapolis, Indiana.

TV Engineer. Station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance TV equipment or who has fundamental knowledge and capability learn quickly under guidance of chief engineer. WSAV-TV, Savannah, Georgia.

Wanted Engineer—board operator tv master control, first phone. Will accept recent graduate or someone light in experience anxious to learn. Call Chief Engineer, KRTV, Great Falls, Montana 453-2433.

Wanted. Chief engineer familiar with all phases of installation and operation. VTR experience helpful. Educational Midwest VHF. Send resume and photo. All replies confidential. Box 759M, BROADCASTING.

### Production—Programming, Others

Television Continuity Director, Florida market. Send background and salary requirements. Box 637M, BROADCASTING.

Meteorologist for top-flight station in major market. Must be fully qualified professional capable of setting up and running complete weather station, plus delivering ten to fifteen weathercasts on camera each week. Midwestern location; excellent working conditions; good pay; prestige position. Our employes know of this ad. Box 783M, BROADCASTING.

Production director tv with announcer ability for tv and radio outlet in Midwest. Excellent opportunity for announcer or director looking for step up the ladder. Box 816M, BROADCASTING.

Opening #2 man midwest medium market radio-tv newsroom. Strong all phases including airwork and administration. Clean deliver, college grad., over 25, 5 years in bus. Send all, including salary demands and audio tape first letter. Craig Tenney, director KCRG News, Cedar Rapids, Iowa.

Director-Producer. Modern television production center has opening for competent, versatile director thoroughly familiar all phases local TV production. WSAV-TV, Savannah, Georgia.

Newsman for prestige station WSBT-AM, FM, TV. Good opportunity for young man with journalism background wanting to move to top rated news operation. Send tape and photo or video tape to Personnel Director, South Bend Tribune, South Bend, 26, Indiana.

## TELEVISION

### Situations Wanted—Management

Experienced Agency Vice-President. For: Assistant General Manager, in Charge of TV Programs and station operations. Age 38. Have had twenty years in radio and television. Started in Tv in 1949. Experienced in all phases, programming, sales, operations and announcing. For last seven years have been Vice-President of six advertising agencies, affiliated in the south. Only interested in becoming the assistant to a general manager of Tv outlet in good size market. Box 638M, BROADCASTING.

General Manager, 1000-watter with proven record in creative selling for tv, radio, film, ad agencies seeks syndication position. Will travel fulltime with wife/secretary. No children. Non-drinkers. Require salary, expenses, commission incentive. Topline product only. Box 672M, BROADCASTING.

### Sales

Yellow Pages salesman with Reuben H. Donnelly Corp. in Nation's 4th Yellow pages market. TV experience—7 years director-personality. Box 820M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Need newsman? See announcer-type ad under Situations Wanted, Radio.

Announcer-polished professional, 14 years experience including 6 tv, desires to relocate-family man. Kennebunk, Maine, YUKON 5-3707.

### Technical

Chief 4½ years, built maximum-power vhf station and microwave. Midwest, West. Box 813M, BROADCASTING.

Engineer with over ten years experience as chief TV, AM, FM desires responsible position with progressive company. Box 631M, BROADCASTING.

Chief Engineer progressive station. Experienced, planning, construction, maintenance. All phases tv. Presently employed responsible position. Desire to cease traveling. Box 664M, BROADCASTING.

1st phone, eight years experience all phases studio, technical school graduate. Box 733M, BROADCASTING.

Young first phone would like to work with top tv engineer. Radio experience in all phases . . . good PR man, presently assistant manager. Willing to sacrifice my high salary for knowledge and permanency . . . prefer Georgia-Florida, Atlanta. Box 808M, BROADCASTING.

### Production—Programming, Others

Newsman. 11 years. Directed legislative, election, special events. Editorial writing background. Family; age 34. Call 304-925-5488 collect. Box 407M, BROADCASTING.

Newsman: 10 years experience—5 with wire service, 5 with radio station, executive position with each. B.S. degree, 30, married, hard-working, enterprising, production-minded. Good voice. Seek major market. Box 675M, BROADCASTING.

Traffic manager, sales service, experienced, t.v. or radio. Box 770M, BROADCASTING.

Program Director. Currently production manager top 50 market. 9 years experience. 37—married. Desire station wanting strong local programming. Box 777M, BROADCASTING.

Quality news director medium market, seeks quality station opening larger market. 36. M.A. Community leader. Tops all around. Air work too. Make my competition happy. I haven't in years. They're my best reference. Box 826M, BROADCASTING.

Production manager: seasoned professional. Stimulates best team operation. Tops middle market. Seeks position with progressive operation. Favorite hobby, building ratings. Box 835M, BROADCASTING.

### FOR SALE

#### Equipment

ITA 1000 watt FM transmitter, one year old, new tubes in transmitter with spares, also one program line amplifier 6 months old. Box 657M, BROADCASTING.

Used FM transmitters. One 10-kw Western Electric now operating. One 1-kw Western Electric. Write Box 725M, BROADCASTING.

Gates BC-1E 1,000 transmitter reduced to 500 watts; New Gates patch panel and cords; New R.C.A. 77 DX mike; New Shure, mike; New 30 watt amplifier; Package price \$2,000.00 cash. Box 740M, BROADCASTING.

Matching Amplifier for Presto 6N recording, lathe. Perfect condition, best offer. Box 797M, BROADCASTING.

For sale—G.E. package 250 watt transmitter dual console limiter, PT-6 Magnicord tape recorder—two presto turn-tables. Good condition. Box 829M, BROADCASTING.

## For Sale—(Cont'd)

### Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

1 kw Dumont transmitter, including side band filters. Excellent operating condition. \$9,500. KCHU, Box 18, San Bernardino, California.

For sale: Gates "Sta-Level" automatic program level amplifier. Two years in service. Good condition. First offer over \$100.00. Write or call WARU, Peru, Indiana—GR 3-4448.

ECA TT-5 tv transmitter, low band, good condition, presently on air. Plans and or service available for air conversion to Amperex 6076. Good assortment spare parts included. P. O. Box 429, Redwood City, California, or call, area code 415: 369-4675.

100 recent Remington and Royal electric typewriters, all automatic features, completely reconditioned-guaranteed. Cost new \$550.00. Sacrifice \$99.50, in orders of three \$89.50 each. Shipped duty free. Crown Equipment Co., 1011 Bleury, Montreal, Que.

Lost lease. Have for sale Translux Traveling News Sign in perfect condition. Cost \$14,000 new, will sell for \$3,000 if you come and get it. 42½ ft long 48 in. high. Write WBYL, Springfield, Ohio.

Two Seeburg Library Units... Model 200LU in excellent condition with preamplifiers. Lined Oak cabinets. Good basic automation units. Both for \$700 FOB. Write Box 3124 Waco, Texas.

"For Sale" one complete GE studio camera chain model 4 PC 4 with Houston Fearless tripod, (3) B & L lens, GE monitor, power supplies, channel amplifier. Call O. L. Turner, WSIL-TV, Harrisburg, Illinois.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; ½" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

ECA 3-bay, Channel 3 (or 2) TV antenna. 320 ft. 3½" Com. Products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain. WSAV-TV, Savannah, Georgia.

For Sale—Price \$1200.00. One programming automation unit—This unit will operate 8 hours continuous without attention—using a 14 inch reel of double track tape for music at 3¼ I.P.S. and 10 inch reel for announcements at 3¾ or 7½ I.P.S. speed. Mounted on 6 foot rack—Ideal for nighttime programming. Contact Leonard Ballard, Chief Engineer, Swanco Broadcasting, Inc., 5th and Park St., Des Moines, Iowa.

Ampex 200's & 450. Presto PB-17 Collins cartridge equipment. All operating within factory specs. Lang Electronics, Inc., 507 Fifth Avenue, N. Y. 17. MU 2-7147.

## WANTED TO BUY

### Equipment

Wanted in good condition current Schafer automation. Ampex 350 and 352, H-F FM monitor, console and T. T. 300 ft. 1½" Helix line, ½" Helix line, 6 ft. Parabolic for 950 mc. Box 42M, BROADCASTING.

Thoroughly experienced radio executive seeks, equal, or majority ownership, daytimer, in either Indiana, Illinois, Wisconsin, Iowa. Box 642M, BROADCASTING.

Wanted: General Electric 12.5 kw UHF amplifier equipment. Must be complete with power and heat exchange and in good condition. Box 711M, BROADCASTING.

Nebraska college needs board, turntables, arms, PT-6 Magnecorder. Contact Robert Larson, KOVF; State College, Kearney, Nebraska.

## Wanted to Buy—(Cont'd)

### Equipment

Father-son team, long on ideas and enthusiasm, short on cash, looking for opportunity to acquire complete control of Florida radio station. Terms, not total price important. Box 809M, BROADCASTING.

I would like to purchase used teleprompting cueing equipment and typewriter. Box 821M, BROADCASTING.

Need RCA 77-D or 44-B mike. Good condition. Also standard rack. WSP, Paintsville, Ky.

## WANTED TO BUY

### Stations

Responsible broadcaster desires additional upper Midwest radio station. M.D. Price, 1152 First National Bank Building, St. Paul, Minnesota.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts August 27—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

FCC first phone license in 6 weeks. Train on 5000 watt commercial station. Air conditioned classrooms. Apply now for special summer rates. American Academy of Electronics, 303 St. Francis Street, Mobile, Alabama.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 8504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

## Miscellaneous

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Tapes, 1200' 99¢. Sample 25¢. Free catalog. Box 3095, Philadelphia 50.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed onto pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

Make your program sparkle! 101 features and facts for radio personalities. \$2.00. John Cunningham, P. O. Box 213, Louisville 1, Kentucky.

## Business Opportunity

President wanted. New Junior College. Radio, tv, drama, business. Exceptional opportunity, qualified person. Nominal investment. Box 56, Crown Point, New York.

One or two working partners to operate new station. Excellent opportunity for the right party. Reasonable investment. Box 833M, BROADCASTING.

## RADIO

### Help Wanted—Management

### MANAGEMENT INTEREST

Substantial ownership interest available for qualified manager willing to invest in major market property.

Box 649M, BROADCASTING

### Production—Programming, Others

### NEWSMAN

To gather, write, and broadcast radio news. Experienced newscaster or 1962 journalism graduate preferred. Contact Personnel Manager, WDBJ, Roanoke, Virginia.

## RADIO

### Situations Wanted—Management

### LOOKING FOR A TOP MANAGEMENT TEAM?

High calibre three-man team with extensive experience TOGETHER in management, sales and programming, will consider challenging situation with single or multiple station owner. We are geared to reduce expense and increase sales. Metropolitan area preferable but not mandatory. All replies confidential.

Box 732M, BROADCASTING

## Sales

### ATTENTION

North & South Carolina, Virginia, Georgia, Florida

20 years experience, all phases of radio. 7 years selling, 9 years with present employer. College grad. Small or medium market. Have been co-pilot long enough. Want to move up. No armchair manager. Thrives on competition.

Box 806M, BROADCASTING

**Help Wanted—(Cont'd)**

**Technical**

**RADIO TECHNICAL SUPERVISOR**

50 KW clear, one of America's oldest and biggest radio operations in the East looking for smart aggressive studio technical supervisor. Must be experienced in all phases of control room operations, have knowledge of transmitters, AM & FM, and have proven administrative abilities. Applicant should have B.S. degree or equivalent and have potential for advancement. Salary in excess of \$10,000 commensurate with qualification.

Box 818M, BROADCASTING

**TELEVISION**

**Help Wanted**

Production—Programming, Others

**An Opportunity . . .**

. . . to be creative, to grow . . . to participate in the great future of a major eastern television station and its parent company, one of America's largest, most reputable operations. Interested? We are . . . in a young man who wants to get ahead and has the intellectual agility, drive and sheer potential to practically guarantee his success as a Promotion Assistant in the immediate future and higher management responsibilities in the years ahead. He need not have a TV or radio background. Are we talking about you? Write to us. Tell us about yourself, your background, and why you think you are the man for this job.

Box 762M, BROADCASTING

**EMPLOYMENT SERVICE**

**JOBS IN RADIO & TV**

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

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**INSTRUCTIONS**

**SIX WEEK COURSES**

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**NINE MONTH COURSES**

- d. Chief Engineer
- e. Program Director
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Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog  
**KEEGAN TECHNICAL INSTITUTE**  
"Since 1947"

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Am looking for outright purchase or interest in either radio or television station. General Manager of top radio station—non rocker—in first 30 markets for last six years. Thirteen years additional executive experience at TV station, national representative and national network. In early forties. Will acknowledge each response.

Box 786M, BROADCASTING

**WANTED**

One 1-kw or 5-kw used transmitter. 1 channel 8 antenna. 1 used camera. Ellis Anderson, WTVY, Dothan, Alabama. SY 2-3195.

**Miscellaneous**

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Absolutely the lowest prices in America on beautiful high-quality business cards! Raised letters look like real engraving. Ideal for businessmen, professional people, salesmen, or just plain folks who know the value and prestige that a fine business card gives you.

Simply jot down what you want printed on your cards and rush to us for amazing 48-hour post-paid service. Include your remittance of only \$3.99 per thousand one-color cards, or \$4.99 per thousand two-color cards.

- (Colors are black, blue, and red.)
- No C.O.D.'s please.
- Accuracy and satisfaction fully guaranteed.

Order now from  
**NEW STUDIOS, INC.**  
P. O. BOX 472  
BROWNWOOD, TEXAS

**FOR SALE**

**Stations**

**OWNERSHIP OPPORTUNITY**

Substantial ownership interest available for qualified manager willing to invest in major market property.

Box 650M, BROADCASTING

**FOR SALE**

The only 1000 watt-daytime radio station between New Orleans and Baton Rouge, serving 6 small towns on the fast growing industrial Mississippi River. A money maker for the right party.

Box 665M, BROADCASTING

**For Sale—(Cont'd)**

**Stations**

**Pacific Northwest**  
Exclusive full-time local AM station. Price \$30,000. Half cash. Ideal man-wife operation. Grosses between \$27-\$30,000.  
Box 728M, BROADCASTING

**CLASS B FM**

Centrally located in Florida on Gold Coast. 15,000 watt. All new RCA equipment. Good terms—Priced for quick sale.

Box 745M, BROADCASTING

**OREGON DAYTIMER**

1000 Watts—No cash involved. Up to ten years for financing to qualified buyer.

Box 746M, BROADCASTING

**FOR SALE**

Radio facility for \$120,000. Absentee owner will sell for \$40,000 down with balance over seven years. 1 kw daytimer in Northeast. Exceptional opportunity for owner-operator.

Box 764M, BROADCASTING

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals  
**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946**

Negotiations Management  
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**HOWARD S. FRAZIER, INC.**  
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Texas single at approx. annual billing. \$65,000 with \$25,000 down—Texas single \$65,000 only \$7,500 down—Colo. single \$50,000—Tenn. fulltime major \$275,000—Tenn. fulltime major \$350,000—Ark. single \$79,000—Ark. medium \$150,000—Fla. fulltime power \$160,000—La. single \$45,000—Many others!

**PATT McDONALD CO.**  
Box 9266—GL. #080  
AUSTIN 17, TEXAS

**STATIONS FOR SALE**

1. MIDWEST. Exclusive. Daytime. Asking \$80,000. Terms.
2. NORTHEAST. Full time. Gross exceeds \$70,000. Profitable under absentee ownership. Asking \$125,000. Terms.
3. NORTHWEST. Metropolitan market. Daytime. Absentee owned. Asking \$100,000. 29% down.
4. CALIFORNIA. Metropolitan market. Daytime. Asking \$125,000. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

Here is a plan to help you

# REDUCE SUFFERING AND TRAGEDY

With it, your company can **SAVE PRECIOUS LIVES**, while **CUTTING COSTS DUE TO ABSENTEEISM** by as much as  $\frac{1}{3}$  to  $\frac{1}{2}$ !

Together, American management and labor have done a remarkable job of reducing the incidence of industrial accidents. In-plant safety campaigns have been so effective that today it is *nonwork accidents* that cause the bulk of lost lives and manhours in our economy.

The National Safety Council has developed a plan to reduce these accidents. Not only will it save lives and prevent crippling injuries, but it will add significantly to the efficiency and net profits of companies which put it into operation.

Let's say you're an average company or corporate unit doing \$1 million in sales a year. Your net is around \$73,000. National Safety Council figures show that the average nonwork accident costs employers about \$72. (You can determine *your* costs with the Council's new nonwork accident report system.) Ten such accidents can cost \$720—or about 1% of your net profit. Prevent those accidents and you can add 1% to your net! Prevent twenty—and add 2% to net!

*Experience shows that a reduction of nonwork accidents*

*by 30% is possible!* One large company with an excellent in-plant safety record has *cut nonwork accidents by  $\frac{1}{3}$*  with its off-the-job safety program! It's employee's rate for motor vehicle fatalities stands *85% below rate for all U.S. workers!* And its already low in-plant accident rate came down 50 per cent!

*Here is a rewarding endeavor that pays immeasurable dividends in human and employee relations—as well as an important untapped source for cost control.* You can institute this kind of program in your company. Send the coupon for a copy of our booklet "The Challenge to Management of Off-the-Job Accidents." It will show you how to determine your non-work accident costs, as well as many tested ways to reduce this steady waste of lives and profits. Send the coupon today.



HOWARD PYLE  
President, The National Safety Council



Published to save lives  
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425 NORTH MICHIGAN AVENUE, CHICAGO 11, ILL.  
Please send me a copy of your booklet "The Challenge to Management of Off-the-Job Accidents." I want to learn how my company can save lives while cutting costs.

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## OUR RESPECTS to Julius Barnathan, vp & general manager, ABC-TV

### A tough approach can mask a soft spot for the underdog

Julius Barnathan is vice president and general manager of ABC-TV. That makes him No. 2 man in the network.

As Mr. Barnathan puts it: "I'm Tom Moore's right hand." (Mr. Moore is vice president in charge.)

"We complement each other," Mr. Barnathan explained last week. "I'm in this job to get the kinks out (of ABC-TV administration), to help each department—sales, station relations and programming, etc.—to work together."

In a way of speaking, Mr. Barnathan, who conveys a pleasing bluntness, visualizes his functions as that of "referee or judge." But, he adds, he must keep in mind and reconcile "what's right and best for the department with what's right and best for the company."

His trouble-shooting brings him into daily contact with a cross-section of the network's operation.

A formula for success? Mr. Barnathan's philosophies, which come tumbling forth rapidly, can be summed up in a few sentences:

**No Patsy** ■ He's not afraid to give his opinion, or as he puts it, he is not afraid to make a decision. He will not, as he phrases it, "patsy and roll over for people." "But," he says, "if you are tough, play it fair." He characterizes his personal relations in and out of the network as an "open book"—"I put the cards on the table." Finally, he believes in giving department heads authority and responsibility. And he's not a loner—"two can ride the same coattail."

Mr. Barnathan, who traveled up from humble beginnings on New York's lower East Side to prominence in a field that constantly tests one's mettle, is not unaware of the little fellow. When talk about the profitability of the nation's top 25 stations gives rise to conclusions that there are high profits for all tv stations he knows better—knows that there are other far less profitable stations.

These stations are the "underdogs" to Mr. Barnathan, whose career at ABC-TV included executive responsibilities in station relations.

For example, he turns to the station which is not in a big, concentrated population area. Because of its location, the station must have a taller (and more costly) tower, and a bigger sales staff to cover more territory. Yet, says Mr. Barnathan, this size station must operate on "far less" return and needs to rely more on outside programming sources than the more profitable stations in populated markets.

Mr. Barnathan mentions at least three

dates which are important to his career but there's one other: Jan. 22, 1927, when he was born in New York.

**Ethnic American** ■ His family roots are representative of ethnic differences in the U. S. makeup. His antecedents were Spanish Jews who emigrated from Spain through Turkey and to South America and finally to New York.

For Mr. Barnathan, his background and further studies have sparked an interest in peoples' origins. He hopes some day to make this study of ethnic origins of people and names a more active life's interest.

After high school, Mr. Barnathan served as a combat air crewman in the navy at the "back end of the war" and in the mid-40s dove-tailed work (at the Atlantic & Pacific Tea Company) with education, a formula that included sharing expenses with his twin brother, Morris Barnathan, now an engineer.

Julius Barnathan majored in mathematics and economic statistics at Brooklyn College (degree in February 1951) and went on to earn his Master's degree in mathematical statistics from Columbia U. in 1954 (he still occasionally works out a series of problems in calculus to sharpen his skill).

After some experience in actuarial work in the insurance field, Mr. Barnathan moved toward market research, joining the Kenyon & Eckhardt Advertising Agency in 1952. At K&E, his bent was toward broadcast research.

This brings up the first important date in his career learning: Oct. 11, 1953, when the *Ed Sullivan Show* on CBS-TV (constantly being thumped at the ratings poll) first featured singer Julius La Rosa; for Mr. Barnathan the

resulting high rating indicated that people will change viewing habits "if there's something to change to." (Mr. Barnathan was carefully tracking the *Sullivan* show's audiences while at K&E).

In 1954, Mr. Barnathan moved to ABC-TV, serving as supervisor of ratings, and two years later was named manager of tv research and a director in 1957. He was elected a vice president in March 1959, and placed in charge of research and in July of that year became vice president of affiliated tv stations. In January 1962, he was made president of ABC owned and operated tv stations.

**A Sputnik** ■ The other dates he has circled: Oct. 27, 1954—*Disneyland's* ABC-TV debut, which proved to Mr. Barnathan that given the programming, a network can overcome lack of acceptance in a given market (he calls *Disneyland* ABC-TV's first "Sputnik" in program development); and March 19, 1962—the day he learned of his appointment (and the challenge extended to him) as vice president and general manager of the network.

A serious executive who thinks deeply about tv and its problems, Mr. Barnathan has his lighter side. He'll quickly break down a grim mood with a deep chuckle or a belly laugh. Never one to take himself seriously, he's more often pulling a "Jack Benny," using his own foibles as the butt of a quip. (He doesn't admit to just helping out a less fortunate friend or colleague—but he says pixie-like, after offering an assist to such a phone caller, "I also operate an employment agency on the side, you know.")

Mr. Barnathan boasts that he's learned at ABC-TV how to telescope 16 years of experience into 8 years, and now works a shorter day that nevertheless runs from 8 a.m. to 6:30 p.m.

His wife is the former Lorraine Glogower. They live in a split level house on Long Island with their two children, 9-year-old Joyce and 6-year-old Daniel.

As to hobbies, that 16 years in 8 make it difficult to "maintain" any. But he has his interests.

A man of simple homilies, sentimentally expressed, but with the ring of sincerity (example: "I believe you have to have strong people under you; it's the only way to get ahead"), Mr. Barnathan likes and wants to help other people. He says:

"I was brought up in an area that has a lower percentage of college graduates than any other place in the country. I have lots of friends to help."



ABC-TV's Barnathan  
Simple, sentimental homilies

## Telstar's triumph

**A**DD Tuesday, July 10, 1962 to the roll of historic events in communications. The first live telecast was relayed from space by AT&T's Telstar and appropriately heralded as the advent of a new era.

Commentators of the three television networks joined government officials and executives of AT&T in applauding the event as a triumph paralleling the invention of the printing press, the telegraph, the telephone and wireless.

As was expected, emphasis was given use of satellite systems in transmitting television programs to all the world as the medium that eventually could bring amity and understanding to all peoples. Satellites can provide the conduits, but it will take much more than the technical means to achieve the cherished result in this troubled world.

Our hats are off to AT&T and NASA for their teamwork in executing a perfect orbit and a perfectly functioning active satellite—the first of many that will be needed to provide reliable global communications. We go along with the statement of AT&T's chairman, Frederick R. Kappel, that the really significant achievement was the orbiting by the United States of a communications satellite "before anyone else."

Telstar was an achievement of private enterprise working hand-in-hand with government. It demonstrated the soundness of the proposal originally endorsed by President Kennedy and espoused by the FCC for a privately-owned communications satellite corporation, to be regulated by the government, and with public stock participation. Perhaps the recalcitrants in Congress, who are filibustering for government ownership in defiance of our free enterprise tradition, will take heed.

What will satellite communications mean to television? While instant intercontinental transmission is the most exciting and glamorous aspect, television isn't likely to become an important part of the traffic load of future satellite systems. News and special events of importance—perhaps a dozen a year—may be relayed via space systems but not entertainment or educational programs. Time differentials, language barriers, commercial sponsorship problems as well as pure economics mitigate against consistent satellite interchanges. Instant tape recordings and jet aircraft will continue to carry most of the program loads.

Because of the great expense involved in launching space communications, the carriers will look to the most expeditious means of recouping their investments. Telephone (600 messages can be carried simultaneously on a band needed to accommodate a tv relay), telegraph, still-picture and data-processing are the payload services for future global satellite systems of which Telstar is the forerunner.

Last week's successful launching indubitably justifies the superlatives used by the commentators and the government and industry entrepreneurs. Television will benefit through vastly improved access to news and special events, but its part will be as an occasional customer of the common carrier, not as "leased circuit" contractor.

## No easy way out

**S**OME of the testimony at last week's Senate hearings on revision of the political broadcasting law indicated that some broadcasters are still unable to understand the differences between a hired hall and a medium of journalism.

As long as these distinctions remain obscure to any significant number of broadcasters, it is useless to hope that radio and television will mature into their full potentials as communications organs. For every influential broadcaster

who asked last week for the freedom—and the risk—to present political intelligence in accord with his own editorial judgment there was another who asked for some kind of government protection that would lessen the discomforts of his own decision-making. It was not a week to which great traditions will be traced.

It must be hoped, of course, that the arguments of those who spoke as journalists before the Senate Communications Subcommittee last week made more impression than the arguments of those who temporized. This will happen only if great numbers of individual broadcasters who aspire to a status of equality with older journalism media assert their desires in personal communications with their senators and congressmen. Meanwhile, the record is clouded by reservations like these:

- One important witness requested that the law retain a prohibition against the editing of candidates' speeches on the grounds that the "doctrine of 'no censorship' of political broadcasts is wholly consonant with the principles of free discussion which broadcasters wish to encourage."

- Another broadcasting witness supported retention of the same prohibition against censorship on the grounds the law, as now written, protects broadcasters against libel suits that may arise from political broadcasts.

- A third witness argued for retention of the equal-time restriction for candidates for all offices except those of President and Vice President on the grounds that broadcasters might not be capable of recognizing the development of significant third party candidates for lesser offices.

Any broadcaster who seeks protection against libel actions that may result from broadcasts on his own station cannot simultaneously seek any form of editorial control over what he broadcasts. Libel is the risk any journalist takes when he practices journalism.

Any broadcaster who admits he lacks the judgment to differentiate between a political movement that is significant and one that is frivolous is also admitting he lacks the capacity to judge the importance of news of any kind. It would be better for that kind of broadcaster to admit he is not in the news business.

There is at least an outside chance for repeal of the equal-time provisions of the political broadcasting law at this session of Congress and a better chance of obtaining a trial suspension of the law for the 1962 and 1964 campaigns. Neither will come about, however, unless a vast number of individual broadcasters who are serious about their future as communicators make known their views, intentions and senses of responsibility.



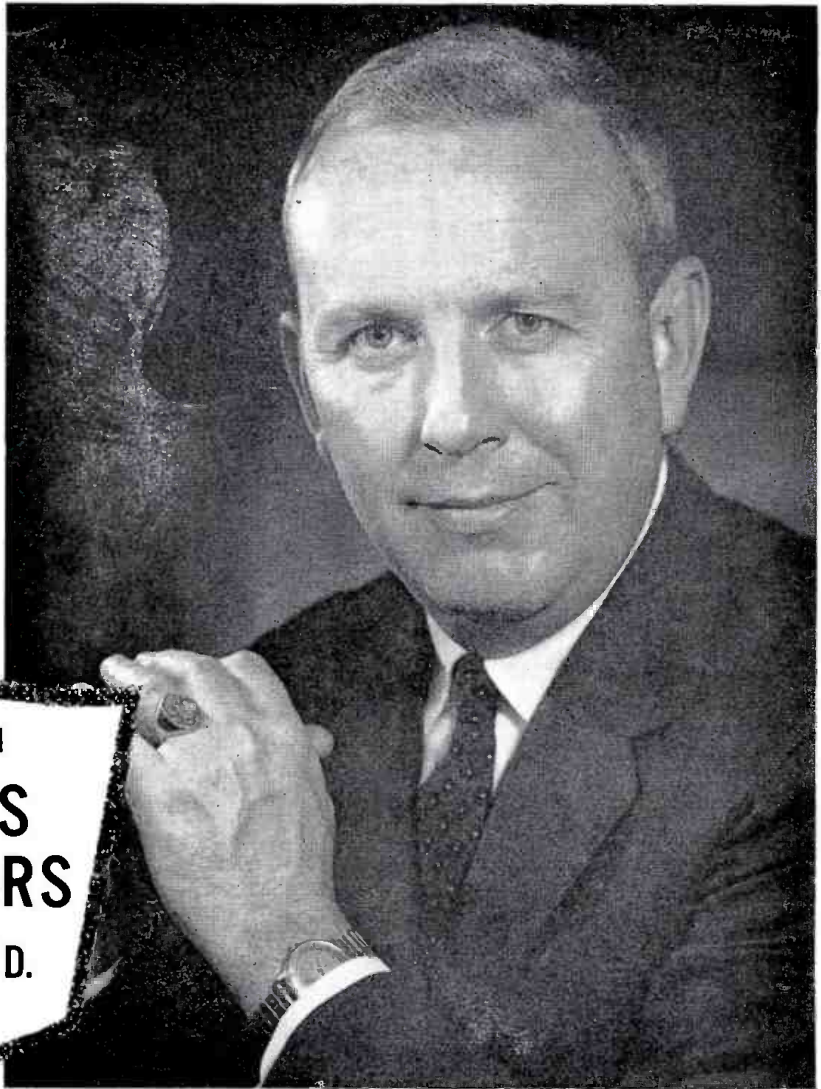
Drawn for BROADCASTING by Sid Hix

"I've heard the radio reps have a hard time seeing some of these timebuyers!"

# KSTP-TV

PRESENTS

## DOCTOR'S HOUSE CALL



From 5:40 to 5:45 pm, Monday through Friday, Dr. James Rogers Fox appears on KSTP-TV to discuss medical subjects and problems of interest to thousands of viewers.

A practicing physician in the fields of internal and occupational medicine for more than 16 years, the personable and articulate Dr. Fox has made the show an immediate success.

DOCTOR'S HOUSE CALL is approved by the Minnesota Medical Association. The radio

version of the show is currently being broadcast on more than 100 stations (KSTP Radio is one of them) including Australia, New Zealand, Hong Kong and Canada. It is approved by the American Medical Association.

For information regarding availabilities in DOCTOR'S HOUSE CALL, contact a KSTP TV representative or your nearest Edward Petry office.

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CHANNEL

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**5**

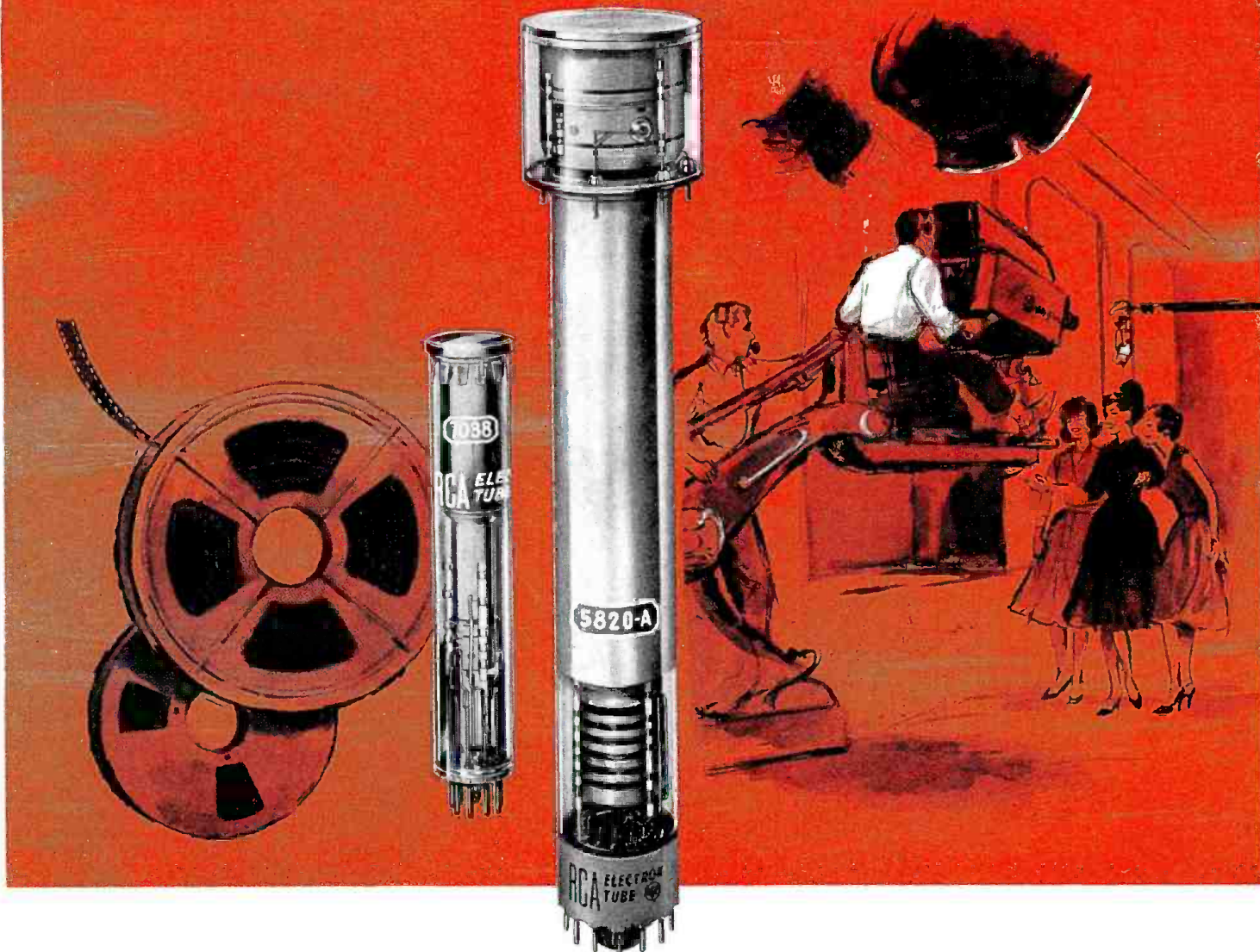
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Image quality and TV-Camera Tube quality go hand in hand. And the star performers in the quality department in any TV function are RCA Image Orthicons and RCA Vidicons. In both lines, RCA has the widest range of tubes in the field, plus unmatched performance and reliability characteristics.

RCA introduced the first Image Orthicon in 1946; the first Vidicon in 1952. Over the years, RCA research and development continue to set the "standards" of image quality for studio, closed-circuit, and remote TV. While no one camera tube possesses all of these characteristics, some of the RCA standards in-

clude: highest sensitivity, highest resolution, lowest lag, highest signal-to-noise ratio, finest registration capability, greatest freedom from spurious signals, and the most uniform tube-to-tube product.

These families of RCA TV-Camera Tubes include units for low-light-level work, others that double for indoor and outdoor operation, and for color and black-and-white. There are tubes for superior successive recording of tapes and tubes to suppress "TV Ghost" and other undesirable effects.

Whatever your station requirements, there's an RCA Image Orthicon or an

RCA Vidicon to provide superior TV-pickup for your specific application. For information on specific types, see your authorized RCA Distributor of Broadcast Tubes. RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

Recently sent to TV-station Chief Engineers throughout the country, this attractive, two-color brochure, RCA Camera Tubes—1CE-262, contains pertinent information and illustrations pointing out some of the superior design features found in RCA TV Camera Tubes. Additional copies may be obtained through your local distributor.



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