

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio in '65: it's shaping up better than '64. p27  
Radio in '64: FCC reports it was the best yet. p29  
Ad discount rates headed for a couch on Capitol Hill. p44  
NAB sessions in Atlanta, Baltimore keep focus on CATV. p56

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## Dope on discounts

Building file in preparation for anticipated hearings on anticompetitive effects of advertising discounts—especially those in network TV (see page 44)—Senate antitrust subcommittee is looking for material from rival media. Subcommittee staff has invited some 25 newspapers, magazines and advertisers to submit information about competitors and discount practices. List of addresses was furnished by unidentified complainant, subcommittee source said.

## Too late

At last minute before NBC won baseball package of World Series, All-Star game and *Game of the Week* (story page 70) ABC negotiators tried to force delay of decision with hint of offer of \$34 million, some \$3.4 million above NBC's bid. But according to procedure stipulated in notifications that all networks had been sent well in advance of deadline, baseball television committee stuck by timetable, accepted firm bid that NBC entered.

*Wire notifying all three TV networks of availability of baseball package called for proposals on Oct. 18 before 5 p.m. CBS and NBC representatives were on time with commitments. ABC's men first said anything they offered would have to be approved by ABC board, later asked committee to defer judgment until next morning when Tom Moore, ABC-TV president, would fly in with bid that they said might run up to \$34 million. They were told by John Fetzer, broadcaster and chairman of baseball TV committee, that it would be unfair to other networks that met deadline if ABC were accommodated on delay.*

## A look at house reps

FCC is expected to consider soon, probably next week, staff-prepared recommendation that commission investigate group owners with station representation firms that sell time on stations other than their own. Recommendation was drafted by FCC's Network Study Staff, which has been looking into subject for past year (CLOSED CIRCUIT, Oct. 12, 1964), at request of Commissioner Robert E. Lee. Staff is said to feel there are enough questions involved in practice to deserve closer look.

*Commissioner Lee has long been*

# CLOSED CIRCUIT®

*troubled by practice of group owners' rep firms repping for outside stations. He feels it hurts independent rep firms. He has also raised question as to propriety of one multiple owner, through its rep firm, influencing programing decisions of other stations. He says rep firms frequently participate in programing decisions of client stations in view of programing's relationship to salability of station.*

## Up in air

Chicago TV stations face Nov. 1 deadline on indicating intentions to join antenna farm atop 100-story John Hancock Center going up near Drake hotel area of Michigan Avenue. Although building won't be finished until 1968, steel orders and building design require decisions now.

*WGN-TV is said to have broken ice with 20-year agreement at \$45,000 per year, will move from Prudential building site. Hancock height will be 1,949 feet or 2,049 feet depending on air clearances now pending.*

## Opposite numbers

Robert B. Sour, new president of Broadcast Music Inc. (see page 85), and Stanley Adams, president of American Society of Composers, Authors and Publishers, share several things in common: They're both lyricists as well as heads of country's biggest music licensing organizations—and at least one hit song by each is licensed through other's outfit. Before BMI was formed Mr. Sour tried to get into ASCAP but was refused (though he was sponsored by two pretty fair music names, Richard Rogers and Johnny Green); hence he gets no performance royalties from his "Body and Soul" which was licensed to ASCAP. Mr. Adams meanwhile knows how Mr. Sour feels. Mr. Adams' "What a Difference a Day Makes" got into BMI catalogue when its publisher switched from ASCAP.

## That TV form

As was to be expected, there was much pulling and hauling among FCC commissioners Wednesday in their first discussion of new draft of program-reporting form being proposed for television (BROADCASTING, Oct. 18). But general consensus seems to be that

draft—which closely resembles form adopted for radio in August—will ultimately be adopted without major changes. Commissioner Kenneth A. Cox reportedly would like more detailed questions, especially on extent to which stations clear for network programs, sustaining as well as sponsored, and on programs stations substitute when preempting time. Other commissioners, notably Lee Loevinger, want fewest changes possible from AM-FM form.

*Commissioners recognize they are going to have to split differences among them if they are to avoid adding months of wrangling to job that has already taken more than five years. Commission won't resume discussion on TV form until return of Commissioner Rosel H. Hyde from treaty-negotiating assignment in Montreaux, Switzerland, next month.*

## On the list

Among names that had been advanced for presidency of Broadcast Music, to which Robert B. Sour was elected last week, were FCC Chairman E. William Henry and FCC Commissioner Robert E. Lee. Neither was acknowledged candidate and neither was formally aware of consideration, but their names had been suggested, among others, as possibilities. Board, however, decided to promote from within.

## No hidden plugs

FCC staff is resurrecting old sponsor-identification rulemaking which was issued for comment more than four years ago but never submitted to commission for final action. Proposal originally published May 11, 1961, (BROADCASTING, May 15, 1961), is designed to bar station from giving surreptitious plugs for service or product in which licensee or employe has financial interest.

*Rule would require announcement when station mentions product or service in manner not reasonably related to program involved and when commercial nature of plug is not obvious. Special announcement would not be necessary, for instance, in case where station owner has interest in band performing on station. But one would be required if audience were told band was available for engagements and location where it normally performs.*

**Adults read the front page.**

**Adults dance funny.**

**Adults remember to turn  
off the lights.**

**Adults read books thicker  
than sandwiches.**

**Adults worry about what's  
going to happen.**

**Adults...the money spending  
faction...watch the action  
on WJW-TV\*  Cleveland.**

\* Northern Ohio's first local color station.

LOS ANGELES KCBS	PHILADELPHIA WIBC	DETROIT WJBL	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WNN	DETROIT WJBL-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	<b>STORER</b> BROADCASTING COMPANY
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# WEEK IN BRIEF

Is radio headed for second consecutive record year? BROADCASTING survey of reps, networks and advertisers shows gain will probably exceed last year's 7.3% and some feel increase will be in range of 12%-15%. See . . .

## ANOTHER RECORD FOR '65 . . . 27

FCC radio report shows '64 revenues at record \$732 million, with profits at \$70 million before taxes; also says that of all radio stations, less than third reported losses, increase in profit-making entities from '64. See . . .

## PUSH TO NEW HIGH . . . 29

Agencies, reps and networks are keeping wary eye on Senate Antitrust and Monopoly Subcommittee which is expected to order hearing on ad rate discounts in TV. Article outlines setup in 'Yale Law Review.' See . . .

## NEXT D.C. BATTLEGROUND? . . . 44

NBC-TV buys baseball package including World Series and All-Star Game for three years. Price: \$30.6 million. Network is lone telecaster of sport as ABC-TV ducked bid and CBS-TV's price was too low. See . . .

## BASEBALL GETS BUYER . . . 70

As NAB fall regional conferences continue, CATV is main topic of discussion, with most supporting association's position. Other topics concern new program log and political efforts by broadcasters. See . . .

## CATV BIG TOPIC . . . 56

RTNDA convention was told that peace conference time has arrived on court access issue but not to buckle to lawyers. Word stressed by Renick for regulation was 'voluntary.' See . . .

## OPTIMISTIC ON ACCESS . . . 74

ABC's Goldenson, accepting Pulse award, calls for satellite system for feed 24-hour radio network because 'radio, like television must take advantage of latest scientific developments'. See . . .

## SATELLITE FOR RADIO . . . 64

G-T-6 flight, to begin today, will feature live TV coverage of recovery on Wednesday. Today two live color launchings are scheduled and TV-radio pool will handle entire proceedings. See . . .

## NETWORKS IN GEAR FOR G-T 6 . . . 78

Universal Radio Packages introduces spot radio bundle allowing advertisers up to 80% discounts for regular campaigns. Deal said to be result of rising TV costs and growing appreciation of radio as ad medium. See . . .

## DEAL TO ATTRACT BUYERS . . . 48

Katz conference says TV has learned how to single out influential people and talk to mature audiences. 'Briefing-capsule' type commercial is touted as best selling message. See . . .

## MOST OUT OF TV . . . 52

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## Broadcasting

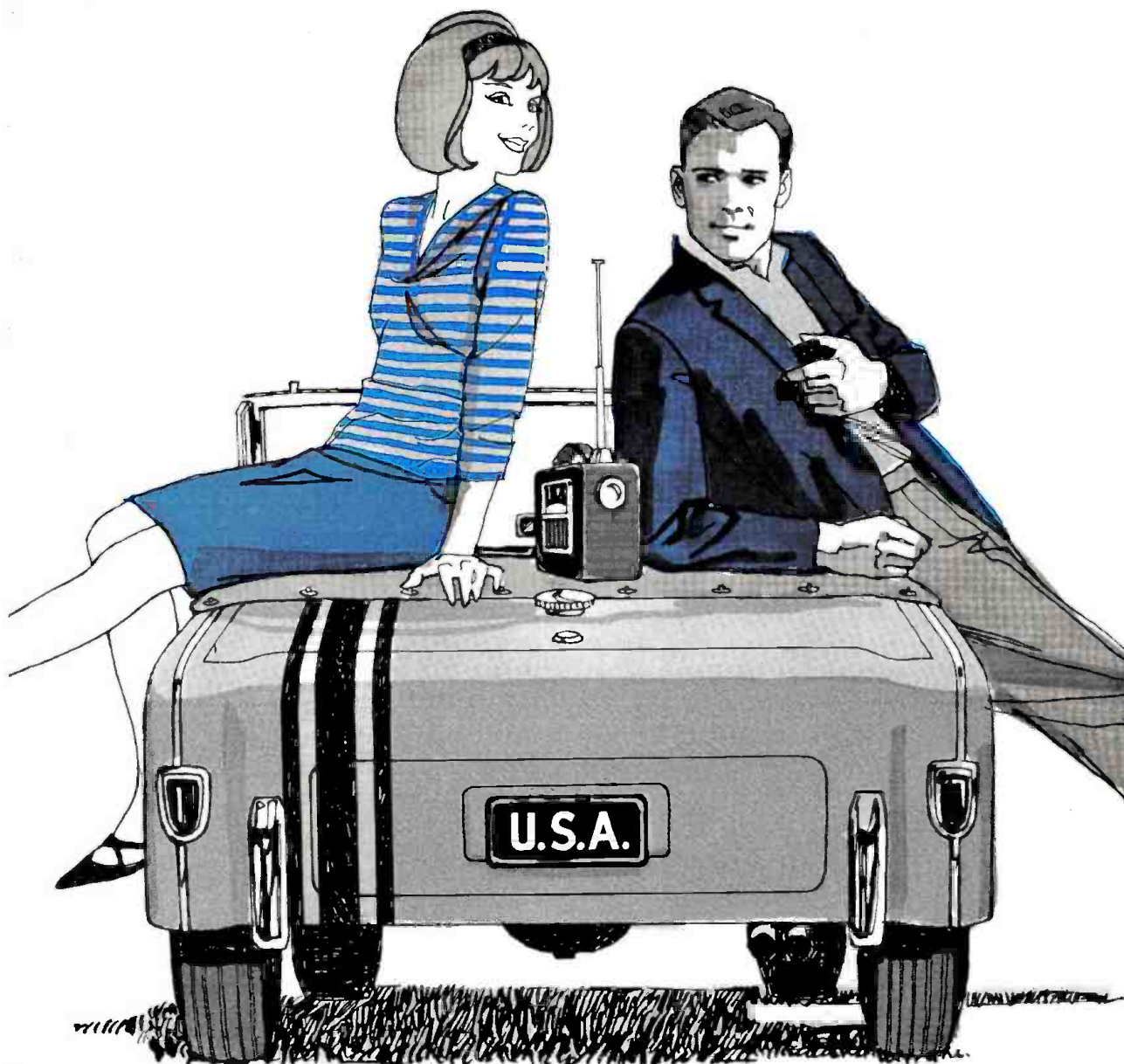
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KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)

## Take nets 100% out of program ownership

### CELLER TELLS FCC IT ISN'T GOING FAR ENOUGH

In surprise move, Chairman Emanuel Celler (D-N. Y.), of powerful House Judiciary Committee and of its anti-trust subcommittee, applauded FCC's proposal to limit television networks to 50% control of programming in prime time as "step in right direction" but added it "wasn't enough."

In comments filed with commission Friday (Oct. 22), Representative Celler said "proceeding is long overdue." He urged FCC to eliminate fully "network corporations from the production and financial and proprietary control of television programs." He added: "The FCC is too generous. There should be no permissive network ownership of programs."

Citing Supreme Court decision in Paramount case, Representative Celler said, "Divorcement of production from exhibition, under antitrust laws, was found to be required in motion picture business, and it may be that legislation requiring such divorcement in TV is only effective way to deal with net-

works' abuse of their economic powers."

He charged "three networks have a stranglehold on access to national TV audience," and said, "this is tantamount to private ownership."

He contended that networks are partial to programs in which they have financial interest and charged that this involves "conflict of interest."

He said that real issue at stake is "power—the power of three networks over public airwaves," and said that commission's action was only way to break stranglehold and "give sponsors and television broadcasters real choice in program selection."

FCC issued proposed rulemaking early this year, suggesting that networks be barred from any ownership interest in more than 50% of programs broadcast in prime time (BROADCASTING, Jan. 25). Exempted from this proportion would be news and news interview programs.

Deadline for comments on FCC proposal, is Jan. 31.

## NBC Radio will survey affiliates on more news

Survey of NBC Radio affiliates to determine whether hourly newscasts should be increased from five to seven or 10 minutes will be undertaken by network. Suggestion was made by affiliates attending NBC Radio Affiliates convention in Chicago last Friday (Oct. 22).

Jack Harris, KPRC Houston, argued that NBC News talents are not being used to maximum advantage and that more in-depth reportage and analyses is needed.

NBC President Robert Kintner, from floor, endorsed Harris suggestion. Senior Executive Vice President David Adams raised question of clearances, as did other NBC News executives.

Upshot was announcement by NBC Radio President Stephen B. Labunski that survey would be made promptly.

Panel participants were Julian Goodman, executive vice president, NBC News; Ray Scherer, NBC White House correspondent; A. Louis Read, wbsu New Orleans; Russ Tornabene, manager, NBC Radio News, and Marv Bossart, WDAY Fargo.

At Friday luncheon, both Robert

W. Sarnoff, NBC board chairman, and NBC President Kintner traced historic contributions of pioneers of network and affiliates.

Mr. Kintner singled out three from station ranks: Stanley E. Hubbard, KSTP Minneapolis-St. Paul; Paul W. Morency, WTIC Hartford, and Harold V. Hough, WBAF Ft. Worth.

Elmo Ellis, vice president-general manager, WSB Atlanta, was elected chairman of NBC Radio Network Affiliates Committee succeeding Lyell Bremser, KFAB Omaha. Robert J. Rich, WDSM Duluth, was elected vice chairman and Rex Preis, WOAI San Antonio, secretary-treasurer.

Also named to committee: Harold Grams, KSD St. Louis; Reggie Martin, WSPD Toledo, and Herbert L. Krueger, WTAG Worcester, Mass. Re-elected were Robert Kelly, KRCA Sacramento; Jack Link, KIDO Boise, Idaho, and James Caldwell, WAVE Louisville.

## FCC absolves TV stations on international affairs

FCC has rejected complaints against two New York TV stations in unusual fairness doctrine case involving broadcasts dealing with domestic and inter-

national affairs of foreign nations.

Commission, in letters to complainants, said WNDT(TV) and WPIX(TV) had acted within their discretion in connection with programs concerned (CLOSED CIRCUIT, Oct. 18).

Geri Tully, New York television producer had asserted that films on South Africa, broadcast by WNDT, were unfair to position of South African government.

Dr. M. T. Mehdi, of Action Committee on American-Arab Relations, had complained that interview with Israel's deputy foreign minister, broadcast by WPIX, contained only Israeli side of Arab-Israeli dispute. Commission vote in both cases was 4-1. Commissioner Lee Loewinger, in concurring statement, said the commission should have expressed more fully reasons for its decisions in order to do justice to parties involved and provide guidance for others.

Commissioner Kenneth A. Cox dissented, said commission acted on incomplete information. He said it should obtain additional information on whether issues involved in complaints are controversial issues of public importance in New York City.

## Rockwell, Quinn & Wall new agency in New York

Formation of new advertising agency, Rockwell, Quinn and Wall Inc., New York, announced at news conference Friday (Oct. 22) by John R. Rockwell, president.

Mr. Rockwell said he expects agency to start billing by Jan. 1, 1966. Agency has had discussions with 13 advertisers, many of whom have shown interest, he said.

Mr. Rockwell recently was executive vice president of Needham, Harper & Steers, New York, and earlier had been president of Doherty, Clifford, Steers & Shenfield.

Other officers: William M. Wall, executive vice president and director of creative services, formerly creative group head at Ogilvy, Benson & Mather; Donald Quinn, senior vice president and director of account management, formerly vice president and media director of DCS&S, and Robert C. Doherty, vice president and secretary, formerly vice president and management supervisor at Needham, Harper & Steers.

The new agency's headquarters are at 717 Fifth Avenue, New York.

## Nashville celebrants take break; hear about forms

More than 200 delegates to 40th annual birthday celebration of WSM's *Grand Ole Opry* took break from Nashville festivities Friday (Oct. 22) to attend panel discussion on new FCC program form and new logging regulations.

Panelists were Robert J. Rawson of commission's Broadcast Bureau and R. Russell Eagen, Washington communications attorney.

Attendance for celebration had exceeded 3,200 by noon Friday, greatly surpassing expectations of about 2,000, according to Bob Cooper, general manager of WSM.

At late Thursday meeting, Country Music Association elected Bill Denny, president of Cedarwood Publishing Co., Nashville, president, replacing Tex Ritter. Hal Cook, publisher of *Billboard Magazine*, was named board chairman. Mrs. Frances Williams Preston, vice president of Broadcast Music Inc., and former board chairman, was elected to newly created position of executive vice president.

Elected vice presidents: Bill Williams, promotion manager of WSM; Jack Loetz, Columbia Records; Jack Stapp, Tree Publishing Co., Nashville, and Roy Horton, Southern Music Co. and Peer International, both New York.

## Drop TV stereo inquiry: EIA

Electronic Industries Association asked FCC Friday (Oct. 22) to drop inquiry on use of stereophonic sound for television broadcasting, or at least

### LBJ listens and watches

Lyndon B. Johnson is "the most radio-TV-minded president ever to occupy the White House," Ray Scherer told NBC Radio affiliates convention in Chicago Friday (Oct. 22).

In news panel discussion at first radio-only affiliates convention in past 15 years, Mr. Scherer said many on White House staff listen to newscasts on desk transistors and keep President informed. Reactions come quickly, he said.

It's tough enough, he commented, to know that NBC bosses, including President Robert Kintner, are tuned in. But with President and his staff also radio-TV news conscious, pressure is increased.

## WEEK'S HEADLINER

**Robert B. Sour**, vice president in charge of writer administration for Broadcast Music Inc., elected president succeeding **Robert J. Burton**, who died last March (story, page 85).

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

defer it to later (unspecified) date.

EIA comments said its technical committee report indicates it would take 18 months part time effort by about 100 engineers and technical personnel to obtain answers to questions raised by commission in its notice of inquiry, issued last year (BROADCASTING, Nov. 16, 1964).

## Notre Dame asks for help from FCC in CATV fracas

FCC is considering plea for help from Notre Dame University which has been denied permission by National Collegiate Athletic Association to broadcast home football games over university-owned WNDU-TV South Bend.

NCAA, to which Notre Dame belongs, withdrew permission for broadcasts because community antenna television systems in area pick up and retransmit broadcasts of games beyond boundaries permitted by collegiate association rules.

Notre Dame sent letter to Commissioner Robert E. Lee requesting assistance. He has asked commission's general counsel to look into matter, and has sent copies of letter to his commission colleagues.

Agency is expected to take up matter this week. Notre Dame's next home game is Saturday (Oct. 30), against Navy.

## ARB replies to complaint about Wisconsin survey

American Research Bureau Friday (Oct. 22) said its plans to combine audience of WKOW-TV Madison, Wis., and commonly-owned WAOW-TV Wausau, Wis., were based on statement that channel 9 Wausau station was true satellite of channel 27 Madison outlet and Wausau station will not originate more than 20 quarter hours of programming (exclusive of its own news).

ARB statement was in response to petition by WISC-TV Madison to Federal

Trade Commission asking for cease and desist order against rating service (see page 62).

If ARB criteria for satellite operation is not maintained by WAOW-TV, spokesman for Beltsville, Md., service said, it would, of course, count audience of both stations separately.

## New JWT research posts to Gerhold and Stern

J. Walter Thompson Co., New York, is announcing today (Oct. 25) realignment of its research operations. Paul Gerhold, who joined JWT in January 1964 as research director, becomes director of research development and planning. Martin Stern, who joined agency's research department in 1956, is appointed director of research operations. Both posts are new.

Mr. Gerhold's area will cover development of "new and better" methods of obtaining consumer information and utilization of it in planning for JWT's clients. Mr. Stern will administer separate research department, including daily research projects, creative research and any new facilities set up by Mr. Gerhold's unit as they become "operational." Joseph Brouillard, formerly with Lippincott & Margulies, will assist in developing overall communications strategy for individual products and accounts and will report as director of communications planning to Mr. Gerhold.

## NBC-TV leads in fifth MNA's

NBC-TV was out in front by more than one percentage point in 30-market Nielsen average ratings, network sources disclosed Friday (Oct. 22).

Ratings for fifth week of new season (Oct. 11-17, 7:30 p.m. EDT): NBC—19.1, CBS—17.8, and ABC—17.0.

NBC won 20 half-hour periods and took Monday, Wednesday, Saturday and Sunday nights; CBS won 17 half-hour periods and Thursday and Friday; ABC's half-hour wins totaled 12 and took Tuesday.

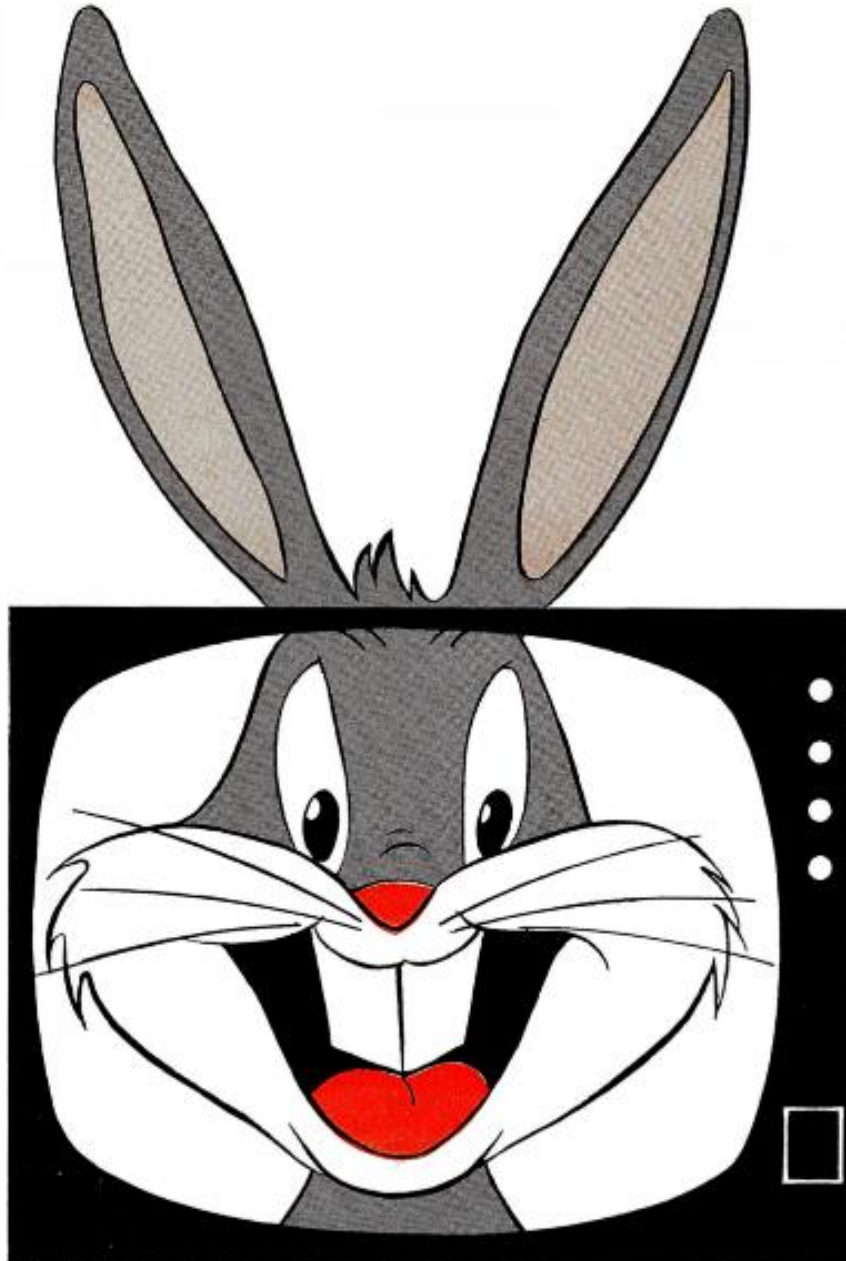
Second national Nielsen report will be out today (Oct. 25).

## Steverino back on 'Secret'

Entertainer Steve Allen announced late Friday (Oct. 22) that he was withdrawing from congressional race in California, and CBS quickly announced that Mr. Allen would be back as MC of *I've Got A Secret*.

Mr. Allen's bid for Democratic nomination for House seat was turned down by state court on ground he wasn't eligible as Democrat (see page 79).





## ***Available in Color !***

The 100 top-quality cartoons in the Warner Bros. "Series '64" package are not only available in color, but they are *first-run* on television. These cartoons, starring Bugs Bunny and his world-famous friends, are *fully-animated* and were all produced during a period when the ever-popular Bugs ranked as the "*No. 1 money-making short subject*" in theatres all over the country.\* Running 6 to 6½ minutes, they're also available in black-and-white. Now sold in more than 50 major television markets—including *all of the top ten!*

\*Motion Picture Herald-Fame annual polls of exhibitors.

## ***Warner Bros. Cartoons—Series '64***



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WKY-TV & RADIO, Oklahoma City

KTVT, Dallas - Fort Worth

THE KATZ AGENCY, INC.  
National Representatives



## DATEBOOK

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

■Indicates first or revised listing.

### OCTOBER

Oct. 25—Western States Advertising Agencies Association dinner meeting on "Modern Art, Advertising." Everett Ball, Martin Klitten Co., Los Angeles, will be chairman of panel discussion by Robert Miles Runyan, designer; Glenn Embree, photographer, and Herbert Klynn, producer of TV commercials. Hotel Continental, Hollywood.

Oct. 25-27—National Electronics Conference, sponsored by the University of Illinois, Northwestern University, Illinois Institute of Technology and Institute of Electrical and Electronics Engineers. McCormick Place, Chicago.

■Oct. 26—Luncheon meeting of the Broadcasting Executives Club of New England. Vincent T. Wasilewski, president of the National Association of Broadcasters, will speak. Sheraton Plaza hotel, Boston.

Oct. 26-27—Eastern annual conference of the American Association of Advertising Agencies. Among highlights: "New Realities in Television Advertising"—Charles A. Sweeny, director, Bureau of Deceptive Practices, Federal Trade Commission; Gordon Webber, Benton & Bowles; Alfred J. Scott, J. Walter Thompson Co.; John A. Sidebotham, C. J. LaRoche & Co.; "Chairman's luncheon" on agency-client relationship—William E. Steers of Needham, Harper & Steers, Robert M. Ganger of D'Arcy, Marion Harper Jr. of The Interpublic Group of Companies, Norman H. Strouse of JWT and Arthur E. Tatham of Tatham-Laird & Kudner; other sessions on creativity, fiscal control, color in print advertising and sales promotion. The Plaza, New York.

Oct. 27-30—Theater Owners of America convention. Ambassador hotel, Los Angeles.

Oct. 28—Second annual forum on broadcast controls held at Indiana University radio-TV department. Panelists include A. Everette MacIntyre, Federal Trade Commission; FCC Commissioner Kenneth Cox; Sol Paul, publisher of TV Age; Douglas Anello general counsel, National Association Broadcasters. Bloomington.

Oct. 28-29—Fall convention of Ohio Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. The Christopher Inn, Columbus.

Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Speakers include Dr. Paul Fisher, director, Freedom of Information Center, University of Missouri, and Howard H. Bell, director, National Association of Broadcasters' Code Authority. Missouri hotel, Jefferson City.

Oct. 28-30—California Community Television Association semi-annual meeting. Vacation Village hotel, San Diego.

■Oct. 29—California Broadcasters Association board of directors meeting. The Sutter Club, Sacramento.

### NAB CONFERENCE SCHEDULE

Dates and places for the balance of National Association of Broadcasters fall regional meetings:

Oct. 25-26—Statler Hilton, Boston.  
Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.  
Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.

Oct. 31-Nov. 3—41st annual convention of the National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

Oct. 31-Nov. 5—Annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Reports will be submitted on color TV in Europe, new UHF transmitter design, cable distribution of UHF signals, research work on quadrature distortion correction, vertical interval testing and monitoring, automatic video switching, quality control procedures. Queen Elizabeth hotel, Montreal.

### NOVEMBER

Nov. 1—Deadline for comments on FCC rulemaking relating to network programs not available to certain television stations.

Nov. 1—Deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Sept. 20.

Nov. 1—Deadline for comments on FCC inquiry into question of who besides international common carriers is an authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Oct. 1.

■Nov. 1-2—Annual fall meeting of Washington State Association of Broadcasters. Speakers include Sam Zais, vice president of Tidy House, Omaha; Hugh Brundage, news director, KMPC Los Angeles. Black Angus motor hotel, Kennewick.

Nov. 1-5—Seminar for senior corporate executives presented by Institute of Marketing Communications at Center for Continuing Education, University of Chicago. Marion Harper Jr., president and board chairman of The Interpublic Group, will be keynote speaker. University of Chicago.

■Nov. 4—North Carolina CATV Association meeting. Holiday Inn, Gastonia.

Nov. 4-5—Second annual FM Radio Day and multiplex conference of Georgia Association of Broadcasters. Speakers include, Abe Voron, WQAL-FM Philadelphia, chairman of National Association of FM Broadcasters; James Schulke, president, Quality Inc., New York; Martin Hollinger, assistant vice president and media director, Burke Dowling Adams, Atlanta; Harold Kassens, FCC. Americana motor hotel, Atlanta.

Nov. 5—Annual fall meeting, Oklahoma-Kansas CATV Association. Frederick W. Ford, president of the National Community Television Association, will be the featured speaker. Holiday Inn, Oklahoma City.

Nov. 5—H-R Television, H-R Representatives annual promotion seminar. Shoreham hotel, Washington.

■Nov. 5—New deadline is Feb. 1 for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Deadline had been Nov. 5.

Nov. 5—National Association of Broadcasters President Vincent Wasilewski will be featured speaker at the International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 5-8—North Carolina Associated Press Broadcasters fall conference. Jack Younts, WEEB Southern Pines, president, presiding. Speakers include Sam Ragan, executive editor, News and Observer and the Raleigh Times, and Chick Carney, chief meteorologist, Carolinas Weather Reporting Center.



Arthur E. Meyerhoff, President, Arthur Meyerhoff Associates, Inc., is interviewed by Mrs. Elise Kemper, moderator of "PASSPORT"—now beginning its 8th year on WMAZ-TV.

The opening line of this continuing public affairs program is: "PASSPORT . . . the story of people . . . people from many parts of the free world whose purpose is peace, and whose dedication is helping all of us better understand the part each plays in the long, lonely, continuous fight for freedom."

This basic theme is explored on each program by the guest from the point of view of his background and experience. Mr. Meyerhoff's interview was directed toward "the improvement of the American image abroad."

Mr. Meyerhoff, author of the book, "The Strategy of

Persuasion," is one of many distinguished guests who has appeared on "PASSPORT." Foreign visitors from ambassadors to students, representatives of the U.S. Department of State and government agencies, professors, and specialists in all areas of international affairs have appeared on "PASSPORT" with first-person reports of their activities and impressions.

This approach, which provides a wide spectrum of thought and information to an interested audience, has brought many commendations and success to "PASSPORT" and to producer-moderator, Elise Kemper, a McCall's "Golden Mike" Award winner.

In Maryland Most People Watch

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TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

ONE 1 number one 1 ONE 1  
1 ONE ONE ONE 1

*again*

**WSYR-TV . . . Overwhelmingly THE LEADER  
In the CENTRAL NEW YORK MARKET in a**

# REPEAT PERFORMANCE

## WSYR-TV DOMINATES

. . . because of EIGHT YEARS OF  
UNBROKEN LEADERSHIP in the market,  
in ARB REPORTS.

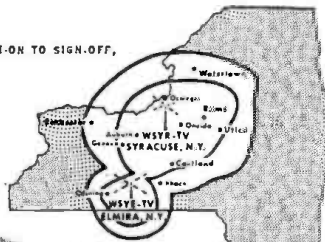
*again*

. . . it is NUMBER ONE in HOMES  
DELIVERED—

\* **41% MORE THAN STATION NO. 2**

\* **76% MORE THAN STATION NO. 3**

\*ARB FOR MARCH, 1965. SIGN-ON TO SIGN-OFF,  
MONDAY THRU SUNDAY.



Get the Full Story from HARRINGTON, RIGHTER & PARSONS

# WSYR • TV

NBC  
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Broadcast news styles and techniques workshop will be featured. College Inn Lodge, Raleigh.

Nov. 5-6—Annual fall meeting of Maryland-D. C.-Delaware Broadcasters Association. Washingtonian Country Club, Gaithersburg, Md.

Nov. 6-7—Missouri Associated Press Radio-TV Association meeting. Muehlebach hotel, Kansas City.

Nov. 6-7—Wisconsin Associated Press Radio-TV Association meeting. Milwaukee.

Nov. 7-10—Convention of Broadcast Promotion Association. Shoreham hotel, Washington.

Nov. 7—Annual communion breakfast of CARTA (Catholic Apostolate of Radio, Television and Advertising) will be held following mass in St. Patrick's cathedral. Newman F. McEvoy, senior vice president of Cunningham & Walsh, will be chairman. Waldorf-Astoria hotel, New York.

Nov. 8—Meeting of North Central CATV Association. Frederick W. Ford, president of National Community Television Association, will be featured speaker. Leamington hotel, Minneapolis.

Nov. 8—Edward Petry & Co. promotion seminar conducted by Robert L. Hutton Jr., vice president for television promotion and William H. Steese, vice president for radio promotion. Featured speaker will be Al Masini, vice president and TV group sales manager, Petry Co. Shoreham hotel, Washington.

Nov. 8—Deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.

Nov. 10-13—56th national convention, Sigma Delta Chi, professional journalistic society. Biltmore hotel, Los Angeles.

Nov. 11—Radio Salesmen of Los Angeles luncheon. Sydney Roslow, director, The Pulse Inc., guest speaker. Coconut Grove, Hotel Ambassador.

Nov. 11-12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.

Nov. 11-13—Annual fall meeting of Alabama Broadcasters Association. University of Alabama, Tuscaloosa.

Nov. 14—Screen Actors Guild, annual general meeting of the Hollywood membership, featuring presentation of the first SAG AWARD. Hollywood Palladium.

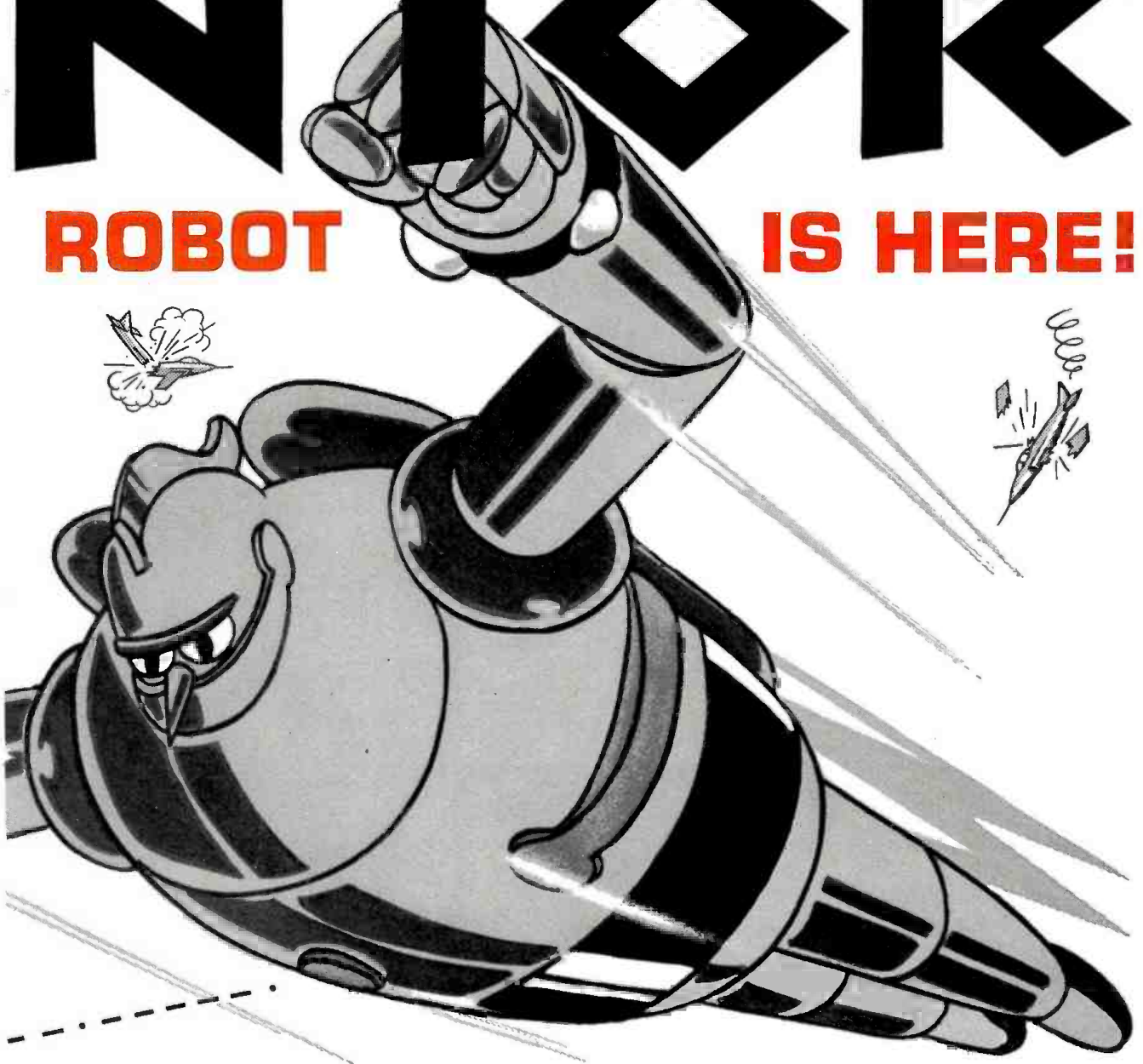
Nov. 14-17—Annual meeting of the Association of National Advertisers. Highlights, giving speakers and subject matter: Norman H. Strouse, chairman, J. Walter Thompson, and Thomas B. McCabe Jr., VP-marketing, Scott Paper Co., on current state of advertising; William Bernbach, president of Doyle Dane Bernbach, Roland P. Campbell, director of creative services, General Foods, and Dean Robert Schulze, Brown University, on development and impact of creativity, with case presentations by Roger Bolin, director of marketing communications, Westinghouse Electric Corp., Richard Dingfelder, VP-marketing services, Scott Paper Co., and Donald Buckley, VP and creative director of Foote, Cone & Belding. William B. Cash, VP and general manager of operations, United Biscuit Co., Samuel Thurm, VP-advertising, Lever Bros., Thomas C. Dillon, president, BBDO and Robert Elder, marketing consultant, to discuss internal organization and agency relationships. Gilbert Miller, division manager, E. I. du Pont de Nemours and Edward Miller, president, Alfred Politz research, discuss advances in evaluation of advertising; Richard A. R. Pinkham, senior VP in charge of media and programs for Ted Bates & Co., and John Schneider,

■Indicates first or revised listing.

# NTOR

ROBOT

IS HERE!



THIS IS THE SENSATIONAL HALF-HOUR TV SHOW THAT TOOK NEW YORK\* AND CHICAGO\* JUST 31 MINUTES TO BUY! THIS IS THE **BIG ONE** AND IT'S **READY NOW** TO CRASH THROUGH THE RATINGS BARRIER!

\*WPIX-TV • \*WGN-TV

**GET YOUR AUDITION PRINT TODAY**

PHONE • WIRE • WRITE  
RICHARD CARLTON

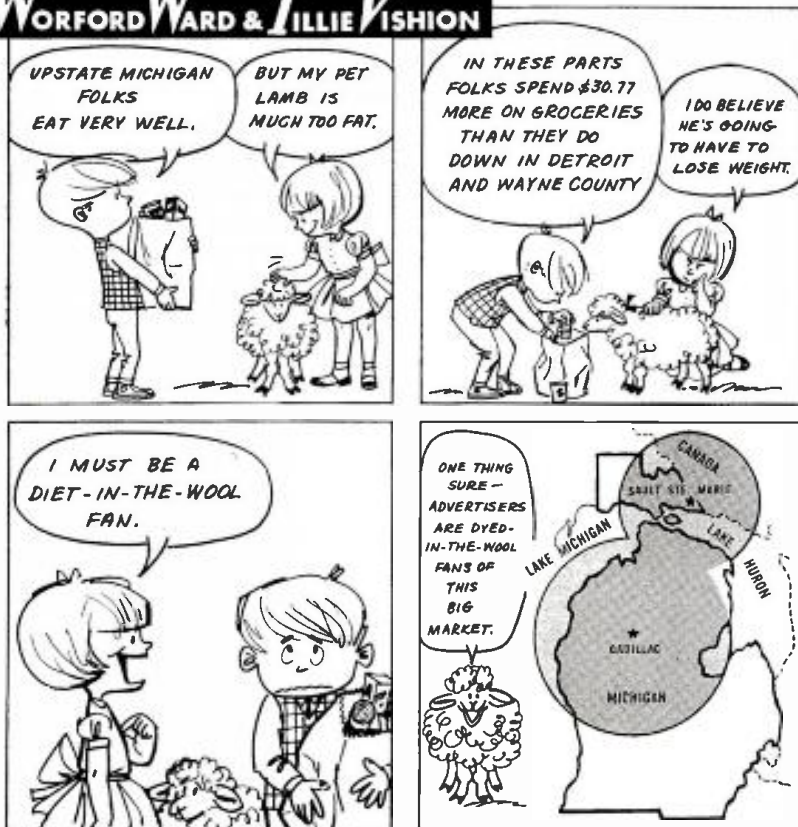
**TRANS-LUX**

TELEVISION CORPORATION

625 Madison Avenue, NEW YORK, N. Y. 10022 • PLaza 1-3110 • CHICAGO • HOLLYWOOD

Trans-Lux Television International Corporation • Zurich, Switzerland

# WORFORD WARD & TILLIE VISION



## HIGH CALORIE MARKET

Food sales per person for this million-people-billion-dollar market do run \$30.77 a year higher than down in Detroit and Wayne County. (\$377.39 vs. \$346.62. Source: SRDS, July, 1965.)

That's an appetizing indication of the power-

ful advertising response you can generate in the 36 Upstate Michigan counties.

For a "vittle" victory in market selection, get the facts about WWTW, WWUP-TV's performance. Consult your jobbers and distributors in these parts. Or check with Avery-Knodel.

president, CBS-TV, talk on future of television; Dr. John Howard, professor of marketing, Columbia University and Jerry Fields, Jerry Fields Associates, on recruiting and developing good advertising managers. The Homestead, Hot Springs, Va.

Nov. 15—New deadline for comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety. Former deadline was Oct. 14.

Nov. 15—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Old deadline was Oct. 5.

Nov. 15-16—Organizational meeting for proposed Illinois-Indiana CATV Association. Holiday Inn, Danville, Ill.

Nov. 15-18—Annual membership meeting of Television Bureau of Advertising. Statler-Hilton, Detroit.

Nov. 15-20—Great Britain's fourth annual Industrial Photographic and Television Exhibition sponsored by Industrial and Trade Fairs Ltd. Commonwealth House, 1-19 New Oxford Street, London W. C. 1. Earls Court, London.

Nov. 21-22 — Annual fall convention of Texas Association of Broadcasters. Sheraton, Dallas.

Nov. 29—FCC deadline for filing reply comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II of proposed new rules deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals "leap-frogging" (3) program origination or alteration by CATV; pay TV or combined CATV-pay TV-TV operations.

Nov. 30—New deadline for reply comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety. Former deadline was Oct. 29.

## DECEMBER

Dec. 1—Association of National Advertisers' sales promotion committee, workshop on "the effective use of premium promotions." Speakers include William Prout, director of promotion services, Lever Bros. Co.; Austin Johnson, VP-director of merchandising and promotion, Benton & Bowles; Harry Fleming, president, Price-Adams Associates; Robert Mueller, publisher, Hotel Pierre, New York.

Dec. 1—New deadline for reply comments on FCC inquiry into question of who, besides international common carriers, is authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Nov. 1.

Dec. 3—Deadline for reply comments on FCC rulemaking relating to network programs not made available to certain television stations.

Dec. 3—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 3—Annual winter meeting and election of officers of Arizona Broadcasters Association. Arizona Biltmore hotel, Phoenix.

Dec. 10—Deadline for entries in the International Broadcasting Awards competition for the world's best radio and TV advertising of 1965 conducted by the Hollywood Advertising Club. Entries should be sent

Indicates first or revised listing.

*The Felzer Stations*

**RADIO**  
WBDZ - KALAMAZOO-BATTLE CREEK  
WEEI - GRAND RAPIDS  
WFRM - GRAND RAPIDS-KALAMAZOO  
WRTM-FM - CADILLAC

**TELEVISION**  
WWTW-TV - GRAND RAPIDS-KALAMAZOO  
WWUP-TV - CADILLAC-TRAVERSE CITY  
WWUP-TV - SAULT STE. MARIE  
WRTM-TV - LINCOLN, NEBRASKA  
WRTM-TV - GRAND ISLAND, NEB.

# WWTW/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10  
ANTENNA 1640' A.A.T. / ANTENNA 1214' A.A.T.  
CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

## Broadcasting

THE BUSINESSWEEDY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.  
Washington, D. C. 20036

Please start my subscription for (CHECK ONE)  52 issues \$8.50

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business  
 Home

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

52 issues and '66 Yearbook \$13.50

1965 Yearbook \$5.00

Payment enclosed

Bill me

# ARE YOU GETTING YOUR SHARE



*Of total national spot accounts?  
Of the national revenue in your market?*



How well are your rates and ratings used by your representative? How much meaningful research do they do on it? How well do they know your market and how do they interpret it? How closely do they coordinate their national sales with your local efforts?

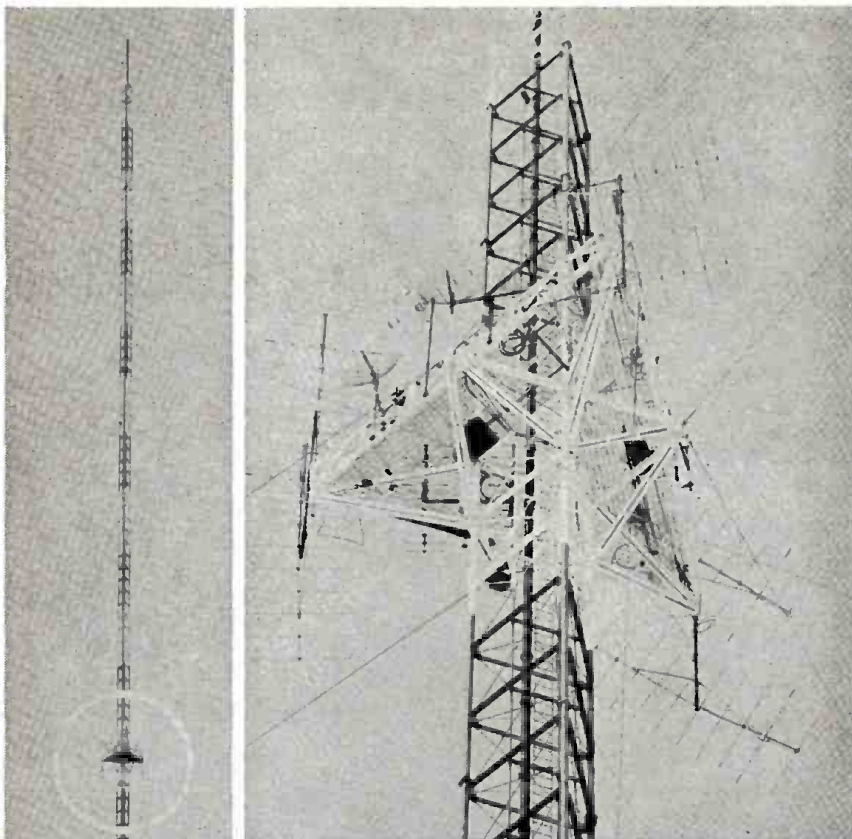
These are the areas that make the difference. These are the areas in which we concentrate.

## **VENARD, TORBET & McCONNELL, INC.**

*TV & Radio Station Representative*

New enlarged New York headquarters, 555 Fifth Ave.

Chicago, San Francisco, Los Angeles, Detroit, Dallas, St. Louis, Denver, Portland, Seattle



VHF, UHF and microwave community TV antennas on 300'-high platform

## Multi-Purpose TV Tower

The "bulge" you see in WSYE-TV's new 843' STAINLESS tower is a 25' platform supporting Elmira's CATV system. This called for a *custom tailored* tower, as all STAINLESS' towers *are*—at no extra cost.

Make yours a  
STAINLESS



Write today for  
information

**Stainless, inc.** NORTH WALES • PENNSYLVANIA  
IN CANADA: WALCAN, LTD., CARLETON PLACE., ONTARIO

**United Press International news produces!**

to HAC-IBA 6362 Hollywood Blvd., Hollywood 90028.

■Dec. 15—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.

■Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

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### JANUARY

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

■Jan. 17—New deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

■Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

■Jan. 25-27—Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

■Jan. 27-29—Annual winter convention and election of officers of South Carolina Broadcasters Association, Francis Marion hotel. Charleston.

■Jan. 31—New deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

### FEBRUARY

■Feb. 2-4—Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic System, formerly convention on Military Electronics. International hotel, Los Angeles.

■Feb. 8-9—Eighth annual mid-winter conference on Advertising/Government relations, jointly sponsored by Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

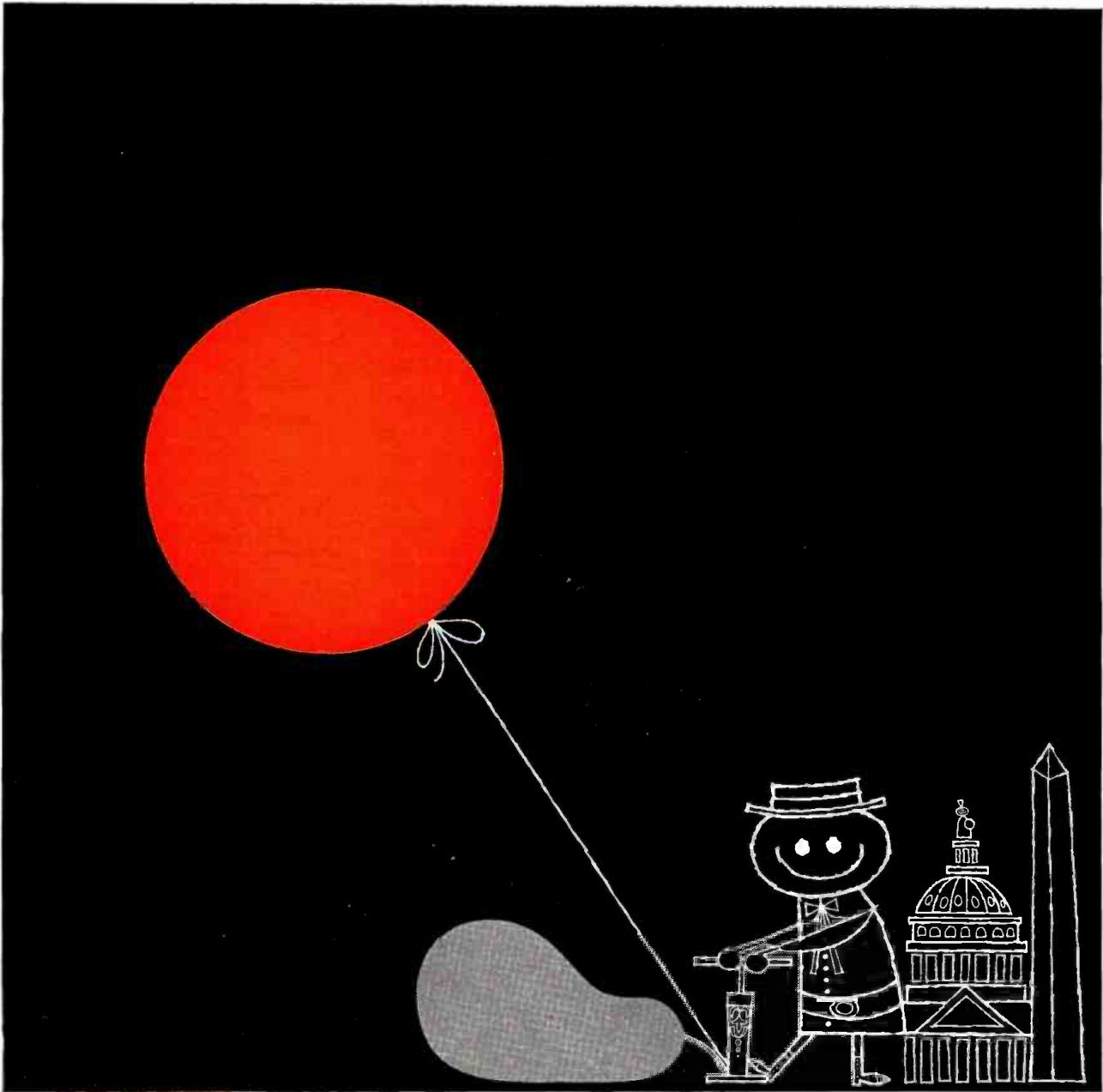
■Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Sheraton-Park, Washington.

### MARCH

March 15 — International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

■Indicates first or revised listing.

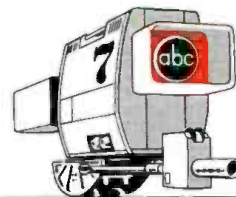




**NOW-FILM & SLIDE**  
**NATURAL COLOR\***

**wmal-tv**

The Evening Star Broadcasting Company, Washington, D.C.



\*No extra charge for color.

Nat'l Reps. Harrington, Righter & Parsons

BROADCASTING, October 25, 1965

WSUN RADIO WSUN TV

WSUN RADIO WSUN RADIO

WSUN TV WSUN RADIO

WSUN TV WSUN TV

**BETTER LOOKING ...**  
**BETTER LISTENING ...**  
**BETTER SELLING ...**

**WSUN**  
**TELEVISION • RADIO**  
**TAMPA - ST. PETERSBURG**

**AUDIENCE POTENTIAL: nearly 1/2 MILLION between PITTSBURGH and HARRISBURG**

**WJAC Radio**  
**delivers broadest coverage of the million dollar MARKET in the MIDDLE!**

Ask Meeker Radio for the Pulse-ating story of WJAC's audience make-up.

**10,000 WATTS**

**WJAC RADIO**  
 Johnstown, Pennsylvania

Since 1925

## OPEN MIKE

### The pleasing sound of C&W

EDITOR: Place my order for 100 reprints of the Country & Western Special Report (BROADCASTING, Oct. 18).

It was wonderful! wonderful! By far, one of the finest reports on C&W music ever set in print.—*Charlie Doll, general manager, WSIZ Glen Burnie, Md.*

EDITOR: Please send me 1,000 reprints of your Country & Western music story.—*Riedl & Freede Inc., Clifton, N. J.*

EDITOR: . . . Enter our order for 50 reprints of the Country & Western Special Report . . . *David M. Segal, president, KDKO Littleton, Colo.*

EDITOR: Please send us 100 copies of the C&W report.—*George B. Faulder, general manager, WWVA Wheeling, W. Va.*

(Reprints of the Oct. 18 Country & Western Special Report are available at 30 cents each, 25 cents each in quantities of 100 to 500, 20 cents each for over 500. Address requests to BROADCASTING, 1735 DeSales Street, N. W., Washington, D. C. 20036.)

### Pinpointed radio's story

EDITOR: The job you did on the Yankelevich study (BROADCASTING, Oct. 4) is one of the finest reporting jobs I have ever seen in any publication at any time.—*Theodore M. Douglas Jr., vice president and national director of sales, ABC Radio Network, New York.*

(Study, conducted by independent research firm of Daniel Yankelevich Inc. for ABC Radio, documented points where radio equals or beats TV and print media)

### Sounds in six other areas

EDITOR: Your piece about the Dial-A-Station service offered by WCBs New York was accurate (BROADCASTING Oct. 11) but . . . there are six stations represented by CBS Radio Spot Sales that are currently offering the Dial-A-Station service in six of the ten remaining top markets.

Time buyers, clients and others interested in finding out exactly what a station sounds like, to decide for themselves if their product would fit into a station's format, now have the perfect opportunity to find out—use Dial-A-Station—*Charles H. Warner, assistant sales manager, WTOP Washington.*

(CBS Radio Spot Sales invites collect calls to hear area radio stations through WEEI Boston (617-426-5544), WCAU Philadelphia (215-839-7097), WTOP Washington (202-244-7353), WBBM Chicago (312-944-4410), KCBS San Francisco (415-397-0674), KNX Los Angeles (213-469-5467).

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

ASSISTANT PUBLISHER  
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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. 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 1965: Broadcasting Publications Inc.

BROADCASTING, October 25, 1965

# NBC Films makes things **happen** with **CINEMAGREAT** features!

## **Quality happens!**

Beginning in 1960, and for a five year period, hundreds of available international feature films were thoroughly screened and meticulously culled with the American television viewer in mind. Released worldwide by such major distributors as MGM, Warner Brothers, and Columbia, every CINEMAGREAT feature meets the very highest box-office standards.



## **Stars happen!**

A truly impressive array of stars appear here. CINEMAGREAT boasts names like Van Heflin, Mel Ferrer, Alan Ladd, Boris Karloff, Vincent Price, Ricardo Montalban, Steve Allen, Virna Lisi, Orson Welles, Jean-Paul Belmondo, William Bendix, Raf Vallone, Aldo Ray, Richard Todd, Guy Madison, Vittorio De Sica, Gerte (Goldfinger) Frobe, Ian Carmichael, Jack Hawkins, Danielle Darrieux, MacDonald Carey, Johnny Desmond, Vittorio Gassman, John Barrymore, Jr., and many many more.



## **Excitement happens!**

CINEMAGREAT features (many of them in color) span every type of film entertainment from spy drama and thrilling mystery, to horror and science fiction, from historical drama to action adventure features — by far the most select group of diversified first-run, international motion pictures available.

## **Audiences happen!**

Never before has a group of post-1960 international film attractions given such promise of sustained viewer appeal. Get with what's happening! CINEMAGREAT features are available first-run in your market. NOW!



## How well do you and Mr. Retailer understand one another?

Advertising today—television, radio, the print media—must operate within a context of marketing reality.

An important part of that reality is the attitudes of retailers because these attitudes can often influence product sales, the yardstick by which advertising is pragmatically judged. Therefore, for better or worse, retailer attitudes are certainly of interest to advertisers and their agencies and should be of interest to broadcasters too.

Advertising generates consumer pull. But merchandising push by the retailer can either blunt or boost the degree of that pull.

**Advice From Source** ■ Since a substantial percentage of our billings is in packaged goods, particularly items sold in supermarkets, we want to know as much as possible about the attitudes of retailers. We do this through our NH&S buying committee.

Buying committees, of course, in the supermarket industry are the groups which pass on individual items and promotions. We feel that our buying committee is a unique merchandising service to take the pulse of the trade in a candid and confidential manner.

Our committee consists of retail grocery executives who meet in our offices on Sundays once a quarter to evaluate specific promotions before and after the fact and to discuss broad topics of interest. This committee is now in its third year of operation and consists of six leading executives.

Participants have included executives from chains such as Kroger, National Tea, Colonial, Grand Union, Red Owl, Stop & Shop, Ralph's and others from coast-to-coast. Voluntary wholesalers represented have included IGA, Super Valu, Certified and others.

**Moving the Goods** ■ At NH&S we believe we are marketing partners with our clients. While our primary functions are creating and placing advertising, we believe this also means helping our client sell his merchandise more efficiently.

Every year millions of dollars are poured into the merchandising funnel but only the ideas that are imaginatively conceived for the needs of the market ever see the light of day at the ultimate retail level. The major reason for this waste is a frequent lack of understanding of the dynamics of modern food retailing: what works, how and why.

There is a general problem in most businesses of communications bogging

down on the long trip from the agency to client marketing group to client sales group to the retailer. Through the committee we get a feedback and evaluation of how successful our efforts have been in actual selling situations.

We send out a firm agenda of just what is to be covered during each segment of the day about two weeks prior to the meeting. This alerts the committee before the fact and they usually come in well-armed with facts and firm opinions. Detailed minutes of the meetings are distributed to NH&S clients and to agency personnel. However, only portions which are not confidential are distributed. Strict observance of client confidences are kept in the meetings and when clients visit they sit in only for their own segment.

**From Idea to Action** ■ Subjects discussed have included post-mortems of past promotions, new promotional ideas which are merely in the think stage and broad areas of vital importance to everyone associated with modern marketing of packaged items. Other topics have ranged from private brands, co-op advertising and merchandising agreements, price packs, couponing, store-wide sales ideas and trade relations programs to a definitive look at the salesman today, premiums and sweepstakes.

Another subject we discussed had to do with the role of the broadcast media in moving grocery products. More facts appear needed as merchandisers are not easily "snowed" with a few glib statistics, according to our committee.

According to one member of the committee: "We like to know about the campaigns that will actively assist us in selling more merchandise. However, it seems to me there are not more than 50 campaigns a year that really move much

more than four or five extra packages per week per store off the shelf. When you look at it this way, the average campaign is not likely to make us stack it to the ceiling."

"Brochuremanship" to convey new products, promotions and advertising to the trade came in for some sharp criticism from the group. "I'm not interested in pretty pictures," said one member, "just give me the facts."

All agreed that mere listing of a broadcast campaign in a brochure doesn't do much for the retail buyer. A strong point was made that the use of a salesmate (self-contained movie screen unit and projector for desk-top use) is the best way to project a television campaign. "A commercial projected in this way will remain with a buyer, whereas this never happens with a brochure," one member said.

**TV-Radio Aid** ■ The consensus was that television is an unmatched medium for generating fast, immediate demand for products. However, the sum total of the committee's comments suggests that manufacturers (and their agencies) can do a great deal to improve communications on their broadcast campaigns to the grocery trade. Perhaps TV and radio can help us here.

A regular item on the agenda at recent meetings has been to single out promotions which seem particularly successful. It is interesting to note that all of these promotions had heavy pressure of consumer advertising behind them to build fast consumer demand which reflected itself shortly on the buying cards of the chains.

We believe that a feeling for "retail reality" helps us do a better job for our clients. Our buying committee is an effective tool in maintaining this feeling.



Eugene S. Mahany is vice president and director of merchandising for Needham, Harper & Steers, Chicago, which is heavy in grocery and package goods fields. NH&S puts some \$60 million annually into the broadcast media. Mr. Mahany joined NH&S as merchandising supervisor in 1962 after 14 years with Kroger where he was in merchandising and advertising. He also was general manager of Kroger's extensive private label manufacture and sales of coffee, tea and spices.

## Another radio record for '65?

That's the way it looks today, BROADCASTING

check of representatives, networks and others

shows, as FCC announces 1964 was 7.3% ahead of '63

Advertisers put more money into radio in 1964 than ever before and are spending this year at a clip that seems certain to break the record again in 1965.

Last year's record was made official last week with FCC's release of its 1964 radio financial report. It showed time sales for the year totaled \$763,-768,000, with all three components—local, national spot and network—sharing in the 7.3% gain over the previous all-time high, registered in 1963.

Local time sales for 1964 were put at \$487,947,000, up 8.5% from the preceding year.

National spot billings were placed at \$232,038,000, up 5.4%.

Network sales were put at \$43,783,-000, up 4.8%.

Added to the 1964 television time sales total of \$1.55 billion reported by the FCC several weeks ago (BROADCASTING, Aug. 9), the radio figures pushed total broadcast time sales beyond the \$2 billion mark for the second year in a row. In 1963 the radio-TV total was \$2.1 billion as compared to slightly less than \$2 billion in 1962.

**Cross-Section** ■ The prospect of still further radio gains this year emerged from a BROADCASTING sampling of radio sales authorities, the radio networks and leading radio station representation firms. Virtually without exception they reported sales thus far this year were running ahead of those for the same period last year and predicted full-year increases ranging from a few percentage points to 12 or 15%.

These forecasts were not without some cloudiness, however. A number of reps, for instance, noted areas of softness in national radio selling, a few reported signs of sluggishness in the radio market in recent weeks and one or two expressed concern as to whether their own gains were typical of national spot business as a whole.

Several spot sales officials protested that networks were "raiding" spot, in some cases to the point of luring away

business that had already been placed on their own affiliates.

Even the most pessimistic, however, saw "good reason for cautious optimism," while others reported strengthening sales and firmer market, and some reported rate increases already adopted or planned.

Miles David, president of the Radio Advertising Bureau, offered no predictions for 1965 but called instead for more vigorous and effective selling, although he noted with pleasure that radio's 7.3% increase in time sales in 1964 was substantially ahead of this country's 6.57% increase in gross national product.

**Effective Salesman** ■ Radio obviously is "doing an effective job for advertisers, or we wouldn't be growing faster than the American economy as a whole,"

he asserted. He called the 7.3% gain "exciting and convincing evidence of radio's impact."

"But frankly," he continued, "our posture at RAB is not one of satisfaction. We should be growing even faster than we did in 1964."

The approximately 5% growth rate recorded in national spot and network sales, as well as the 8.5% increase in local business, are ahead of the trend of a number of other media, he said, "but we won't be anywhere near our goal until radio's growth rate nationally as well as locally begins to make up for the pace of some past years."

He continued: "Unfortunately the definitive FCC figures come out so late that we won't really know about 1965 for another year. The trend indicators in radio which we see in the course of

### Here's how 1964-63 compare for radio-TV

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO<sup>1</sup> AND TELEVISION BROADCAST SERVICES—1963-64 (in millions of dollars)

Service	1964	1963	Percent change 1963-64
Total broadcast revenues			
Radio	\$ 732.0	\$ 681.1	7.5%
Television	1,793.3	1,597.2	12.3
Industry total	\$2,525.3	\$2,278.3	10.8%
Total broadcast expenses			
Radio	\$ 661.2	\$ 626.2	5.6%
Television	1,377.7	1,254.0	9.9
Industry total	\$2,038.9	\$1,880.2	8.4%
Broadcast income (before federal income tax)			
Radio	\$ 70.8	\$ 54.9	29.0%
Television	415.6	343.2	21.1
Industry total	\$ 486.4	\$ 398.1	22.2%

<sup>1</sup> Includes AM and FM broadcasting.

NOTE: 1964 radio data cover the operations of 4 nationwide networks, 3,896 AM and AM-FM and 306 independent FM stations. Excluded are 74 AM and AM-FM stations and 26 independent FM stations whose reports were filed too late for tabulation. 1963 data are for 4 nationwide networks, 3,832 AM and AM-FM and 294 independent FM stations. 1964 TV data cover the operations of 3 networks and 575 stations. 1963 TV data cover the operations of 3 networks and 565 stations.

## ANOTHER RADIO RECORD FOR '65 continued

any year are difficult to read. Radio often has crosscurrents. In traveling throughout the country with the RAB management conferences we heard station after station report excellent 1965 increases. But we know others ran against this trend.

"For that reason we aren't going to make predictions or be content with the 1964 pattern of progress reported by the FCC. When we get to the point where the radio growth pattern runs ahead of other media consistently for a few years it may be time to enjoy it—or consider how we could do still better."

**Network Forecasts** ■ Three of the four national radio networks reported or predicted sales increases in 1964.

Officials of the NBC Radio network said their sales running levels were comparable to last year's but that because of operating economies their earnings were up "substantially" for the sixth consecutive year. They reported that close to 30 new advertisers had been attracted to NBC Radio thus far this year, some of them in their first use of radio and more than half using NBC Radio exclusively.

ABC Radio recently reported that its nine-month billings this year were more than 18% ahead of the same period a year ago and officials predicted the gain for the full year would also be about 18%. Sales for the first quarter of 1966, they said, are running 17 to 20% ahead of last year's opening pace.

CBS Radio officials said their business for the year would be at least several percentage points ahead of 1964's and that sales for the first quarter of next year are moving at an "extraordinary" pace.

Mutual network authorities reported advertisers are booking for longer periods, are booking earlier and are renewing at approximately the 90% level. They said they expect to end this year with volume up 25 to 30% over

1964 and look forward to a "still stronger" year in 1966.

Among radio station reps, some typical appraisals are summarized below:

The vice president in charge of one large firm estimated that business for the first nine months of 1965 is running 12% ahead of the comparable period of 1964. But he expressed concern over a "slow-down" in activity, particularly in the past four weeks. The reason for the sluggishness, he speculated, was more aggressive selling by the radio networks during the fourth quarter. He was hopeful that the fourth quarter would equal or surpass the sales volume of the 1964 quarter, however, giving the stations represented a comfortable boost over last year.

The president of a company that specializes in medium-sized markets indicated that business in 1965 was "excellent." But he tempered this remark with the observation that the sizable overall increase could be attributed mainly to "vastly expanded" volume in two major markets and to an expansion of his station list. Business was "particularly good" in the first seven months but has been "more moderate" in late summer and early fall, he reported.

**Business Good** ■ The executive vice president of a large company reported a "healthy increase" for the first nine months and expected this thrust to continue throughout the year. The improvements that are being made in measuring radio's audience, he continued, will help convince "on-the-fence" advertisers to invest more in spot radio in the future. When the "true audiences" of spot radio become known to advertisers, he said, they will invest in the medium at an ever-increasing rate. He said that a number of rate increases already have been instituted.

A 14% increase in spot radio volume for 1965 was estimated by the vice president of another leading company.

He reported that through the third quarter, volume was running approximately 18% ahead of 1964 but that business in the past few weeks had been somewhat sluggish. He said he was heartened by Procter & Gamble's testing various radio schedules after a long-term absence and by Colgate-Palmolive's expanded activities.

Another large company said its 1965 volume would run 12 to 15% ahead of last year. This figure, an official predicted, would double the percentage increase of national spot radio business as a whole. The company looks for still greater percentage increase for its own stations in 1966. Colgate-Palmolive was cited as adding substantially to this firm's billings.

Another major firm, which has added substantially to its station list during the year, indicated volume up 12% for 1965 when using a comparable-station list as the basis for comparison. This company looks for another 12% gain in 1966 with this prognosis: "Economy solid, business good."

An official of the company pointed to strong competition from networks for business. Unlike most television budgets, he said, radio allocations are generally not broken down between spot and network when totals are set by the advertiser. He noted several instances of networks having "raided" spot monies, after spot schedules had already been set, by offering "more attractive" rates on a network lineup.

One rep with stations in a dozen major markets said his volume would be up around 4% this year over 1964, but that business had been spotty and cyclical. He said his firm and others had experienced a poor first quarter that pulled the year's total down and tended to disguise a strengthening spot market. But, he said, national advertisers are taking a lesson from local radio users and some of those who had used spot on a test basis were converting to year-round users.

## A look back at radio's finances over the past 10 years

AM AND AM-FM RADIO FINANCIAL DATA,<sup>1</sup> 1954-1964  
(Industry Totals)

A. Time Sales							
Year	Total (\$ millions)	Network (\$ millions)	Percent of total	National spot (\$ millions)	Percent of total	Local (\$ millions)	Percent of total
1964	\$763.7	\$43.8	6%	\$232.0	30%	\$487.9	64%
1963	711.7	41.8	6	220.2	31	449.7	63
1962	665.2	37.3	6	208.4	31	419.5	63
1961	617.2	35.8	6	197.4	32	384.0	62
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55

B. Broadcast revenues, expenses, and income<sup>2</sup>  
(\$ millions)

Year	Revenues	Expenses	Income
1964	\$719.2	\$645.4	\$73.8
1963	669.7	611.6	58.1
1962	626.8	580.1	46.7
1961	583.6	551.6	32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6
1955	452.3	406.0	46.3
1954	448.8	406.3	42.5

<sup>1</sup> Excludes independently owned FM stations.

<sup>2</sup> Before federal income tax.

Source: Annual Financial Report, Form 324 filed by licensees and permittees.

# Radio, once more, pushes to new high

## REVENUE REACHES \$732 MILLION, WITH PROFITS OVER \$70 MILLION

The boom in radio, a continuing climb in both revenues and income for the past three years, reached new highs in 1964, the FCC reported last week. The commission, in its annual financial report on AM and FM radio revenues and earnings, reported that in 1964 radio took in \$732 million in revenues and had profits of \$70.8 million before federal income taxes.

Combined with the television financial report issued last summer (BROADCASTING, Aug. 9), the broadcast industry as a whole reached over \$2.5 billion in revenues, and \$486.4 million in income before taxes.

In the report issued last week on radio, the FCC showed that radio revenues went up 7.5% over the \$681.1 million in revenues in 1963 for all four networks, their 19 owned stations and 3,877 other stations. Income before taxes shot up a substantial 29% over 1963's \$54.9 million.

In the last 10 years, radio revenues have continued a sustained climb with only one drop: In 1961, revenues fell below the previous year by less than \$8 million. Income also has been increasing yearly for the past decade, with two exceptions: In 1958, income dropped heavily, to \$38 million from the 1957 figure of \$54.3 million; and again in 1961 when income dropped to \$32 million from the previous year's \$48.3 million.

Of the total \$763,768,000 in time sales in 1964, network sales accounted for \$43.8 million, national spot, \$232 million and local \$487.9 million. This growth has been constant during the last three years. Each category of time sales revenues has also remained constant—network sales constituted 6% of total time sales; national spot, 30% and local, 64%. Actually, local times sales moved up by one percentage point in 1964, while national spot slipped back by the same figure. Network time sales are after payment to affiliates but before commissions.

Total time sales in 1964 were up 7.3% over 1963's \$711.7 million. Network time sales were up 4.8% over the previous year's \$41.8 million; national spot up 5.4% over 1963's \$220.2 million, and local up 8.5% over 1963's \$449.7 million.

Network time sales have maintained a four-year climb; in 1960 sales totaled \$35 million, a dip of \$600,000 from the year before. But since then network sales have moved up year by year. This is now, at \$43.8 million, still less than half 1954's peak of \$83.7

million, but the rise has been sustained.

**Fewer Losers** — Of 3,739 radio stations reporting profits and losses, 2,660 reported profits, while 1,079 reported losses. In 1963, with 3,685 stations reporting, 2,451 reported profits, while 1,234 reported losses.

There were 68 stations reporting profits and seven, losses which had \$1 million or more in revenues; where revenues ranged from \$500,000 to \$1 million, 121 reported profits, 20 losses. Where revenues were less than \$25,000, there were more losses than profits; 70 stations reported loss figures; 30 profit-

### Very close

BROADCASTING's estimates of total radio time sales in 1964 published last Feb. 22, were within 1.7% of the official figures released by the FCC last week. The FCC figures for total time sales were \$763,768,000; BROADCASTING's \$777,349,000.

In each of the three time sales categories, the differences between the FCC's figures and BROADCASTING's estimates were no higher than 3.2% — which related to network time sales: FCC \$43,783,000, BROADCASTING \$42,387,000.

Other categories: national spot — FCC \$232,038,000, BROADCASTING \$233,996,000, difference 0.84%; local — FCC \$487,947,000, BROADCASTING \$500,966,000, difference 2.7%.

able operation.

The number of unprofitable radio stations has continued proportionately to become less and less. In 1964, the 1,079 stations reporting losses constituted 29% of the total stations. This is a steady decline from the 40% reporting losses in 1961. And more significant, two-thirds of the stations reporting losses were in the group reporting losses of \$100,000 or less. Another interesting finding is that a higher proportion of profitable stations come from communities with populations of 50,000 and below; in fact in 1964 81% from these markets reported black ink operation compared to 75% in 1963.

The average profitable station had average revenues of \$207,552, income

before federal income tax of \$37,927. This average profitable station received \$3,312 from network time sales, \$74,884 from national spot and \$144,997 from local sales.

Loss stations showed an average of \$117,425 in revenues and losses amounting to \$22,568. Average time sales came from networks, \$2,592; national spot, \$33,917, and local \$98,178.

**Profits in FM** — More FM stations without relationship to AM outlets reported profitable operation in 1964 than in previous years, although the number of those reporting losses increased also as the total number of independent FM stations grew to a total of 306.

Revenues by non-AM-affiliated FM's reached \$12.8 million out of a total \$19.7 million for all FM's. The \$12.8 million included about \$1.5 million from nonbroadcast activities by FM stations, including the sale of background music and other special services. Total revenues for independents were up \$1.4 million from 1963; while overall total FM revenues were up \$3.4 million.

Over a 10-year period, total FM revenues were up ten-fold; from \$1.9 million in 1954 to \$19.7 million in 1964. FM stations increased from 528 in 1954 to 1,175 in 1964.

Independent FM stations—those not affiliated with an AM station—moved up from \$800,000 in revenues in 1954 to \$12.8 million in 1964. And, although total FM income is a loss figure, the loss has gone down by \$200,000 for the first time since 1956.

Overall, the 306 independent FM stations showed a loss for the year; \$3 million, compared to \$3.2 million loss in 1963.

Other FM data: (1) Employment in FM in 1964 reached 2,407, of which 1,030 were parttime; (2) investment in tangible broadcast property was calculated as \$14.2 million in original cost, \$9.6 million in depreciated cost.

In a listing of metropolitan statistical areas with three or more FM stations operating, the FCC report showed that in only two areas were there income—Madison, Wis., and Oklahoma City. Both had three FM stations in 1964.

Major metropolitan areas for total FM revenues were led by Chicago, \$1,749,166 with 14 FM stations operating; followed by Los Angeles-Long Beach, Calif., \$1,016,306 and 17 FM stations on the air. Other cities where total FM revenues topped \$500,000: Detroit, New York, San Francisco-Oak-

## RADIO PUSHES TO NEW HIGH continued

land.

**Payments To Owners** ■ There were 2,485 radio stations which paid a total of \$38,555,871 to proprietors, partners or stockholders (other than dividends, etc.). Fifteen stations paid out over \$100,000 each.

Of the total of 1,079 radio stations operating for the full 1964 year, 589 reported payments to proprietors, and others, and/or depreciation expenses which exceeded the amount of their loss; 326 reported payment to proprietors and others alone which exceeded the amount of their loss.

Overall, there were 1,189 radio stations, including those on the air only part of 1964 which reported losses

totaling \$27,071,795. Of these, 683 reported payment of \$7,923,135 to proprietors and others; 1,096 reported payments of \$12,932,965 as depreciation expense.

Other highlights of the 1964 year as reported by the FCC:

■ General and administrative costs again led the expense list for the total radio industry, amounting to \$231.5 million. In second place were program expenses (\$215.2 million), followed by selling expenses (\$120.6 million) and technical expenses (\$78.1 million).

Among networks and their 19 owned stations, however, programing led the list of expenses: \$22.9 million for net-

works and \$12.55 million for owned stations.

■ During the year there were 57,759 people employed in the radio broadcast industry, of which 12,703 were part-time.

■ Investment in tangible broadcast property by the radio industry totaled almost \$507 million original cost; \$272.1 million depreciated cost.

■ Principal expense items for radio stations operating for the full year ranked in this order—wages and salaries, 52.2%; royalties and license fees, 6.7%; depreciation, 6.6%; talent, 4.5% and news (other than salaries), 2.4%.

## Market size comparisons of radio stations losing money

AVERAGE FINANCIAL DATA FOR AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED<sup>1</sup>, 1964 (Stations Operating Full Year)

Population of:	Average Time Sales Per Station Reporting				Average Per Station Reporting			
	No. of stations reporting total time sales of \$25,000 or more <sup>2</sup>	Networks	National and regional advertisers and sponsors <sup>3</sup>	Local advertisers and sponsors <sup>3</sup>	Total stations reporting	Total broadcast revenues <sup>4</sup>	Total broadcast expenses	Total broadcast losses <sup>5</sup>
2,000,000 and over	64	\$8,163	\$164,619	\$249,861	65	\$368,371	\$445,026	\$76,655
1,000,000-2,000,000	52	6,632	84,064	176,406	53	251,121	332,508	81,387
500,000-1,000,000	116	4,150	50,981	138,453	118	174,274	214,743	40,469
250,000- 500,000	136	3,257	34,897	102,777	142	128,642	154,614	25,972
200,000- 250,000	34	2,475	26,892	105,587	37	121,531	135,097	13,566
150,000- 200,000	44	2,082	14,679	87,057	45	99,770	118,011	18,241
100,000- 150,000	46	1,440	26,715	94,135	49	113,160	134,840	21,680
50,000- 100,000	27	3,154	29,064	88,646	27	117,089	133,368	16,279
25,000- 50,000	92	2,483	15,036	79,571	98	90,986	104,160	13,174
10,000- 25,000	155	1,142	12,444	66,825	161	77,263	85,375	8,112
5,000- 10,000	108	596	8,292	57,913	129	58,190	64,290	6,100
2,500- 5,000	98	277	6,260	42,164	126	41,424	45,744	4,320
Less than 2,500	37	6	7,048	44,600	58	38,755	47,246	8,491
Total	1,009	\$2,592	\$33,917	\$98,178	1,108	\$117,425	\$139,993	\$22,568

<sup>1</sup> Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

<sup>2</sup> Stations with total time sales of less than \$25,000 are not required to report time sales separately.

<sup>3</sup> Before commissions to agencies, representatives and others.

<sup>4</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>5</sup> Before federal income tax.

## How market size influenced radio time sales

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED<sup>1</sup>, 1964 (Stations Operating Full Year)

Population of:	Average Time Sales per Station Reporting				Average Per Station Reporting			
	No. of stations reporting total time sales of \$25,000 or more <sup>2</sup>	Networks	National and regional advertisers and sponsors <sup>3</sup>	Local advertisers and sponsors <sup>3</sup>	Total stations reporting	Total broadcast revenues <sup>4</sup>	Total broadcast expenses	Total broadcast income <sup>5</sup>
2,000,000 and over	147	\$12,967	\$524,842	\$542,782	147	\$957,694	\$713,682	\$244,012
1,000,000-2,000,000	104	11,952	267,995	352,060	104	558,019	424,284	133,735
500,000-1,000,000	190	9,005	174,012	237,666	190	375,311	308,171	67,140
250,000- 500,000	229	4,653	86,093	163,607	230	235,519	202,158	33,361
200,000- 250,000	59	1,857	58,345	170,824	59	222,834	187,927	34,907
150,000- 200,000	85	2,778	57,245	152,907	85	208,294	175,341	32,953
100,000- 150,000	108	6,403	50,554	137,792	108	187,665	162,691	24,974
50,000- 100,000	62	3,826	24,722	106,392	62	130,637	113,475	17,162
25,000- 50,000	275	1,951	28,100	120,252	275	149,548	131,373	18,175
10,000- 25,000	499	1,212	17,052	96,381	499	113,969	99,315	14,654
5,000- 10,000	465	484	10,403	70,877	465	81,404	70,851	10,553
2,500- 5,000	289	453	6,428	58,150	289	64,984	56,054	8,930
Less than 2,500	118	114	7,723	57,939	118	65,413	55,925	9,488
Total	2,630	\$3,312	\$74,884	\$144,997	2,631	\$207,552	\$169,625	\$ 37,927

<sup>1</sup> Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

<sup>2</sup> Stations with total time sales of less than \$25,000 are not required to report time sales separately.

<sup>3</sup> Before commissions to agencies, representatives and others.

<sup>4</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>5</sup> Before federal income tax.





**Oil filters were dirty words**



**until Spot TV changed the picture**

What goes on under the hood of an automobile used to be an affair for mechanics' eyes only. Then, with a bold stroke of strategy, the manufacturer of PurOlator Oil Filters made it an affair of the heart.

Although tops in the field, the PurOlator people felt they were not meeting their full growth potential and that a shift in marketing tactics was called for. They decided to break with tradition and, instead of selling principally to dealers, take their story directly to the consumer. Aware that most auto owners didn't know a PurOlator from a percolator, they knew they would have to make a strong impact with a convincing and memorable message. They chose Spot TV to do the job.

PurOlator started with seven test markets. The results proved startling: sales were four times greater in these markets than in non-TV areas!

Over a two-year period, PurOlator steadily increased Spot TV coverage to a total of eighty markets. Their rate of sales gain rose steadily, too, amounting last year to a hefty 28% increase over the previous year! PurOlator entered Spot TV cold—and found a warm and profitable reception. You can do the same, especially in the eight markets where our stations do the job best.



**TELEVISION  
ADVERTISING  
REPRESENTATIVES,  
INCORPORATED**

Representing: WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS) WBZ-TV BOSTON, KYW-TV PHILADELPHIA, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH AND KPIX SAN FRANCISCO (GROUP W STATIONS)

TVAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

## Revenues and expenses of national networks and stations

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE RADIO NETWORKS AND 3,896 AM AND FM STATIONS  
1963-1964  
(In thousands of dollars)

Item	% change		% change		3,877 other stations	% change		Total 4 networks, 3,896 stations	% change from prev. yr.
	4 nationwide networks	from prev. yr.	19 o&o stations	from prev. yr.		from prev. yr.	from prev. yr.		
<b>A. Revenues from the sale of time:</b>									
1. Network time sales:									
a. Sale of major network time to advertisers	\$40,876	3.3	\$ 1,299	(11.1)	\$ 7,910 <sup>1</sup>	(1.5)	....	....	....
b. Sale of other network time	....	....	....	....	2,205	27.4	....	....	....
Total network time sales	40,876	3.3	1,299	(11.1)	10,115	3.6	....	....	....
2. Deductions from network's revenue from sale of time to advertiser:									
a. Paid to owned and operated stations	1,299	(11.1)	....	....	....	....	....	....	....
b. Paid to affiliated stations	7,208	(4.5)	....	....	....	....	....	....	....
Total participation by others (excluding commissions) in revenue from sale of network time	8,507	(5.6)	1,299	(11.1)	10,115	3.6	\$ 43,783	4.8	....
3. Total retentions from sale of network time	32,369	5.9	....	....	....	....	....	....	....
4. Non-network time sales:									
a. National and regional advertisers	....	....	21,268	(3.0)	210,770	6.3	232,038	5.4	....
b. Local advertisers	....	....	16,384	5.3	471,563 <sup>2</sup>	8.6	487,947	8.5	....
Total non-network time sales	....	....	37,652	0.4	682,333	7.9	719,985	7.5	....
5. Total time sales	32,369	5.9	38,951	0.0	692,448	7.8	763,768	7.3	....
6. Deduct—Commissions to agencies, representatives, etc.									
	6,064	2.5	31,943	(0.1)	623,829	7.9	682,077	7.5	....
7. Net time sales	23,305	6.7	7,008	0.4	68,619	7.1	81,691	6.1	....
<b>B. Revenues from incidental broadcast activities:</b>									
a. Talent	9,256	6.4	1,632	(14.9)	10,446	11.5	21,334	6.8	....
b. Sundry broadcast revenues	1,423	11.0	581	44.9	13,772	3.8	15,776	5.5	....
Total incidental broadcast activities	10,679	7.0	2,213	(4.6)	24,218	7.0	37,109	6.2	....
TOTAL BROADCAST REVENUES	36,984	6.8	34,155	(0.4)	648,047	7.9	719,186	7.4	....
<b>C. TOTAL BROADCAST EXPENSES</b>									
	36,313	7.7	30,524	4.1	578,556	5.5	645,393	5.5	....
<b>D. BROADCAST INCOME (before federal income tax)</b>									
	671	(27.8)	3,631	(26.9)	69,491	33.2	73,793	27.1	....

<sup>1</sup> Amount differs slightly from that shown in Item 2.b because variations in accounting practices.

<sup>2</sup> Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

( ) Denotes percentage decrease.

Note: Data for 1963 cover the operations of 4 nationwide networks, their 19 owned and operated stations, and 3,813 other stations.

## Financial picture for FM-only stations

### A. BROADCAST REVENUES OF ALL FM STATIONS

	1964		1963	
	Number of stations	Amount (millions)	Number of stations	Amount (millions)
<b>FM Stations Operated by:</b>				
<b>AM Licensees</b>				
Reporting no FM				
Revenues	348		372	
Reporting FM				
Revenues	521	\$ 6.9	405	\$ 4.9
Non-AM Licensees	306 <sup>1</sup>	12.8 <sup>2</sup>	294	11.4
Total	1,175	\$19.7	1,071	\$16.3

### B. BROADCAST EXPENSES, INCOME, INVESTMENT IN TANGIBLE BROADCAST PROPERTY AND EMPLOYMENT OF 306 FM STATIONS OPERATED BY NON-AM LICENSEES

	1964		1963	
	Number of stations	Amount (millions)	Number of stations	Amount (millions)
Broadcast Expenses	306	\$15.8	294	\$14.6
Broadcast Income (before federal income tax)	306	(\$3.0)	294	(\$3.2)
Employment (12-31-1964)		Fulltime 1,377	Parttime 1,030	Total 2,407

Original cost Depreciated cost (millions)

Investment in Tangible Broadcast Property (12-31-64)	\$14.2	\$9.6
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( ) Denotes loss.

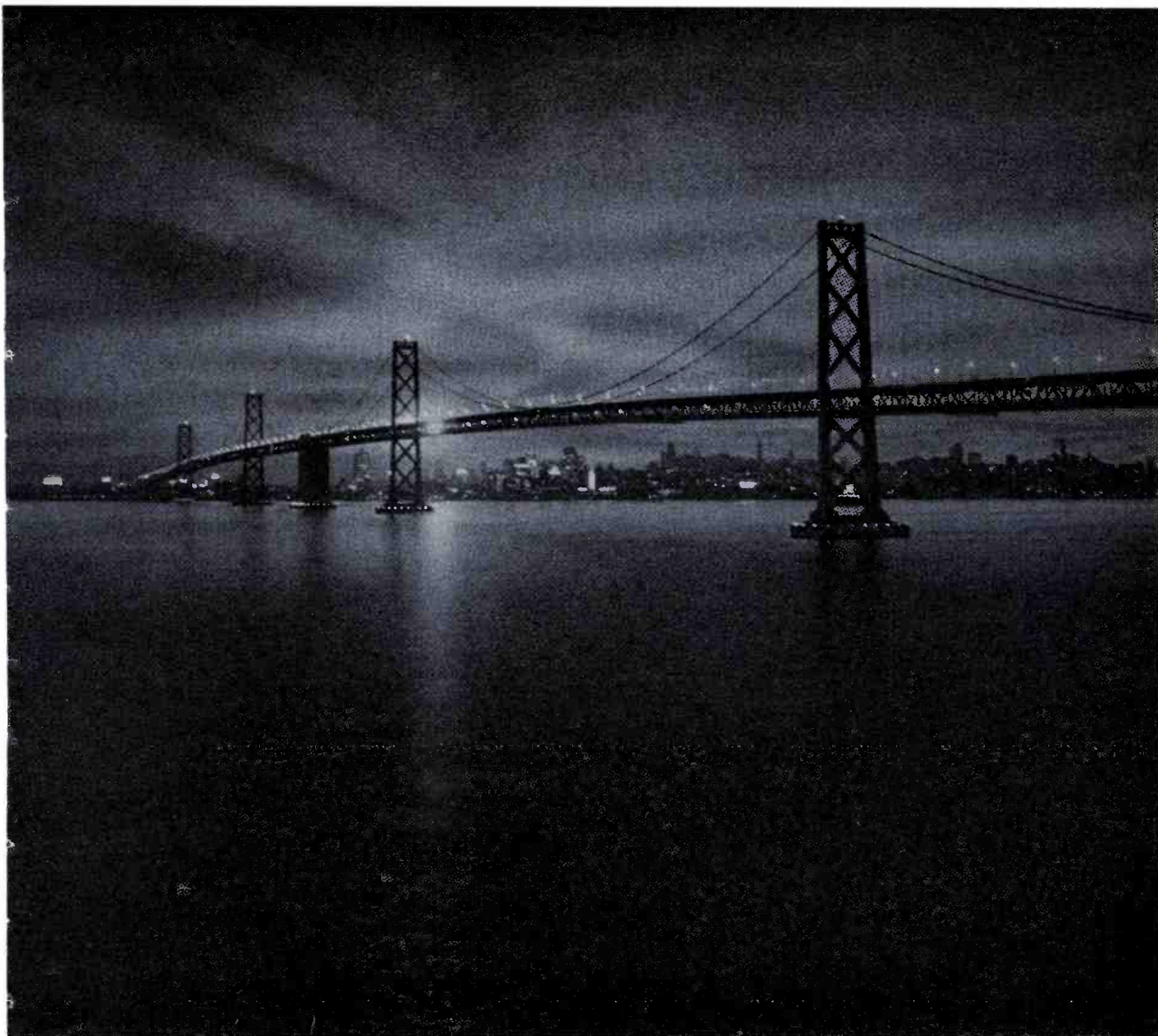
<sup>1</sup> Reports of 26 FM stations operated by non-AM licensees were filed too late for tabulation.

<sup>2</sup> Of this amount 1.5 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

NOTE: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

### NUMBER OF FM STATIONS OPERATED BY NON-AM LICENSEES REPORTING PROFIT AND LOSS, 1960-1964

Year	Total number reporting	Number reporting profit	Number reporting loss
1964	306	93	213
1963	294	86	208
1962	279	71	208
1961	249	59	190
1960	218	50	168



## **COLORFUL EVENINGS ON SAN FRANCISCO BAY**

A "Cavalcade of Color" appears on *independent* KTVU this Fall. Over 14½ hours per week will be programmed in color by KTVU. Scheduled for colorcasting this Fall are—prime time movies, travel adventure shows, dramatic series, weekend sports events, late movies and cartoons.

This emphasis on color programming is just one more reason why KTVU is the Nation's **LEADING** Independent Television Station.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;

WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC (TV), Pittsburgh



SAN FRANCISCO • OAKLAND  
Represented by H-R Television

## How FM-only stations fared in metropolitan areas

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS OPERATED BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS WITH 3 OR MORE INDEPENDENT FM STATIONS

1964				1964					
Standary metropolitan statistical areas	Total stations reporting	Total broadcast revenues <sup>1</sup>	Total broadcast expenses	Total broadcast income <sup>2</sup>	Standard metropolitan statistical areas	Total stations reporting	Total broadcast revenues <sup>1</sup>	Total broadcast expenses	Total broadcast income <sup>2</sup>
Anaheim-Santa Ana-Garden Grove, Calif..	3#	\$ 95,476	\$ 139,689	\$( 44,213)	Milwaukee, Wis. ....	4	106,135	115,719	( 9,584)
Baltimore, Md. ....	3	60,292	110,261	( 49,969)	Nashville, Tenn. ....	3	72,717	79,849	( 7,132)
Chicago, Ill. ....	14	1,749,166	1,843,574	( 94,408)	New York, N. Y. ....	6	650,523	904,150	( 253,627)
Cleveland, Ohio ....	3	165,804	205,739	( 39,935)	Oklahoma City, Okla. ....	3	71,305	63,695	7,610
Des Moines, Iowa ....	3	80,582	101,396	( 20,814)	Philadelphia, Pa.-New Jersey .....	5	376,027	539,496	( 163,469)
Detroit, Mich. ....	8#	535,681	633,198	( 97,517)	Sacramento, Calif. ....	5	101,360	133,609	( 32,249)
Houston, Texas ....	5	212,129	327,343	( 115,214)	San Diego, Calif. ....	6	228,018	290,923	( 62,905)
Indianapolis, Ind. ....	5	171,644	183,583	( 11,939)	San Francisco-Oakland, Calif. ....	10	637,716	711,637	( 73,921)
Los Angeles-Long Beach, Calif. ....	17	1,016,306	1,261,501	( 245,195)	Seattle-Everett, Wash. ..	3	136,866	163,996	( 27,130)
Madison, Wis. ....	3	50,067	48,561	1,506	Total .....	109	\$6,517,814	\$7,857,919	\$(1,340,105)

<sup>1</sup> Total revenues consist of total sales less commissions plus total incidental broadcast revenues.  
<sup>2</sup> Before federal income tax.

( ) Denotes loss.  
 # Not all stations in this group operated a full year during 1964.

## Did payments to owners influence station profit or loss?

NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1964

(Excludes dividends and other payments from surplus)

Number of stations reporting payments of:	Number	Amount
Over \$100,000	15	\$ 1,842,537
75,000- 99,999	20	1,702,307
50,000- 74,999	61	3,626,543
40,000- 49,999	59	2,590,902
30,000- 39,999	140	4,799,815
25,000- 29,999	135	3,677,358
20,000- 24,999	192	4,288,230
15,000- 19,999	269	4,597,712
10,000- 14,999	482	5,929,295
5,000- 9,999	561	4,164,289
2,500- 4,999	255	960,682
Under 2,500	296	376,201
<b>Total</b>	<b>2,485</b>	<b>\$38,555,971</b>

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSE, 1964

1. Total number of stations reporting a loss	1,189	\$27,071,795
a. Total amount of losses		
2. Number of losing stations which reported payments to proprietors, etc.	683	
a. Total amount of payments to proprietors, etc.		7,923,135
3. Number of losing stations which reported depreciation expense	1,096	
a. Total amount of depreciation expense		12,932,965
4. Number of stations in operation a full year which reported a loss:		
a. Total number of stations	1,079	
b. Total number of stations reporting payments to proprietors, etc. and/or depreciation expense which exceeded the amount of the loss	589	
c. Total number of stations reporting payments to proprietors, etc. which alone exceeded the amount of the loss	326	

## A city-by-city comparison of radio revenues and expenses

1964  
 SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME<sup>1</sup> OF 3,896 RADIO<sup>2</sup> STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN STANDARD METROPOLITAN STATISTICAL AREAS

Item	No. of stations in operation	No. reporting \$25,000 or more time sales <sup>3</sup>	Networks	Time sales: national and regional advertisers and sponsors <sup>4</sup>	Local advertisers and sponsors <sup>4</sup>	Total stations reporting <sup>5</sup>	Total broadcast revenues <sup>6</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
Metropolitan Areas									
United States	1590	1520	\$ 8,441,707	\$200,841,440	\$313,718,784	1564	\$476,130,774	\$420,309,126	\$55,821,648
Nonmetro. Areas of 3 or more stations	308	292	663,071	5,839,241	27,089,802	302	33,270,108	32,223,734	1,046,374
Nonmetro. Areas of less than 3 stations	2023	1866	1,262,931	22,406,554	141,083,395	1990	166,064,109	151,333,488	14,730,621
Total United States	3903	3678	10,367,709	229,087,235	481,891,981	3856	675,464,991	603,866,348	71,598,643
Commonwealth & Poss.	40	38	1,046,647	2,951,284	3,225,498	40	6,737,341	5,214,084	1,523,257
<b>Grand Total</b>	<b>3970</b>	<b>3716</b>	<b>\$11,414,356</b>	<b>232,038,519</b>	<b>485,117,479</b>	<b>3896</b>	<b>682,202,332</b>	<b>609,080,432</b>	<b>73,121,900</b>

Crosley's on the GO—

**\$325,000**

for a grass skirt?

That's a lot of moola to see a hula! But 235 people from 40 cities in six states spent over \$325,000 to join WLW's Bob Braun on a two week Hawaiian tour. The tour was promoted exclusively on Bob's "Good Morning Show" on WLW. And he didn't need his grass skirt to shake all this money loose.

Travel people say this is the biggest radio-promoted tour in history. Ad investment on WLW Radio: less than \$5000.

This kind of success is possible on WLW, because this is the home of outstanding personalities such as Bob Braun. This is drawing power! Audience acceptance! From a station long recognized for its ability to generate and deliver. This is WLW... This is Crosley on the GO!



**CROSLY BROADCASTING CORPORATION, a subsidiary of Avco**

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati / Represented by B C G  
WWDC RADIO, Washington, D. C. / Represented by Blair

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales <sup>a</sup>	Networks	Time sales: national and regional advertisers and sponsors <sup>d</sup>	Local advertisers and sponsors <sup>d</sup>	Total stations reporting <sup>a</sup>	Total broadcast revenues <sup>e</sup>	Total broadcast expenses	Total broadcast income <sup>f</sup>
<b>Metropolitan areas</b>									
Abilene, Tex.	6	5	4,116	91,833	460,571	6	585,608	544,991	40,617
Akron, Ohio	4	4	17,398	750,906	1,807,608	4	2,311,896	1,677,866	634,030
Albany, Ga.	4	4	3,320	93,732	360,365	4	447,337	366,116	81,221
Albany-Schenectady-Troy, N. Y.	11#	10	66,351	1,459,796	2,080,720	10	3,137,718	2,891,904	245,814
Albuquerque, N. M.	10#	9	17,964	380,839	1,017,667	10	1,306,640	1,475,784	169,144
Allentown-Bethlehem Easton, Pa.-N. J.	8	8	17,214	358,792	1,419,575	8	1,790,564	1,541,878	248,686
Altoona, Pa.	5	5	8,643	166,321	552,364	5	703,018	697,993	5,025
Amarillo, Tex.	7	7	8,915	303,093	845,687	7	1,167,861	1,083,344	84,517
Anaheim-Santa Ana-Garden Grove, Calif.	2	2	*	*	*	2	*	*	*
Anderson, Ind.	2	2	*	*	*	2	*	*	*
Ann Arbor, Mich.	5	5	762	88,010	437,508	5	515,081	532,263	17,182
Asheville, N. C.	4	4	13,391	134,016	541,061	4	674,118	625,669	48,449
Atlanta	20#	17	97,878	2,114,075	3,831,676	19	5,390,257	4,308,405	1,081,852
Atlantic City	5	5	12,279	112,504	610,902	5	707,329	659,685	47,644
Augusta, Ga.-S. C.	10	10	12,301	123,902	983,060	10	1,158,596	1,117,264	41,332
Austin, Tex.	5	5	8,230	277,634	871,080	5	1,094,314	992,101	102,213
Bakersfield, Calif.	14	13	40,009	287,254	961,872	14	1,229,591	1,293,266	63,675
Baltimore	16	16	125,023	2,922,598	5,526,818	16	7,289,038	5,969,029	1,320,009
Baton Rouge	7	7	6,814	160,274	1,170,444	7	1,270,145	1,120,586	149,559
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	3,910	387,686	912,867	8	1,198,533	1,312,211	113,678
Billings, Mont.	5	5	18,679	134,236	453,655	5	584,026	600,821	16,795
Binghamton, N. Y.-Pa.	5	5	21,922	180,518	751,083	5	905,665	941,801	36,136
Birmingham, Ala.	11	10	24,691	1,014,200	1,736,581	10	2,634,396	2,410,922	223,474
Bloomington-Normal, Ill.	2	2	*	*	*	2	*	*	*
Boise City, Idaho	6	5	22,294	173,846	444,781	6	602,878	674,994	72,116
Boston	18	18	172,999	5,367,588	6,439,347	18	10,955,826	9,393,416	1,562,410
Bridgeport, Conn.	2	2	*	*	*	2	*	*	*
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N. Y.	11	11	104,318	2,301,078	3,192,754	11	4,849,808	4,610,821	238,987
Canton, Ohio	5	5	30,144	552,589	668,395	5	1,264,768	1,033,642	231,126
Cedar Rapids, Iowa	4	4	25,371	835,843	658,357	4	1,484,766	1,385,297	99,469
Champaign-Urbana, Ill.	3	3	5,073	77,383	354,037	3	422,291	331,207	91,084
Charleston, S. C.	7	7	21,671	171,411	645,394	7	793,072	772,146	20,926
Charleston, W. Va.	7	7	26,137	250,644	916,085	7	1,156,037	1,086,074	69,963
Charlotte, N. C.	9#	9	46,085	997,696	1,321,349	9	2,178,216	2,194,472	16,256
Chattanooga	9	9	21,776	296,284	1,240,356	9	1,525,886	1,495,038	30,848
Chicago	30	28	336,270	13,221,517	13,824,409	28	25,349,351	20,309,746	5,039,605
Cincinnati	8	8	508,644	2,923,853	2,867,547	8	5,772,731	4,666,574	1,106,157
Cleveland	10	9	142,808	3,471,699	4,328,832	9	7,527,338	6,450,343	1,076,995
Colorado Springs	7#	6	5,081	148,435	650,922	7	770,712	750,690	20,022
Columbia, S. C.	7	7	18,303	271,622	870,833	7	1,105,674	1,004,178	101,495
Columbus, Ga.-Ala.	6	6	14,138	232,960	767,816	6	1,017,493	940,538	76,955
Columbus, Ohio	7	7	25,019	2,006,417	2,470,029	7	4,039,084	3,193,868	845,216
Corpus Christi, Tex.	8	8	19,816	447,475	706,735	8	1,062,942	916,037	146,905
Dallas	12	12	65,876	1,801,926	3,414,938	12	4,677,785	4,002,419	675,366
Davenport-Rock Island-Moline, Iowa-Ill.	7	7	28,932	415,352	1,143,832	7	1,487,034	1,448,914	38,120
Dayton, Ohio	5	5	24,074	1,493,520	2,026,541	5	3,102,604	2,343,223	759,381
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver	20	20	90,112	2,083,255	3,687,719	20	5,321,205	5,198,838	122,367
Des Moines, Iowa	6	6	100,963	1,464,405	1,248,532	6	2,536,774	2,342,836	193,938
Detroit	12	12	335,804	7,054,084	7,805,482	12	12,974,726	9,431,831	3,542,895
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	11	10	30,057	352,956	787,111	11	1,121,669	1,158,986	37,317
Durham, N. C.	4	4	12,216	200,742	397,210	4	586,418	548,519	37,899
El Paso	7	7	13,469	276,029	944,036	7	1,125,874	1,135,079	9,205
Erie, Pa.	5	5	26,333	221,376	596,879	5	775,387	758,206	17,181
Eugene, Ore.	9	9	12,452	245,977	711,951	9	977,887	1,037,705	59,818
Evansville, Ind.-Ky.	6	6	11,958	197,501	630,684	6	835,683	797,053	38,630
Fall River, Mass.-R. I.	2	2	*	*	*	2	*	*	*
Fargo-Moorehead, N. D.-Minn.	4	4	25,519	242,509	611,681	4	865,096	813,959	51,137
Fitchburg-Leominster, Mass.	2	2	*	*	*	2	*	*	*
Flint, Mich.	7	7	23,352	474,930	1,319,766	7	1,705,385	1,575,804	129,581
Fort Lauderdale-Hollywood, Fla.	6	6	8,201	282,351	863,768	6	1,098,526	1,093,498	5,028
Fort Smith, Ark.	6	5	98,854	98,854	501,628	5	589,467	507,296	82,171
Fort Wayne, Ind.	4	4	19,850	494,948	1,273,527	4	1,800,888	1,345,666	455,222
Fort Worth	7	7	43,152	930,518	1,943,363	7	2,575,647	2,406,834	168,813
Fresno, Calif.	12	11	38,340	1,052,022	1,341,313	12	2,236,154	2,112,765	123,389
Gadsden, Ala.	3	3	5,737	53,144	356,144	3	423,794	387,440	36,354
Galveston-Texas City, Tex.	3	3	3,387	135,403	192,952	3	328,728	327,970	758
Gary-Hammond-East Chicago, Ind.	4#	3	74,459	74,459	621,267	4	687,920	738,855	50,935



Samuel Johnson, LL.D.  
From the portrait by  
Sir Joshua Reynolds.  
The Bettmann Archive

*"We who  
live to please,  
must please  
to live."*

Dr. Samuel Johnson, England's famed author and lexicographer, could have added that the ability to know what pleases is just as vital. Griffin-Leake stations employ PERCEPTIVE EMPATHY to please the viewing public.

**GRIFFIN-LEAKE  
TV, INC.**

KATV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTU-9, OKLAHOMA CITY



CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales <sup>3</sup>	Networks	Time sales: national and regional advertisers and sponsors <sup>1</sup>	Local advertisers and sponsors <sup>4</sup>	Total stations reporting <sup>5</sup>	Total broadcast revenues <sup>6</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
Grand Rapids, Mich.	11#	9	23,072	778,138	1,436,762	10	2,099,991	2,147,935	47,944—
Great Falls, Mont.	4	3	12,964	121,297	294,386	3	425,132	461,035	35,903—
Green Bay, Wis.	3	3	17,393	162,366	511,310	3	672,034	556,720	115,314
Greensboro-High Point, N. C.	8	8	16,874	360,788	897,143	8	1,234,856	1,139,653	95,203
Greenville, S. C.	10#	9	12,252	233,878	859,292	10	1,138,652	958,686	179,966
Hamilton-Middletown, Ohio	3#	3		153,478	529,014	3	845,385	881,832	36,447—
Harrisburg, Pa.	6	6	23,558	460,759	945,529	6	1,363,009	1,219,471	143,538
Hartford, Conn.	7#	6	46,784	2,399,769	1,316,767	7	3,164,946	2,962,593	202,353
Honolulu	16	16	82,390	591,722	2,399,441	16	2,915,812	3,058,282	142,470—
Houston	17	16	158,064	2,361,463	4,728,592	17	6,485,923	4,847,522	1,638,401
Huntington-Ashland, W. Va.-Ky.-Ohio	6	6	16,407	238,842,	690,471	6	911,787	759,287	152,500
Huntsville, Ala.	6#	5		117,133	615,473	6	733,894	575,776	158,118
Indianapolis	8	8	59,890	1,917,840	2,857,906	8	4,204,124	4,204,124	37,138
Jackson, Mich.	3	3	5,479	84,025	393,752	3	466,421	464,037	2,384
Jackson, Miss.	6	6	14,248	331,474	805,625	6	1,098,735	863,267	235,468
Jacksonville, Fla.	11	11	50,623	794,687	1,109,755	11	1,805,830	1,750,341	55,489
Johnstown, Pa.	8#	6	11,707	238,885	533,742	8	789,662	800,875	11,213—
Kalamazoo, Mich.	4	4	10,014	304,898	740,171	4	1,034,239	952,131	82,108
Kansas City, Mo.-Kan.	9	9	70,113	2,402,518	3,066,900	9	4,943,480	4,420,620	522,860
Kenosha, Wis.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	12	26,032	508,439	1,266,114	12	1,710,944	1,748,812	37,868—
Lafayette, La.	3	3	1,887	107,278	356,917	3	462,303	448,982	13,321
Lake Charles, La.	4	4	997	104,429	341,183	4	434,217	438,632	4,415—
Lancaster, Pa.	5	5	13,733	238,319	522,906	5	742,662	750,996	8,334—
Lansing, Mich.	5	5	6,783	268,365	793,313	5	1,052,608	942,943	109,665
Laredo, Tex.	2	2	*	*	*	2	*	*	*
Las Vegas	7	7	9,629	196,741	912,312	7	1,046,159	1,098,647	52,488—
Lawrence-Haverhill, Mass.-N. H.	2	2	*	*	*	2	*	*	*
Lawton, Okla.	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	14,494	217,873	651,624	3	887,199	793,279	93,920
Lima, Ohio	2	2	*	*	*	2	*	*	*
Lincoln, Neb.	3	3	2,132	151,141	746,637	3	873,109	798,924	74,185
Little Rock-N. Little Rock, Ark.	9	9	31,443	571,568	1,052,911	9	1,491,088	1,406,564	84,524
Lorain-Elyria, Ohio	2	2	*	*	*	2	*	*	*
Los Angeles-Long Beach	29	28	287,529	13,269,965	17,409,348	28	26,315,840	20,038,952	6,276,888
Louisville, Ky.-Ind.	10	10	131,266	1,795,225	1,992,176	10	3,449,859	3,350,778	99,081
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	7	7	14,373	228,248	1,077,856	7	1,228,071	1,101,208	126,863
Lynchburg, Va.	6	6	2,930	81,739	458,724	6	538,877	547,956	9,079—
Macon, Ga.	7	7	15,254	236,904	828,598	7	1,058,186	966,545	91,641
Madison, Wis.	4#	4	21,367	417,251	909,362	4	1,324,245	1,115,686	208,559
Manchester, N. H.	3	3	24,354	153,917	635,853	3	763,340	723,917	39,423
Memphis	12	11	52,297	1,364,120	2,214,686	11	3,284,316	2,612,981	671,335
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami	14	14	68,971	2,874,255	3,475,383	14	5,618,875	4,996,419	622,456
Midland, Tex.	4	4	1,284	64,292	326,030	4	383,937	416,659	32,722—
Milwaukee	10	10	88,410	2,054,997	2,849,033	10	4,561,853	3,850,370	711,483
Minneapolis-St. Paul	16#	16	111,415	2,783,764	4,372,718	16	6,932,236	6,293,127	639,109
Mobile, Ala.	11	11	19,232	330,788	887,010	11	1,219,746	1,240,352	20,606—
Monroe, La.	4	4	8,322	92,971	327,715	4	425,686	397,198	28,488
Montgomery, Ala.	9	8	12,490	268,065	719,904	8	1,004,742	856,819	147,923
Muncie, Ind.	1	1	*	*	*	1	*	*	*
Muskegon-Muskegon Heights, Mich.	5#	4	1,863	221,056	402,630	5	619,334	519,448	99,886
Nashville	11	11	83,714	1,294,202	2,104,560	11	3,299,403	3,229,195	70,208
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5	4	9,602	683,786	930,833	4	1,437,395	1,296,666	140,729
New London-Groton-Norwich, Conn.	3	3	7,822	215,524	396,853	3	575,376	508,068	67,308
New Orleans	13#	12	62,994	1,732,273	2,119,933	13	3,445,014	3,160,034	284,980
New York	33#	33	589,768	23,025,733	18,237,496	33	37,013,176	30,181,822	6,831,354
Newark, N. J.	6#	5	*	1,543,736	1,605,481	6	2,808,646	2,676,293	132,353
Newport News-Hampton, Va.	3	2	*	*	*	2	*	*	*
Norfolk-Portsmouth, Va.	7	6	20,089	594,007	1,685,154	7	2,126,496	1,847,579	278,917
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odessa, Tex.	4	4		66,566	374,624	4	424,307	409,048	15,259
Ogden, Utah	4	4	84,105	1,169	287,614	4	330,201	325,228	4,973
Oklahoma City	8	8	44,387	1,108,709	1,591,887	8	2,460,129	1,949,787	510,342
Omaha	7	7	83,558	1,177,936	1,701,407	7	2,604,819	2,472,876	130,943
Orlando, Fla.	10#	9	31,002	417,190	1,156,746	10	1,467,681	1,281,698	185,983
Paterson-Clifton-Passaic, N. J.	2#	2	*	*	*	2	*	*	*
Pensacola, Fla.	8	7	2,100	131,002	815,200	8	932,277	925,269	7,008
Peoria, Ill.	5	5	18,795	395,539	1,115,315	5	1,405,546	1,354,269	51,277
Philadelphia	24	24	162,299	8,120,381	7,965,087	24	14,024,469	11,831,063	2,193,406
Phoenix	18	17	78,174	1,051,247	2,544,804	17	3,369,323	3,715,331	346,008—



## IMMODEST? Maybe. STUPID? No.

A little while back<sup>1</sup> a trade publication<sup>2</sup> analyzed ARB ratings<sup>3</sup>. The results were the kind we might have written ourselves. It may be immodest but it would certainly be stupid not to mention them from time to time. Here's what we mean:

### *9AM to MIDNIGHT*

WMT-TV ranked first among the top 20 affiliates of all three networks with a 50% share of total homes reached.

### *EARLY EVENING*

WMT-TV ranked first among the top 20 affiliates of all three networks with a 60% share of total homes reached.

### *PRIME TIME*

WMT-TV tied for first among the top 20 CBS affiliates with a 42% share of total homes reached.

### *LATE NIGHT*

WMT-TV tied for first among the top 20 affiliates of all three networks with a 57% share of total homes reached

There is a lot more information in the report we would be happy to send you (naturally)<sup>4</sup>. But we should point out that Cedar Rapids-Waterloo is a three-station market. Most everybody just seems to like us best.

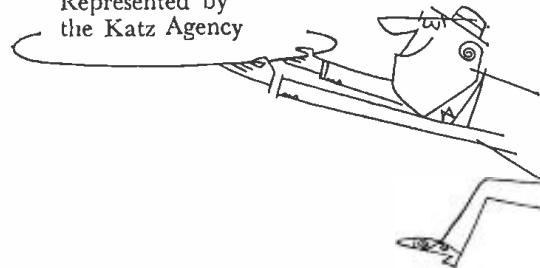
<sup>1</sup>June 21, 1965. <sup>2</sup>*Television Age*. <sup>3</sup>ARB March '65. <sup>4</sup>Data derived from audience surveys are estimates subject to error. Refer to complete report for details.

## **WMT-TV**

Cedar Rapids-Waterloo

*CBS Television for Eastern Iowa*

Represented by  
the Katz Agency

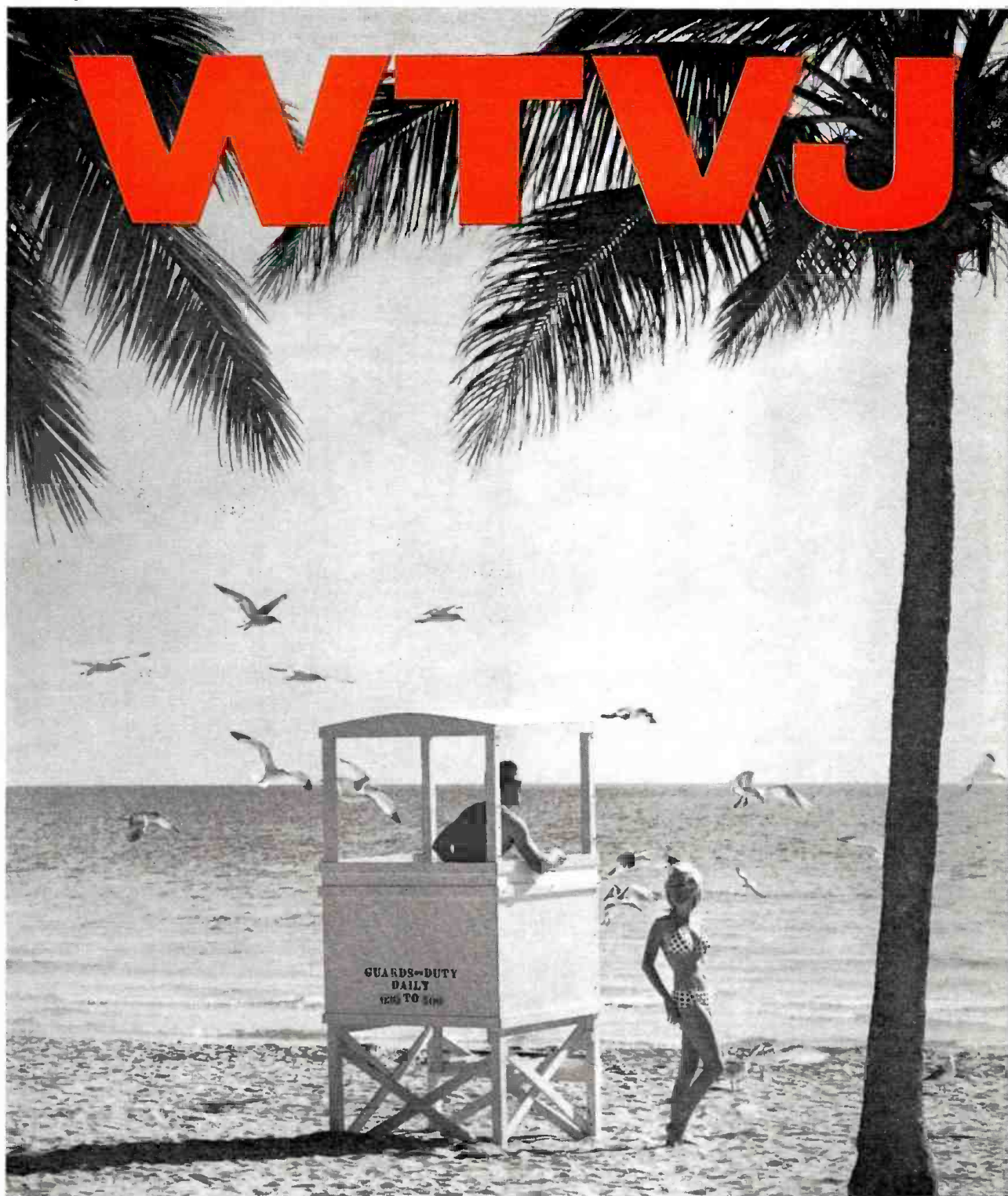


Affiliated with WMT-AM, WMT-FM;  
K-WMT, Ft. Dodge; WEBC, Duluth

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more sales <sup>a</sup>	Networks	Time sales: national and regional advertisers and sponsors <sup>4</sup>	Local advertisers and sponsors <sup>4</sup>	Total stations reporting <sup>a</sup>	Total broadcast revenues <sup>c</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
Pine Bluff, Ark.	5	5	300	53,475	264,053	5	306,410	269,760	36,650
Pittsburgh	22#	21	177,929	3,319,547	4,790,030	22	7,874,572	6,047,582	1,826,990
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	26,665	281,491	497,492	5	761,872	784,319	22,447—
Portland, Ore.-Wash.	17	14	55,450	1,872,487	2,356,412	15	3,722,790	3,584,796	137,994
Providence-Pawtucket-Warwick, R. I.-Mass.	13	13	61,946	1,171,593	2,146,110	13	3,101,477	2,882,782	218,695
Provo-Orem, Utah	4	3	58,420	39,428	224,628	4	304,752	292,608	12,144
Pueblo, Colo.	6	5	16,564	76,577	357,968	5	449,503	437,804	11,699
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N. C.	7	7	63,404	626,002	843,521	7	1,437,473	1,171,895	265,578
Reading, Pa.	3	3	10,806	112,245	680,868	3	766,787	633,151	133,636
Reno	6	6	7,772	143,780	603,540	6	716,342	750,467	34,125—
Richmond, Va.	13#	9	58,616	802,424	1,486,298	12	2,263,547	2,249,767	13,780
Roanoke, Va.	7	7	19,160	177,592	835,923	7	986,460	895,601	90,859
Rochester, N. Y.	6	6	124,346	1,225,944	1,882,093	6	2,751,107	2,457,394	293,713
Rockford, Ill.	5	4	5,794	215,581	733,027	5	959,946	943,860	16,086
Sacramento, Calif.	8	8	61,256	1,583,640	1,594,299	8	2,786,476	2,779,109	7,367
Saginaw, Mich.	3	3	12,503	130,663	542,400	3	642,401	658,872	16,471—
St. Joseph, Mo.	3	3	1,212	119,486	410,433	3	483,165	448,205	34,960
St. Louis	19	17	117,146	4,020,929	4,564,810	18	7,561,199	6,775,211	785,988
Salem, Ore.	6#	5	523	110,248	345,176	6	471,838	515,035	43,197—
Salt Lake City	11	11	58,604	698,842	1,770,356	11	2,398,413	2,354,485	43,928
San Angelo, Tex.	4	4	3,319	96,918	229,941	4	324,569	320,819	3,750
San Antonio, Tex.	13	13	111,303	1,139,222	2,698,017	13	3,549,500	3,074,269	475,231
San Bernardino-Riverside-Ontario, Calif.	25#	21	35,854	794,172	1,934,326	24	2,634,789	2,759,858	125,069—
San Diego	9	9	47,485	1,563,951	1,940,883	9	3,094,304	3,019,030	75,274
San Francisco-Oakland	18	18	197,177	7,189,408	7,914,701	18	13,153,624	12,646,924	506,700
San Jose, Calif.	7	7	1,620	469,431	1,463,460	7	1,889,138	1,776,210	112,928
Santa Barbara, Calif.	12	10	30,894	217,573	851,337	12	1,078,340	1,196,906	118,566—
Savannah, Ga.	6	6	16,416	201,129	640,125	6	830,334	727,091	103,243
Scranton, Pa.	6	6	15,353	423,359	800,059	6	1,145,376	1,048,976	96,400
Seattle-Everett, Wash.	21#	20	67,810	2,192,105	3,434,355	21	5,057,085	5,264,612	207,527—
Shreveport, La.	8	7	77,829	760,071	672,536	7	1,335,737	1,330,679	5,058
Sioux City, Iowa-Neb.	3	3	7,420	106,790	346,597	3	445,563	412,217	33,346
Sioux Falls, S. D.	3	3	6,785	115,510	441,992	3	557,497	455,546	101,951
South Bend, Ind.	4#	4	11,896	274,957	478,153	4	733,817	701,603	32,214
Spokane, Wash.	11#	9	46,427	685,594	863,517	10	1,405,468	1,306,197	99,271
Springfield, Ill.	3	3	7,747	114,743	781,397	3	886,686	946,754	60,068—
Springfield-Chicopee-Holyoke, Mass.-Conn.	10	10	27,547	502,792	1,162,878	10	1,564,995	1,584,855	19,860—
Springfield, Mo.	4	4	16,739	206,379	705,327	4	872,442	773,083	99,359
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	2#	2	*	*	*	2	*	*	*
Steubenville-Weirton, Ohio-W. Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4	*	271,027	614,732	4	824,365	776,045	48,320
Syracuse, N. Y.	11	11	67,652	1,041,212	1,632,507	11	2,413,325	2,070,031	343,294
Tacoma, Wash.	4	4	13,770	203,060	368,864	4	626,801	624,646	2,155
Tampa-St. Petersburg, Fla.	16#	14	24,904	1,142,012	2,123,857	16	3,033,838	2,990,843	42,995
Terre Haute, Ind.	4#	3	4,883	72,286	475,267	4	543,138	582,300	39,162—
Texas-Kan., Tex.-Ark.	4	4	6,635	99,990	301,217	4	401,451	372,909	28,542—
Toledo, Ohio-Mich.	6	6	32,993	807,642	1,988,710	6	2,507,169	1,954,111	553,058
Topeka, Kan.	4	4	21,966	374,344	783,411	4	1,120,078	1,033,817	86,261
Trenton, N. J.	4	4	4,380	260,764	665,325	4	894,235	836,688	57,547
Tucson, Ariz.	12	11	41,215	224,091	1,226,396	11	1,375,376	1,505,949	130,573—
Tulsa, Okla.	9#	9	57,566	699,533	1,611,571	9	2,122,377	2,038,961	83,416
Tuscaloosa, Ala.	5	4	2,928	41,857	340,989	4	396,756	386,672	10,084
Tyler, Tex.	3	3	1,165	130,434	263,947	3	370,720	346,234	24,486
Utica-Rome, N. Y.	8	8	22,819	186,214	795,515	8	961,485	1,016,674	55,189—
Vallejo-Napa, Calif.	2	2	*	*	*	2	*	*	*
Waco, Tex.	4	4	1,622	148,697	490,204	4	635,101	661,140	26,039—
Washington	18	18	100,364	3,840,350	7,558,151	18	10,836,866	8,651,423	2,185,443
Waterbury, Conn.	3	3	6,377	167,278	303,657	3	451,213	463,658	12,445—
Waterloo, Iowa	3	3	13,689	134,045	571,282	3	692,966	614,588	78,378
W. Palm Beach, Fla.	9	8	10,790	161,610	924,614	9	1,063,683	1,114,011	50,328—
Wheeling, W. Va.-Ohio	6	6	33,416	526,224	765,616	6	1,300,910	1,091,269	209,641
Wichita Falls, Tex.	3	3	9,598	265,440	443,199	3	657,123	675,728	18,605—
Wichita, Kan.	7	7	41,633	620,876	1,415,690	7	1,918,159	1,711,031	207,128
Wilkes Barre-Hazleton, Pa.	7	6	26,601	192,368	689,715	6	870,527	831,736	38,791
Wilmington, Del.-N. J.-Md.	6#	6	13,697	188,624	1,208,921	6	1,379,042	1,216,573	162,469
Wilmington, N. C.	5#	5	9,128	59,552	350,657	5	428,522	436,430	7,908—
Winston-Salem, N. C.	6#	5	6,616	212,244	919,795	6	1,146,832	979,277	167,555
Worcester, Mass.	4	4	59,146	615,691	641,750	4	1,190,211	1,154,614	35,597
York, Pa.	5	5	11,721	288,361	872,475	5	1,102,933	899,254	203,679
Youngstown-Warren, Ohio	6	6	71,477	546,013	1,184,038	6	1,694,572	1,462,581	231,991
	1,590	1,520	8,441,707	200,841,440	313,718,784	1564	476,130,774	420,309,581	55,821,648

Only the sunshine covers South Florida better than



Sports on WTVJ is one of the many areas in which the station's insistence on quality pays off. Weekday sports reporting is the job of Jim Dooley—famous nationally as the "Come On Down" man. Week-end sports are handled by "the old redhead"

himself, Red Barber. Dooley and Barber—just two more reasons why WTVJ has long been South Florida's largest daily circulation medium. Represented nationally by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station. CBS affiliate.



CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales <sup>a</sup>	Networks	Time sales: national and regional advertisers and sponsors <sup>1</sup>	Local advertisers and sponsors <sup>1</sup>	Total stations re-reporting <sup>c</sup>	Total broadcast revenues <sup>a</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
<b>Nonmetropolitan areas of 3 or more stations</b>									
Anniston, Ala.	3	3	1,015	31,545	272,739	3	301,806	286,720	15,086
Decatur, Ala.	3	3	397	31,324	191,471	3	222,853	207,767	15,086
Dothan, Ala.	3	3	2,681	25,205	203,716	3	227,808	204,895	22,913
Florence-Sheffield, Ala.	6	5	2,839	79,043	383,929	6	476,058	487,363	11,305—
Selma, Ala.	3	3	5,306	27,015	160,192	3	191,420	170,024	21,396
Anchorage	4	4		163,036	799,327	4	924,054	986,261	62,207—
Flagstaff, Ariz.	4	3		77,480	196,527	3	258,110	243,038	15,072
Prescott, Ariz.	3	2	*	*	*	3	126,640	137,376	10,736—
Yuma, Ariz.	3	3	21,365	52,825	165,302	3	223,272	235,227	11,955—
Eureka, Calif.	3	3	13,234	71,653	266,233	3	330,495	307,618	22,877
Merced, Calif.	3	3	307	57,473	206,541	3	252,764	254,280	1,516—
Modesto, Calif.	3	3	6,374	135,440	444,776	3	594,812	628,600	33,788—
Redding, Calif.	5	4	7,961	73,587	245,092	5	334,745	323,154	11,591
Salinas, Calif.	4	4	8,387	93,566	302,925	4	386,276	359,595	26,681
San Luis Obispo, Calif.	3	3	1,238	81,505	273,792	3	350,694	287,810	62,884
Santa Rosa, Calif.	4	4		62,320	357,358	4	400,849	490,991	90,142—
Grand Junction, Colo.	4	4	16,674	48,203	346,625	4	410,989	431,476	20,487—
Cocoa, Fla.	3#	3		64,694	360,855	3	400,987	442,086	41,099—
Daytona Beach, Fla.	3	3	1,679	84,847	344,062	3	425,334	441,399	16,065—
Ft. Myers, Fla.	3#	2		*	*	3	*	*	*
Gainesville, Fla.	4	4	5,250	61,426	385,971	4	469,528	436,239	33,289
Lakeland, Fla.	3	3	3,962	78,615	281,426	3	357,250	376,190	18,940—
Ocala, Fla.	3	3		40,372	175,986	3	314,499	325,326	10,827—
Sarasota, Fla.	4	4	3,314	32,170	303,228	4	340,729	405,325	64,596—
Tallahassee, Fla.	4	4	12,649	56,367	304,733	4	369,897	333,929	35,968
Athens, Ga.	3	3	2,820	58,469	370,995	3	448,960	387,135	61,825
Gainesville, Ga.	3	3	3,091	33,654	389,494	3	436,769	401,532	35,237
Griffin, Ga.	3	3	200	14,523	201,106	3	215,934	213,322	2,612
Rome, Ga.	4	4	619	51,266	387,842	4	453,143	449,320	3,823
Valdosta, Ga.	4	4		54,701	227,207	4	268,042	245,496	22,546
Hilo, Hawaii	3	3	10,760	6,897	161,227	3	185,622	185,622	5,475—
Idaho Falls, Idaho	3	2		*	*	3	*	*	*
Pocatello, Idaho	3	3	20,466	48,686	210,843	3	268,054	249,752	18,302
Twin Falls, Idaho	3	3	21,313	41,319	217,362	3	275,689	285,746	10,057—
Mason City, Iowa	3	3	5,057	124,833	301,235	3	406,010	377,996	28,014
Bowling Green, Ky.	3	3	3,540	46,081	272,498	3	317,185	290,095	27,090
Paducah, Ky.	3	3	7,370	46,831	291,514	3	336,514	293,338	43,176
Alexandria, La.	3	3	7,867	69,341	424,013	3	479,730	412,226	67,504
Bangor, Me.	3	3	32,437	105,732	296,959	3	433,093	404,326	28,767
Salisbury, Md.	3	3	1,764	108,230	323,805	3	420,122	385,872	34,250
Battle Creek, Mich.	3	3	51,230	72,513	314,158	3	421,998	418,794	3,204
Rochester, Minn.	3	3	2,437	40,095	425,497	3	461,896	424,129	37,767
Greenville, Miss.	3	3	1,814	34,901	259,036	3	285,552	279,757	5,795
Greenwood, Miss.	3	2	2,912	25,750	140,313	3	167,555	166,593	962
Hattiesburg, Miss.	4	4	2,204	19,608	267,260	4	288,332	279,289	9,043
Laurel, Miss.	3	3	1,334	20,170	275,508	3	311,510	307,103	4,407
Meridian, Miss.	5	5	1,959	81,624	326,803	5	405,434	395,493	9,941
Joplin, Mo.	4	4	5,718	66,380	272,048	4	333,377	342,944	9,567—
Butte, Mont.	3	3	8,859	56,164	198,673	3	258,170	313,798	55,628—
Missoula, Mont.	4	2		*	*	3	*	*	*
Farmington, N. M.	3	3	12,209	24,908	287,067	3	321,982	302,626	19,356
Roswell, N. M.	5#	4	2,354	45,286	325,162	5	407,160	437,425	30,265—
Elmira, N. Y.	3	3	11,406	51,318	394,923	3	469,133	403,860	65,273
Kinston, N. Y.	3	3	2,642	138,302	390,543	3	513,011	447,576	65,435
Watertown, N. Y.	3	2		*	*	3	*	*	*
Fayetteville, N. C.	4	4	3,713	97,702	477,005	4	569,032	516,271	52,761
Goldsboro, N. C.	3	3	20,486	23,716	332,665	3	380,752	326,622	54,130
Greenville, N. C.	3	3	19,780	28,334	241,896	3	282,766	302,655	19,889—
Hickory, N. C.	3	3	2,647	82,966	274,854	3	354,775	360,383	5,608—
Kingston, N. C.	3	3	17,549	37,582	276,608	3	333,806	335,624	1,818—
Rocky Mount, N. C.	3	3	11,098	28,991	282,144	3	335,161	301,747	33,414
Wilson, N. C.	3	3	5,485	64,571	243,013	3	340,738	314,490	26,248
Bismarck, N. D.	3	3	15,255	172,914	340,542	3	502,690	456,421	46,269
Minot, N. D.	3	2		*	*	3	*	*	*
Klamath Falls, Ore.	3	3	7,493	75,859	192,162	3	260,304	271,104	10,800—
Medford, Ore.	5	5	15,029	96,381	354,288	5	467,114	464,668	2,446
Pendleton, Ore.	3	1		*	*	1	*	*	*
Roseburg, Ore.	3	3	4,681	50,602	231,516	3	275,898	260,571	15,327
Williamsport, Pa.	3	3	11,019	59,622	256,709	3	333,874	297,012	36,862
Florence, S. C.	3	3	2,378	57,991	265,898	3	313,967	287,268	26,699
Orangeburg, S. C.	3	3		34,515	269,680	3	303,680	274,058	29,622
Spartanburg, S. C.	3	3	11,095	123,813	434,593	3	573,826	569,724	4,102
Sumter, S. C.	3	3	251	16,094	196,526	3	210,987	214,563	3,576—
Rapid City, S. D.	4	4	8,736	71,921	417,424	4	500,480	472,022	28,458
Bristol, Tenn.-Va.	4	3	3,871	84,161	266,258	3	348,437	328,335	20,102
Jackson, Tenn.	3	3	2,828	75,961	225,520	3	297,072	253,089	43,983
Big Springs, Tex.	3	3	476	35,394	237,069	3	267,138	265,533	1,605



WNEP-TV, Scranton-Wilkes-Barre, Pa.  
announces the appointment of  
The Katz Agency, Inc.  
as national sales representative  
effective November 1, 1965

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A TAFT BROADCASTING STATION, WNEP-TV IS AN ABC AFFILIATE

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CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales <sup>1</sup>	Networks	Time sales: national and regional advertisers and sponsors <sup>1</sup>	Local advertisers and sponsors <sup>4</sup>	Total stations reporting <sup>2</sup>	Total broadcast revenues <sup>3</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
Sherman-Denison, Tex.	3	3	1,218	33,600	205,335	3	239,172	268,749	29,577—
Burlington, Vt.	3	3	8,935	74,509	382,634	3	454,019	429,312	24,707
Charlottesville, Va.	3	3	1,431	81,598	316,805	3	418,244	375,198	43,046
Danville, Va.	4	4	1,779	90,680	600,210	4	685,791	649,523	36,268
Bellingham, Wash.	4	3	480	71,430	248,483	4	326,757	324,099	2,658
Walla Walla, Wash.	3	3	6,023	46,006	175,501	3	216,898	210,403	6,495
Wenatchee, Wash.	3	3	4,653	76,100	241,672	3	302,290	289,904	12,386
Yakima, Wash.	5	5	12,446	159,113	387,903	5	520,326	504,275	16,051
Clarksburg, W. Va.	3	2	*	*	*	2	*	*	*
Parkersburg, W. Va.	3	3	4,615	57,426	271,306	3	317,337	304,994	12,343
Eau Claire, Wis.	3	3	2,392	95,574	437,927	3	527,987	505,702	22,285
La Crosse, Wis.	3	3	12,024	88,372	384,476	3	527,110	488,849	38,261
Wausau, Wis.	3	3	4,021	141,584	246,028	3	368,736	334,732	34,004
Casper, Wyo.	3	3	15,218	42,855	260,658	3	303,391	356,713	53,322—
Cheyenne, Wyo.	4	4	16,327	20,819	302,141	4	325,731	278,073	47,658
Total	308	292	663,071	5,839,241	27,089,802	302	33,270,108	32,223,734	1,046,374
<b>Commonwealth &amp; Possessions</b>									
<b>Metropolitan areas</b>									
Mayaguez, Puerto Rico	5	5	150,900	370,688	164,568	5	643,572	492,280	151,292
Ponce, Puerto Rico	5	4	204,075	453,247	208,639	5	793,827	473,570	320,257
San Juan, Puerto Rico	11#	11	602,709	1,473,405	1,725,692	11	3,540,402	2,630,462	909,940
<b>Nonmetro area of three or more stations</b>									
Arecibo, Puerto Rico	3	3	4,559	166,977	119,428	3	271,750	232,325	39,425
Other Communities	16	15	84,404	486,967	1,007,171	16	1,487,790	1,385,447	102,343
Total	40	38	1,046,647	2,951,284	3,225,498	40	6,737,341	5,214,084	1,523,257

<sup>1</sup> Before federal income tax.

<sup>2</sup> Excludes 332 independently operated FM stations.

<sup>3</sup> Stations with less than \$25,000 time sales report only total revenues and total expenses.

<sup>4</sup> Stations with total time sales of \$25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,896 reporting stations.

<sup>5</sup> Before Commissions to agencies, representatives and others.

Note: — denotes loss.

<sup>6</sup> Excludes data for 74 stations whose reports were not filed in time to be included in this report.

<sup>7</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

#Not all stations in this market operated a full year during 1964.  
\*Data withheld to maintain confidentiality of individual station figures.

BROADCAST ADVERTISING

# The next D. C. battleground?

Senate antitrust subcommittee expected to hold hearing on alleged anticompetitive network advertising discount rates

Networks as well as advertisers and their agencies were keeping a wary eye on Washington last week as the Senate Antitrust and Monopoly Subcommittee appeared to be moving closer to an announcement that a hearing will be held on the allegedly anticompetitive aspects of network advertising discount rates.

Subcommittee senators and staff members insisted that a decision to conduct a hearing had not been made. But reports persisted that Senator Philip A. Hart (D-Mich.), subcommittee chairman, will announce shortly that a hearing will be held, probably in November.

If it is held, the hearing could have a profound impact on the way networks do business with advertisers. For the subcommittee's purpose would be to encourage the Federal Trade Commission to move against the practice of

"discriminatory" discounts under existing antitrust laws.

A hearing could also nudge the FCC into regulatory action to outlaw "discriminatory" discounts. Such action is urged in an article in the current issue of the *Yale Law Journal*, which asserts that TV network discounts constitute "a double-barreled menace to the health of competition in those industries which rely on TV advertising."

**Widely Read** ■ The article, which has received a considerable amount of attention in Washington, has served to stimulate—although it didn't inspire—the subcommittee's interest in the subject.

One of the authors is now a staff investigator for the subcommittee—on temporary assignment from the FCC. He is Jack Blum, a recent Columbia

law school graduate, who was hired by the commission, then loaned to the subcommittee. The co-author is Harlan A. Blake, a Columbia law professor.

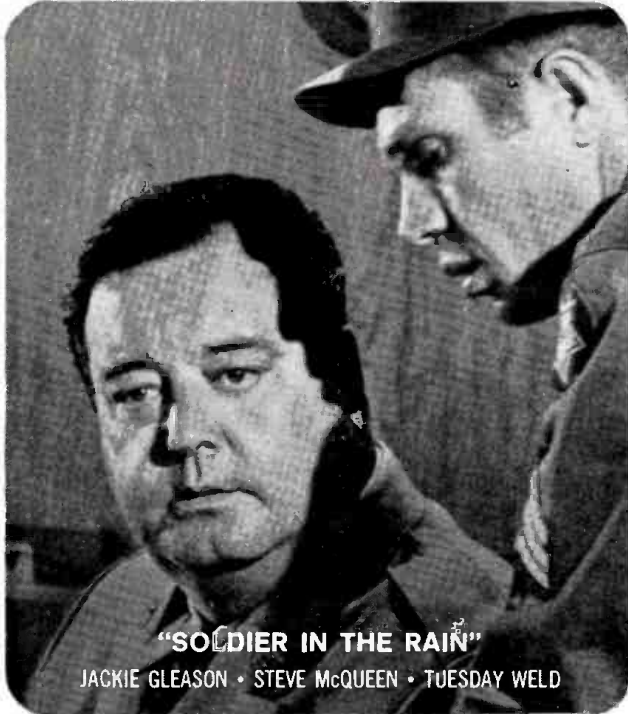
The article asserts that if the commission determined, following an inquiry, that "ills" of network television flowed in part from discount rate practices, the courts would sustain regulations to control them. The article also listed an arsenal of antitrust law under which, the author said, antitrust enforcement agencies could proceed against the discount practices.

The Blake-Blum article says that the networks' discount practices and the "tying" effects of network policies—that is, requirements that advertisers buy time in off-hour or off-season periods in order to qualify for discounts—are bad for competition, bad for television and bad for the economy.

The authors say that the practices not only favor large advertisers over small ones but induce advertisers to place all their business with one network rather than spread it around among the other

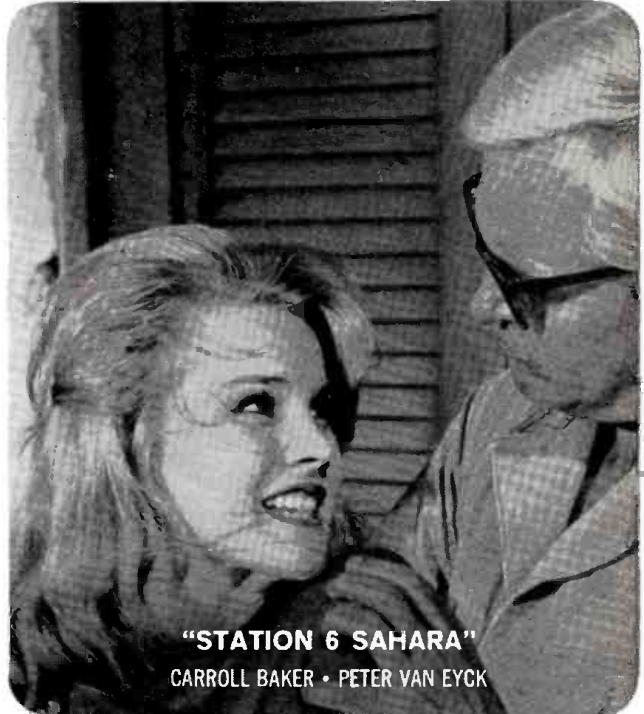
ALLIED ARTISTS TELEVISION PRESENTS

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age: "Son of Paleface," "Seven Little Foys"... "Bomba  
(The Jungle Boy)"... "The Bowery Boys"... Science Fiction  
Package... over 150 additional late release features.

# TV spotlights Gillette's newest products

The Gillette Safety Razor Co., Boston, is beginning a drive on behalf of two new products, a super stainless steel blade and a Techmatic razor with a razor band. The introductory phase for the new shaving blade alone accounts for more than a \$3 million billing in television and newspapers.

The shaving blade campaign will conclude around early January, with the first announcement scheduled for over the past weekend (Oct. 23) in commercials on the college football game (NBC-TV). Other TV in the

super stainless steel blade campaign: National Football League football on CBS-TV; the Rose Bowl and the Tuesday and Sunday movies on NBC-TV and ABC-TV respectively. The new commercials made for the blade will show the blade as well as crude-drawing explanations of a new coating system.

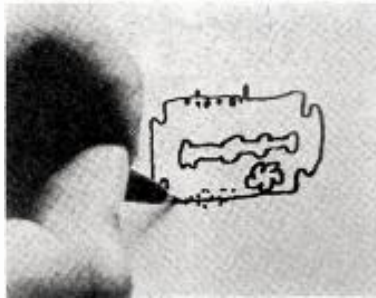
Commercials for Techmatic—a shaving instrument that eliminates blade handling by using a continuous band of polymer-coated stainless steel in a cartridge—show how it is assembled, and demonstrate the ef-

fect of linking together, end to end, all six stainless steel razor blades. Techmatic advertising begins Dec. 4 in areas then covered in distribution, with TV concentrated in the network movie participation, scheduled by the company. Distribution of the Techmatic product starts in New York and in Los Angeles later this month, and by mid-November full national distribution of the super stainless blade will be completed according to present plans.

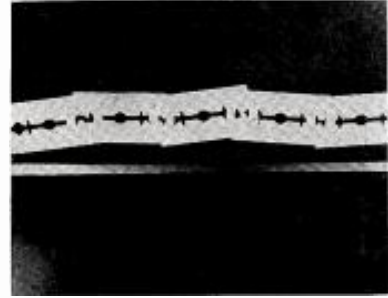
Gillette's agency on the campaigns is Clyne Maxon, New York.



Techmatic and cartridge



Drawing explains coating



The band is compared

networks and independent stations—including the hard-pressed UHF's.

**Affect on Competition** ■ One result of this, they say, has a bearing on a problem concerning the commission—the network alleged domination of programming sources. The commission has proposed to break this hold, and stimulate competition among program producers, by limiting to 50% the amount of prime-time nonnews programming networks can own or control (BROADCASTING, March 29).

But the Blake-Blum article says that competition could be stimulated if there were more and stronger independent stations—and there would be, if advertisers had greater freedom to choose when and where to spend their advertising dollars.

The "most important anticompetitive effect" of discount practices is their "artificial stimulus" to mergers, in the authors' view, with companies acquiring others primarily to take advantage of advertising discounts.

They also say that discounts discourage competition by serving as a barrier to the emergence of new companies. These two effects create the "double-barreled" menace that the authors see in the network discounts.

As the subcommittee staff continued

to assemble background material that could be used in a hearing to spotlight the sometimes baffling complexities of network rate structures, virtually every major organization interested in broadcasting was attempting to determine what position it should take on those discount practices if called to testify.

**Interested Parties** ■ The American Association of Advertising Agencies, the Association of National Advertisers, the National Association of Broadcasters, the Television Bureau of Advertising, and the Station Representatives Association, as well as the networks individually, were engaged in the exercise.

There were no indications that any of them has developed a firm position. But network officials dispute the contention that their discount policies are discriminatory. They say that networks have made it possible—through participation sales, for instance—for advertisers to use network television on budgets far smaller than would have been required if program sponsorship were their only route to network audiences.

CBS-TV is known to be reviewing its discount structure carefully, with a view to adopting a new system which would eliminate discounts as such but provide some other means of affording some other kind of rate advantages to long-

term buyers.

This review is said to have been underway for some time and is attributed more to a desire to set up a system that would cover all forms of purchases at once—for instance, participation buys, which do not carry discounts, as well as program buys, which do—than to the surge of interest in Washington in discount practices.

**No Other Media** ■ Although the subcommittee staff work is looking toward a hearing limited to network television discounts, broadcasters are known to feel that other media should be included in any inquiry. Discounts may be more spectacular in television, but the principle is the same, they insist.

A developing point of controversy between network officials and subcommittee investigators is whether or not the investigation is five years late. Network authorities feel that the timebuying practices have changed considerably from the days when full or alternate sponsorship of programs was widespread. Now, they say, most network buying is done on a package plan or participating basis that offers only limited discount advantages or none at all.

Subcommittee staff members, however, assert that there are a variety of means by which discounts can be of-



ferred, regardless of the change in purchase practices. They say that frequently participation minutes can be counted toward the time needed to qualify for discounts. They also say that networks, in putting together different-sized participation packages at different prices for different sponsors "probably" charge some advertisers a cheaper per unit cost than others. However, this has not yet been documented.

Individually, the networks offer a number of different types of discount. But in general, their rate cards show a maximum discount of about 30%. ABC-TV's rate card, for example, appears to offer discounts that, in summer, and in certain time periods, may add up to about 60%.

**Maximum Discounts** ■ New York sources last week estimated that CBS-TV has about 12 prime-time half hours a week whose advertisers are earning maximum discount. NBC-TV was believed to have about eight such half hours and ABC-TV was thought to have fewer.

Among the advertisers reportedly earning maximum discounts from one or more networks are Procter & Gamble, Colgate-Palmolive, Lever Bros., General Foods, Philip Morris, P. Lorillard, Liggett & Myers, American Tobacco, American Home Products, Kellogg and Alberto-Culver.

The Senate antitrust subcommittee's interest in television discounts is said to have been spurred by two Federal Trade Commission cases involving orders requiring firms to sell off subsidiaries in the consumer-products field. In both, the advantage the merged firms had in an ability to qualify for discounts on television through massive buys were cited.

In one case, which is now being appealed in court, the trade commission ordered Procter & Gamble to sell off Clorox Chemical Co. (BROADCASTING, Dec. 23, 1963). In the other, a hearing examiner issued an initial decision ordering General Foods to sell off S.O.S., maker of the household steel wool (BROADCASTING, Jan. 25). That case has been appealed to the full commission.

Subcommittee investigators, who have already interviewed network and ad agency officials in New York and Chicago, say that they have uncovered discounts ranging up to 70%—discounts, they say, that favor the large advertiser with sufficient resources to make the large buys needed to qualify for the cheaper unit rates.

**Additional Interest** ■ The Senate subcommittee isn't the only group on Capitol Hill interested in media discounts. A House Small Business Subcommittee, which has been reviewing the activities of various government agencies that affect small business, is expected to

get into that subject as well as such other broadcasting matters as prime-time purchases and multiple ownership.

A subcommittee source indicated these subjects would be discussed when FTC and Justice Department officials, who have already testified, are called back for further questioning, probably in December. The FCC is expected to be heard then, also.

The subcommittee, which is headed by Representative John Dingell (D-Mich.), is principally concerned with the manner in which government agencies are discharging their responsibilities in the small-business field. But there is a chance that industry witnesses will also be asked to testify.

The subcommittee in 1961 held hearings on complaints that networks and stations restrict the opportunity of small businessmen to use television as an advertising medium. (BROADCASTING, Dec. 10, 1962.)

## FCC bombs double billing

### New rule calls for fines for stations caught in the act

Double billing, a practice about which the FCC has long received complaints, was formally outlawed by it last week (BROADCASTING, Oct. 11).

All five commissioners present at the meeting voted for a rule forbidding broadcasters to deceive advertisers regarding the amount actually charged for advertising time.

Commissioner Lee Loevinger issued a concurring statement expressing doubts as to the commission's jurisdiction and stating that he does not agree with everything in the report and order adopting the rule.

The rule is aimed at situations in which broadcasters issue advertisers two bills, one for the correct amount and the other for a higher amount. The inflated one is sent on to the national advertiser who reimburses the local advertiser out of co-op funds.

Another practice that comes within the scope of the rule is one in which a station helps an advertising agency mislead its clients as to the amount actually charged for broadcast time, with the result that the agency commission is paid on the basis of a higher fictitious rate.

**Separate Notice** ■ The rule prohibits licensees from knowingly issuing bills falsely stating the amount charged for advertising time. And in a separate public notice, the commission empha-

sizes that licensees should use reasonable diligence to prevent employees from engaging in fraudulent billing practices. The notice lists a total of eight examples of the practice.

The immediate practical effect of the new rule is to permit the commission to impose fines for double billing. The commission's statutory authority to impose forfeitures extends only to violations of rules and statute, conditions of license and cease-and-desist orders. The commission's only sanction for practice not specifically mentioned in the law or its rules has been license revocation, which has never been invoked.

In its report and order the commission said the use of the "obviously improper and illegal," practice adversely affects the operations of stations not engaging in it and "is a matter of commission concern." It made clear it doesn't want the practice to spread, with stations engaging in it as a matter of self-protection.

The commission warned stations about double billing in a public notice on March 9, 1962 (BROADCASTING, March 12, 1962). Since then it has indicated its continuing concern in a number of cases in which double billing was involved.

Despite these expressions of concern, the practice continued. As a result, the commission said, it decided to issue the notice of rulemaking in March 1964 (BROADCASTING, March 30, 1964).

The rulemaking did not stir much controversy. Only nine comments were filed, seven of them in opposition. While all condemned the double-billing practice, most of those opposing the proposed rule questioned the commission's authority to adopt rules concerning licensees' business practices.

## Eastern credits black ink to TV campaign

The upward flight of Eastern Air Lines from a \$25 million loss in 1963 to a \$20 million profit for the first six months of 1965 owes much to advertising, particularly to TV, George S. Gordon, vice president of marketing for Eastern, told the Sales Executive Club of New York last week.

Earlier this year Eastern estimated that it would spend about half of its 1965 advertising budget of \$15 million in network and spot TV. About \$750,000 is being invested in radio, particularly FM radio, with the remaining portion of the budget split evenly between newspapers and magazines (BROADCASTING, June 21).

Mr. Gordon saw the growth of color television as giving a boost to air travel advertising, noting that all of Eastern's commercials are now in color.

# A deal to attract radio buyers

United Radio Packages will attempt to get advertisers to use smaller radio markets

A new low-cost radio spot package plan to induce national advertisers to once again try or "sample" the smaller market stations was announced in Chicago last week by Universal Publicizers Inc. and Weed Radio Co. (CLOSED CIRCUIT, Oct. 18).

Called Universal Radio Packages, the plan offers national and regional advertisers the basic advantages of spot radio advertising such as selection of market and time, it was explained, plus "low package rates ordinarily not available in selective market purchases."

The plan also involves a novel listener and market survey, retains all commissions for the agencies and the stations' regular representatives and features "simplicity of execution, due to the fact that Universal Publicizers handles all scheduling and billing," according to UP and Weed.

The stations that will participate are expected to come chiefly from among those that UP has served over the past 18 years during its consulting service to them in the stimulation and promotion of new local radio business. The plan marks UP's first venture into the national and regional field.

The plan was announced jointly by John L. Burroughs president of United Publicizers, and Cornelius C. Weed, president and co-founder with his brother Joe, of Weed Radio Co.

**20 vs. 80** ■ It was prompted in large part by the fact that today roughly 75% or 80% of the national spot dollar goes to but approximately 20% of the stations, Mr. Burroughs indicated, and the sampling idea could bring some of this money as well as new money back to the other 80% of the stations. With TV spot costs soaring, the time also is ripe for broad reconsideration of radio by agencies and advertisers, he felt.

"This represents a significant step forward in the resurgence of radio as an advertising medium," Mr. Burroughs said. "For the first time two companies with proven records of service and reliability have created an imaginative package that can realistically be expected to revitalize radio by attracting large advertisers," he added.

For example, he explained, routine volume buys of 20 stations making up a network in one midwestern state usually would cost the advertiser about \$57,000 at regular rates, but the same exposure with the new package would probably cost less than \$10,000. He stressed that any business developed by UP or Weed through the new plan



Mr. Burroughs (l) and C. C. Weed

would earn full commission for the station's regular rep.

"As a station representative for over three decades," Mr. C. C. Weed said, "we've long realized the need for a bold, fresh approach in this area. And that's what we feel we've come up with in Universal Radio Packages."

In addition, they pointed out, both advertisers and stations taking part "receive substantial additional exposure through UP's award-winning promotional display" at key locations in the markets selected. These are a "radio mike" and a "clock-identification sign" that call attention to both the local station and advertiser.

UP also plans to conduct local questionnaire surveys to develop listener demographic data and market information that would help both stations and

## New Continental agency

Broadcast-active Continental Air Lines flew to a new agency last week, announcing it has chosen Needham, Harper & Steers to place its more than \$3 million in annual billings. NH&S will handle the account through its Los Angeles office. Continental drops McCann-Erickson, Los Angeles. Continental's move to NH&S marks expansion of the agency's Los Angeles office from chiefly a TV service office to a full-scale operation capable of handling additional accounts there.

advertisers. The survey idea was worked out with Weed and in part would include handling of questionnaires by UP people on the scene and by local participating retailers.

UP presently has about 75 men on the road throughout the country acting as promotional selling crews that develop new business for local stations on a similar sampling basis. They concentrate on hard-to-sell accounts that usually have not tried radio before, offering a low cost package of a spot a day for a year. The local station is paid 50% of the new business immediately and the rest in two payments later. UP handles all billing and collections.

## Print media's ABC may audit radio-TV

The possibility that the print media's venerable Audit Bureau of Circulations may expand its services into radio and television and other fields grew a bit stronger last week as the subject drew attention during the ABC's annual meeting in Chicago.

The idea of moving into the broadcast media has been under consideration within the ABC for several years. One concept would be to "audit" broadcast research methods on a tripartite basis, that is with representatives of agencies and advertisers as well as stations. ABC would not compete with existing services in actually doing the research.

The print media members of the ABC who held divisional sessions during the meeting reported a general consensus favoring expansion of the ABC services to new fields such as auditing of trade show attendance and similar areas as well as broadcast, but most expected that such new departures will be fully explored and put to the membership for specific discussion and approval later. A revision of the ABC bylaws would be involved.

The ABC's new board of directors, meeting Thursday under the chairmanship of Bill Ewen, director of advertising services for the Borden Co., New York, appointed a new project evaluation committee to be headed by William Weilbacher, senior vice president for marketing, media and research at C. J. Laroche & Co., New York, who is also chairman of the Advertising Research Foundation's technical committee.

The new ABC committee is expected to organize subcommittees and task force groups from among professionals in various fields to study the specific or ultimate goals involved in an ABC expansion. Radio-TV would be covered

NEW YORK  
 LOS ANGELES  
 CHICAGO  
 PHILADELPHIA  
 BOSTON - MANCHESTER  
 DETROIT  
 CLEVELAND  
 SAN FRANCISCO - OAKLAND  
 PITTSBURGH  
 WASHINGTON  
 PROVIDENCE  
 ST. LOUIS  
 DALLAS - FT. WORTH  
 CINCINNATI  
 BALTIMORE  
 MINNEAPOLIS - ST. PAUL

**MIAMI**

NEW HAVEN - HARTFORD - NEW BRITAIN  
 INDIANAPOLIS - BLOOMINGTON  
 MILWAUKEE  
 KANSAS CITY  
 CHARLOTTE, N. C.

THE **MIAMI** MARKET  
 MAY BE 22nd TO SOME PEOPLE...

**BUT**  
**TO SMART ADVERTISERS**  
 THE **MIAMI** MARKET



625,700 TV HOMES (Television Magazine March 1965)  
144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel  
 and Motor Hotel Ass'n., and Florida Development Commission)  
 770,366 TOTAL TV HOMES

Represented by  Television, Inc.



**WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA**  
 AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO



## Wisconsin's new tv freeway

[YOU DON'T  
STOP TO  
REFUEL!]

Just place your tv ad  
on WKOW-tv Madison,  
and let 'er go!

Our microwave-inter-  
connected WAOW-tv  
Wausau whips it out si-  
multaneously. Your  
commercial barrels  
through every ARB  
county of Wisconsin's  
huge central market  
belt. Total advertising  
mileage with just one  
buy!



the Midwis market

TONY MOE, Vice-Pres. & Gen. Mgr.  
Ben Hovel, Gen. Sales Mgr.  
Joe Floyd, Senior Vice-Pres.; Larry Bentson, Pres.  
National representative, ADAM YOUNG  
In Minneapolis by WAYNE EVANS

by one of these groups.

The retiring ABC chairman, Kenneth Laird, chairman of Tatham-Laird & Kudner, Chicago, reported that the ABC has been exploring the expansion potential as the membership had directed last year in an overwhelming vote. He said the first step was to obtain an objective outside evaluation of the ABC itself and this was done by J. K. Lasser & Co. under the supervision of James B. Kobak of Lasser.

The Lasser report cited ABC's "spotless reputation for integrity and its highly competent staff," Mr. Laird said, but it noted also ABC's resistance to change.

"The original purpose of ABC was to bring order out of chaos in the advertising business," the Lasser report said, according to Mr. Laird, noting that "at the time of its formation, ABC audited almost all the media and all the data in the field which was worth auditing on behalf of the advertising business."

Since then, however, new media forms have emerged and new marketing data have been developed through sophisticated market research, the Lasser report said. But ABC has ignored all of them, it continued, and "the original approach of auditing all the worthwhile media and data has apparently been forgotten."

Mr. Kobak's recommendation in the Lasser report, Mr. Laird said, was for ABC to completely reverse its present policies and audit, "anything in the marketing area which is truly auditable."

Mr. Laird mentioned that ABC has "no ambition to get into new areas unless they are areas of need. Meanwhile we intend to continue to study the field of broadcast to determine whether there are needs here which the bureau can uniquely fill."

If the ABC wanted an endorsement of the existence of such a need, its luncheon speaker provided one. A. Edward Miller, president of Alfred Politz Research Inc., said a competent comparative evaluation of advertising media today cannot be limited to only magazines and newspapers. All alternatives must be reckoned with.

### Mediastat rates 15 markets

Mediastat Inc., New York, a radio measurement service under the direction of former American Research Bureau executive James W. Seiler and Jack L. Gross, is surveying 15 markets for the period Oct. 13 through Nov. 2.

The markets are New York, Chicago, Los Angeles, Boston, Philadelphia, Washington, Detroit, San Francisco, St. Louis, Cleveland, Baltimore, Hous-

ton, Minneapolis-St. Paul, Cincinnati and Dallas. The service has 26 advertising agencies subscribing, according to Mediastat. An additional 15 markets will be added in January and in a May-June sweep, all 30 markets will be included.

### Workshop to study color TV commercials

Color television's impact in advertising, especially in commercials, will be explored in an all-day session Dec. 15 at the CBS Broadcast Center in New York. The workshop will be held by the Association of National Advertiser's broadcast committee.

Alfred L. Plant, vice president-advertising of the Block Drug Co. and chairman of the committee, said the session will be for the benefit of advertisers and their advertising agencies. Speakers will represent leading advertiser companies, agencies, the television networks and film production firms.

The session will consider the current color-TV market and its future potential, and the relative impact, of production needs and costs of color vs. black and white in commercials. Mr. Plant noted that the trend to color in commercials has been described as having a bandwagon effect and said it was time to take "a good look at what's going on in color to assure ourselves and our companies of an orderly progress toward the best use of this rapidly developing medium."

Working with Mr. Plant on the color TV workshop are E. P. Gennock of Eastman Kodak, Sanford Buchsbaum of Revlon, Samuel Thurm of Lever Brothers, and Arthur Toft of P. Lorillard.

### Filmex buys L.A. production facility

In a move to expand its West Coast operations, Filmex Inc., New York, TV commercial and industrial film producer, announced last week the purchase of the studio and production facilities of Signet Productions Inc., Los Angeles, for an undisclosed amount.

Through the acquisition, Filmex will have access to studio, color and optical services at Universal Productions which had been used in the past by Signet. The expanded operation, now known as Filmex West, recently moved to new headquarters located at 1041 Highland Avenue, Hollywood. It is headed by Frank Tuttle, vice president in charge of West Coast operations.



# WABC... the sound you can't ignore!

During the past year, WABC reached more homes than any other radio station in North America.

AN ABC OWNED RADIO STATION

# How to get the most out of TV

Katz conference gets some tips on techniques

employed by some of medium's successful advertisers

The Katz Agency's series of management conferences, designed to teach small users and nonusers of spot television the basics of the business, got under way in New York last week.

Approximately 150 agency and advertising personnel heard George Shine, vice president for advertising and public relations for Avon Products, describe how this company's use of spot TV had grown from two stations in 1953 to a present total of 234 stations in the U.S. in addition to stations in eight other countries.

Mr. Shine said Avon gets its "Avon Calling" message into television homes 72.3 million times each week. "This kind of coverage surpasses any possible human endeavor," he said.

The company's television expansion,

he explained, had been undertaken with the goal of advertising support for every one of its salesmen across the country on an equitable basis.

The theme of using spot television to pinpoint promotion where it is most needed according to consumer buying patterns and to company sales efforts was underscored throughout the Katz conference.

William B. MacRae, vice president, spot TV and station relations, of the Television Bureau of Advertising, noted variations in consumption of products by regions within the U.S. as borne out by Nielsen Food & Drug Index and suggested spot television is the best medium to iron out the inequitable distribution of advertising dollars which may occur with the use of national

media. Mr. MacRae said more and more advertisers were finding their definition of a market to be "the area included within the reception range of the city's television stations . . . a definition based on the ease of reaching people."

**The Tiger and Tornado** ■ Harry Wayne McMahan, international advertising consultant, explained the use of graphics in the TV commercial as the best approach to a truly mass media. Graphics, he said, with the creative touch of exaggeration, fantasy or humor, can penetrate any communication barrier—language, education, age, economy etc. But emphasis should fall on visual story telling, and not depend on words alone. The white tornado (Ajax) and the tiger in the tank (Esso) are two examples of international penetration.

In 20 years of commercial selling TV has learned to talk to a "mature, influential audience," Mr. McMahan said. He felt that TV is now "singling out the influential people," and to these prospects, the commercial as a

## How Gimbels of Pittsburgh uses TV

Fear of high production costs traditionally has caused department stores to shy away from TV, according to a Pittsburgh agency which last week explained why and how it overcame this complex.

The agency, Lando Inc., for Gimbels of Pittsburgh, has bought the opening segment of *The Tonight Show Starring Johnny Carson* on WTC-TV Pittsburgh. And, like the NBC-TV late-night program, the local commercials are in color.

Bernice Preisser, vice president of the agency's consumer division, said that for years department stores have erroneously regarded television as "a beautiful unattainable girl."

One tangent taken by Lando was to line up local cosponsorships with such firms as Burlington Industries, Club Aluminum, Revere Ware, Time-All, West Bend and Western Electric.

Lando, noting that the *Tonight* show has proven a successful vehicle for selling products found in a department store, figured that the same approach and program should work for the department store itself.

Many of the spots are produced by Lando with most being done in Pittsburgh. The agency worked up a special agreement with a local photographer to shoot the commercials in color for a flat weekly retainer fee for the 52-week period of the sponsorship. Under this arrangement,



according to Mrs. Preisser, the cost of each spot will average 25% of what it would otherwise cost.

The WTC-TV telecast of *Tonight* opens with a billboard, "Gimbels of Pittsburgh presents . . .", leading into the network show. The segment then includes two one-minute commercials.

One commercial is an institutional spot for the department store (see pictures) opening with a woman

shopper and her wide-eyed child asking: "What's Gimbels?". With lively yet subtle guitar music dubbed over, the video and the audio give a quick insight into approximately 30 of the store departments or services. Windup is a tag on Gimbels of Pittsburgh's four locations.

Other minute spots are being produced for individual products, each with a tagline, "There's something new every day at Gimbels."

*we are pleased to announce*

*the appointment of*

## WEED RADIO CORPORATION

NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO • SEATTLE

*as*

NATIONAL ADVERTISING REPRESENTATIVES

*for the sale of*

## UNIVERSAL RADIO PACKAGES

UNIVERSAL PUBLICIZERS, INC.

Palmolive Building, Chicago, Illinois

JOHN L. BURROUGHS, PRESIDENT

"briefing capsule," is most effective and offers greatest potential.

Joseph H. Courtney, director of TV sales development for The Katz Agency, gave the conference a detailed description of factors to be considered in allocation of media budgets.

James W. Seiler, former director of the American Research Bureau and currently president of Media Statistics Inc., explained techniques of the various broadcast rating services. He suggested that a rating service "can be a very good servant, but a very poor master."

**Better Look at Audiences** ■ Eugene Katz, president of the representation firm, said his company is now completing its programming of an IBM/360 computer which should be operational in late 1966.

This equipment is expected to be used in audience composition analysis and to help project the reach and frequency of advertising campaigns which may use several media.

Mr. Katz said the conference series had been prepared for those who are not sophisticated in the field of spot TV advertising. Further conferences will be held in Boston (Nov. 3), Chicago, Minneapolis and on the West Coast.

## Advertiser recommends closer watch on agencies

The advertiser company must ride herd on its agency's research in the areas of evaluating advertising effectiveness, in copy development and in media.

This in essence was the advice presented by A. B. Blankenship, director of market research at Carter Products, as a participant last week in an annual marketing conference held in New York by the National Industrial Conference Board.

Mr. Blankenship cautioned that the large national advertiser in the top 100 category must be assured that his agencies use the same measuring device so that a constant base for interpretation is possible. He also warned that most advertising agencies have "reputations for being 'cheap' research purchasers" and that many agency research departments are often under pressure to come through with research that shows the advertising in question to be sound.

He recommended that all agency designs be cleared in advance by the advertiser, as well as agency research purchases. Also suggested: a research quality control policy and clearance of all research reports with the advertiser's own research department.

## Business briefly . . .

**Sauter Laboratories Inc.**, Nutley, N. J., through McCann-Erickson, New York, will use a heavy schedule of prime-time participations on NBC-TV plus spot TV (color) in 25 major markets throughout the fall and winter to introduce its new Romilar cough lozenges and also to advertise its Romilar CF cough remedy. NBC-TV shows: *The Man from U.N.C.L.E.*, Saturday and Tuesday movies. *The Dean Martin Show*, *Convoy*, *Hullabaloo*, *My Mother the Car* and *I Spy*.

**Glenbrook Laboratories** division of Sterling Drug, through N. W. Ayer & Son, both New York, in an introductory campaign for its new Cope (nervous tension headache remedy for women) is using daytime participations on all three TV networks, and spot TV in major markets. Campaign, which began last week, is scheduled to continue indefinitely. Participations in nighttime network TV also are planned.

**Campbell Soup Co.**, Camden, N. J., through Leo Burnett, Chicago, will introduce its new Franco-American Spaghettios, with a heavy series of participations in daytime programs on all three TV networks and spot TV in major markets, beginning Jan. 1, 1966.

Newly signed participating advertisers in NBC-TV prime-time programs announced last week: **Diary Queen National Development Co.**, St. Louis, through Campbell-Mithun, Chicago, in *Daniel Boone* and *The Man from U.N.C.L.E.*; **Miles Laboratories**, Elkhart, Ind., through Jack Tinker & Partners, New York, in six programs; **Beecham Products Inc.**, Clifton, N. J., through Kenyon & Eckhardt, New York, in *I Spy*; **Motorola Inc.**, Franklin Park, Ill., through Leo Burnett, Chicago, in five programs, and **Vick Chemical Co.**, through Morse International, both New York, in three shows.

**The Xerox Corp.**, Rochester, N. Y., through Papert, Koenig, Lois, New York, will sponsor NBC-TV's color special *Congress Needs Help* Nov. 24 (10-11 p.m. EST). David Brinkley will narrate the NBC News presentation.

## Agency appointments . . .

■ **Carling Brewing Co.**, Tacoma, Wash., has appointed Cole & Weber Inc., Seattle for its Black Label beer in 10 western states. C&W replaces Guild, Bascom & Bonfigli recently purchased by Dancer, Fitzgerald & Sample, which handles a competitive product. Seven other agencies handling Black Label are: Jack Tinker & Partners, New York; Milici Advertising Agency, Honolulu; Lang, Fisher and Stashower, Cleveland; Har-

old Cabot & Co., Boston; Aitkin Kyis Co., Philadelphia; Liller, Neal, Battle Lindsey, Atlanta and Dallas, and Wi ius-Brandon Co., St. Louis.

■ The Consumer Products division of American Cyanamid Co., Wayne, N. J., has appointed Sullivan, Stauffer, Colwell & Bayles, New York, as agency effective Nov. 1 for several new beauty and personal care products, as yet unannounced.

■ California Beef Council has named J. Walter Thompson, San Francisco, to handle advertising and public relations.

■ Serta Associates Inc. has appointed MacManus, John & Adams, Chicago, replacing Edward H. Weiss & Co.

■ Michigan National Boat, Sports & Vacation Show has appointed Munz, Thomas & Gordon Advertising, Detroit. Account will use radio, television and other media.

## Rep. appointments

■ WNEP-TV Scranton-Wilkes-Barre, Pa.: The Katz Agency, New York.

■ WWOL Buffalo, N. Y. and WRCP Philadelphia: Venard, Torbet & McConnell, New York.

■ WDEE Hampden, Conn.: Harold H. Segal & Co., Boston, for New England.

■ KABL Oakland, Calif., and XTRA Tijuana, Mexico: William L. Simpson, Seattle, as regional representatives.

## \$42 million billing for KM&G this year

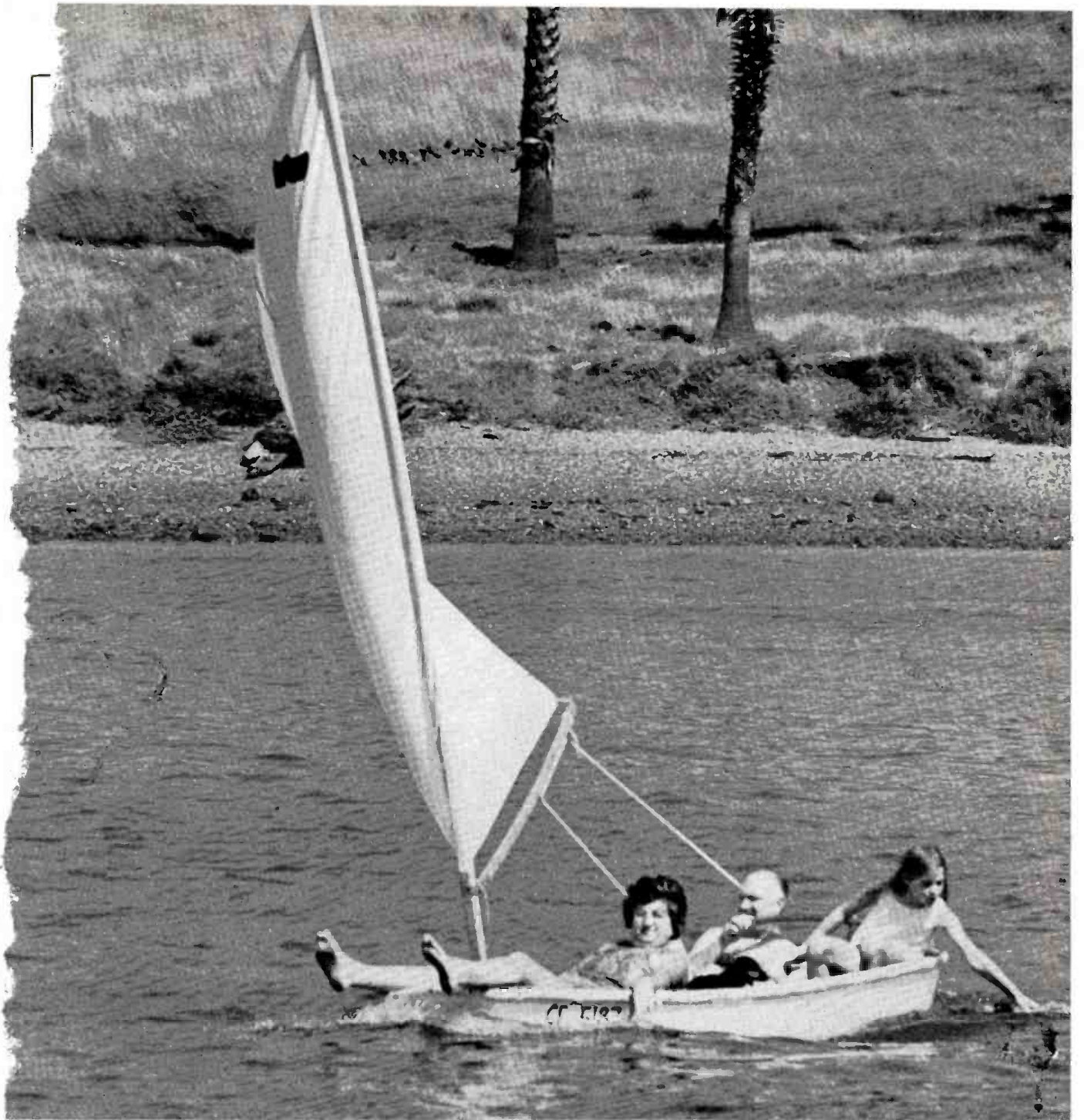
Ketchum, MacLeod & Grove Inc., Pittsburgh, will handle about \$42 million in advertising billing this year, of which approximately \$12.6 million will be in radio-TV.

The billing was indicated by agency officials last week at the formal opening of new offices at 90 Park Avenue, New York. The agency executives said that when other business in such areas as public relations and sales promotion is added the overall annual billing comes to about \$60 million. This total will increase another 25-30% next year, it was predicted.

B. T. Parrack, the agency's president, noted that overall billings moved up from the \$16.4 million level in 1955 to \$51.7 million last year.

KM&G's New York office, has 20,000 square feet for 106 employees. KM&G, whose headquarters are in Pittsburgh, began its New York operations 10 years ago at 733 Third Ave., with six employees in 1,500 square feet of office space.





Photographed by Jason Hailey for KRLA's "Sounds of the West" collection.

## Have You Noticed the New Drift in the West Today

Here  
The water  
The boat  
The Sunday  
The family  
leaning on each other  
in a way that most  
certainly has depth.

and Hear  
KRLA,  
the sort of sound  
that makes you want to  
toss sophistication to the wind  
and lean on real people  
like water leans on shore.

KRLA/Los Angeles' most-listened-to radio station.  
Sold Nationally by H-R Representatives, Inc.

# CATV is big topic at NAB conferences

Atlanta and Baltimore meetings also talk  
about program logs, color TV and politics

The second and third of the current crop of National Association of Broadcasters fall conferences were held last week in Atlanta and Baltimore with primary discussion centering on points raised in the Louisville, Ky., meeting (BROADCASTING, Oct. 18).

Main topics of interest were community antenna television, the new program log, UHF financing, color TV, personnel, the radio code, the Television Information Office and the role of broadcasters in politics.

In the discussion on CATV, two new faces, Martin Malarkey, head of Cable Systems Inc., Washington, and Charles Tower, executive vice president of Corinthian Broadcasting Corp., New York, were added to the ranks of speakers in Baltimore. Douglas A. Anello, NAB general counsel, and William Carlisle, vice president for station services, were also heard.

Mr. Malarkey said that the National Community Television Association, of which he is past board member and president, "agrees with the NAB that regulation governing CATV is both necessary and desirable and also that

the FCC has the jurisdiction to cover the situation." However, he continued, "the basis of the commission's jurisdiction over broadcasting derives from the shortage of channels and the prevention of technical interference among the licensees, and the entire issue in the CATV regulation dispute is not a technical problem, but an economic one."

He called for unity between broadcasters and the operators of CATV's, "to protect the freedoms that are sliding toward bureaucracy."

He called the NAB's proposed rule that would prohibit simultaneous duplication of programming of the local station for 15 days before and after the station carried a program "a dead horse," and said that CATV "cannot decrease exposure" though it might decrease the profit margin.

He said that CATV "leapfrogging" of signals from major markets into minor areas "only takes place if there is a market value on the signal of the distant station." He questioned whether the NAB was more interested in preservation of the FCC's "arbitrary allocations table or in service to the public?"

## Bartley sees threat in CATV regulation

FCC Commissioner Robert T. Bartley warned broadcasters last week to let up on the demands for government regulation of community antenna television unless they are prepared to accept regulation of their own rates.

The commissioner, who has consistently opposed commission regulation of CATV feels that the copyright law should be amended to require CATV's to pay for the programming they transmit. Speaking at the NAB regional meeting in Atlanta, he said he would not object if Congress adopted legislation requiring licensing of CATV's.

But he said the commission should not interfere with competition.

"We're supposed to promote competition," not hinder it, he said.

And broadcasters, he said, should not seek government protection against competition unless they want regulation of their own rates.

The commissioner noted that predictions have long been made that, unless regulated, CATV would have a harmful effect on television. He said these predictions have not been borne out.

Commissioner Bartley does not think present CATV regulation involves any threat of rate regulation of broadcasters. But he feels broadcasters are tending to push the commission down the road toward such regulation.

Mr. Tower called the charge that the broadcasters were trying to put CATV out of business "nonsense." He told the conferees that "regulation would not put CATV out of business. There will always be some type of CATV."

The NAB position on advocating regulation is not inconsistent with the association's policy of opposing regulation of the program area, he said. Broadcasters are trying to offer a free choice, but CATV operators would offer a free choice "only to their subscribers," Mr. Tower added.

CATV is a satellite of the broadcast business he noted, adding that he seeks CATV regulation in terms of broadcast rules and requirements. He blasted "those CATV operators who think they can ride pay TV into American homes on the backs of the broadcasters."

Mr. Anello said that the commission's allocations table is "not sacrosanct" but he said it should be changed by the FCC and not the NCTA.

Mr. Carlisle restated the NAB's position on leapfrogging.

David Potter, president and general manager of WNAE and WRRN(FM), both Warren, Pa., said that his market was unserved by any local signal and that no UHF had been allocated to the area. He asked whether the leapfrogging proposal was not a "big city view" and indicated he felt that if a CATV operator could provide five or six channels—so much the better for the public.

Mr. Carlisle asked Mr. Malarkey if the NCTA's basic tactic was "a delaying action to hold up regulation and later get 'grandfathered' in simply because it's been around so long."

Mr. Malarkey replied that the NCTA was "just as anxious to resolve the problems as is the NAB."

Mr. Malarkey said that he was "very much appalled at the rate at which CATV franchises are being applied for. Some of the systems being constructed today will be out of business in five or ten years." This will result because there is no need in many areas for the CATV systems that are moving into these areas, he continued.

Representative Charles McC. Mathias (R-Md.) addressed the Thursday luncheon of the Baltimore conference. He told the broadcasters that "communications are not perfect," but that "the industry service today in taking the samples of public opinion from all over the country is so good that some are advocating four-year terms for representatives and substituting the communications link between the government and the people for that provided by the

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**Gates Executive**, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.



**Gates Diplomat**, 10-position dual-program channel, completely transistorized console, provides all of the audio-system facilities of the Executive with exception of stereo.



**Gates President**, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual-channel broadcasting.

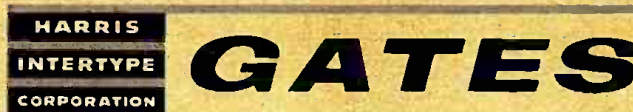


**Gates Ambassador**, completely transistorized 5-channel console. 22 medium- and high-level inputs are provided with input expansion potential to 30 by using all of the 3-position utility switches.



## The "Solid Statesmen" of Broadcasting... Gates Fully Transistorized Consoles

Transistor amplifiers for superb sound reproduction. Precise finger-tip control. Ease and versatility of programming. These are the features you'll like in Gates Audio Control Consoles. And there are infinitely more. To name them all takes 24 pages in our four new illustrative brochures. "Must" reading for the progressive broadcasting engineer or executive. Write for "Solid Statesmen" console brochures.



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A Subsidiary of  
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QUINCY, ILLINOIS 62302

Offices: New York, Houston, Los Angeles, Washington, D. C.  
Export: Rocke International Corporation, New York City  
In Canada: Canadian Marconi Company, Montreal



Between sessions at last week's regional conference in Atlanta (l to r): George Harvey, WFLA-TV Tampa, Fla.; Arnold Schoen, WDBO-TV Orlando,

Fla.; Ray Carow, WALB-TV Albany, Ga.; Kay McGranahan, BBDO Atlanta; C. P. Persons, WKRG-TV Mobile, Ala., and Paul Goldman, KNOE-TV Monroe, La.

communications industry."

He called for the broadcasters to "tell the people more in detail of the gradual changes taking place daily—to tell not only the 'what' and the 'how' of current events, but also the 'why'."

He told of the importance that the communications industry plays in shaping decisions so that they will more adequately serve the needs of the people on an up-to-the-minute basis.

He said a weakness of the industry was its failure to more adequately describe the growth of bureaucracy of the federal government, where, he said, "more decisions are made than in any other segment of our government."

Representative James A. Mackay (D-Ga.) told the Atlanta conference that "more forums are needed in our local communities for the discussion of national goals, of national issues and of international relations." He added that citizens need to be urged to participate

in politics because "it's not a spectator sport."

He recalled the *Town Meeting of the Air* radio program and said that it was one of the world's most exciting programs. He added: "It ought to come back."

He asked for innovation from the broadcasters, for new methods.

At the Atlanta meet, G. Richard Shafto, Cosmos Broadcasting Co., Columbia, S. C. (which owns CATV systems), said that broadcasters should be careful about entering CATV. He added that NCTA, as well as the broadcasters have made "irresponsible statements" regarding CATV.

Most of the broadcasters at the Atlanta meeting seemed to favor the NAB position on CATV. John Vath, general manager of WSMB New Orleans, said that it was his opinion that CATV was encroaching into areas that are the concern of radio.

An NAB spokesman said that in a survey of radio stations at least half of those answering felt that CATV was carrying programming that was ordinarily on radio such as time, weather and news, as well as background music.

Both conferences heard a repeat show of the explanation of the new radio program logs by Mr. Anello. Many questions were asked about specific recordings in the ledger, but the answers were the same as the ones reported from the Louisville meeting.

Mr. Anello called the new logs "a step toward uniformity by the FCC," but he said that it would take about a year "to iron out the problems of the log."

He thinks the new form is "an improvement."

Paul Comstock, NAB vice president for government relations, urged the Baltimore conference to actively support those seeking public office. He said that the time for action is now and suggested areas in which broadcasters would be particularly equipped to serve. Among these are the use of media, writing, timebuying, and scheduling broadcast appearances. He urged the broadcasters to inform the NAB when they were aiding a candidate so that the efforts could be coordinated once the congressman arrives in Washington.

The decision to editorialize is a personal matter, Mr. Comstock said. The broadcasters, he added, should always try to be fair in his efforts.

Sessions were held in Baltimore concerning personnel by William Walker, NAB assistant treasurer; the radio code by Michael J. Cuneen, vice president and general manager of WDLA Walton, N. Y., Howard Bell, code administrator, and Charles Stone, head of radio code; color TV by Benjamin Wolfe, Westinghouse Broadcasting, New York; opinion and television by Roy Danish, director of the Television Information Office; the economics of UHF by Mr. Walker, and the growth of television by Harold Niven, assistant to the NAB president, and Gwinn Owens, WJZ-TV Baltimore.

The Atlanta meeting set a record for a regional meeting with 354 members registered. The old record was held by the New York meeting in 1962 which 308 attended.

## ABC-TV adds WDIO-TV

WDIO-TV Duluth, Minn., which is scheduled to begin operations on channel 10 on Jan. 1, 1966, has signed as an ABC-TV primary affiliate, effective that date. ABC-TV currently has a secondary affiliation with KDAL-TV Duluth. KDAL-TV will continue to serve as a primary affiliate of CBS-TV.



At the Atlanta conference (l to r): Mike Early, WWL-TV New Orleans; Ed Codell, The Katz Agency, New York; Harold Krelstein, Plough Stations,

Memphis; G. Richard Shafto, WIS-TV Columbia, S. C.; Don Heald, WSB-TV Atlanta, and NAB Board Chairman John Dille Jr., Communicana Group.

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COLOR  
SERIES**  
(HALF-HOUR)

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**FACES and PLACES**  
*Quest for Adventure*



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26 unique and beautiful half-hours created in stunning color by Don and Bettina Shaw. Filmed throughout the world to capture remarkable and wonderful sequences seldom revealed. The classical dances of the Thai... the gold mosaics of Hagia Sophia... the Cakchiquel Indians of Santa Catarina... Czechoslovakia uncensored... Kurdish tribesmen in action. Incomparable viewing!

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*SEND FOR AUDITION PRINTS: See these new and unmatched audience builders yourself. Call, wire or write today. Remember—every program in all three series is in dramatic, beautiful and perfect COLOR.*

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## FCC warns stations on character charges

The FCC last week announced it has reconsidered an order designating the renewal applications of two Texas television stations for hearing. But at the same time it warned all stations, and their counsel, to watch the language they use in attacking the character of other licensees.

The case involves conflicting claims, charges and countercharges concerning the validity of a programming survey made by KBMT(TV) Beaumont and a check survey made by KPAC-TV Port Arthur.

KBMT made its survey in support of an application to relocate its transmitter. KPAC-TV, one of two stations that opposed the move, submitted its "check survey" in a petition for reconsideration of a commission decision last January to approve the transmitter move.

KPAC-TV said its survey indicated the KBMT document was "contrived" and "of highly questionable veracity" and added that a hearing should be held so that it could probe "apparent fraudulent misrepresentations" by KBMT. The Beaumont station shot back that the KPAC-TV survey was a "shocking document, hardly containing a truthful statement."

The commission, faced with these statements, set aside the grant of the transmitter move and designated the application, as well as the then-pending renewal applications of the two stations, for hearing, to get at the truth.

At that point, the two stations reconciled their differences, and filed statements with the commission explaining the conflicts in their surveys and asking for reconsideration of the hearing-designation order.

**Commission Relents** ■ The commission last week agreed that the conflicts had been adequately explained and said that a hearing would not be needed. It reinstated the grant of the transmitter relocation and granted the stations' renewal applications.

But it said the language used by the counsel for both stations "obviously exceed the bounds of proper advocacy," particularly since the two parties had not tried to iron out their differences before making their charges.

"No licensee may lightly place in question the character qualifications of another licensee," the commission said, "and their counsel can be accorded no greater latitude in this area. We expressly disapprove of the course followed by counsel in this case, and in the future, we shall not countenance such conduct."

Commissioner Kenneth A. Cox, who

had originally intended to dissent to the reconsideration and to vote for a hearing, concurred in the result but with a statement even more critical of the licensees.

"I think that the parties far exceeded the limits of propriety and have fallen far short of expected standards of care in their filings in this matter," he wrote. He added that neither survey was well designed or executed and that each licensee submitted "conclusionary reports" that served its own self-interest.

## Pulse sets sights on TV measurements

The Pulse Inc. is planning "a solid entry" into the television audience measurement field on a syndicated basis, Dr. Sydney Roslow, director of the long-time radio ratings organization, disclosed last week.

"You will be advised of developments as they occur," he told broadcasting, advertising and agency executives assembled for the 24th annual Pulse "Man of the Year" awards luncheon Wednesday (Oct. 20) in New York (see page 64). Pulse spokesmen said they could give no further details now.

Dr. Roslow reviewed developments at The Pulse during the past year, including completion of the third round of its LQR or local qualitative radio service and plans for LQR-IV, which in 1966 will measure radio stations in 60 leading markets by three-hour time periods, gathering socio-economic and product-usage information in seven categories from samples doubled in size.

He also reported that The Pulse had completed its transition to "100% automation where automation is possible," and said spare time on its new IBM optical scanner was being made available "to the general research fraternity for its own data-punching needs."

Dr. Roslow said first reports from a study of the not-at-home element of audience research, sponsored by The Pulse but conducted by Syracuse University, would be available "very soon" and that a subsequent study would deal with "absentee members of the family and their impact on research."

Suggesting that increasing sample sizes does not necessarily affect the findings, Dr. Roslow said that in research studies of its own The Pulse had divided "an entire sample" into two halves and found an "amazing" correlation between the results produced by the two half-samples and between each of the halves and the whole. Testing this approach in another way, he said, the tabulation again showed "a virtually perfect correlation between samples and the whole."

# IDEA MAN

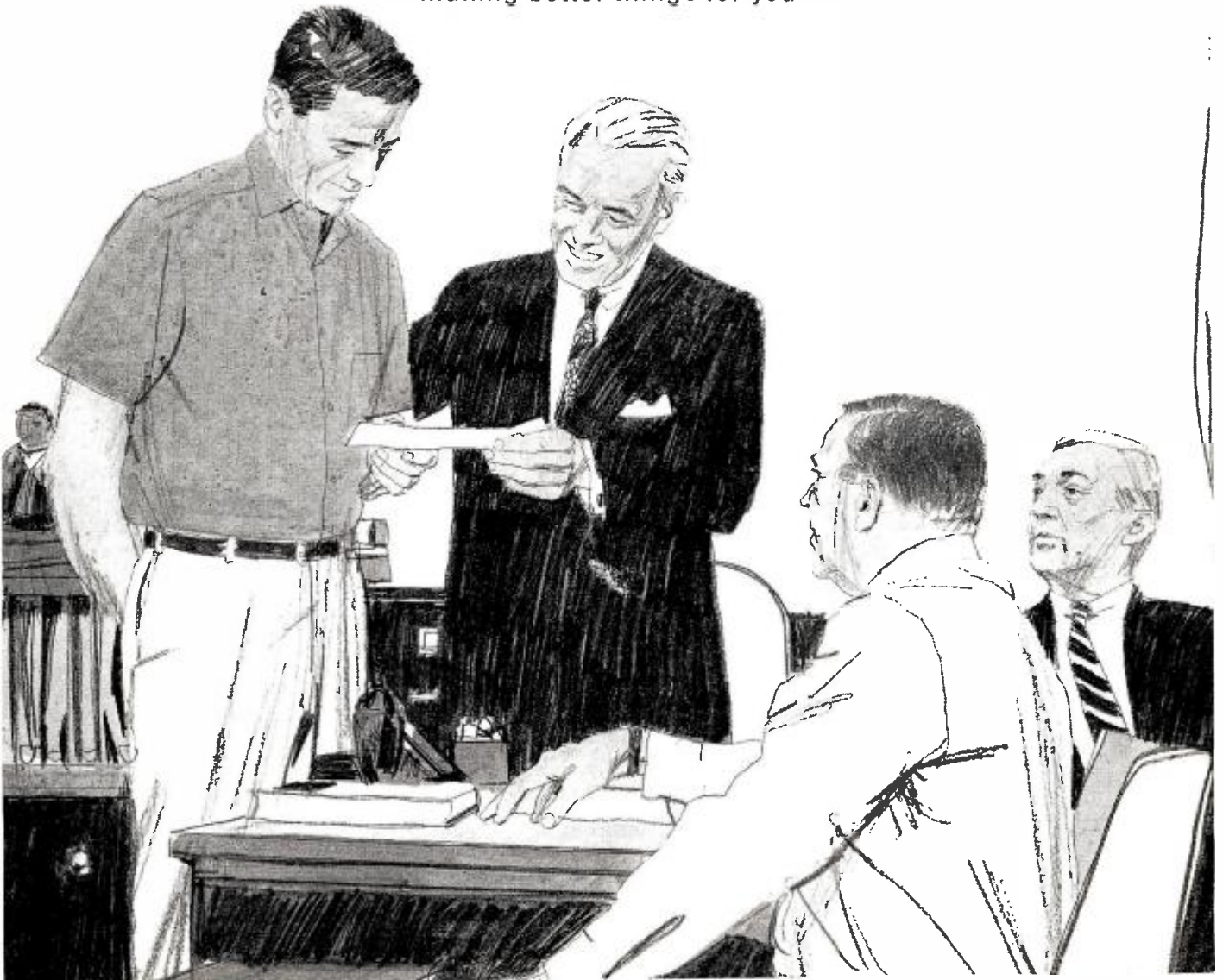
**How thirty-six words Paid off to the Tune of Six Thousand Dollars!**

No, he didn't dream up a better mousetrap. But he's the kind of person who probably could if he put his mind to it. As the old maxim implies, though, if you figure out a way to do *anything* worthwhile more efficiently, chances are you'll be rewarded. It was certainly true of this ingenious General Motors employe, who recently collected \$6,000 for a valuable suggestion that took just thirty-six words to describe—more than \$166.00 per word!

The GM Employe Suggestion Plan has paid out more than \$70,000,000 and produced more than a million usable suggestions since its inception in 1942. It is worth noting that a great many awards go to conscientious employes who would have submitted their suggestions even if there had been no monetary reward involved.

Whatever their jobs, these are among the real stars of the General Motors team—people who are truly interested in finding ways to make products and processes safer, better and more efficient.

**General Motors Is People...**  
making better things for you



## FTC gets complaint on rating service

The first formal move by a television station seeking action by the Federal Trade Commission against a rating service was instituted last week by WISC-TV Madison, Wis.

The Madison VHF station (channel 9 with CBS-TV affiliation) asked the FTC to issue a cease and desist order against the American Research Bureau to prohibit ARB from publishing the results of an audience survey in Madison which combines the audience of WKOW-TV in Madison and the commonly owned WAOW-TV in Wausau, both in Wisconsin. WKOW-TV is on channel 27, with an ABC-TV affiliation; WAOW-TV is on channel 9 with ABC-TV and NBC-TV affiliations. Both are owned by Mid-Continent Broadcasting Co. (Joe Floyd and associates).

In its petition to the FTC, WISC-TV said that ARB has announced that in reporting on the audience of a TV station in one city, it plans to include the audience of a commonly owned station in another city where the second TV station is operated as a "satellite."

ARB, according to WISC-TV, defines a satellite as (1) a station which broad-

casts the programs of the mother station entirely, and (2) which broadcasts less than 20 quarter-hours a week of programs separately from the parent station. WAOW-TV falls in the second category, WISC-TV said. ARB has said that it intends to count both stations as one in its current audience survey, WISC-TV said.

Since Wausau is more than 100 miles from Madison, WISC-TV noted, "it is highly unlikely that the signals of WAOW-TV and WKOW-TV would reach the city of the other."

Furthermore, WISC-TV said, WAOW-TV has been broadcasting more than 50 quarter hours of programs (exclusive of news, weather and sports) different from that of WKOW-TV. It is, therefore, WISC-TV emphasized, definitely not a satellite.

The combination of the Wausau station with WKOW-TV would be false and misleading, WISC-TV contended, because none of the other Madison stations are seen in Wausau; and Wausau's stations are not seen in Madison.

## Nonrenewal called for in WTID hearing

An FCC hearing examiner last week recommended denial of the renewal application of WTID Newport News, Va.

The commission had designated the station's renewal application for hearing to determine, among other things, whether the licensee, Twelve-Seventy Inc., had made misrepresentations to the commission and failed to disclose ownership interests in the corporation.

Hearing examiner James D. Cunningham recommended denial, he said, because of the refusal of the principals of the licensee, or the trustee in their behalf, to introduce evidence relating to the issues specified by the commission or to agree to a date for a formal hearing.

This conclusion was reached after the third prehearing conference on Oct. 7. The trustee made clear at each session that he was not planning to proceed with the introduction of evidence under the designated issues, according to Mr. Cunningham.

A court-appointed trustee took over WTID's operation after it filed a petition for bankruptcy in September, 1964. In May of this year the FCC designated the renewal application for hearing. The trustee then asked the commission to reconsider the hearing order and grant the renewal petition as part of a plan to pay off debtors. Earlier this month the commission denied the request for a grant without a hearing (BROADCASTING, Oct. 4).

## Proof of injury asked in appealed case

Broadcasters should be required to submit evidence in open hearing that they will be or are being hurt, before the FCC imposes conditions on community antenna TV systems, the U. S. Court of Appeals for the Eighth Circuit (St. Louis) was told last week.

Filing briefs making this contention, as well as others, were Black Hills Video Corp. and Midwest Video Corp. in their appeal against the FCC's adoption of rules applying to CATV systems served by microwave systems and proposals to apply the same rules of all CATV systems.

Both Black Hills, which is a subsidiary of Midwest Video Corp., a group CATV owner headquartered in Little Rock, Ark., and the National Community Television Association, which is an intervenor in the suit, claimed that the FCC exceeded its jurisdiction in imposing these conditions on microwave-fed CATV's; that it should have held a hearing; that the rules are unreasonable and violate the due process clause of the Constitution (BROADCASTING, June 28).

The Black Hills-Midwest Video brief stressed the alleged inadequacies of the procedures followed by the commission in establishing its microwave-CATV rules. It held no hearing on the subject, the brief said, and no fact finding investigation.

NCTA's brief stressed the belief that the FCC should be required, if the rules are upheld as legal, to make broadcasters prove that they are or will suffer adverse economic impact from the operation of a CATV system in their markets. Only then, NCTA said, should the conditions regarding duplication and carriage be imposed on CATV systems.

## Media reports . . .

**Research-consultant firm** ■ Alex Gochfeld Associates, Mohegan Lake, New York, has been established by Alex Gochfeld, president, as a research and consulting firm and will be concerned with motivational and market research. The firm will serve communication media, consumer and industrial product producers, advertising agencies, retail sales and service organizations, industry and trade associations and non-business groups.

**Mutual affiliation** ■ KXLR North Little Rock, Ark., which operates 18 hours a day and features country and western music, has become an affiliate of Mutual. The station is on 1150 kc with 5 kw day and 1 kw night.

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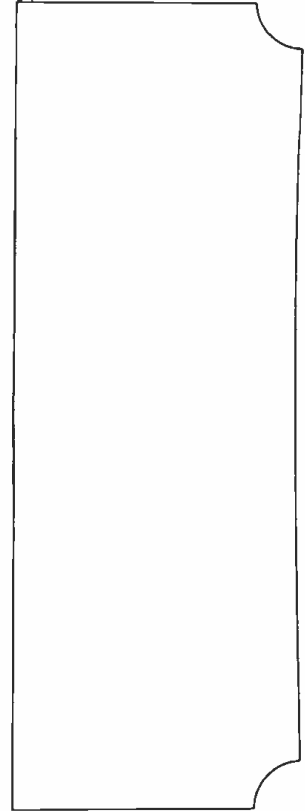
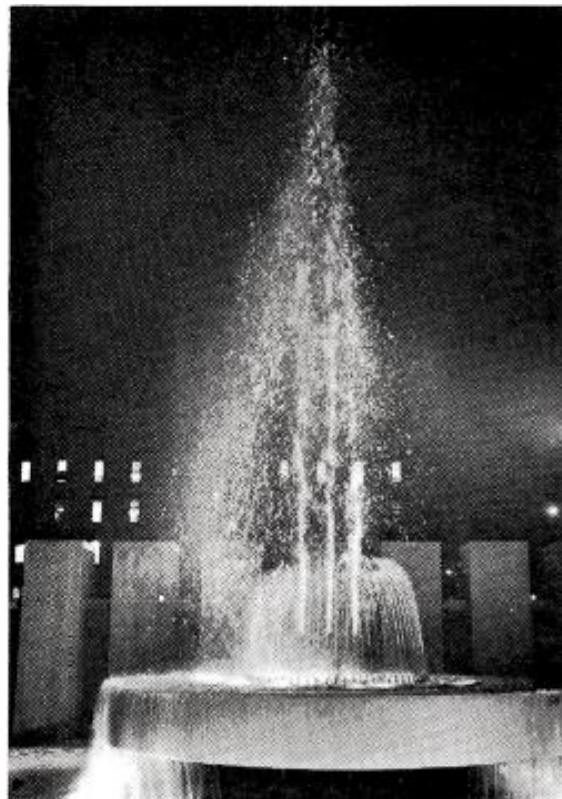
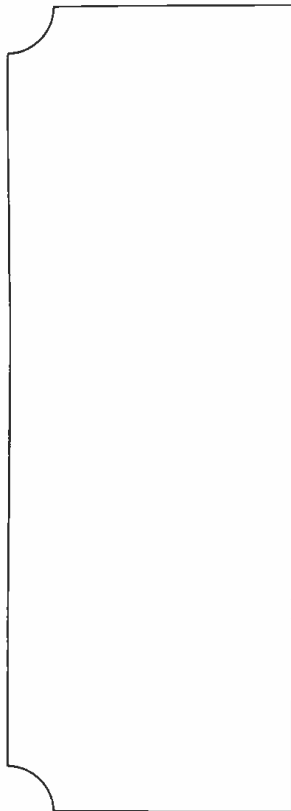
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# Satellite linking of U.S. radio

Goldenson, in accepting Pulse award, tells of ABC's plan for a complete 24-hour domestic service

ABC President Leonard H. Goldenson last week hailed radio as "the greatest single instrument of communications ever invented" and set forth a plan to put it into the domestic satellite generation along with television.

Receiving The Pulse Inc.'s 24th annual Man of the Year Award at a luncheon Wednesday (Oct. 20) in New York, Mr. Goldenson said ABC plans to file an application with the FCC shortly seeking to operate a radio transmission system over the same satellite equipment with which it proposes to transmit its television network programming.

The ABC president said it is alarming to note there currently is no 24-hour broadcasting system linking all U.S. cities. The system envisioned by ABC would be a first round-the-clock nationwide radio and television service.

Recounting the heyday, decline and comeback of radio, Mr. Goldenson said the medium, like television, "must take advantage of the latest scientific developments in communications."

Such a broadcasting system as ABC proposes, he said, would increase the

availability of instant news reports as important events occur around the world and could also function as a vital emergency or civil defense information channel.

The proliferation of radio sets in the world, particularly the transistor receiver, is permitting the inhabitants of communities without sources of electricity to "jump the electronic gap," he said.

For domestic radio, Mr. Goldenson suggested that diversification of programming is at the heart of medium's future. The news flash, news in depth, popular and traditional music, drama, sports will all find increasing audiences, he asserted.

**A Changing Audience** ■ He also cautioned radio broadcasters to stay cognizant of changing population patterns which will see tremendous increases in younger and older age ranges in the next 15 years, but a significant drop in the middle-age range.

The spread of urban areas and attendant changes in a market's characteristics must influence the alert broadcasters' programming technique, Mr.



Mr. Goldenson (l) and Dr. Roslow

Goldenson said.

Describing the attrition rate of daily newspapers, he noted a "tremendous editorial vacuum" that radio is helping to fill. The practice of radio editorializing, he suggested, is healthy for both the public and for radio. "The broadcaster exercises a powerful voice in the community," he said.

Mr. Goldenson noted that car radios and transistor portables are expected to double in number within the next 10 years making possible outdoor audiences in excess of 120 million.

The ABC head drew applause from

## The legislating 89th—broadcasters' 'do-nothing' Congress

The 89th Congress, which has passed more major legislation than any of its predecessors—spurred by the master of legislation, President Lyndon B. Johnson—has been a virtual bust for the broadcasting industry.

This Congress has approved major bills in health, civil rights, housing and urban development, federal pay, space and defense appropriations, but on broadcast matters, it has talked but not acted.

Much discussion has been recorded on the community antenna television-broadcasting situation, on a boxing bill, on the copyright question and on freedom of information, both in the federal government and in the courts. But thus far it's talk not law.

Both houses have approved S. 903, a bill which requires licensees to either dismantle or maintain towers which are no longer in use, and that

bill received the President's signature last Tuesday (Oct. 19).

The Senate has approved a freedom of information bill that would allow the news media and the public access to information compiled by the federal government as long as the information does not involve national defense, medical records, confidential business information, trade secrets or legislative files, but the bill faces tough opposition in the House, and it is not said to have the favor of the administration.

The House has passed a boxing bill that would create a federal boxing commission with authority to regulate boxing matches if the matches were broadcast in any way in this country. The boxing commission would have the right to license promoters, boxers and the agents for the pugilists. The Senate has not held a hearing on the matter.

As for the CATV-broadcaster

controversy, literally volumes of testimony have been heard from both sides, as well as statements filed by interested parties who are not directly concerned with either of the two viewpoints.

It has been said that the Congress hopes for conciliation on the hard lines drawn by the National Association of Broadcasters on the one hand, and the National Community Television Association on the other. This has not happened.

With the copyright revision, Abraham L. Kaminstein, register of copyrights, indicates: "Too many complaints have been voiced to ignore the situation, but the House Judiciary Subcommittee should try to group some of the complaints so that a more workable law might be produced." But the revision is seen as hopeless for now and is given only a slight possibility for the next session.

the estimated 400 agency, advertiser and broadcasting executives at the luncheon when he called radio "the greatest single instrument of communications."

Mr. Goldenson received Pulse's 1965 Man of the Year Award from Dr. Sydney Roslow, director of The Pulse, who said he was chosen for exemplifying "vision with courage, for competitive spirit with responsibility, for showmanship in business and for business in showmanship."

## Independent phone men discuss CATV

Several community antenna television issues were spotlighted last week during the annual convention in New York of the United States Independent Telephone Association.

Among them:

- The problem of CATV regulation. In addition to a review of efforts being made throughout the country to regulate CATV, convention delegates were exposed to a forecast of Paul H. Henson, president of United Utilities Inc., Kansas City, Mo., that CATV would appear to be on its way to becoming a regulated public utility subject to controls similar to those which regu-

Congressmen hoped to adjourn before another week to return to their constituents to sample the feeling in their own backyards as to the action of this Congress. Most of the offices will remain open until they return Jan. 4, 1966.

In the meantime, the Senate Anti-Trust and Monopoly Subcommittee may hold a hearing on the advertising rate discounts of the television networks to determine if the practice is discriminatory (see story page 44).

The Ku Klux Klan is presently under scrutiny of the House Un-American Activities Committee and questions have been asked about a citizens band radio network operated by the Klan to monitor police broadcasts in some areas, but Imperial Wizard Robert M. Shelton has refused to answer questions by taking the protection of the Fifth Amendment.

late the telephone industry. United Utilities, a power and telephone holding company, recently organized a CATV subsidiary, United Transmission Inc., that serves about 5,000 subscribers.

- Possible entry into CATV by independent phone companies. Mr. Henson said he could see nothing that would preclude such a move "as long as the telephone company can afford to risk its investment capital."

- Increases in telephone company charges made to CATV operators. These, Mr. Henson warned, may mean that CATV entrepreneurs "will make less profit using leased transmission facilities than they do contracting the poles of others at rental charges which are, in effect, subsidized by other utility customers."

Mr. Henson noted that when CATV was in its infancy telephone companies were paid contract rentals for pole line use and other facilities of \$1.50 to \$3 a year for each contract but that now these charges have been revised upward. He said the new charges were more in line with phone company pole line costs and now often represent about double what the CATV operator originally paid.

He noted that Connecticut is the only state that has enacted legislation bringing CATV under regulation as a public utility. But he said he believed other states will follow this pattern. Such actions may be delayed until the FCC or "somebody" decides that CATV's are public utilities.

Warren Baker, USITA counsel, in noting that broadcasters regard CATV as an "upstart industry," asserted that CATV would appear in effect to be a "threat" to those who wish "to protect the TV broadcasting stations from being cannibalized."

A USITA ad hoc committee report expressed uncertainty over the future of legislation to regulate CATV which is now before congress.

The committee report said CATV could be regarded as similar to educational and closed-circuit TV systems and all three "can and should be furnished by the telephone company."

The committee recommended that independent phone companies (1) be encouraged to provide all the communications facilities their customers desire; (2) consider forming "a subsidiary company to directly provide full CATV services" and, if that is not desirable, (3) consider furnishing the local distribution system between the CATV signal pickup point and the CATV customer's premises; and (4) if pole-contact agreements are the only way for telephone companies to participate, then "insure that their charges are fully compensatory."

## Big shuffle at the FCC

### Start made on reorganization of structural setup

The FCC, acting in response to White House directives urging all government agencies to improve the efficiency of their operations, has begun to reorganize its operational structure.

The overall plan does not contemplate any immediate reduction in personnel or in salaries. But it will involve consolidations of various divisions within bureaus and the reduction in the number of titles.

An effort will also be made to combine jobs rather than hire new personnel whenever staff members and employees leave the agency.

The commission, which last week announced changes in its Common Carrier Bureau, has not yet considered proposals for reorganizing the Broadcast Bureau.

But the principal feature of the reorganization proposed by Broadcast Bureau Chief James B. Sheridan provides for the consolidation of the office of network study and the research and education division within the present rules and standards division.

The renewals and transfers, complaints and compliance and hearing divisions would not be affected. But the broadcast facilities division would be split into two divisions, one for television and the other for radio. The television side would be responsible for the community antenna television matters falling within the bureau's responsibility.

**New Job** ▪ One innovation, aimed at freeing division and branch chiefs for more direct operational duty would be the addition of an administrative assistant for the division. The person assigned to the job at a Grade 15 level (which pays \$16,460-\$21,590) would handle many of the administrative chores, such as personnel and budget preparation, that now take up much of the time of the bureau officials.

The commission is not expected to consider the proposed reorganization of the Broadcast Bureau for several weeks. A reorganization plan for the Safety and Special Radio Services Bureau, which the commission began considering last week, will probably be acted on first.

The commission has been mulling over ways of streamlining its operations

for more than a year as a result of prodding from President Johnson and the Budget Bureau. Another spur to action was the criticism of House Appropriations Subcommittee Chairman Albert Thomas (D-Tex.) that the commission was topheavy with "chiefs."

**Common Carrier Changes** ■ The first reorganization plan was announced on Tuesday (Oct. 19), the same day the commission appeared before the Bureau of the Budget to ask that it support a request for a budget of \$18.2 million for the FCC for the 1967 fiscal year, which begins July 1. The total is \$1.2 million more than the appropriation provided by Congress for the current fiscal year. Most of the increase reportedly would go to the Common Carrier Bureau as a result of its increasing responsibilities in communications satellite responsibilities.

The changes made in the organization of the Common Carrier Bureau, the commission said, are designed to strengthen top-level planning, consolidate related functions, improve use of personnel and provide for more concerted attention to the economic aspects of the various regulatory programs.

The bureau, which is headed by Bernard Strassburg, is responsible for the regulation of the rates and services of interstate and overseas communica-

tions common carriers, including the Communications Satellite Corp.

One major change consolidates the international division and office of satellite communications into a new international and satellite communications division to be headed by Marion H. Woodward. He is now chief of the international division.

**Ende Moves Up** ■ Asher Ende, now associate chief of the bureau and chief of its office of satellite communications, will be promoted to the position of deputy chief. As deputy, Mr. Ende will, among other things, oversee programs and policies in the field of international and satellite communications.

The domestic radio division, which handles applications for microwave facilities to serve CATV's, will remain unchanged. The division is headed by Frank Palik. But Howard A. White, now assistant chief in that division, will be elevated to a new position as special assistant to the bureau chief for management.

The reorganization will result in the elimination of the accounting division, with its functions and personnel transferred to other divisions. Its chief, Robert E. Stromberg, will head the accounting branch of the international and satellite communications division.

Two new divisions will be established

—an economic studies division and a field operations division. In addition, the rates division, under Kelley E. Griffith, will be restructured and its name changed to domestic rates division. The services and facilities division will remain unchanged, except for its name. It will be called the domestic services and facilities division.

The commission said the changes will take effect as soon as arrangements can be made.

## Changing hands

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

■ **KPAC-TV** Port Arthur, Tex.: 50% sold by Port Arthur College to Jefferson Amusement Co. for \$1.5 million. Acquisition will give Jefferson Amusement 100% ownership. KPAC-TV is on channel 4 and has an NBC-TV affiliation. It began operating in 1957. Port Arthur College will retain KPAC. Broker: Blackburn & Co.

■ **KSAN-TV** San Francisco (now dark): Option to sell negotiated by S. H. Patterson and Metromedia Inc. for reported \$1 million. Metromedia will exercise option when controversy over location of joint antenna tower to be used by San Francisco area stations is settled. John W. Kluge, Metromedia president, said at present ABC's KGO-TV and *San Francisco Chronicle's* KRON-TV are promoting different sites for bay area TV antenna farm. Metromedia only recently sold its two UHF stations, in Peoria and in Quincy, both Illinois (BROADCASTING, Oct. 18). KSAN-TV, on channel 32, began operating in 1954 but went dark in 1958.

■ **WSFC-AM-FM** Somerset, Ky.: Sold by Meyer Layman to William P. Swartz Jr. for \$232,000. Mr. Swartz, of Roanoke, Va., has diversified business interests. WSFC is on 1240 kc with 1 kw day and 250 w night. WSFC-FM operates on 96.7 mc with 3 kw. Broker: Chapman Co.

■ **KJAY** Sacramento, Calif.: Sold by Robert W. Dumm and son, Rick Dumm, to Jack L. Powell for \$157,500. Mr. Powell formerly owned KMSL Ukiah and KVON Napa, both California. The elder Mr. Dumm formerly owned KROY Sacramento, Calif. KJAY is daytime only on 1430 kc with 500 w. Broker: Hamilton-Landis & Associates.

■ **WGMZ(FM)** Flint, Mich.: Sold by John P. McGoff and associates to Philip Munson for \$60,000. Mr. Munson is a vice president of the selling group. WGMZ operates on 107.9 mc with 19 kw. Broker: Hamilton-Landis & Associates.

**APPROVED** ■ The following transfers of station interests were approved by the

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FCC last week (For other commission activities see FOR THE RECORD, page 88).

▪ Wwok Charlotte, N. C.: Sold by W. J. German Inc. to Arthur W. and Frederick A. German jointly for \$464,244. Messrs. German are the sons of the late W. J. German and beneficiaries of residuary trust under his will. Arthur W. German is president and majority owner of WTBO-AM-FM Cumberland, Md. Wwok operates fulltime on 1480 kc with 5 kw.

▪ KBAY-TV San Francisco (now dark): Sold by Sherrill C. Corwin to D. H. Overmyer Communications Co. Mr. Corwin will own 20% of the Overmyer firm in San Francisco only. Consideration includes payment by Mr. Corwin of \$10,000 for his interest and agreement to loan corporation \$80,000; Mr. Overmyer will provide \$40,000 for his interest and agreed to provide loans of at least \$320,000. Mr. Overmyer owns five UHF construction permits and has an application for UHF pending for Dallas. Mr. Corwin is the licensee of KGUD-AM-FM Santa Barbara, Calif., and holds a 15% interest in KAKE-AM-TV Wichita, Kans. Commissioner Robert T. Bartley dissented. KBAY-TV holds permit for channel 20.

#### COMMUNITY ANTENNA TV

▪ American Cablevision Co. has purchased five systems serving communities in Michigan, Wisconsin and West Virginia for a total price of \$3,015,000, Jack Kent Cooke, president, Jack Kent Cooke Inc., which owns American Cablevision, announced last week. American Cablevision now serves over 68,000 subscribers through 18 CATV systems, he said.

The new acquisitions are—Calumet, Ironwood, Iron Mountain, Kingsford, Escanaba and Gladstone, all Michigan; Morgantown, W. Va., and Hurley, Wis. The five systems serve 12,700 subscribers. The contemplated purchase of the Wentronic system (BROADCASTING, Mar. 8) was not consummated, Mr. Cooke said.

▪ Ninety percent of Jefferson Cable Corp., operator of CATV system in Charlottesville and Waynesboro, Virginia, was purchased by State Loan & Finance Corp., Wilmington, Del. The systems serve about 3,900 subscribers on 97 miles of cable, and the potential is believed to be about 15,000 homes.

Although the purchase price was not announced, it is understood to be between \$500,000 and \$750,000.

Robert Monroe, president of Jefferson Cable, will remain as manager of the system. Other sellers included Robert C. Doyle, Howard S. Frazier Inc.,

and Shenandoah Life Insurance Co. of Roanoke, Va.

State Loan & Finance Corp. has 600 subsidiaries in 36 states, according to D. A. Penney, president of the company. This is the first venture into CATV, he said.

#### Another change made in local-file rule

The FCC last week again amended its local file rule and eliminated the requirement that stations place information concerning service contours in the files.

The commission said that copies of contour maps and information concerning main studio and transmitter locations must be kept in the local file only when an application which contains contour maps is tendered to the commission.

The commission, in making its decision, pointed to the additional expense which would have been imposed on broadcasters under the rules. The contour maps would cost broadcasters \$300 to \$400.

The new provision takes effect Nov. 15.

## NBC stations hear about radio's growth

The continuing renewal and growth of network radio, especially in news and service programming, as well as the cooperative role of network affiliates in stimulating greater use of the medium by both advertisers and audience, were among the topical highlights last week at the NBC Radio affiliates convention in Chicago.

Officials of NBC and representatives of the 204 radio network affiliates attended the two-day meeting. Business and panel discussion sessions were scheduled Friday (Oct. 22), preceded Thursday night by a reception and dinner at which Bob Newhart, Edgar Bergen, Al Capp and other talent entertained.

Luncheon speakers Friday included NBC Chairman Robert W. Sarnoff and NBC President Robert E. Kintner (see page 9).

In his convention report, Stephen B. Labunski, NBC Radio network president, pointed out that although the network and its affiliates have different roles they aim for a common target, the "approximately 200 million Americans

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Citing the constant refinement of the services of NBC News, a million-dollar-a-week operation embracing "800 specialists in 75 countries," Mr. Labunski also noted the accomplishments of the weekend service *Monitor* which now has logged over 11,080 hours, "more than any other radio program in the history of broadcasting."

Among new program features coming up on the network, Mr. Labunski said, are two unusual special event shows. One will be the Nov. 14 evening hour of Chase & Sanborn's 101st anniversary show saluting Fred Allen and the "Golden Age of Radio." The other will be a Norman Corwin dramatic production, Ray Bradbury's *Leviathan '99*, an original Space-Age story for radio.

### FCC bureau opposes Rochester merger plan

The FCC's Broadcast Bureau last week recommended dismissal of the merger plan offered by three of the 11 applicants seeking channel 13 in Rochester, New York. The applicants have jointly provided Rochester with television service on an interim basis as WOKR(TV) since 1962.

Under the proposed plan two of the

applicants, Flower City Television Corp. and Genesee Valley Television Co., would withdraw their applications and merge with Community Broadcasting Inc. The three would then reimburse Rochester Area Educational Television Association a maximum of \$75,000 in return for its withdrawal from the proceeding (BROADCASTING, Aug. 6). RAETA would apply instead for UHF channel 21. The board of trustees of RAETA has since agreed to this part of the plan (BROADCASTING, Sept. 4).

The broadcast bureau said it opposes the merger plan because the proposal in effect calls for the substitution of a new applicant in the course of the proceeding, "contrary to commission rules, case precedents and the public interest." The bureau pointed out that not only would control of the merged corporation pass out of the hands of Community but that there would also be significant changes in the operational management.

The bureau concluded by saying that admitting a new applicant at this stage would only serve to prolong the proceeding which dates back to 1962.

Opposition to the proposed merger plan was also filed last week by Star Television Co., Rochester Telecasters Inc., and Federal Broadcasting System, applicants for channel 13.

### Court won't disturb Idaho CATV ruling

Upholding the FCC, the U.S. Court of Appeals in Washington turned down a request for reversal of the commission's imposition of conditions on Idaho Microwave Inc.'s extension of its microwave service to a community antenna TV system in Burley, Idaho.

Idaho Microwave, which had a microwave system in existence bringing the four Salt Lake City television stations to various CATV's in Idaho, in 1963 asked the FCC for permission to extend this service to a CATV customer in Burley, Idaho. The FCC granted this application and Idaho Microwave constructed and began operating the new leg under program service authority. It also filed an application for a license.

Last year, the FCC issued the license, but imposed conditions requiring the microwave system to require the Burley CATV system to carry the local stations and to agree not to duplicate local stations' programming for 15 days before or after the local station carries it (BROADCASTING, Nov. 1, 1964, Feb. 15, 1965). Idaho Microwave protested, but the commission refused to reconsider its decision.

The decision to impose the con-



ditions came after KMVT(TV) Twin Falls, Idaho, objected to the extension of the microwave system to Burley (which falls, KMVT charged, within its Grade A contour), and after the FCC in December 1963 proposed to impose conditions on microwave systems serving CATV systems.

The court unanimously held that in none of these areas did the commission err. The decision was written by Circuit Judge Wilbur K. Miller; others on the three-judge panel were Judges Carl McGowan and Edward A. Tamm.

## Telesystems expects 4% to 5% CATV return

Fred Leiberman, president of Telesystems Corp., has told the Connecticut Public Utilities Commission that his company has projected a return on investment of between 4% and 5% over a 10-year period.

Telesystems, which anticipates an overall capital expenditure of \$15.9 million, if granted CATV franchises for the seven areas of Connecticut for which applications have been filed, operates 19 CATV systems serving an estimated 39,600 subscribers.

Earlier, the PUC announced that it would grant a public hearing to New

Haven electronics distributor Matthew Jenetopulous, whose application had been dropped because of his failure to appear it a hearing.

The CATV hearing in Hartford was recessed until today, (Oct. 25) when Telesystems is expected to complete its cross examination.

## KARK stations answer protests to sale

KARK-AM-FM-TV, Little Rock, Ark., last week answered charges of the Arkansas Citizens and Advertising Protest Committee which was formed to oppose the stations' sale.

The proposed sale is from T. K. Barton, Mrs. Madeline M. Barton and Clark N. Barton, to John C. Mullins, owner of KBTR and KBT(TV) Denver, for \$3.75 million (BROADCASTING, Aug. 9).

The committee opposed the sale because it said 100% of the purchase price is to come from borrowed capital.

KARK contends that the committee is not a party in interest and does not have standing to challenge the sale.

KARK said it was misleading to say that 100% of the sale price will be paid out of borrowed capital because the debt will be repaid out of the overall

earnings of all the Mullins Broadcasting operations and not just the earnings of KARK-AM-FM-TV.

## Seminar on TV rating systems to be held

The University of Nebraska, Lincoln, has scheduled a seminar on television audience measurement, which will include a study of the rating systems, for May 16-20, 1966.

Dr. William E. Hall, director of the journalism school at the university, under whose auspices the seminar will be held, summed up the purposes of the course as being a development of "a better understanding of current audience research theory, [how] to select and use appropriate data in making marketing and management decisions, and to evaluate constructively audience research."

The seminar plans, now being finalized, were first suggested by A. James Ebel, vice president of the Fetzer Broadcasting Co., and general manager of Fetzer's KOLN-TV Lincoln, and KGIN Grand Island, Neb.

Advance registration forms are available from Professor Robert Spearman, University of Nebraska School of Journalism. Total cost is \$195 per person.



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# Baseball gets buyer for 3-in-1 package

**\$30.6 million contract with NBC-TV includes Game of Week with World Series, All-Star games**

Major league baseball demonstrated a cool cunning last week as it tied the award of broadcast rights for a *Game-of-the-Week* to the apron strings of its most attractive package—World Series and All-Star games—and got a \$30.6 million contract from NBC-TV for the bundle.

The deal gives NBC rights to the World Series and All-Star games in 1967 and 1968 and to a new weekly game telecast for three years.

NBC, already under \$3.75 million contract with baseball for next year's series and All-Star contests, will be the only national network carrying major league baseball for the next three years. In total the network will be paying

advertisers on Oct. 14. It said it would entertain bids for broadcast rights to the series and All-Star games "in combination with *Game-of-the-Week* rights with separate purchase prices to be stated for the respective rights." By last Tuesday (Oct. 19) NBC had won the contract.

NBC-TV broke down its rights offer this way: for the *Game-of-the-Week* telecasts, \$6 million per year; for the series and All-Star package, \$6.1 million in 1967 and \$6.5 million in 1968. Although separate bids for the two packages were asked by the leagues' TV committee, all networks indicated it had been made clear to them that if they did not offer a price for the *Game-of-the-Week* they would be out of the running for the much sought after series and All-Star rights.

This season ABC-TV paid 18 major league teams \$300,000 each—a total of \$5.4 million—to telecast 26 Saturday afternoon and holiday games. Low ratings and poor advertiser support resulted in a net loss of an estimated \$1.5 million on these presentations for the network. ABC-TV passed up its option to renew that contract at the rate of \$325,000 per participating team and no other network showed interest in the Saturday game package on those terms.

**No ABC Bid** — ABC-TV president Tom Moore told BROADCASTING that his network had not been able to go forward with a formal bid on the new baseball package because the TV committee would not agree to remove the competition of local baseball broadcasts from the weekly national telecasts. The network felt this was a principal hindrance to satisfactory audiences for its Saturday games in the past season.

Bill MacPhail, vice president for sports at CBS, said his network had offered an amount comparable to that bid by NBC for the series and All-Star games, but the network's figure for the weekly games was "considerably lower" than the NBC offer.

He said his network "didn't like" the way baseball had effectively tied its packages together, but that there wasn't

anything it could do about it.

Unlike this season's Saturday baseball, carried by ABC-TV, next year several games are expected to be telecast in prime time on weeknights. About 20 games will be carried on Saturday afternoons and several others on holidays.

Next year the New York Yankees will be participating in the *Game-of-the-Week* broadcasts. This year the Yankees were under contract to their owner, CBS Inc., to appear on *Game-of-the-Week* telecasts over CBS-TV and did not participate in the Saturday plan.

A contract of the Philadelphia Phillies with a local sponsor prevented that team from taking part in the Saturday plan and this local obligation extends for two more seasons. However, it was reported that Philadelphia might take part in the plan in so far as the proposed weeknight games are concerned.

Major league baseball owners put off their scheduled decision on a new baseball commissioner to succeed Ford Frick until December but they did vote to establish a new five-member cabinet which would assist a new commissioner in administering major league business.

One of these members would be a director for broadcasting.

## Viewer views on television

**Not completely happy with programs, but don't want government to meddle**

The viewing public isn't especially satisfied with the television programming it gets but it doesn't think it's the government's job to do anything about it. These are principal findings of a new viewer-attitude study made public last week by the Warwick & Legler agency, New York.

The agency's research found some inconsistencies in the position of viewers with regard to what they say they'd like to have on the air and what they actually view. They feel television programming may be lowering cultural standards. They also indicate there is programming on the air for all tastes.

W&L's study is based on the tabulation of 880 questionnaires returned from a viewer sample of 100 people in each of 50 cities. Approximately 18% of the questionnaires were re-



Mr. Fetzer (l) and Carl Lindemann, VP, NBC Sports

\$34,350,000 for baseball over that period.

The broadcast negotiations were held in Chicago last week and were handled by the major league baseball television committee headed by Detroit Tiger owner and broadcaster John E. Fetzer. The baseball commissioner's office has awarded the series and All-Star contracts in the past years.

The television committee offered basic negotiating terms to networks and



turned. Respondents were chosen at random from phone books in the 50 cities chosen.

Among other feelings expressed by respondents were these:

- Networks air their best programs simultaneously, preventing the public from getting a chance at all of them.

- Many programs are copies of earlier shows, and program types tend to run in cycles.

- Although the respondents generally agreed that the cultural level of TV programming is not good, they did feel that television ought to be primarily an entertainment medium rather than educational.

- They do not believe that complaints about television programming are confined to "a small group of snobs," but come from all socio-economic levels.

- There is no question in their minds that ratings are the strongest factor in determining the length of a television program's life.

Questionnaires confronted viewers with 25 statements to which they could respond in one of five ways: agree strongly, generally agree, neither agree nor disagree, generally disagree or disagree strongly.

The survey showed 76% of those polled were in disagreement with the contention that "American people do not know what TV programs are good and have to be told." Only 12% indicated agreement with that statement.

Respondents demonstrated unusual reluctance to express an opinion when confronted with the proposition that "viewers in the end actually control TV—they get what they want." To this statement 24% gave assent, 22% were in disagreement and the balance either held no opinion or did not care to express one.

A large number of those questioned, 72%, held that most TV programs today are not intellectually stimulating; only 15% disagreed.

The results were tabulated by respondent demographics including age, sex and educational level, and by the number of television channels available in the market.

**Younger More Pleased** ■ It was found that the younger the respondent and the fewer years of formal education he had completed, the more satisfied he is with current programming.

Although 72% felt programming to be not intellectually stimulating and the majority understood a casual relation between the size of a show's audience and its life on the air, when asked to list their favorite programs the shows most frequently mentioned were those which had enjoyed high rating status.

The 10 shows mentioned most fre-

quently as favorites were *Bonanza*, *Man from U. N. C. L. E.*, *Peyton Place*, *Dick Van Dyke*, *Lawrence Welk*, *The Fugitive*, *Walt Disney*, *Andy Williams*, *Combat* and *Perry Mason*. The study was completed late last summer before the current television season began.

Warwick & Legler said its purpose in underwriting the research was to promote study of questions raised by recent discussion of programming standards and sources at the FCC and within the broadcasting industry. W&L will bill approximately \$30 million in 1965, about 38% of that amount in television.

## Juggling act accelerates

### Networks announce more schedule changes in season's 5th week

The overhauling of the TV network's nighttime schedules continued at a faster rate last week, the fifth week of the new season.

ABC reported several changes, some of which take place next week and others in mid-January. CBS noted some changes effective in early December, and a replacement on NBC is being set after the first of the year.

Still further assessment is under study at the networks, which will receive today (Oct. 25) the second A. C. Nielsen Co. ratings report on the new season, covering the two weeks from Sept. 27 through Oct. 10.

ABC-TV confirmed that a new twice-a-week series, *Batman*, an action-adventure series, produced in color by Greenway Productions in association with 20th Century-Fox, will be placed in the Wednesday and Thursday 7:30-8 p.m. periods starting Jan. 12 (BROADCASTING, Oct. 18).

It also confirmed that *Farmer's Daughter* will be moved from Monday 9:30-10 p.m. to Friday at 9:30 p.m. in place of *Peyton Place III*, effective Nov. 5. The move of *Daughter* will be accomplished by advancing the first of the *Peyton Place* three-parter to start on Monday at 9:30 p.m., effective Nov. 1.

*Batman I* replaces *Ozzie & Harriet*, which will be shifted from Wednesday to Saturday at 7:30-8 p.m. *Batman II* on Thursday goes in place of *Shindig I*

and *Ozzie* replaces *Shindig II*, with both segments of *Shindig* dropped out of the ABC lineup.

The addition of *Batman*, 20th Century said, gives the studio a total of nine network series in production, totaling eight-and-a-half hours per week in prime time with representation on all three networks. *Batman*, which stars Adam West, is based on the comic book masked hero who thwarts criminals.

**English Show** ■ Meanwhile, it was reported that ABC-TV has purchased *The Baron*, a one-hour color series starring Steve Forrest. The show, which is to be produced in England by Associated Television (ATV), was sold through ITC, its U.S. subsidiary. ABC-TV has not indicated whether this series would be used as a replacement show this season or is being readied for use in the 1966-67 season.

Another ATV product, the one-hour *Secret Agent*, which was seen on CBS-TV last spring and summer, will return as a replacement effective Dec. 4 on CBS when it moves into the hour occupied by *The Trials of O'Brien* (Saturday, 8:30-9:30 p.m.). CBS has deferred earlier plans to slot a new Art Linkletter program in the Friday 10-11 p.m. slot, shifting *O'Brien* into that spot instead. *Slattery's People*, now in the Friday hour slot will be dropped.

CBS previously had announced it is replacing *Rawhide* with an MGM series based on its feature film, "Clarence, the Cross-Eyed Lion," at Tuesday 7:30-8 p.m. after the first of the year. (The series, tentatively titled *Daktari*, will have an action-adventure format changing the emphasis from the movie that was on comedy.) The possibility exists, however, that *Rawhide* may be shifted to another time period, perhaps replacing *The Loner* on Fridays at 9:30-10 p.m.

NBC-TV plans to replace *Convoy* on Friday at 8:30-9:30 p.m. with a new musical variety show that would have Sammy Davis Jr. as the host. The change would take place on Jan. 7.

### 54 buy 'March of Time'

A group of eight one-hour *March of Time* documentaries created by David L. Wolper Productions in association with Time-Life Broadcasting, has been sold in 54 markets, it was announced last week. The first special, "Seven Days in the Life of the President," which examines a week of crises and decisions involving President Lyndon B. Johnson, was carried on WNEW-TV New York last week and will be presented subsequently on other stations. Wolper is a division of Metromedia Inc.

## International group now part of DGA

Climaxing more than eight years of negotiations, the Directors Guild of America has absorbed the Screen Directors International Guild and taken into DGA membership 396 former members of SDIG, which has been dissolved. The agreement combining the two directors organizations into a single union was signed Oct. 16 in Los Angeles, George Sidney, DGA president, announced last Monday (Oct. 18).

There are still about 30 SDIG members who have not yet come into DGA, Mr. Sidney said. About 20 are outside the U. S. at this time and have not yet completed their applications for membership. Eight have refused to sign the loyalty oath which DGA requires of all members and which six of the eight are protesting in a court action (BROADCASTING, Oct. 4).

The six litigants, who say that denying them DGA membership because they refuse to sign the anti-communist oath is a violation of the first and fifth amendments, are: Leo Hurwitz, Gene Searchinger, Darrell Random, Hillary T. Harris, Lee R. Bobker and Robert Braverman. The other two are



Mr. Sidney (l) and Leslie Urbach, president of SDIG International.

Norman Griner and Jerry J. Siegel.

With the merger, DGA becomes the sole union representing American directors of theatrical motion pictures, live and film television programs, staff directors at the networks and their owned stations and for commercial and documentary films. The other directors union, the Stage Directors and Choreographers, represents the directors of stage shows. Many of its members are also on the DGA roster, Mr. Sidney said.

## More extensions given for FM duplication

The FCC has granted temporary exemptions to another 32 FM stations seeking relief from the rule requiring FM's in major markets to do more independent programming.

The rule became effective Oct. 15. But in view of previous waivers and exemptions, less than 60 stations affected by the rule have been required thus far to alter their programming.

In July, 106 stations were granted temporary exemptions—to Dec. 31—while the commission considered their requests for permanent or lengthy waivers of the rule.

Commission officials say that 195 stations are affected by the rule which prohibits FM's in communities of more than 100,000 to duplicate the programming of their affiliated AM's more than 50% of the time. The rule was adopted in July 1964 and was originally to have gone into effect in August 1965 (BROADCASTING, July 6, 1964).

The commission is expected to act this week on the requests for permanent or lengthy exemptions from the rule.

Eight of the 32 stations affected by the commission's order requested and were given extensions of the change-over deadline to dates short of Dec. 31. The others were given exemptions running to Dec. 31.

## TV getting MGM top-flight package

In a major release of feature films to television, Metro-Goldwyn-Mayer has placed into television distribution a package of 90 motion pictures of post-1950 and post-1960 vintage.

Sales of the package already have been completed in eight major markets at a total price estimated at almost \$12 million.

Stations which already have purchased the MGM/6 package, according to Edward A. Montanus, MGM-TV director of syndicated sales, are WABC-TV New York, KYW-TV Philadelphia, WJW-TV Cleveland, WXYZ-TV Detroit, WBKB-TV, Chicago, KTVI(TV) St. Louis, KABC-TV Los Angeles and KGO-TV San Francisco.

Thirty-six of the 90 features are in color. All but one of the films are post-50's and 10 are post-1960. Thirty-two of the features have running times of more than 100 minutes. The package includes comedies, dramas, musicals and religious spectacles.

Among the titles are "Executive Suite," "King of Kings," "Father of the Bride," "Lolita," "Lust for Life," "Miniver Story," "Quo Vadis," "Raintree County," "Rose Marie," "Sweet Bird of Youth" and "Teahouse of the August Moon."

## Spelling forms own production company

Aaron Spelling Productions has been formed by Aaron Spelling, producer of *The Smothers Brothers Show*, *Honey West* and *Amos Burke-Special Agent* at Four Star Television, and has entered into an exclusive two-year partnership with United Artists-Television for the creation and production of TV series and theatrical motion pictures. The arrangement, which will go into effect when Mr. Spelling completes his current Four Star commitments, calls for UA-TV to provide complete financing for the Spelling company.

Mr. Spelling began his creative career in television as a writer of lead-in spots for the *Dick Powell's Zane Grey Theater* series. He went on to become a successful writer for this and other TV series and in 1961 was made producer of *Zane Grey Theater*. He subsequently produced other series at Four Star and when he leaves that studio he will retain his interest in the three series he is now producing as well as a number of series from previous years.

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# An optimistic report on access

Renick tells RTNDA worst of fight is over;  
Couric urges nonrevenue-oriented thinking  
about news; association revises lineup of officers

A feeling that the shooting has eased and the smoke of battle may be lifting in the war broadcast newsmen have been waging for access to courts was indicated last week at the opening of the Radio Television News Directors Association conference in St. Petersburg, Fla.

In his keynote address to the 303 delegates to the 20th annual conference and workshop, Ralph Renick, WTVJ (TV) Miami, noted that "the loud noises and threats to our coverage seem to have already been made and we are now in the peace conference stage. The best answer for radio and TV seems to be to cooperate with the bar and courts in reaching a nonrestrictive settlement."

He said that arbitrary rules of how to cover a crime or court story, can't be written. However, a set of principles can be set down and broadcasters can attempt to "follow them in the interests of fairly and freely reporting the news and yet not unnecessarily infringing on the right of a person to a fair trial."

The key word in broadcaster-bar talks, he said, is "voluntary. We should make major efforts to cooperate with the bar and discuss the free press trial issue—but not buckle under to any restrictive controls. I am sure that lawyers and news executives can bring about greater understanding and cooperation between the two groups."

The subject of access was also treated by the RTNDA's freedom of information committee which urged that newsmen work to correct misunderstandings that may have resulted from the U. S. Supreme Court's decision on the effect of radio-TV during the Billie Sol Estes trial (BROADCASTING, Oct. 18)

Mr. Renick also said that during 1965, RTNDA seems to have "grown up, matured, become more introspective. The popularity and growth of RTNDA regional meetings and seminars are an indication of this."

He called news the main identifying watermark of a station . . . it is the only means of separating the men from the boys. . . ."

For all the back-slapping engaged in by news directors in considering themselves as indispensables in the station management team, Mr. Renick had a cautionary word. Newsmen can't be smug and complacent. They must remind ownership that they are in a key position.

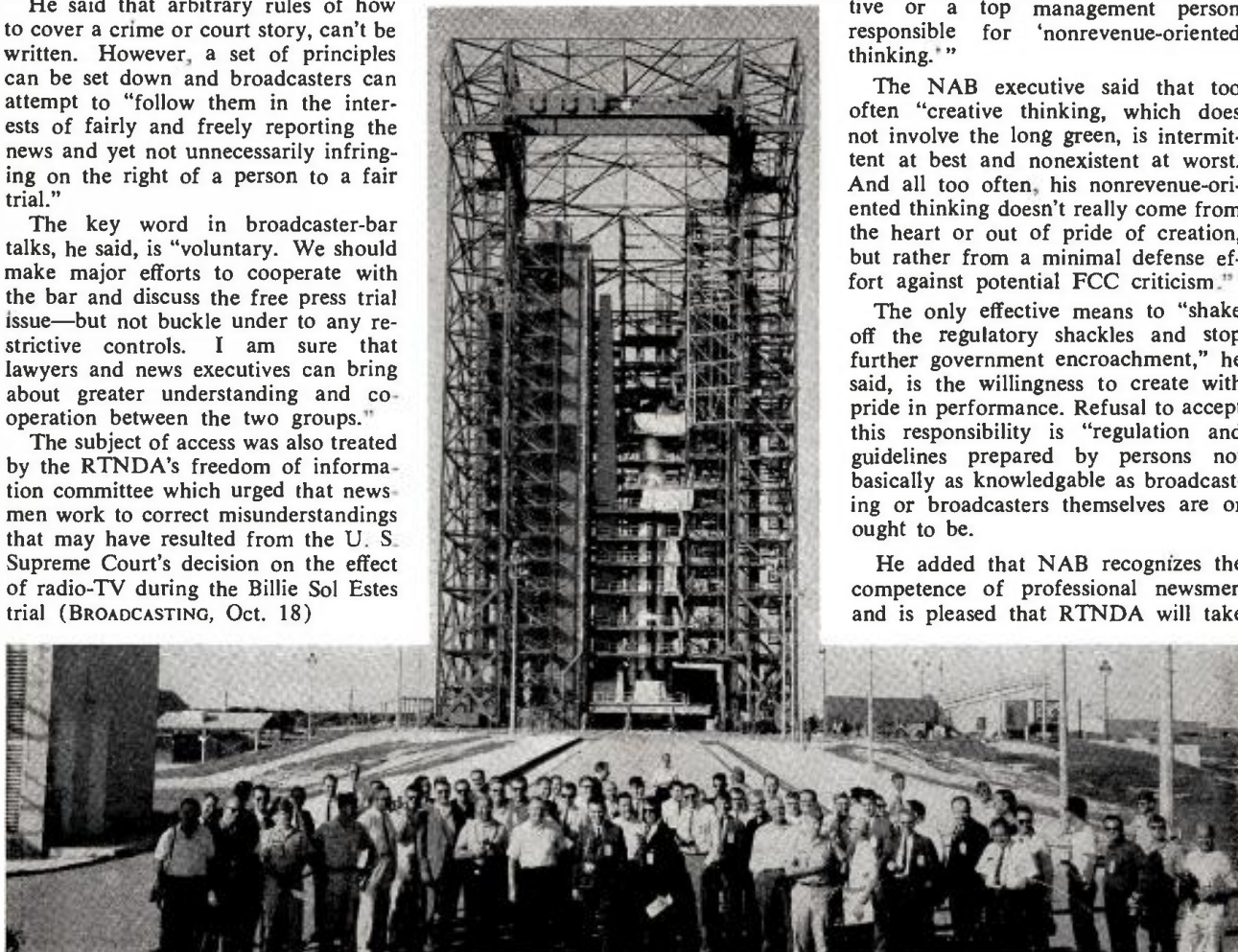
**Keep News Separate** ■ The need for broadcasters to get away from revenue-oriented thinking on news, and for necessity to broaden the "newspaper term 'editorial content' beyond mere expression of opinion," was stressed by John M. Couric, vice president for public relations of the National Association of Broadcasters.

Speaking for John F. Dille, Jr., NAB board chairman, Mr. Couric said that broadcasting should adopt the newspaper approach of an editor "whose responsibility and mission is solely and totally devoted to the quality and quantity of nonadvertising material." Broadcasting operations, he said, should have in "top management, an executive or a top management person responsible for 'nonrevenue-oriented thinking.'"

The NAB executive said that too often "creative thinking, which does not involve the long green, is intermittent at best and nonexistent at worst. And all too often, his nonrevenue-oriented thinking doesn't really come from the heart or out of pride of creation, but rather from a minimal defense effort against potential FCC criticism."

The only effective means to "shake off the regulatory shackles and stop further government encroachment," he said, is the willingness to create with pride in performance. Refusal to accept this responsibility is "regulation and guidelines prepared by persons not basically as knowledgeable as broadcasting or broadcasters themselves are or ought to be.

He added that NAB recognizes the competence of professional newsmen and is pleased that RTNDA will take



The RTNDA contingent before the Titan III-C site at Cape Kennedy

over "and further develop the annual Broadcast Editorializing Conferences."

Management problems of concern to news directors was discussed Wednesday. Al Drucker, manager of management development for International Business Machines Corp., New York, set up groups of newsmen to discuss each of the seven subjects: Covered were: the qualifications sought in hiring; the evaluation and appraisal criteria; of upward communications, various methods of employer-employee dialogue; basic personnel problems; the crossover situation—is the news director really a part of the management team and if not, how should he become a part; how are nonpromotable personnel to be motivated, and after news director where do you go.

The participants generally agreed that they were part of management and this is indicated most often by their acceptance of responsibility. Mr. Drucker said that IBM studies had shown the most successful way of communicating with the employe is direct word from his boss, rather than house organs, bulletin boards or the grapevine. Regarding motivation, he said that to an employe "silence by abandonment, is the greatest killer."

Workshop sessions on color, investigative reporting, audio techniques and equipment, and severe weather were also on the agenda.

Conversion to color was a major corridor topic at the conference and it was also prominently covered in the newest RTNDA-Time Life Broadcast publication, "Television Newsfilm: Content," a supplement to last year's "Television Newsfilm Standards Manual." The new publication sells for \$2 and is based on presentations made by 33 leaders in the field at five regional newsfilm conferences held this year.

A revised constitution, providing for regional election to the board of directors, elimination of two vice presidents and making a director's term of office two years instead of three, was approved by the RTNDA on Wednesday.

The new provisions, which go into effect next year, would eliminate election of vice presidents for radio and television. In addition, the first vice president under the current bylaws would become the only vice president.

A 17-member board is provided under the new constitution. It would be made up of the president, vice president and treasurer, two members from each of the four U.S. regions, and one member from Canada, three at-large members who will be elected at the annual conference, the Canadian RTNDA president and the immediate past president of RTNDA.

The new rules also call for appoint-

ing a local arrangement chairman and separate conference chairman for radio and TV. They will work under the vice president, who is also conference director.

Also approved was creation of an Edward R. Murrow Award for documentary presentations. This is a new award category.

**Blumberg Named** — The annual Paul White Award was presented at the Saturday (Oct. 23) banquet to Ralph Blumberg, owner of WBOX Bogalua, La., for his "outstanding achievement in maintaining his station in the face of tremendous economic pressures which began as the result of his editorial policies. Mr. Blumberg was the object of a sponsor boycott, said to have been initiated by the Ku Klux Klan. He has put his station up for sale. (BROADCASTING, Oct. 11).

Earlier the RTNDA had announced its annual news awards to seven stations (BROADCASTING, Oct. 18).

Activities of the Canadian RTNDA were described by its president, Ron Laidlaw, CFPL-TV London, Ont., in a report to the parent organization. He noted that this year the Canadian group had conducted its second annual series of one-day news seminars in five cities. The purpose of all these activities, he said, is to improve news broadcasting in Canada.

(For election of new officers, see page 86).

## More business news on radio and TV

Television stations have shown the biggest increase in business news programming in the past year, according to a survey conducted by *Steel* magazine. As of Sept. 15, 315 business news shows were carried on 112 AM, 47 FM and 22 TV stations. In a 1964 survey, 68 AM, 29 FM and 10 TV stations carrying such programs responded to the survey.

About two-thirds of the programs are sponsored, with one-third sustaining. Major sponsors are stockholders, banks, industrial product suppliers or distributors, auto dealers or clubs and insurance agencies. A business news editor is responsible for about one-fourth of the programs with a news director primarily responsible for the remainder.

The survey shows that most programs are carried daily between 5 p.m. and 7 p.m., with some between 7 a.m. and 9 a.m., and a few during the noon period. On radio, most run five minutes, with TV shows running one to five minutes. Thirty-minute Sunday programs were reported by two stations, one in Minnesota and one in Texas.

A majority of the broadcasts on AM are separate programs (105) compared

to featured newscast segments (81). However, on FM and TV the featured segments are favored. FM: 55 to 46. TV: 22 to 3.

Listed as helpers in preparing the broadcasts were: reports from local stockbrokers or banks; taped feeds from Mutual, NBC, Radio Press International; New York Stock Exchange; Chicago Mercantile Exchange; UPI financial wire, a newspaper financial editor.

## Hartke pledges radio-TV relief

### Tells RTNDA he'll seek repeal of Sec. 315; urges responsibility

Senator Vance Hartke (D-Ind.) last week took a big swing at the restrictions placed on broadcasters in connection with political broadcasts and pre-trial information. But, he cautioned: "With rights, you must accept responsibilities." He added a promise: "You maintain responsibility, I'll help you get the rights."

The senator, a member of the Commerce Committee and the Communications Subcommittee, addressed the Radio Television News Directors Association in St. Petersburg, Fla. (see page 74).

He told the newsmen that "broadcasting is a big boy now, and ought to be turned loose from shackling news restrictions."

He recalled his arguments for repeal of Section 315 of the Communications Act in 1959, his first term in the Senate, and in every session since (BROADCASTING, Feb. 8). He pointed out that in urging less restraint by government, the action "would have to be tempered by the industry's own demonstration of increased responsibility and by government's insistence that the day of reckoning—the day of permit renewal—will be something more than pro forma."

Senator Hartke said that he would again introduce "constructive legislation" to relieve the broadcast industry of the restrictions of Section 315, which impede service to the public.

He called for an advisory committee of broadcasters with which he and his staff could consult during the drafting of the proposed legislation.

The senator also said that he would not object to the placing of television cameras and microphones inside the Senate and the House as long as the coverage would not dominate the proceedings.

Citing the Senate passage of the free-

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**For 13 hours: run—don't walk!**

Members of the Radio Television News Directors Association who thought they would take a nice leisurely tour of Cape Kennedy last Tuesday (Oct. 19) preceding the RTNDA's annual conference got a surprise. From the time they left the conference headquarters in St. Petersburg, Fla., at 7 a.m. until they returned at 8:10 p.m. they were on the go with a series of Air Force, Marine Corps, Navy and National Aeronautics and Space Administration briefings in addition to an extensive tour of the cape and its facilities.

At the cape, the 68 newsmen who made the trip were taken through, around, over the launching sites for

the Mercury, Gemini and Apollo projects, saw the world's largest building, the 53-story, 129-million-cubic-foot Vertical Assembly building, which will be used for assembly of the Apollo rocket. The VAB is located on Merritt Island, the NASA facility at the Kennedy Space Center, which adjoins the cape.

The newsmen also learned that Air Force-provided beepers from the cape are available after launches. The phone number for this service is 305-853-1110, booth 5 at the news site. In addition, beepers of cape activity at any time are available through the PIO office at Patrick Air Force Base: 803-494-2737.

dom of information bill (see below), Senator Hartke said the barring of newsmen from access to pre-trial publicity in many jurisdictions is "a disturbing trend."

The senator discussed the freedom of information bill which would allow the newsmen and public access to all governmental information except national defense, confidential business files, medical files, and trade secrets. The bill also would allow a person the right to go to court in the event that he was denied access to information that he felt he should have.

He called for solicitation of votes by broadcasters to insure passage of the bill.

**Senate passes FOI bill**

The Senate has passed the "freedom of information" bill which hopefully would eliminate much of the secrecy in government.

The bill (S 1160), favorably reported out of the Judiciary Committee Oct. 1 (BROADCASTING, Oct. 14), was introduced by Senator Edward V. Long (D-Mo.) and 21 other senators.

The bill would make available all information except that which is confidential business information (such as the FCC financial reports) trade secrets, national defense and investigative files, to the press and to private citizens on request.

The bill is said to be strongly opposed by the administration and it faces possible defeat in the house.

Also provided in the bill is the right to go to court if an individual feels he's been denied access to information that he should have. Hearings were conducted in April (BROADCASTING, April 5).

**Boom lowered  
on Crane show**

ABC-TV's year-old programing of late-night television ends on Nov. 12 and for several stations, including four ABC owned-and-operated TV stations, the termination date will come sooner.

ABC-TV introduced *The Les Crane Show* on Nov. 9, 1964, on a Monday-Friday, 11:15-1 a.m. NYT basis. Last June, that show was replaced by *Nightlife*, at first without Mr. Crane and subsequently the TV performer was reinstated as host. Production of *Nightlife* was concluded last week (Oct. 22) and the network planned to rerun previously telecast segments for the final nights of the show's life.

ABC's owned TV stations—WBKB-TV Chicago, WXYZ-TV Detroit, WABC-TV New York and KGO-TV San Francisco—were dropping the feed as of Oct. 22. KABC-TV Los Angeles, also ABC-owned, was to continue with the network feed. Various affiliated stations also were reported to be dropping the show before the Nov. 12 termination date. The network will return the time to the stations.

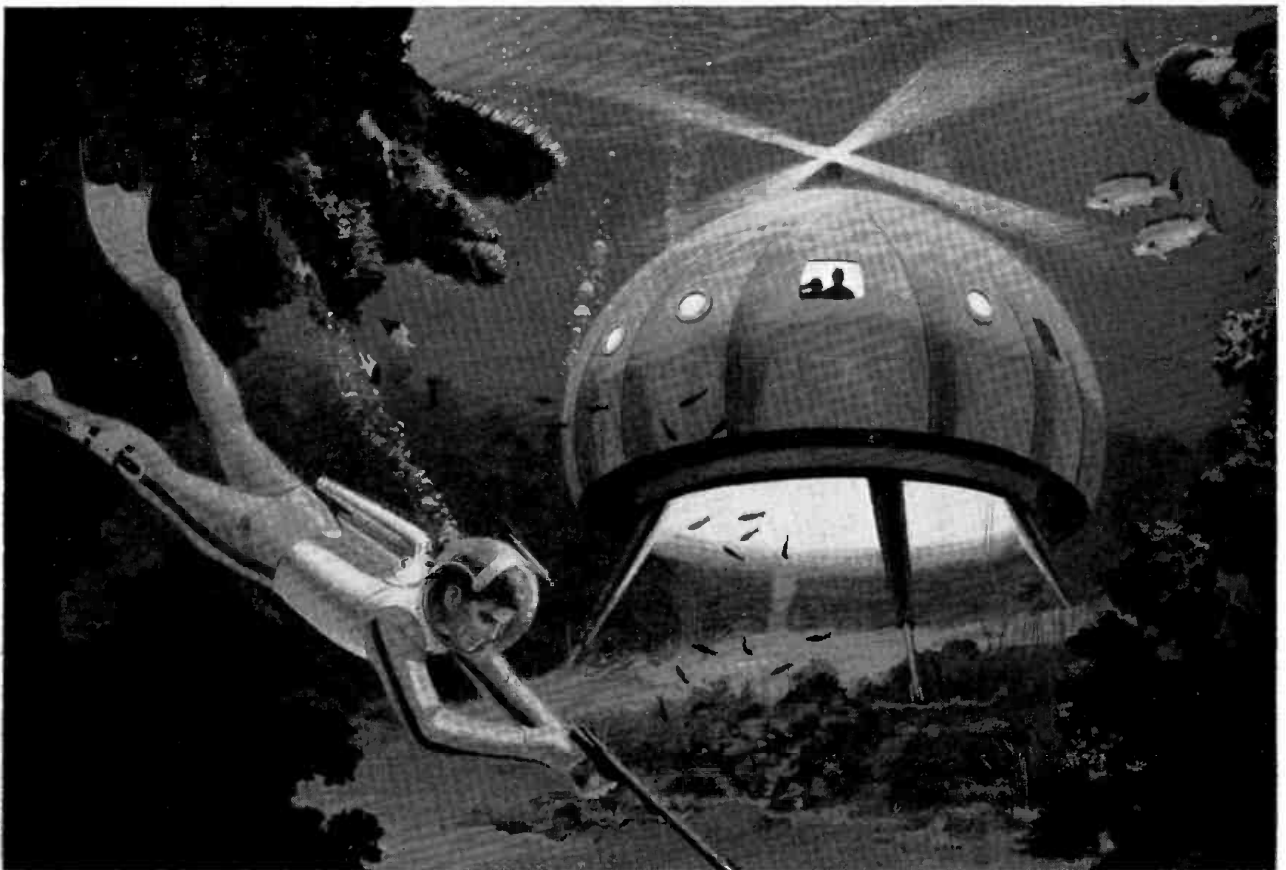
**Capone review denied**

The U.S. Supreme Court last week denied a review to the heirs of Al Capone who claimed their privacy was invaded by a TV program on the Chicago mobster. The Capone family sued Desilu Productions Inc., CBS and Westinghouse Electric Corp. for damages. Both the federal district court in Chicago and the Seventh U.S. Circuit Court of Appeals ruled that the right of privacy is personal and cannot be asserted by next of kin.



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\*Names of sponsoring companies available through this magazine

Watch for HOLLYWOOD PALACE, with Bing Crosby as guest host, Saturday, November 20, 9:30 P.M., Eastern Time, on ABC-TV.

# Networks in high gear for G-T 6

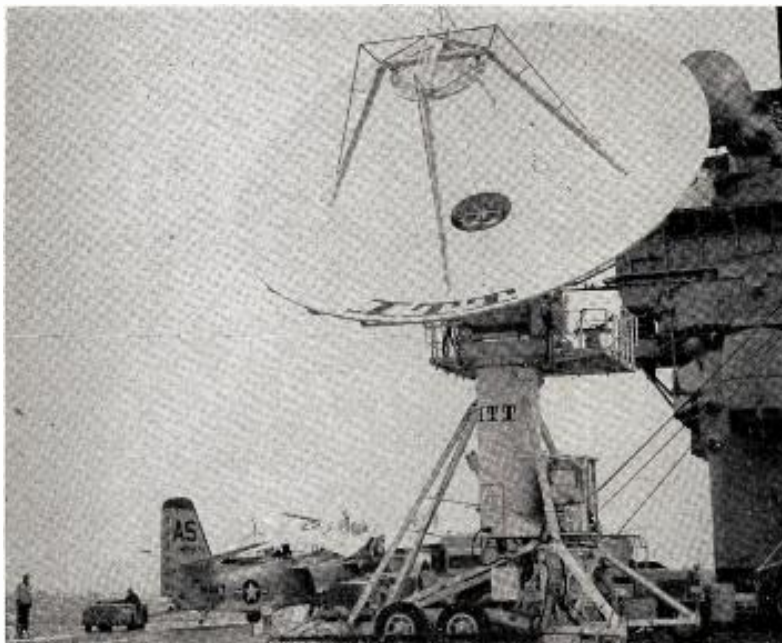
Pattern and extent of coverage will vary with live pickup planned from recovery area

The three television and four radio networks, completing extensive preparations in manpower and equipment, are in a ready-position to provide comprehensive coverage of the Gemini-Titan 6 space flight scheduled to begin today (Oct. 25) and continue through Wednesday.

A number of firsts are expected to be established during the undertaking. The first live TV coverage of the recovery of the two astronauts will be attempted. Coverage will also mark the first time

that two rocket launchings will be telecast live and in color on the same day.

The Gemini 6 mission will be the first to include a rendezvous between a Gemini capsule and another object, an Agena rocket, which will be put into orbit separately. The two astronauts, Captain Walter M. Schirra Jr. and Major Thomas P. Stafford, will attempt to lock their spacecraft into a docking collar on the Agena to form a maneuverable space-ship which is said to be essential for future flights to the moon.



## How the splashdown will be reported

Technical tests have proved it could be done. But either tomorrow or Wednesday (Oct. 26-27), whenever splashdown occurs, the world will watch and see if the projected live telecast of the recovery of the Gemini 6 astronauts takes place.

International Telephone & Telegraph Corp. has placed aboard the recovery vessel, U.S.S. Wasp, a transportable earth station, which will pick up signals from on-board TV cameras and transmit them to Early Bird over the Atlantic ocean. From the satellite the signal will go to Comsat's Andover, Me., station and

on by land lines to the TV networks. An ITT spokesman said that if all goes well, viewers in the U. S. will be able to see live scenes of the astronauts as they are returned to the carrier by helicopter from the splashdown area.

When the astronauts arrive aboard the Wasp, ITT added, the first post-flight pictures will be flashed via ITT's Videx system. This transmits still photographs almost instantly by radio or ordinary voice-grade telephone lines.

European viewers will also see the splashdown coverage.

According to present plans, Agena will be launched from Cape Kennedy at 11 a.m. and Gemini at 12:40 p.m. today. The first docking attempt is set for 7:20 p.m. A total of four dockings will be tried during the flight.

**Pool Coverage** ■ TV-radio coverage will be on a pool basis. A spokesman noted that if the astronauts land a considerable distance from the Wasp—the aircraft carrier assigned to their recovery—live TV coverage of the splashdown would be impossible. A helicopter will be flown to pick them up and the rescue will be filmed for subsequent processing and telecasting. Processing equipment is being carried on the Wasp.

Other pool facilities will be at Houston's Manned Spacecraft Center and the White House. Also on the agenda will be pickups from IBM's graphic processing center in Kingston, N.Y., where a computerized display will illustrate the complicated rendezvous and docking maneuver.

To provide the pickup from the Wasp, an ITT transmitter is aboard the vessel (see box).

TV networks will use mock-ups of the astronauts, the Gemini capsule and the Agena rocket to give viewers the sense of seeing certain moves in space that cannot be captured by the TV cameras.

**Network Plans** ■ The pattern and extent of coverage will vary on the TV networks.

NBC-TV will present pre-launch features on its *Today* show starting at 7 a.m. and will begin regular coverage at 10 a.m. The network plans to present continuous coverage until the first docking attempt at 7:20 p.m., and then resume prime-time programming. This procedure will be repeated tomorrow, and on Wednesday until recovery.

The two other networks do not plan such detailed coverage. CBS-TV and ABC-TV will concentrate their live coverage on the key elements of the mission: the launch of the Atlas-Agena; the launch of the Gemini-Titan capsule and its first orbit; the Gemini-Agena rendezvous in space, and re-entry, splashdown and recovery. Both CBS-TV and ABC-TV intend to present short progress reports every hour, and lengthier news reports in late evening time.

ABC Radio, CBS Radio, NBC Radio and Mutual reported they would devote considerable time to coverage of the main developments of the space project.

Continental Insurance Cos., through Doyle, Dane, Bernbach, both New York, is sponsoring CBS-TV's coverage of the mission. Gulf Oil Corp., through Young & Rubicam, New York, is sponsoring the launching and splashdown portions of NBC-TV's telecasts. ABC-



TV reported that its coverage is not sponsored.

**Earlier Flights** - The A. C. Nielsen Co., has released several sets of figures indicating the extent of viewing of benchmark spaceflights. Gemini 5 earlier in the year drew an estimated 81.8% of U. S. TV households, or 42.66 million homes, each viewing on an average 4 hours and 47 minutes.

For the launch on Aug. 21, TV households totaled 60.9% of TV households (or 32,030,000) averaging 2 hours and 46 minutes of viewing per home from 7 a.m.-6:05 p.m. The aborted launch, two days before, showed 54.7% of TV households (or 28.77 million) tuned in on an average 2 hours and 3 minutes per household from 7 a.m.-2:30 p.m.

In the recovery stage on Aug. 29, Nielsen said 53.3% (or 29,090,000) of TV households followed the coverage, averaging one hour and 58 minutes for each home from 7 a.m.-1 p.m.

Nielsen noted that in the June 1-7 coverage of the 1965 Gemini-Titan 4 space flight, 92.1% (or 48,400,000) of TV homes viewed one or more parts of the coverage, preview and wrap-up programming. When Colonel John Glenn orbited the earth on Feb. 20, 1962, 29,900,000 TV homes during the 10 hours of the three-network coverage were tuned in. Estimates of Colonel Cooper's May 15-16, 1963, flight: 45,100,000 TV homes.

## FCC team in L.A. checking payola charge

Two FCC investigators are in the Los Angeles area following up on information concerning alleged payola activities that was furnished the commission by Albert Huskey, a Hollywood record promoter.

Mr. Huskey is responsible for at least part of the commission's renewed interest in payola because of a \$230,000 damage suit he has brought, charging widespread violations of the federal anti-payola statute (BROADCASTING, April 27, 1964).

Commission officials last week said that Mr. Huskey in the past several months had furnished information "purporting to support" his case and that the investigators are now checking out the information.

The investigators are George Olivere and Merlin Smith from the commission's office of complaints and compliance. Mr. Olivere had spent several weeks looking into the Huskey case last March.

Mr. Huskey has charged, in his suit in Los Angeles superior court, that station executives, disk jockeys, record companies and record promoters conspired to force him out of business because he refused to participate in

payola. The case has not yet been concluded.

Commission concern with payola and plugola came to the surface last year when the agency instituted an inquiry into the practices in which licensees or their employees accept under-the-table payoffs to push a record or plug a product (BROADCASTING, Nov. 30, 1964).

## Noncandidate Allen is also nonperformer

Steve Allen, candidate, or Steve Allen, performer?

It looked like neither late last week, after the California supreme court upheld the decision of the Los Angeles registrar of voters that Mr. Allen is ineligible to run for Congress as a

Democrat and after CBS-TV announced that Henry Morgan would substitute for Mr. Allen as host of *I've Got a Secret* tonight (Oct. 25).

Mr. Allen reportedly will appeal his case to the federal courts.

California law requires a candidate to have been registered as a member of the party on whose ticket he plans to run for at least 90 days before his candidacy is announced. Mr. Allen had been registered as an independent and changed to Democrat Sept. 18, less than 90 days before the special election which will be held Nov. 23 to fill the unexpired term of James Roosevelt as representative of California's 26th congressional district.

Earlier, the entertainer's announced candidacy was enough to cause two TV stations in the 26th California con-



## RKO gives Shakespeare series to ETV's

Three National Educational Television affiliates have received exclusive TV rights to a nine-part Shakespearean series, *The Spread of The Eagle*, contributed by RKO General Broadcasting, New York.

John F. White (1), NET president, is shown above accepting the TV rights for WGBH-TV Boston, WKNO-TV Memphis and KCET(TV) Los Angeles, from Hathaway Watson, RKO General Broadcasting's president.

The drama series produced by the British Broadcasting Corp. and purchased last year by RKO, will be

presented on the three NET stations at a time to be selected within the next few months. The package is composed of "Julius Caesar," "Anthony and Cleopatra," and "Coriolanus," each in three one-hour segments.

RKO General Stations are: WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO(FM) Boston, WHCT(TV) Hartford, Conn., KHJ-AM-FM-TV Los Angeles, CKLW-AM-FM-TV Windsor, Ont. (Detroit), KFRC-AM-FM San Francisco, WGS-AM-FM Bethesda, Md.-Washington and WHBQ-AM-TV Memphis.

## ITC's grand slam

Independent Television Corp., New York, the U. S. subsidiary for England's Associated Television (ATV) last week could report a sales bonanza: one hour of weekly programing for prime-time scheduling sold to each of the TV networks.

To CBS-TV, ITC sold further episodes of the one-hour *Secret Agent*, which will return to the network as a replacement show in the Friday, 8:30-9:30 p.m. period effective Dec. 4. To ABC-TV: sale of a one-hour color series, *The Baron*, designed either as a replacement show or as an entry in next season's schedule. To NBC-TV: sale of *The Saint*, now a one-hour syndicated series that will be converted to color, also as a replacement this season after Jan. 1, 1966, or as a possible entry for the 1966-67 season.

gressional district, CBS-TV's owned KNXT(TV) Los Angeles and affiliated KFMB-TV San Diego, to drop last Monday's (Oct. 18) *I've Got a Secret* with Mr. Allen as host and substitute another program of that series hosted by Mr. Morgan. This way, the stations avoided a possible request for equal time from other candidates.

A CBS-TV spokesman indicated that the Oct. 25 substitution was certain "pending clarification" in the state courts of the TV performer's bid for political office. In view of the possibility that further substitutions may have to be made, CBS, it was confirmed, had offered Merv Griffin, who is host of a late-night show telecast by Westinghouse Broadcasting Co. TV stations and syndicated to a number of other outlets, the host spot on *Secret* for an indefinite period. Mr. Allen had his own Westinghouse late-night show before he became host of the *Secret* series.

## '63-'64 pictures in Allied Artists package

Allied Artists Television Corp. has placed into distribution to TV stations a package of 27 action features, it was announced last week by Jim Stern, vice president and general sales manager.

Titled "Group IV—Cavalcade of the 60's," the package includes many Allied Artists' 1963 and 1964 theatrical films. Mr. Stern said 25 of the 27 features are

U. S. productions and six are in color. Included are "Soldier In the Rain," with Jackie Gleason and Steve McQueen; "Station Six Sahara," with Carroll Baker; "Stop Train 349," with Jose Ferrer and Sean Flynn; "The Gun Hawk," with Rory Calhoun and Rod Cameron; "Day of the Triffids," with Howard Keel and "A Yank At Vietnam," with Marshall Thompson.

## FCC's UHF study group backs pay TV

Backers of proposals for pay television have received a unanimous vote of support from a unit of an FCC-sponsored government-industry committee organized to foster UHF broadcasting. But there is some question whether the endorsement will ever reach the commission officially.

The support was expressed by a subcommittee on programing availability of the Committee for the Full Development of All-Channel Broadcasting, in a resolution adopted at a meeting in New York.

The resolution called on the commission "in the interest of promoting all-channel broadcasting . . . [to] take appropriate steps to authorize nationwide pay television." Twenty-three members of the subcommittee were present, including Oliver Treyz, former ABC president who has joined Sylvester L. Weaver Jr. in organizing a new Prime Network (BROADCASTING, Oct. 18), and Sterling (Red) Quinlan, vice president and general manager of Field Communications Corp., which owns WFLD-TV, the new UHF station in Chicago.

Other members of the subcommittee represent UHF stations and production and manufacturing companies and advertising agencies that would welcome pay television as a source of programing as well as additional revenue for UHF stations.

The resolution was an obvious endorsement of the petition of Zenith Radio Corp. and its affiliated company, Teco Inc., now pending before the FCC, for a rulemaking to authorize pay TV throughout the country (BROADCASTING, March 15).

However, the resolution must clear the UHF-boosting committee's executive committee before reaching the FCC. And that group includes representatives of well-established VHF and UHF stations as well as the networks who might oppose pay television.

No early consideration by the executive committee is likely. Commissioner Robert E. Lee, chairman of the industry-government committee, does not expect to call a meeting of the executive group before next March.

## K.C. hearing covered

Cancelling out more than 16 hours of regular programing KCMO-AM-FM-TV and WDAF-TV Kansas City, Mo., covered the so-called "snooper" hearing conducted by the Senate Subcommittee on Administrative Practices for three days in Kansas City last week.

Described by committee Chairman Edward V. Long, (D-Mo.) as an investigation in depth of charges of "wiretapping, eavesdropping and public harrassment by internal revenue agents in the Kansas City area" the hearings have aroused intense public interest.

The stations went on the air with complete reports from 9:30 a.m. to the luncheon break, resuming after lunch until 4 p.m. or later each day. Reaction, according to a KCMO spokesman, was tremendously enthusiastic with jammed switchboards reported several times during the testimony. The stations broke for their regular commercial messages.

## Cox pleads for producers' support

Hollywood program creator-producers were urged Thursday (Oct.21) to express their opinions on the FCC proposal for limiting the TV networks' ownership of programs and for restricting their syndication activities. The urging was done by FCC Commissioner Kenneth A. Cox in an address to the newly formed Television Executives Society, a meeting well attended by the Hollywood production community.

Making it clear that he was using the term producer to include "the directors, writers, performers and all others who contribute to the creative process," Commissioner Cox reported that the FCC had heard from the networks, who have opposed the proposal, and from their affiliate stations, who "have uniformly supported "the networks position, as have the National Association of Broadcasters, advertisers and agency people who have either remained silent or in some cases have sought to make a few points by lining up with the networks." But from the production people, he said, "there has been very little comment."

Commissioner Cox said he understood that producers have some prob-

lem in expressing themselves freely in a manner critical of the networks and their practices. After all, they either now do business with the networks—which constitute virtually their sole market—or they hope to do so in the future Commissioner Cox said.

## NBC-TV to show 15 Universal features

NBC-TV and Universal TV (MCA) have concluded a deal for 15 Universal feature films to be shown on the network beginning in the fall of 1966.

Universal and NBC-TV, according to Walter D. Scott, NBC-TV president, are also developing two-hour feature films produced especially for TV and expect six or more of these will be shown in the 1966-67 season. Two such Universal-produced feature productions were on NBC last season and Universal also is preparing a two-hour feature film, for CBS-TV for the 1966-67 season.

## Film sales . . .

*Felix the Cat* (Trans-Lux): WKBS (TV) Burlington, N. J.

*Encyclopaedia Britannica Films Library* (Trans-Lux): KTHI Fargo-Grand Forks, N. D.

*Bobby Lord Show* (WSM-TV Nashville): KPTV (TV) Portland, Ore.; KTEN (TV) Ada, Okla.; KNOE-TV Monroe and KTAL-TV Shreveport, both Louisiana; KTVT (TV) Fort Worth-Dallas, KLBK-TV Lubbock and KHFI-TV Austin, all Texas; KBTW (TV) Denver; KCOP (TV) Los An-

geles, and KTVU (TV) San Francisco.

*Loretta Young* (NBC Films); KXGN-TV Glendive, Mont.; WINK-TV Fort Myers, Fla.

*Profiles in Courage* (NBC Films): WFLD (TV) Chicago; KXGN-TV Glendive, Mont.

## Program notes . . .

**Radio show available** ■ ACA-Gold Star Recording Co., 5418 Grape Road, Houston, has completed negotiations with more than half a dozen independent radio program producers. ACA-Gold Star has acquired world distribution rights for the following presentations: *The Sound of Christmas Around The World*, *The Womanly Art of Self Protection*, *Divorce-American Style*, *Inquiry*, *Words of the Philosophers*, *The Female Art of Man Hunting*, *Listen, Lum N' Abner*, *Daily Radio Almanac* and *The Faron Young Show*. Programs range in length from one minute to seven hours.

**Classic cartoons** ■ Trans-Lux Television Corp., New York, plans to place into worldwide distribution a new 5½-minute cartoon color series, *Classics Illustrated*. The program will be based on the comic-style books, *Classics Illustrated*, published by Gilbertson Co. Inc., New York, and will be produced by Zapel Studios Inc., Chicago. Plans call for an initial 39 books to be made into five episodes each for total of 195 TV segments. Among the episode titles will be "Swiss Family Robinson," "Moby Dick," "A Tale of Two Cities," "20,000 Leagues Under the Sea" and "Huckleberry Finn."

## EQUIPMENT & ENGINEERING

### GE sells Overmyer five UHF transmitters

Overmyer Communications Co., New York, is purchasing five UHF transmitters with color capability from the General Electric Co. and has options to purchase up to nine more representing an investment in excess of \$1 million.

The GE equipment is designated as TT57A. The transmitter "plants" include test and measuring equipment from video and audio input to RF output up the line to the antenna. Each transmitter has a 30-kw peak power capability and with a high-gain antenna, will provide 1 million watts of effective radiated power.

The transmitters will be installed at antenna sites in Toledo (groundbreaking for WDHO-TV there starts in late October), Atlanta, Newport, Ky.-Cincinnati, Pittsburgh and Rosenberg-Houston,

Tex., where Overmyer holds construction permits.

The options were placed to cover Overmyer's plans for two additional UHF's for which it has applications pending before the FCC, and engineering and design plans showing feasibility of adding second transmitters at a later date.

### Storer buys color gear from RCA

RCA announced last week signed contracts with Storer Broadcasting Co. for live color camera and color TV tape recorders representing an investment of about \$1 million. The purchase covers eight (TK-42) color cameras, eight (RCA TR-4) color tape machines, all using solid-state circuitry. Storer TV stations are WITI-TV Milwaukee, WJBK-TV Detroit, WSPD-TV Toledo, WJW-TV Cleveland and WAGA-TV Atlanta.

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## FINANCIAL REPORTS

### Meredith sets high in earnings for year

Meredith Publishing Co., Des Moines, has reported record earnings for the fiscal year ended last June 30, with gains registered in all divisions, including broadcasting, which surpassed the previous year's all-time high in revenue.

Fred Bohlen, Meredith board chairman, reported progress in Meredith's CATV activities. The company and its subsidiaries now have franchises for 20 systems, nine of which already are in operation. Meredith jointly with Avco Corp. (Crosley Broadcasting) owns Meredith-Avco Corp., formed to engage in CATV and Meredith owns four radio and four VHF television stations.

For fiscal year ended June 30:

	1965	1964
Earned per share	\$3.55	\$2.14
Revenues	89,829,000	75,735,000
Net earnings	4,772,000	2,850,000

### Time Inc. revenues 29% over last year

Time Inc.'s revenues in the third quarter that ended Sept. 30—and for the first nine months this year — were at record highs. Net income moved up nearly \$2 million in the third quarter compared with a year ago, and for the nine months showed a 29% gain.

The publishing company's Time-Life

Broadcast division operates four radio and five TV stations (one UHF).

Nine months ended Sept. 30:

	1965	1964
Earned per share	\$2.87	\$2.26
Net revenues	318,830,000	292,902,000
Operating income	32,842,000	26,023,000
Income before taxes	34,443,000	26,178,000
Net income	19,343,000	14,976,000
Shares outstanding	6,743,000	6,626,000

### Jerrold's first-half profits are up 182%

A jump of 32% in sales and of 182% in profits was reported for the first half of the fiscal year ended Aug. 31 for the Jerrold Corp., Philadelphia. The increases exclude the operations of Pilot Radio Corp. which were sold in 1964 to Emerson Radio & Phonograph Co.

Noting the turn-around from a loss to over \$1¼ million in net income, Milton J. Shapp, president, reported that orders on hand as of Sept. 1 exceeded \$8.5 million. This compares to an adjusted \$7.3 million at the same time a year ago.

Mr. Shapp predicted that Jerrold's operating results for the second half of the fiscal year which will end Feb. 28, 1966 will be "even better" than the first six months.

Fiscal six months ended Aug. 31:

	1965	1964
Earned per share	\$0.61	—
Consolidated sales	15,441,426	12,999,770
Net income (loss)	1,294,949	(241,440)
Average shares outstanding	2,128,613	2,114,547

### Temporary truce in Paramount case

The date for trial in New York of the antitrust suit by Paramount Pictures Corp. against dissident directors Herbert J. Siegel and Ernest H. Martin was set for Dec. 6 after both parties agreed last week to a temporary truce regarding other legal moves that are pending.

After several weeks of negotiations between lawyers for each faction and conferences with U. S. District Court Judge Edmund L. Palmieri, an announcement was made of the truce which will be in effect until the completion of the trial.

### Financial notes . . .

▪ Cowles Magazine & Broadcasting Inc., New York, formally approved the title change of its company to Cowles Communications Inc. The action came at a stockholders meeting in Des Moines, Iowa.

▪ Directors of Wometco Enterprises Inc., Miami, voted a 12% increase on the regular quarterly dividend payable Dec. 15 to stockholders of record Dec. 1. This brings a rise from 12½ to 14 cents on Class A stock and from 4½ to 5 cents on Class B stock. Wometco reported record earnings for both fiscal third quarter and 36-week period ended June 30, including a 26.5% increase in per share earnings (BROADCASTING, Oct. 4).

## FANFARE

### Live drama presentations

Ignoring film and tape and disk and all other appurtenances of electronic communications, the six ABC-owned radio stations have gone back to the

oldest form of dramatic production, live actors on a stage in front of a live audience, for their new presentation to advertisers and advertising agencies. The show, titled "People to People" is produced by Thomas Hammond, well known for the Julius Monk "Plaza 9"

revues at New York's Plaza hotel. It features a cast of seven singers-actors-dancers, including William Roy, who wrote the music and lyrics lauding and spoofing radio, past and present.

The production combines statistics about the ABC radio stations ("KABC sales are up 125% since 1960, when it became the first conversation station in America") with nostalgia, humor and elegy into a sprightly musical revue. The advertising executives who packed the first showings in San Francisco and Los Angeles last week were liberal in their applause and enthusiastic in their post-show comments. On Thursday (Oct. 21), it was to play Detroit, with Chicago to see it today (Oct. 25) and two performances in New York tomorrow and Wednesday (Oct. 26-27) and the windup in Pittsburgh on Thursday (Oct. 28). The managers, sales managers and promotion managers of the six radio stations are traveling with the show to meet the advertising people in each city.

## John D. Stebbins

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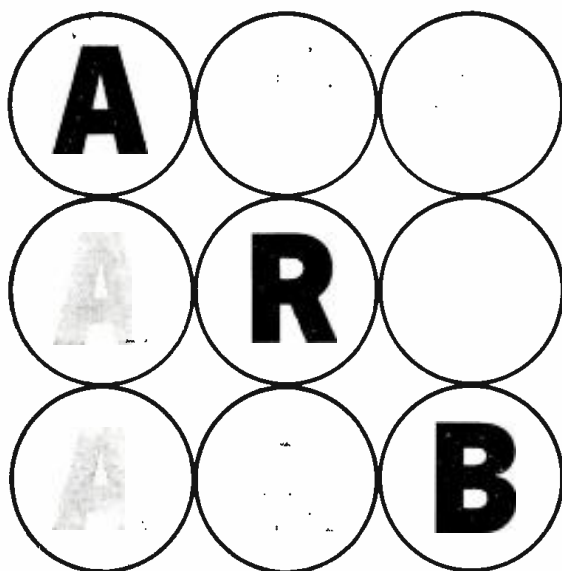
Some companies just never change.

But not us. You will soon be seeing a new ARB logo on stationery, brochures, advertisements and our products—products represented by more than 1,000 *different* research reports this year alone.

It is, in fact, the current scope of this research that prompted the creation of a new company symbol, one which more boldly reflects us as we are today. Proud of our growth. Prouder yet of our professional goals to better serve your research interests—whatever they may be.

Still, one thing does not change. You will continue to find this name — now illustrated in a new symbol — the hallmark of reliable research.

**AMERICAN  
RESEARCH  
BUREAU**





## Bay Area agencies told WMCA's story

Officials of Straus Broadcasting Group were introduced to San Francisco advertising agencies during a series of agency presentations there by Straus' WMCA New York. (l to r): Herbert J. Mendelsohn, general manager, WMCA; Betty Share, media di-

rector, BBDO; Tom Marks, Robert E. Eastman Co.'s San Francisco manager; Helen Stenson, senior media buyer, Foote, Cone & Belding, and R. Peter Straus, president of Straus Broadcasting Group, New York.

## Drumbeats . . .

**USC award** ■ William R. McAndrew, NBC News president, will be awarded a University of Southern California's

distinguished achievement award on Nov. 10 for editorial excellence in Los Angeles. Mr. McAndrew, appointed president on Oct. 4, was for 11 years operating head of NBC News. Pre-

viously, he worked as a Washington correspondent, editor and bureau chief. Others to be awarded are syndicated newspaper columnist Art Buchwald and Shana Alexander, *Life* magazine columnist.

**Fellowships** ■ Dec. 1 has been announced as the deadline for applications for the KABC (Los Angeles) Fellowship in Radio Editorializing. The fellowships include half-tuition at the University of Southern California for two successive semesters starting in February 1966 and is given by KABC to encourage development of abilities in radio editorializing. Applications should be sent to Professor Kenneth Harwood, Department of Telecommunications, USC, University Park, Los Angeles 90007.

**Hats for new members** ■ Members of the Broadcasters' Promotion Association who have recommended and signed up two new association members between Oct. 1 and Nov. 7 will be cited as members of the Big Hat Club at the PBA annual seminar in Washington on Nov. 7-10. Each person who qualifies for the Big Hat Club will receive—what else—a Texas-style hat.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Sheldon Moyer**, VP at D. P. Brother & Co., Detroit, promoted to executive VP. He continues to supervise Oldsmobile account.

**Daniel B. Goldberg**, retired general solicitor of Port of New York Authority, named deputy administrator of Cigarette Advertising Code office in that city.

**Robert W. Troast**, marketing director of Mennen Co., Morristown, N. J., joins Needham, Harper & Steers, New York, as VP and director of product planning. **Jack W. Copher**, VP-account supervisor of NH&S, Chicago, pro-



Mr. Troast



Mr. Copher

moted to senior account director. **E. James Charlesworth**, account executive, Chicago office, promoted to account supervisor. **Robert L. Georgian**,

formerly with Compton Advertising, joins NH&S, Chicago, as account executive as do **Roger L. Hanson**, formerly with Gardner Advertising, there, and **Phillip J. Lincoln**, previously with Wade Advertising, that city.



Mr. Cuddeback

**Alva C. Cuddeback**, VP and director of office operations for Benton & Bowles, Detroit, elected to board of directors.

**Edward Jancewicz**, VP in charge of radio and television, and **Jacques Wajsfelner**, account supervisor, at Arnold & Co., Boston, named to company's board of directors.

**Louis S. Benincasa**, with Lennen & Newell, New York, promoted to VP.

**Lawrence Della Corte**, personnel director at Doyle Dane Bernbach, New York, appointed VP.

**Robert W. Plyer**, account supervisor at J. M. Mathes, New York, elected VP.

**Arthur V. Mountrey** and **Duane W. Ragsdale**, VPs and management super-

visors of Compton Advertising, New York, elected senior VPs.



Mr. Kucera



Mr. Ferres

**John E. Kucera**, VP, network relations with Ted Bates & Co., named VP in charge of radio and television. **W. Dean Ferres**, account executive with Ted Bates, elected VP.

**Laurence G. Berg**, and **T. Herbert Lieberman**, account supervisors, **Philip A. Branch**, associate media director, and **Elizabeth Newitt**, creative supervisor, all with Grey Advertising, New York, all elected VPs.

**Robert G. Grannen**, VP of Leonard M. Sieve & Associates, Cincinnati, named executive VP.

**Frank Howell**, national sales manager of WTVJ(TV) Miami, appointed general sales manager. He is succeeded by **Tom**

## New BMI president, Robert Sour, chosen from within ranks

The board of directors of Broadcast Music Inc. ended a long search last week by promoting Robert B. Sour to president of the music-licensing organization.

Mr. Sour, associated with BMI almost from its formation in 1940, was vice president for writer administration at the time of his election.

In his new post Mr. Sour, who has combined business and music in a career that has also been productive in contributing lyrics to many popular songs, reportedly will receive a salary of approximately \$50,000 a year.

The search for a new chief operating officer had been in progress since president Robert J. Burton died in a fire in his hotel suite while attending the Canadian Association of Broadcasters convention in Vancouver, B. C. seven months ago (BROADCASTING, April 5).

The board, which is headed by Sydney M. Kaye of the New York law firm of Rosenman Colin Kaye Petschek & Freund, is known to have



Mr. Sour

considered several presidential prospects, both within and outside the BMI organization, before selecting Mr. Sour.

Mr. Sour, who will be 60 on Oct.

31, was one of BMI's first employees. He started as lyric editor, a key figure in BMI's urgent early efforts to acquire a catalogue by getting new music published. Later, as writers and publishers began seeking BMI affiliations, he moved into other areas. In the late 1940's he devised the writer-affiliation plan that essentially is still in use; in 1951 he became director of publisher relations, in 1952 assistant vice president, in 1956 vice president in charge of writer relations (later called writer administration).

A native of New York City, Mr. Sour started working for a real estate bond house following graduation from Princeton in 1925, was a member of the New York Curb Exchange from 1930 to 1938 and then worked as an associate producer for the federal theater before joining BMI.

As a lyricist he wrote the words to "Body and Soul," "Walkin' By the River," "We Could Make Such Beautiful Music Together" and "I See a Million People" among other songs.

**Fraioli**, local sales manager.

**Jack Gracian**, formerly comptroller-secretary with Coordinated Advertising, New York, named comptroller and general manager, Bliss/Grunewald, that city. **Martin Bratman** in media department at McCann-Erickson, New York, joins B/G, as media director.

**Robert A. Burke**, general sales manager of radio division at Adam Young Inc., New York, elected VP in charge of radio.

**Bernie Understein**, national chain store advertising representative *Washington Evening and Sunday Star*, joins Lewis & Dubrow Inc., that city, as account executive. **Anthony P. Hertz**, with Stanley G. House & Associates, there, joins L&D in newly created position of radio-TV director.

**Bernard W. Thompson**, salesman at WIZE Springfield, Ohio, named sales manager.

**Dave Wilder**, sales manager with *Detroit Free Press*, joins WOHO Toledo, Ohio, as sales manager.

**Paul Rogers** joins WINF Manchester, Conn., as regional sales manager.

**Stan Holden** appointed associate creative director at Perrin & Associates Inc., Chicago.

**Milt Berty**, on staff of ABC's KGO-TV

San Francisco, appointed sales executive, ABC-TV Spot Sales, that city. He succeeds **Walt Flynn** who moves to ABC-TV Spot Sales, Chicago.

**Henry J. Opperman**, formerly with Ted Bates & Co., New York, joins Post-Keyes-Gardner, Chicago, as senior account executive.

**Don Kyser**, sales and production executive, Videotape Productions of New York, joins Metro TV Sales, division of Metromedia, that city, as account executive.

**Pro Sherman**, assistant director of

advertising and sales promotion at WABC-AM-FM New York, joins Broadcast Advertisers Reports Inc., that city, in newly created position of director, sales development.

**Ken Sorensen**, formerly on sales staff of *Chicago Sun-Times* and *Chicago Daily News*, joins WBBM-TV, there, as national sales representative.

**Robert Steen**, radio-TV producer with McCann-Erickson, Chicago, promoted to director of radio-TV production.

**George A. Stapleton**, formerly with

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Geyer, Morey, Ballard, New York, named media director of Frank B. Sawdon Advertising Agency, that city.

**James E. Weldy Jr.**, with General Electric Co., Cleveland, and **G. Craig Burnham**, with Pillsbury Co., Minneapolis, join Knox Reeves Advertising, Minneapolis, as media buyers.

**Lenore Saltzman**, market researcher with Tatham-Laird & Kudner, New York, joins Cunningham & Walsh, there, as media research assistant.

**Mickey Dubin**, former VP of Filmways Inc., New York; **Fred Pressburger**, president of Films for Fashions Inc., that city, and **Miller Simon**, VP of FFF Productions, there, form Spectra Films Inc., 50 West 57th Street, New York.

**John E. Campbell**, sales manager, WBKB-TV Chicago, elected president of new Chicago chapter of Milline Club, advertising-media organization. Other chapter officers: executive VP, **Robert T. Donnelly**, CBS Films; secretary, **William R. Barker**, D'Arcy Advertising, and treasurer, **John J. McMahon**, WBKB-TV.

## THE MEDIA



Mr. Bray

**Robert W. Bray**, VP and general manager of WHNB-TV New Britain-Hartford, Conn., elected president of Connecticut Broadcasters Association.

**W. P. Sosh**, WRUS Russellville, elected president of Kentucky Broadcasters Association. Others elected: **Paul Fyffe**, wsip Paintsville, first VP, and **J. T. Whitlock**, WLBN Lebanon, second VP. **Ed Shadburne**, WLKY-TV Louisville, re-elected secretary.

**William C. Fowler**, WABT Marion, Ind., elected president of Indiana Broadcasters Association succeeding **Tom Hamilton**, WNDU-TV South Bend. Other new officers: VP-AM, **Donald**

**Pille**, wcsi Columbus; VP-FM, **Richard Witty**, WORX-AM-FM Madison; VP-TV, **E. Berry Smith**, WTVW(TV) Evansville, and secretary-treasurer, **Joseph Edwards**, WAMW Washington.

**Don E. Fuller**, assistant general manager and sales director at WTRC-AM-FM Elkhart-WJTV-TV South Bend-Elkhart, Ind., named general manager. **Ken Owens** appointed administrative assistant, and **Edwin Huot** named station manager of WTRC.

**Doris B. Potter**, WKBC North Wilkesboro, elected president of North Carolina Association of Broadcasters. Others elected: **Frank Abbott**, wwgp Sanford, VP-radio; **Earle Gluck**, wsoc-TV Charlotte, VP-TV, and **C. Alden Baker**, WGAI Elizabeth City, secretary-treasurer.



Mr. Dale

**John Dale**, news director and supervisor of announcers of WNEW-AM-FM New York, named operations manager of WNEW-FM.

**Michael G. Silver**, member of CBS Television Network press information department, New York, named director of information services for WCBS-TV, that city. He succeeds **Philip King**, who joins National Education Association as manager of New York editorial information center (see this page).



Mr. Nowaczek

**Frank H. Nowaczek Jr.**, of TeleSystems Corp., Glenside, Pa., elected president of Pennsylvania Community Antenna Television Association.

**William F. Hemminger**, president of Gulf Coast Teleception, Port Charlotte, Fla., elected president of Florida CATV Association. **Harry Harkins**, University City TV Cable, Gainesville; **Harry Bennett Jr.**,

## NEW RTNDA OFFICERS

**Bob Gamble**, WFBM-AM-TV Indianapolis, elected president of Radio Television News Directors Association at annual conference last week in St. Petersburg, Fla. (see page 74). Also elected: **Bruce Dennis**, WGN-AM-TV Chicago, first VP; **Joseph J. Crouse**, WHAS-AM-TV Louisville, Ky., VP television; **Ronald E. Mires**, KYW Philadelphia, VP radio, and **Nicholas Basso**, WTVM-TV Columbus, Ohio, treasurer.

Elected directors: **John W. (Bill) Roberts**, Time-Life Broadcast, Washington; **Eddie Barker**, KRLD-AM-TV Dallas; **Tom Frawley**, WHIO Dayton, Ohio; **Duane Bock**, KPTV(TV) Portland, Ore.; **Robert H. Fleming**, ABC News, Washington, and **Don S. Mozley**, KCBS San Francisco.

Universal Cablevision, Cocoa Beach, and **H. H. Harris Jr.**, TV Cable Co., Fort Walton Beach, all named VPs.

**Stephen T. Joos**, VP in charge of operations at Air Trails station WCOL-AM-FM Columbus, Ohio, named VP and general manager at Air Trails' WIZE Springfield, Ohio. He succeeds **James W. Bennett**, who moves to WING Dayton, Ohio, also Air Trails.

**James T. Butler**, general manager at WISN-AM-FM Milwaukee, named general manager at WISN-TV. He succeeds **William C. Goodnow**, who resigns. **Herman A. Schneider**, sales manager of WISN, succeeds Mr. Butler.

## PROGRAMING

**Steve Blauner**, executive with Screen Gems Inc., Hollywood, appointed VP in charge of new projects in television program and production division.



Mr. Jacobi

**Frederick Jacobi**, manager of editorial information center of National Education Association, New York, named director of special projects in development department of National Educational Television, that city. **Philip King**, director of information services at WCBS-TV New York, succeeds Mr. Jacobi (see this page).

**Sid Sirulnick**, operations director of WJRZ Newark, N. J., joins CBS-TV New York, as production supervisor.

**J. Trubee Miller**, assistant director of business affairs at CBS News, New

## DISC JOCKEY OPENINGS

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York, joins PGL Productions, that city, as director of business affairs.

**Louis L. Tyrrell**, producer-director with *Candid Camera*, New York, appointed VP and director in charge of production at Professional Closed Circuit Television Inc., that city.

**Ted Swanson**, producer in public affairs department of KNXT(TV) Los Angeles, named production manager.

**Howard Weinberg**, formerly with syndicated newsfilm division of CBS News, New York, joins WISN-TV Milwaukee as writer-producer of documentaries and special events.

**John G. Collins**, assistant director of advertising and publicity of Continental, division of Walter Reade-Sterling Inc., New York, appointed director of advertising and publicity of Walter Reade-Sterling TV division.

**William Peters**, program director of WBen-AM-FM Buffalo, N. Y., named program director at WBen-TV. **Howard McEwan**, producer at WBen-TV, appointed executive producer.

**James M. Fitzgerald**, formerly VP of Fuller & Smith & Ross, Chicago, opens new program packaging firm there, Television Properties Co., at 333 North Michigan. Phone 372-6045.

## NEWS

**Jack Jurey**, editorial spokesman with news department of WTOP-AM-FM-TV Washington, named to newly created post of news editor of WTOP News. **William R. Loch**, with *Youngstown (Ohio) Vindicator*, named assistant editor of WTOP News.

**Bob Jacobson**, sports copy editor on *San Francisco Examiner*, named to newly created post of managing editor in news department at KTVU(TV) Oakland-San Francisco.

**Arnold (Abe) Albright**, news director

IN CHATTANOOGA  
WE ATTRACT THE  
ENTIRE TV AUDIENCE  
BECAUSE WE'RE THE  
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**WRCB-TV 3**

A RUST CRAFT STATION

BROADCASTING, October 25, 1965

at WWVA-AM-FM Wheeling, W. Va., joins wowo Ft. Wayne, Ind., as morning news editor.

## EQUIPMENT & ENGINEERING

**Harold Schumacher**, chief engineer for WHCT(TV) Hartford, Conn., named director of engineering for D. H. Overmyer Communications Co., New York.

**Walter R. Hicks**, with Reeves Industries, Danbury, Conn., named manager of process development for Reeves Soundcraft Division.

**Leo Fasselt**, manager of photographic department at WFLA-TV Tampa, Fla., appointed manager of Tampa Color Processing Laboratories, owned by WFLA-TV. **Edward Weigel** succeeds Mr. Fasselt.

**Samuel Schlusel**, Channel Master Corp., elected president, Television Accessory Manufacturer's Institute (TAME), succeeding **Morton Leslie**, JFD Electronics Corp., Brooklyn, N. Y., who has been president since founding of organization. Re-elected were **Paul Wilson**, S&A Electronics Inc., Toledo, Ohio, VP, and **Morris Finney**, Fincor Inc., York, Pa., treasurer.

## ALLIED FIELDS



Mr. McCormack

served since Comsat was founded. Mr. Welch remains member of Comsat board. Mr. McCormack, also elected to board replacing Washington communications attorney **Leonard H. Marks**, now director of U. S. Information Agency.



Mr. Fox

**Sol Fox**, director of marketing for Food Enterprises Inc., New York, appointed VP and director of field operations at Audits & Surveys Inc., that city. **Barbara C. White**, public affairs officer for U. S. Information

Agency, Santiago, Chile, appointed special assistant to **Leonard Marks**, director of USIA, Washington. **Alan Carter**, director of USIA's television service, appointed assistant director for Near East and South Asia.

**Edward Wallis**, general manager,

WIND Chicago, elected president of American College of Radio Arts, Crafts & Sciences, that city, succeeding **Donald N. Mann**, WBBM, there.

**James Stirton**, VP-general manager, MCA TV Ltd., Chicago, elected president of Chicago chapter of Broadcast Pioneers succeeding **James Beach**, VP, Foote, Cone & Belding. Chapter's new first VP is **Sangston (Sock) Hettler**, manager, NBC Radio central division.

## FANFARE

**George Hammon**, president of Carl Byoir & Associates, New York, elected to board of directors. He succeeds **Gerry Swinehart**, elected chairman of executive committee. **Robert J. Wood**, executive VP, succeeds Mr. Hammon as president.

**Bruce Pollock**, assistant advertising and promotion director for Triangle Stations, New York, named promotion manager of Triangle's WNHC-AM-FM-TV New Haven, Conn. He succeeds **Samuel Barstein**, who resigns.

**Bill Dawes**, director of community relations for WCPO-AM-FM-TV Cincinnati, appointed promotion and publicity manager.

**Barbara J. Lalen**, radio-TV director

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with Bozell and Jacobs Inc., Indianapolis, named promotion director of WIBC-AM-FM, that city.

**Paul Martin** named promotion manager for WFIL-AM-FM-TV Philadelphia.

**John O'Brien**, named promotion manager at KTBC-AM-FM-TV Austin, Tex.

## INTERNATIONAL

**Don Martz**, general manager of CFCF-TV Montreal, elected president of Central Canada Broadcasters Association, succeeding **Frank Murray**, CJBQ-AM-FM Belleville, Ont. **Wes McKnight**, CFRB Toronto, elected first VP, and **R. P. MacGowan**, CJLX Fort William, Ont., second VP.

**Hal Roach**, president of McKim Advertising Ltd., Toronto, elected president of Institute of Canadian Advertising, formerly Canadian Association of Advertising Agencies. He succeeds **Harry Foster** of Foster Advertising Ltd., Toronto. **Bryan Vaughan**, Vickers & Benson Ltd., that city, elected first VP; **John B. Milne** of Pemberton, Freeman, Mathes & Milne, there, second VP, and **W. H. Erskine**, of J. Walter Thompson Co. Ltd., Toronto, secretary-treasurer.

**Frederick L. Gilson**, formerly manager of sales for CBS Ltd., London, named to new post as director of sales for CBS Europe, Zug, Switzerland.

**John Dauphinee**, general superintendent of Canadian Press, named assistant

## FTC names Cron

**Millard W. Cron**, trial attorney in food and drug advertising division of Federal Trade Commission, named assistant to **Charles A. Sweeny**, director of bureau of deceptive practices. He succeeds **Gale Gotschall** who becomes assistant general counsel in charge of federal-state relations office. Mr. Cron joined FTC staff in 1934 as attorney with special board of investigation. In 1959 he was assigned to radio and television advertising unit.

general manager of organization, which supplies news to broadcast media through its subsidiary, Broadcast News Ltd., Toronto.

**Larry Taylor** named promotion manager of CKNX Wingham, Ont.

## DEATHS

**John H. Stilwell**, 56, VP and radio-TV director for western division of Geyer, Morey, Ballard, Chicago, died Oct. 10 at Augustana hospital, that city. From 1937 to 1957, Mr. Stilwell was with WLS Chicago, where he wrote, produced and announced on *National Barn Dance*. Survivors include his wife,

Jeanne, and son.

**Larry Tighe**, 49, newsman with NBC, ABC, and CBS, died Oct. 20 at home in Los Angeles. He was correspondent in Orient with ABC for 25 years.

**Carl Hoff**, 60, veteran arranger-conductor of radio and TV programs, died Oct. 15 at his home in Ventura, Calif., following heart attack.

**Leslie F. Muter**, 71, electronics pioneer, died on Oct. 12 in Chicago, following heart attack.

**Alexander J. Stoddard**, 86, retired superintendent of schools and educator, died on Oct. 18 in Los Angeles, after long illness. Dr. Stoddard was pioneer in use of television as teaching tool. Survivors include his wife Sadie, and two children.

**Leonard B. Turovlin**, 44, senior writer in creative department of Ted Bates & Co., New York, died on Oct. 16 at home, there, following heart attack. Survivors include wife, Marybelle, and two daughters.

**Daniel G. Gorman**, 55, production manager of general accounts of Doremus & Co., New York, died Oct. 18 at Beth Israel hospital, that city. Surviving are his wife, Marie, sister and two brothers.

**Reverend Peter Eldersveld**, 54, radio minister of Christian Reformed Church whose *Back to God Hour* was broadcast over more than 300 stations, died of heart attack at Evergreen Park, Ill.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS


As compiled by BROADCASTING, Oct. 14 through Oct. 20 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations,

ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV.—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—direction-

al antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

	<h1>EDWIN TORNBURG</h1> <h2>&amp; COMPANY, INC.</h2>
	<p style="text-align: center;"><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

### New TV stations

#### APPLICATIONS

Lexington, Ky.—WBLG-TV Inc. UHF channel 62 (758-765 mc); ERP 468 kw vis., 93 kw aur. Ant. height above average terrain 1,050 ft., above ground 1,046 ft. P.O. address c/o Roy B. White Jr., 130 Barr Street, Lexington. Estimated construction cost \$1,070,000; first year operating cost \$427,000; revenue \$500,000. Studio and trans. locations in and near Lexington. Geographic coordinates 38° 02' 00" north lat., 84° 23' 42" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Lee G. Lovett; consulting engineer Lohnes and Culver, both Washington. Principals: Roy B. White Jr. (50%), Reeves Broadcasting Co. (50%). Mr. White is sole owner of Lexington Broadcasting Co., licensee of WBLG Lexington. Reeves is licensee of WSUN Charleston S. C., and WHTN-TV Huntington, W. Va.; is sole stockholder of WITH Inc. (WITH-AM-FM Baltimore) and WKEE Inc. (applicant for WKEE-AM-FM Huntington, W. Va.), and is a multiple CATV owner. Ann. Oct. 14.

Greensburg, Pa.—Springfield Television Broadcasting Corp. Channel 14 (470-476

mc); ERP 737 kw vls., 73.7 kw aur. Ant. height above average terrain 1,114 ft., above ground 473 ft. P.O. address c/o William L. Putnam, Box 2210, Springfield, Mass. 01101. Estimated construction cost \$234,850; first year operating cost \$30,000; revenue: station is to be complete satellite of WENS-TV Pittsburgh, thus having no direct income. Studio location Greensburg, trans. location Latrobe, both Pa. Geographic coordinates 40° 17' 37" north lat., 79° 16' 54" west long. Type trans. Townsend Associates TA-30AT; type ant. CO EL. 33-SW. Legal counsel Martin E. Firestone, Washington; consulting engineers Townsend Associates, Springfield, Mass. Principals: Roger L. Putnam (25.9%), trust for former owners of Salisbury Broadcasting Corp. (20%), Joseph Desio (6.68%), James Fitzgerald (5.78%), and over 40 others with less than 5% interest. Ann. Oct. 18.

## New AM stations

### ACTIONS BY FCC

Holly Springs, Mass.—William H. Wallace—Granted CP for new AM on 1110 kc, 1 kw, D. P.O. address c/o William H. Wallace, 611 North Rosser Street, Forrest City, Ark. Estimated construction cost \$29,980; first year operating cost \$45,000; revenue \$48,000. Principal: William H. Wallace. Mr. Wallace is announcer for KXJK Forrest City, Ark. Action Oct. 13.

Allendale, S. C.—All-Fair Broadcasting Co.—Granted CP for new AM on 1460 kc, 500 w, D. P.O. address Box 295, Hampton, S. C. Estimated construction cost \$7,600; first year operating cost \$30,000; revenue \$30,000. Principal: Charles E. Bell. Mr. Bell has 50% interest in WDXY Sumter, S. C., and is manager of broadcast division of Henderson Belk Enterprises Inc. Action Oct. 13.

Chatham, Va.—George G. Beasley—Granted CP for new AM on 1080 kc, 1 kw, D. P.O. address Route 2, Benson, N. C. Estimated construction cost \$17,459; first year operating cost \$50,000; revenue \$42,000. Mr. Beasley is licensee of WPYB Benson. Action Oct. 14.

## Existing AM stations

### APPLICATIONS

WAIK Galesburg, Ill.—Webster Broadcasting Co. Seeks CP to change hours of operation from daytime to unlimited using power of 500 w, 5 kw-LS; install new trans. Ann. Oct. 20.

WAQE Towson, Md.—WTOA Inc. Seeks CP to make changes in D-A system. Ann. Oct. 20.

WDSK Cleveland, Miss.—Lowry Tims Co. Seeks CP to change from DA to non-DA; make changes in ant. system. Amended Oct. 12 to change name to Tony P. Conquista. Ann. Oct. 14.

WKJK Granite Falls, N. C.—James B. Childress. Seeks CP to change frequency from 1580 kc to 900 kc, make change in ant. system, and make changes in ground system. Ann. Oct. 13.

WKSX West Jefferson, N. C.—Childress Broadcasting Corp. of West Jefferson. Seeks CP to change frequency from 1600 kc to 580 kc, decrease power from 1 kw to 500 w, make change in ant. system and make changes in ground system. Ann. Oct. 13.

KNBL Junction, Tex.—Harry C. Wisehart Jr. Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. Ann. Oct. 20.

WCMS Norfolk, Va.—WCMS Radio Norfolk Inc. Seeks CP to increase power from 1 kw to 5 kw, install new trans., install D-A system. Ann. Oct. 20.

## New FM stations

### ACTIONS

Tuscaloosa, Ala.—New South Radio Inc.—Granted CP for new FM on 105.5 mc, channel 288A, 3 kw, Ant. height above average terrain 70 ft. P.O. address Box 112, Tuscaloosa. Estimated construction cost \$10,863; first year operating cost \$9,000; revenue \$12,000. Principals: F. E. Holladay (26%), Joseph E. Carson (26%) and Clyde W. Price (48%). New South is licensee of WACT Tuscaloosa. Action Oct. 13.

Biloxi, Miss.—New South Communications Inc.—Granted CP for new FM on 106.3 mc, channel 292, 3 kw, Ant. height above average terrain 300 ft. P.O. address c/o Ed Holladay, WOKK Radio, Meridian, Miss. Estimated construction cost \$16,390; first year operating cost \$20,000; revenue \$24,000. Principals: F. E. Holladay (25.5%), J. W. Carson (25.5%), M. F. Kahlmus (24.5%) and H. E. Sanders (24.5%). Messrs. Holladay and Carson each have 33 1/3% interest in Louisville Broadcasting Corp., licensee of WLSM Louisville, Miss.; 26% interest in Voice of

New South Inc., licensee of WNSL Laurel, Miss.; 33 1/3% interest in New South Radio Inc., licensee of WACT Tuscaloosa, Ala., and 33 1/3% interest in New South Broadcasting Corp., licensee of WOKK Meridian, Miss. Action Oct. 14.

Louisville, Miss.—Louisville Broadcasting Corp.—Granted CP for new FM on 107.1 mc, channel 296, 3 kw, Ant. height above average terrain 200 ft. P.O. address Box 5797, Meridian, Miss. Estimated construction cost \$13,763; first year operating cost \$12,000; revenue \$12,000. Principals: John E. Holladay, Joseph W. Carson and Frank S. Primm (each 33 1/3%). Applicants have interest in WLSM Louisville, Miss.; WNSL-AM-FM Laurel, Miss.; WACT Tuscaloosa, Ala.; WOKK Meridian, Miss.; WVMI Biloxi, Miss., and Background Music service, Meridian, Miss. Action Oct. 14.

\*Superior, Wis.—Wisconsin State University—Granted CP for new FM on 91.3 mc, channel 217, 10 w, Ant. height above average terrain 86 ft. P.O. address Dr. Karl W. Meyer, president, Wisconsin State University, 18th & Weeks Ave. Estimated construction cost \$8,328; first year operating cost \$10,000. Action Oct. 13.

### APPLICATIONS

Lexington, Ky.—WLEX-TV Inc. 98.1 mc, channel 251, 50 kw, Ant. height above average terrain 350 ft. P.O. address: Russel Cave Road, Box 1457, Lexington. Estimated construction cost \$82,847; first year operating cost \$25,000; revenue \$35,000. Principals: J. D. Gay Jr. (41.96%), H. Guthrie Bell (37.43%), William B. Gess (5.62%), Thomas B. Satterwhite (3.49%), John G. Atchison Jr. (0.03%). WLEX-TV Inc. is 99.68% stockholder of Capitol Broadcasting Co. (WCOV-AM-TV), Montgomery, Ala. Ann. Oct. 11.

Conway, N. H.—North Country Radio Inc. 93.5 mc, channel 228, 3 kw, Ant. height above average terrain minus 231 ft. P.O. address c/o Lawrence H. Sherman, East main St., Conway. Estimated construction cost \$13,906; first year operating cost \$5,000; revenue \$10,000. Principals: Lawrence H. Sherman, Joan T. Sherman (each 35%), Lloyd F. Thanhauser, Charles L. Sherman (each 15%). Mr. and Mrs. Sherman are officers of North Country which is licensee of WBNC Conway; Mr. Thanhauser is chief counsel of Continental Oil Co., Houston; Miss Sherman is employee of Doubleday & Co., New York.

San Antonio, Tex.—Trigg-Vaughn Stations Inc. 104.5 mc, channel 283, 81.0 kw, Ant. height above average terrain 450 ft. P.O. address 535 S. Main, Suite 301, San Antonio. Estimated construction cost \$34,757; first year operating cost \$24,000; revenue \$24,000. Principals: Jack C. Vaughn (30.62%), Cecil L. Trigg (20.27%), David G. Scribner (.05%), and others. Trigg-Vaughn Stations is owner of KOSA-AM-TV Odessa, KROD-AM-TV El Paso, KITE Terrell Hills (San Antonio), all Texas; KRNO San Bernardino, Calif., and KHOW Denver, Ann. Oct. 14.

## Ownership changes

### ACTIONS BY FCC

KHOG Fayetteville, Ark.—Granted transfer of control of Sammons Enterprises Inc., 80% stockholder of Broadcasting Associates Inc., parent corporation of licensee Fayetteville Broadcasting Co., from C. A. Sammons, individually (78.56%) and as executor of estate of Rosine S. Sammons deceased (21.44%), to C. A. Sammons (100%). Mr. Sammons is also seeking transfer of control of KELI Tulsa, Okla.; KWAT Wateron, S. D.; KIXZ Amarillo and KTRN Wichita Falls, both Texas, in same manner. No financial consideration. Action Oct. 20.

KRHM(FM) Los Angeles—Granted assignment of license and SCA from Minneapolis Basketball Corp. to Robert E. Short (80%) and Francis T. Ryan (20%) db/as KRHM Enterprises, Messrs. Short and Ryan are 79.2% and 19.2%, respectively, owners of Minneapolis Basketball Corp., former operators of the Los Angeles Lakers. Consideration \$125,000. Granted Oct. 13.

WPOK Pontiac, Ill.—Granted assignment of CP from Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyer and James B. Goetz (each 25% before) d/b as Livingston County Broadcasting Co., to Messrs. Goetz, Meythaler, and Gonstead (each 33 1/3% after) as Gem Radio Stations, Livingston County Broadcasting Co. Consideration \$10,500 to be paid by Mr. Goetz for Mr. Eyer's interest in WPOK; KAGE Winona, Minn., and KLOL Lincoln, Neb. Granted Oct. 13.

KAGE Winona, Minn.—Granted assignment of license from James B. Goetz (50% before), Merlin J. Meythaler and Rex N. Eyer (each 25% before), to Messrs. Goetz, Meythaler and Merton J. Gonstead (each 33 1/3% after). See application for WPOK Pontiac, Mich. Granted Oct. 13.

KBOW Butte, Mont.—Granted relinquishment of negative control of licensee corporation, KBOW Inc., by Richard R. Miller (50.0% before, 49.8% after) through transfer of stock to Danette K. Miller (none before, 0.4% after). No financial consideration. Granted Oct. 15.

KLOL Lincoln, Neb.—Granted assignment of license from James B. Goetz, Rex N. Eyer, Merlin J. Meythaler and Merton J. Gonstead (each 25% before), to Messrs. Goetz, Meythaler and Gonstead (each 33 1/3% after). See application for WPOK Pontiac, Mich. Granted Oct. 13.

WWOK Charlotte, N. C.—Granted transfer of control of licensee corporation, WWOK Inc., from W. J. German Inc. to Frederick A. German and Arthur W. German (sons of late W. J. German and beneficiaries of residuary trust under his will). Consideration \$450,000. Mr. A. W. German is president and 90% owner of WTBO-AM-FM Cumberland, Md. Granted Oct. 15.

KELI Tulsa, Okla., and KTRN Wichita Falls, Tex.—Granted transfer of control of licensee corporation, T & O Broadcasting Co. from C. A. Sammons individually to Sammons Enterprises Inc., owned by C. A. Sammons individually and as executor of estate of Rosine S. Sammons, deceased. No financial consideration. Action Oct. 20.

KBND Bend, Ore.—Granted voluntary relinquishment of negative control of licensee corporation, KBND Inc., by each, Douglas D. Kahle and Edwin Tornberg (each 50% before, 49% after) through transfer of stock to Kessler Cannon and Douglas Gaines (none before, 1% each after). Gift, no financial consideration. Granted Oct. 15.

KOHU Hermiston, Ore.—Granted assignment of license from Clyde W. Olsen and Helen M. Olsen, in partnership, to Helen M. Olsen, individually, and as executrix of estate of Clyde W. Olsen. No financial consideration. Granted Oct. 13.

KWAT Watertown, S. D.—Granted voluntary transfer of control of licensee corporation, Midland National Life Insurance Co., from C. A. Sammons individually to Sammons Enterprises Inc., owned by C. A. Sammons individually and as executor of estate of Rosine S. Sammons deceased. Action Oct. 20.

KIXZ Amarillo, Tex.—Granted transfer of control of Sammons Enterprises Inc. (80% stockholder of licensee corporation, Broad-

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casting Associates Inc.) from C. A. Sammons individually and as executor of estate of Rosine S. Sammons deceased (21.44%), to C. A. Sammons (100%). No financial consideration. Action Oct. 20.

**WMBG, WCOD(FM) and WTVR(TV)** Richmond, Va.—Granted transfer of control of licensee corporation, Havens & Martin Inc., from Wilbur M. Havens, to Roy H. Park Broadcasting of Virginia Inc., owned by Roy H. Park (100%). Consideration \$5,017,185 and 43% of net earnings for period from Jan. 1, 1965 to closing date. Mr. Park owns WNCT-AM-FM-TV Greenville, N. C.; WDEF-AM-FM-TV Chattanooga; WJHL(TV) Johnson City, Tenn., and 30% of WECT (TV) Wilmington, N. C. Consideration \$5,017,185. Granted Oct. 13.

**KNDX(FM)** Yakima, Wash.—Granted assignment of license from David Zander Pugsley tr/as Sunset Broadcasting Co. to The Cater Corp., wholly owned by Mr. Pugsley. Consideration exchange of stock for existing properties. Granted Oct. 15.

#### APPLICATIONS

**WIKY-AM-FM Evansville, Ind.**—Seeks acquisition of positive control of licensee corporation. South Central Broadcasting Corp., by John A. Englebrecht (39.8%) and Bettie G. Englebrecht (0.5% before, 20% after) as a family group through purchase of stock from Leighman D. Groves (19.8% before, 0.3% after). Consideration \$43,875. Ann. Oct. 13.

**WEAL Greensboro, N. C.**—Seeks transfer of control of licensee corporation. WEAL Inc., from Charlotte Radio and Television Corp. (55% before, none after), Mary Frances Crowell, Ray Ervin and S. K. Lineberger Jr. (each 5% before, none after) to Ralph Clay Price (none before, 70% after). Consideration \$145,000. Ann. Oct. 14.

**WCPO-AM-FM Cincinnati**—Seeks assignment of license from Scripps-Howard Broadcasting Co. to Dena Pictures Inc. and Alexander Broadcasting Co., a joint venture, db/as Seattle, Portland and Spokane Radio. Seattle, Portland, and Spokane Radio is licensee of KJR Seattle, KXL-AM-FM Portland, Ore., KNEW Spokane, Wash., KCKN-AM-FM Kansas City, Kan. Consideration \$440,000. Ann. Oct. 18.

**WVNO-FM Mansfield, Ohio**—Seeks voluntary acquisition of positive control of licensee corporation, Johnny Applesseed Broadcasting Co., by Charles J. Hire (42%

before, 68% after) through stock purchase from Harry C. Hire (27% before, 0.5% after), and issuance of stock by licensee corporation. Consideration: \$2,800 from Charles J. to Harry C. Hire; liquidation of \$7,800 debt to Charles J. Hire by issuance of 39 stock shares. Ann. Oct. 14.

**WNET(TV)** Providence, R. I.—Seeks acquisition of positive control of permittee corporation, Channel 16 of Rhode Island Inc., by Harold C. Arcaro (30.66% before, 61.33% after) through stock purchase from John M. Dunne (30.66% before, none after). Consideration \$1,000. Ann. Oct. 14.

**WFLT(FM)** Franklin, Tenn.—Seeks assignment of license from Robert E. Sewell and William C. Montgomery (each 50% before) to Robert E. Sewell (100% after). Consideration \$13,500. Ann. Oct. 14.

**WCAS(FM) and WTVK(TV)** Knoxville, Tenn.—Seeks acquisition of positive control of licensee corporation. South Central Broadcasting Corp., by John A. Englebrecht (39.6%) and Bettie G. Englebrecht (0.5% before, 20% after) as a family group through purchase of stock from Leighman D. Groves (19.8% before, 0.3% after). Consideration \$43,875. Ann. Oct. 13.

**KMSC Clear Lake City, Tex.**—Seeks voluntary assignment of license from Edgar B. Taylor tr/as Taylor Broadcasting Co. to Taylor Broadcasting Co., and transfer of control of licensee corporation. Taylor Broadcasting Co., from Edgar B. Taylor (100% before, none after) to George V. Lister Jr. (45%), John A. Powers (35%), and law partnership of Saccomanno, Clegg, Martin and Pinedo (20%). Consideration stock transfer and liquidation of debts incurred by Taylor. Ann. Oct. 18.

#### Hearing cases

##### INITIAL DECISIONS

■ Commission gives notice that Aug. 27 initial decision which looked toward granting application of Upper Michigan Broadcasting Co. for license to operate WHDF Houghton, Mich., on 1400 kc, 250 w, became effective October 18 pursuant to Section 1.276 of the rules. Action Oct. 20.

■ Hearing Examiner Charles J. Frederick issued supplemental initial decision looking toward (1) granting application of La Fiesta Broadcasting Co. for new AM to operate on 1420 kc, 500 w, D, in Lubbock, Tex. and (2) denying the application of Mid-Cities Broadcasting Corp. seeking a new station on same facilities in Lubbock. (Initial decision of April 19, 1963 looked toward granting Mid-Cities and denying La Fiesta application. On Dec. 13, 1963, review board remanded proceeding to examiner for further hearing on added issues concerning program services proposed by applicants.) Action Oct. 20.

■ Hearing Examiner James D. Cunningham issued initial decision looking toward denying for failure to prosecute application of Twelve Seventy Inc. for renewal of license of WTID Newport News, Va. Action Oct. 19.

##### OTHER ACTIONS

■ By order commission granted petition by Birmingham Television Corp. permittee of WBMG(TV) Channel 42, Birmingham, Ala., and stayed effectiveness of August 27 Initial Decision which looked toward granting application of Chapman Radio and Television Co. for new TV to operate on Channel 21 in Homewood, Ala. Stay is until 15 days after commission action on Birmingham's petition for acceptance of its application for modification of permit to specify operation on Channel 21 in lieu of Channel 42, for reconsideration of action with respect to Channel 21 in Birmingham, and for issuance of show cause order directing WMBG to operate on Channel 21. Action Oct. 15.

■ By memorandum opinion and order commission denied petition by O'Connor Broadcasting Corp. for waiver of overlap rules with respect to its application to increase power of its daytime AM KTXO Sherman, Tex. (1500 kc) from 250 w to 1 kw, but granted another O'Connor petition to extent of setting aside July 2 grant of renewal of license of KPLT Paris, Tex., pending further proceedings. KTXO application, which was accepted for filing, proposes prohibited overlap with KPLT. Action Oct. 14.

■ By memorandum opinion and order commission granted license to Voice of Charlotte Broadcasting Co. to cover construction permit for AM WRPL Charlotte, N. C. Although finding no evidence of intention to deceive commission, repetition of applicant's failure to disclose program changes would raise doubts concerning its candor and responsibility, and its conduct will be scrutinized during license term. Pleading by Charlotte Radio and Television

Corp., licensee of WGIV Charlotte, was granted to extent indicated and denied in other respects. WRPL's license was granted on Aug. 19, 1964, but, because of questions raised by WGIV, was set aside following Sept. 18 pending further consideration. Commissioners Loevinger and Wadsworth concurred; Commissioner Cox dissented. Action Oct. 14.

■ Granted request by Pioneer Broadcasting Co. (KONI), Spanish Fork, Utah, to withdraw its application for review of review board's Aug. 23 decision which granted application of Mid-Utah Broadcasting Co. to increase daytime power of KEYV Provo, Utah, from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, with conditions; and made board's decision effective. Action Oct. 13.

■ On request by Edwin R. Fischer, continued oral argument from Oct. 14 to Dec. 9 in proceeding on his application for new AM in Newport News, Va., and application of The Tidewater Broadcasting Co. Inc. for new AM in Smithfield, Va. Action Oct. 13.

■ By memorandum opinion and order commission granted petition by Elfred Beck for reconsideration of June 17 Order which denied his application for additional time to complete construction of UHF TV KCEB in Tulsa, Okla., to extend of holding application in abeyance for six months, provided permittee within 60 days submits to commission (a) date, in no event more than 6 months from release of this order, by which he will complete construction and resume operation of station, or (b) date, to be not more than 120 days hence, by which he will file application for assignment of permit to assignee who, if application is approved by commission, will begin operation of KCEB within 6 months thereafter. Should Beck fail to do so, June 17 denial of additional time would become effective 61 days after release of this order. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Wadsworth not participating. Action Oct. 13.

■ By memorandum opinion and order commission denied motion by Six Nations Television Corp. to enlarge issues in Syracuse, N. Y., TV Channel 9 reopened proceeding. Commissioners Cox and Wadsworth not participating. Action Oct. 13.

■ By memorandum opinion and order commission (1) denied petition by Horace C. Boren (KMUS), Muskogee, Okla., for reconsideration of hearing order so as to enlarge issues in proceeding on application of Oklahoma Press Publishing Co. to increase daytime power of KBIX Muskogee, on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; (2) dismissed as moot motion by KBIX to strike Boren's reply to opposition to his petition, and (3) on own motion, ordered that any grant of KBIX application shall, in addition to previously imposed conditions, be subject to permittee installing any necessary additional filter circuits, and submit acceptable proof that, in accordance with Sect. 73.46(c) of rules, all emissions, including cross-modulation products, outside authorized channel have been suppressed to acceptable degree. Action Oct. 13.

■ By memorandum opinion and order in Doc. 16001-3, commission, on joint petition, reinstated grant of CP to Television Broadcasters Inc. to move trans. of KBMT Beaumont, Tex., to new site, increase ant. height to 1,000 feet, decrease vis. power to 219 kw, and make other changes, subject to conditions stipulated in order released May 10; also granted applications for renewal of licenses of KBMT and Texas Goldcoast Television Inc. (KPAC-TV) Port Arthur, Tex. Commissioner Cox concurred and issued statement. Action Sept. 8.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

■ Commission, by its review board, on Oct. 20, granted request by Superior Broadcasting Corp. to extend time to Oct. 22 to file responsive pleadings to Broadcast Bureau's appeal from presiding officer's memorandum opinion and order granting leave to amend in proceeding on its application for new TV station to operate on Channel 61 in Cleveland, Ohio.

■ Granted joint petition by Southeastern Broadcasting Co. Inc., and Sam H. Beard for approval of agreement whereby latter would withdraw his application in return for \$1,484 expenses incurred in connection with prosecution of his application; dismissed Beard's application for new FM in Clanton, Ala.; and granted Southeastern's application to change operation of WKLF-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 21

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,011	27	67	358
FM	1,344	50	202	244
TV	560 <sup>1</sup>	33	95	144

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 21

	VHF <sup>2</sup>	UHF	TV
Commercial	512 <sup>2</sup>	178	690
Noncommercial	66	62	128

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	558 <sup>1</sup>
CP's on air (new stations)	26	37	33
CP's not on air (new stations)	68	212	96
Total authorized stations	4,100	1,583	690
Applications for new stations (not in hearing)	257	186	75
Applications for new stations (in hearing)	79	49	57
Total applications for new stations	336	235	132
Applications for major changes (not in hearing)	198	47	32
Applications for major changes (in hearing)	35	2	8
Total applications for major changes	233	49	40
Licenses deleted	0	0	3
CP's deleted	0	0	4

<sup>1</sup> Does not include three licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

FM Clanton from Channel 265 (100.9 mc) to Channel 249 (97.7 mc). Member Nelson absent. Action Oct. 14.

■ Denied petition and motion by Twelve Seventy Inc., by its Trustee in Bankruptcy, to change hearing issues and for leave to argue same orally, in proceeding on application for renewal of license of WTID Newport News, Va. Member Nelson absent. Action Oct. 14.

■ Denied motion by Middle Tennessee Enterprises Inc., for postponement of Oct. 19 oral argument in proceeding on its application and that of Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn. Action Oct. 14.

■ In proceeding on applications of United Broadcasting Co. for renewal of license of WOOK Washington and Bowie Broadcasting Corp. for new AM in Bowie, Md., granted petition by United Broadcasting to further extend time to Oct. 27 to file reply to comment by Broadcast Bureau and opposition of Bowie to petitioner's request for enlargement of issues. Member Nelson not participating. Action Oct. 13.

■ In Cleveland, TV Channel 19 proceeding, granted request by Community Telecasters of Cleveland Inc. to further extend time to Oct. 19 to file responses to petition by Broadcast Bureau to reopen record and enlarge issues. Action Oct. 13.

■ In proceeding on applications of WHAS Inc. and Fidelity Radio Inc., for new FM's in Louisville, Ky., denied latter's request for stay of hearing examiner's Oct. 1 ruling that petitioner produce certain documents by Oct. 11. Action Oct. 12.

■ In Rochester, N. Y., TV Channel 13 proceeding, (1) denied motion by Federal Broadcasting System Inc. to extent that it requests extension of time to Nov. 15 to file responsive pleadings to (a) joint request by Rochester Area Educational Television Association Inc., Flower City Television Corp., Genesee Valley Television Co. Inc. and Community Broadcasting Inc. for approval of agreement for withdrawal of RAETA application; and (b) joint request by Flower City Television Corp., Genesee Valley Television Co. and Community Broadcasting Inc. for approval of agreement, for withdrawal of Flower and Genesee applications and amendment of Community application; and (2) granted motion by Broadcast Bureau to extent of extending

time to Oct. 21 to file responsive pleadings to these joint requests. Member Nelson not participating. Action Oct. 12.

## ACTIONS ON MOTIONS By Commission

■ Commission on Oct. 18, granted joint request by Palmer Broadcasting Co. and Black Hawk Broadcasting Co. to extent of further extending time from Oct. 18 to Nov. 1 to file comments and from Nov. 2 to Nov. 15 for replies in FM rulemaking proposal involving Oskaloosa, Ottumwa, and other communities in Iowa.

■ Commission on Oct. 14, granted requests by broadcast equipment section of the Electronic Industries Association and by National Association of Broadcast Employees and Technicians, AFL-CIO to extent of extending time from Oct. 22 to Jan. 17, 1966 to file comments and from Nov. 5 to Feb. 1, 1966 for replies in matter of amendment of Part 73 of rules with respect to remote control operation of VHF broadcast stations.

■ By memorandum opinion and order commission denied request for waiver of Sect. 73.24(b) of rules and returned as unacceptable for filing application of Por Favor Inc. to increase hours of operation of KUKA San Antonio, Tex., on 1250 kc from day to unlimited time, with 500 w-N, DA-N, continued operation with 1 kw-day. Action Oct. 13.

■ Commission denied request for waiver of Sect. 73.37 of rules and returned as unacceptable for filing application of The Farmville Broadcasting Co. to increase power of WFAG Farmville, N. C., on 1250 kc, D, from 500 w to 1 kw. Action Oct. 13.

WVOZ Carolina, P. R.—Granted increase in daytime power on 1400 kc from 250 w to 500 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action Oct. 13.

WCNW Hamilton, Ohio—Granted increased power on 1560 kc, D, from 1 kw to 5 kw, 1 kw-CH, change from DA to DA-2, and change designation of station to Fairfield (no change in trans. site); conditions include no presunrise operation with daytime facilities pending decision in Doc. 14419. Action Oct. 13.

■ Commission on Oct. 13 granted motion by Federal Communication Bar Association to further extend time from Oct. 14 to Nov. 15 to file comments and from Oct. 29

to Nov. 30 for replies in matter of amendment of Parts 1, 17 and 73 of rules to provide for establishment and use of ant. farm areas. Action Oct. 12.

## By Office of Opinions and Review

■ Granted petition by WMOZ Inc. and Edwin H. Estes to extend time to Nov. 24 to file exceptions to initial report and recommendation of hearing examiner involving denial of application for renewal of license of WMOZ Mobile, Ala., and revocation of license for WFFA Pensacola, Fla. Action Oct. 15.

■ Granted petition and supplement by Midwest Television Inc. to extend time to Oct. 22 to file application for review of review board's Oct. 7 action which (1) denied Midwest's motion for modification of issues in proceeding on its application for new UHF TV on Channel 49 in Springfield, Ill. to include overlap waiver clause, and (2) on own motion, revised issue to include determination as to whether applicant proposes primarily satellite operation with-in meaning of Note 4 to Sect. 73.636 and whether satellite form of operation would be in public interest. Action Oct. 18.

## By Chief Hearing Examiner James D. Cunningham

■ Amended Oct. 7 order to provide for commencement of hearing on Dec. 1 in Vancouver, Wash., in lieu of Nov. 17 in proceeding on cease and desist order to be directed against Star Broadcasting Inc. (KISN), Vancouver. Action Oct. 14.

■ Granted motion by Plains Television Corp. and continued further hearing from Oct. 20 to Nov. 2 on application of Midwest Television Inc. for new TV to operate on Channel 49 in Springfield, Ill. Action Oct. 13.

■ Designated Examiner Basil P. Cooper to preside at hearings in proceeding on applications of Tri-State Television Translators Inc., for 7 new VHF TV translator stations to serve Cumberland, Md.; scheduled prehearing conference for Oct. 28 in Washington and hearing for Nov. 15 in Cumberland. Action Oct. 13.

■ Corrected in various respects transcript of proceeding on application of Twelve Seventy Inc., for renewal of license of WTTD Newport News, Va. Action Oct. 12.

■ Pursuant to joint proposal and agreement submitted by all parties at Oct. 12 conference, rescheduled Oct. 20 hearing for Dec. 6 in proceeding on AM application of West Central Ohio Broadcasters Inc., Xenia, Ohio. Action Oct. 12.

## By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Co. Inc. (KMMJ), Grand Island, Neb., in Doc. 15812-3, granted request by Columbia Broadcasting System Inc. to continue Oct. 25 date for exchange of rebuttal exhibits to Nov. 19 and schedule hearing for Dec. 6 on rebuttal testimony; evidentiary hearing will begin as scheduled on Oct. 25. Action Oct. 19.

## By Hearing Examiner Thomas H. Donahue

■ Continued to date to be determined later hearing in proceeding on applications of Campbell and Sheftall and Fort Campbell Broadcasting Co. for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively. Action Oct. 19.

■ Granted request by Clay County Broadcasting Co. and continued hearing from Oct. 20 to Nov. 8 in proceeding on its application and Wilderness Radio Broadcasting Co. for new FM's in Manchester, Ky. Action Oct. 13.

## By Hearing Examiner Charles J. Frederick

■ On own motion, continued Oct. 12 hearing to date to be set by subsequent order in proceeding on AM application of Triple C Broadcasting Corp. Thomasville, Ga. Action Oct. 12.

## By Hearing Examiner Millard F. French

■ Granted request by the Broadcast Bureau to extend time to Oct. 26 to file its comments on petitions by Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for leave to amend their respective applications for new TV's to operate on Channel 45 in Baltimore. Action Oct. 18.

■ To formalize agreements reached and rulings made at Oct. 12 conference, scheduled certain procedural dates and hearing for Nov. 23 in proceeding on FM application of Boca Broadcasters, Inc., Pompano Beach, Fla. Action Oct. 12.

(Continued on page 99)

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- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Manager for FM station in large Carolina growth market. Right man must be top salesman. Excellent financial arrangement. Box K-202, BROADCASTING.

Partner-manager with Philadelphia sales experience and \$15,000 to invest in suburban station. Box K-224, BROADCASTING.

Manager; city under 50,000 Leader with record of successful employment and fine credit and personal references. General participation in profits. Box K-240, BROADCASTING

Top notch sales-station manager take full charge excellent Pennsylvania medium market station. Local radio sales background essential. Aggressive, married, age 30-40. Unlimited opportunity with substantial expanding group. Salary to \$10,000 plus strong incentive. Complete resume with photo, past earnings to Box K-256, BROADCASTING.

We will need an experienced manager to build and start our new daytime station. Variety programing. Resort area. Salary open. Send resume to Jim Hayes, Drawer D. Cadiz, Kentucky.

### Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Salesman wanted. The man we're looking for is a lousy announcer; doesn't have a 1st or even a 3rd ticket; can't run a board; can't write copy. We have other people to do these things. We want a salesman who can only sell—but boy, can he sell. Write Box K-257, BROADCASTING.

Northern Minnesota—station needs experienced broadcaster with sales background. Must be able to follow orders and have desire to work. Unlimited opportunity for right man. Fortune hunters need not apply. Box K-259, BROADCASTING.

Enterprising man to sell for a N.Y.C. quality music FM station. liberal commission. Write Box K-267, BROADCASTING.

Radio Station in New Orleans is seeking skilled and experienced radio time salesman. Station has a top notch customer list and a well authenticated presentation story for advertisers. You will start with a base salary guaranteed of \$9,000 and an incentive bonus plan that will enable you to learn much more. You must have had a tested and proven career in sales and your record should show that you have had some continuity of employment with stations you were with. Write giving full details of your education background and sales experience. Box K-280, BROADCASTING.

Wanted: FM salesman for midwest market. Old station in prosperous community. Will pay substantial commissions. Needs ability to create features. Box K-291, BROADCASTING.

Immediate—Two hard driving experienced salesmen for virgin market. Forward complete work history, references, salary requirements. WJRC Joliet, Illinois.

Experienced salesman to handle local/national accounts. AM-FM adult format offers lucrative future in exploding market. State Capitol, Big Ten University. Draw against commission. Write Sales Manager, WVIC, 933 E. Grand River; East Lansing, Michigan.

## Sales—(Cont'd)

Houston area 1000 watt fulltime radio station needs high class ambitious salesman with a proven sales record. Please write giving full details as to experience; size of family; salary requirements listing also your overall broadcasting abilities. Write to John M. Camp, P.O. Box 968, Wheaton, Illinois.

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months. 200,000 market. We've got the product and incentive—do you have the ability. Call: James Austin, Charleston, W. Va., 304-343-4556.

WANTED: Salesman for number two rated station in a market of 300,000—excellent opportunity and chance to advance with a growing chain of stations. Salary commensurate with ability. Auto expense, life and hospitalization insurance. Between the ages of 21 and 35 years, married or single. Send resume and experience to Sales Manager, P.O. Box 3253, Albuquerque, New Mexico.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

Professional radio salesman for large corporation owned Connecticut station. Excellent potential for hard worker. Mr. Hearn 203-777-3611.

Chicago based company wants ex announcers, radio time salesmen or men interested in selling radio time for us by telephone. Work in our Chicago office or travel five days a week with all expenses paid within 300 miles of Chicago. Good opportunity for advancement as we represent 43 of the best mid-west AM radio stations. We sell on the telephone exclusively with our own proven success formula. Many repeat sales. We will train you to sell our proven way. Exceptionally high earnings for hard workers. Call Paul Foster . . . Area code 312-743-5056 or write Radio Sales, 2705 W. Howard Street, Chicago. Clip this ad. You may want to call later.

### Help Wanted—Announcers

Leading adult station in top Michigan market is seeking experienced announcer-dj—strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

Announcer, newsmen for good music midwest NBC affiliate. Send tape, resume and photo to Box K-96, BROADCASTING.

Announcer-chief engineer. \$125 starting weekly to qualified, permanent man. 1 kilowatt fulltime, easy listening. Pleasant living in beautiful Shenandoah Valley of Virginia. Established station. Excellent opportunity for salary and executive growth. Tape, resume picture. References exchanged. Box K-183, BROADCASTING.

Wanted . . . Expanding our station. need 2 experienced directors, 3 booth announcers, experienced newsmen, experienced weatherman, 3 first class engineers, no experience necessary. Send all details first letter. Good working conditions, ABC southeastern affiliate. Box K-277, BROADCASTING, or phone 919-637-2111. No collect calls please.

Wanted . . . 5 experienced announcers, changing our format to middle of road music with some top 40 included. Must be able to work tight board. Give all details in first letter and salary expected. No drifters, drunks or prima donnas need to apply. Box K-278, BROADCASTING or Phone 919-438-7136. No collect calls please.

Progressive group operation in Southeast needs a qualified play-by-play sports announcer. Salary open. Box K-305, BROADCASTING.

## Announcers—(cont'd)

Los Angeles metro area. good music station looking for professional personalities and newsmen. You need not apply if you have less than 5 years of experience, are not an original, deep voice personality capable of handling any phase of broadcasting including sports. We are looking for top people to compete in the toughest radio market in the world, must have first ticket, no maintenance. An AFTRA station. Five day, 40 hour week. Send tape and resume. References will be thoroughly checked. No tapes returned. Box K-307, BROADCASTING.

Play-by-play announcer with some interest in sales. Contact Bill Elliott, KATE, Albert Lea, Minnesota.

Announcer wanted: Will accept beginner. Write KNIM, Maryville, Missouri.

Still need 2 more staff announcers for new 50,000 watt radio station, starting soon. Send tape, snapshot, salary & full details by airmail to Manager, KSWs RADIO, Roswell, New Mexico.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

Top Pulse and Hooperated station wants wide-awake-swing-shifter, start \$70-\$80. Fine equipment and environment. Tapes, photos returned. WBBQ, Box 1443, Augusta, Ga. 30903.

Michigan station—immediate opening for experienced announcer. Adult format. Good working conditions. Send tape, resume and photo to Leo Jylha, WBCM, Bay City, Michigan.

Announcer with endorsed third ticket needed at two of our stations now. Contact Bill Nungesser, WCHO, Washington Court House, Ohio.

Immediate opening for morning man capable on news, sports and announcing. Permanent position. Send tape & resume, WDDY, Gloucester, Va.

Northern Virginia's number 1 adult station (vicinity—Wash., D.C.) seeks two first phone, experienced newsmen/announcers immediately. Prestige operation moving into new facility, expanding staff. Contact: Jules Henry, WEEL, Fairfax, Va., phone 703-273-4000.

Morning dj-afternoon newsmen. Experienced Contact Rick Rawlins, WFTN, Findley, Ohio.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gaithersburg, 301-948-9400.

Downstate Illinois kilowatt, in modern, prosperous city has desirable opening for showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively, friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for a top notch man. Write WKAN, Kankakee, Illinois, with details of experience, references, tape.

Immediate opening for announcer/salesman in small, "good music" station in mid-Florida. No rockers or prima donnas. Send resume, tape, photo, credit and character references, to Radio Station WLCO, Post Office Drawer AX, Eustis, Florida.

Experienced announcer with 1st phone. Mature man wanted with ability to read news intelligently, handle board competently and deliver commercials with sincerity. No children need apply. Audition tape, complete resume, character and credit references required. WMTX, Mt. Vernon, Ill. 618-242-3500.

## Announcers—(cont'd)

First ticket announcer. Suburban Washington—going 5-kw. Excellent conditions. Send tape, resume—WPRW, Manassas, Va.

Announcer-salesman needed now. Small daytime station—bright standard format. Way down in southern Maryland. Begin as morning man. Send photo, tape and resume to WPTX, Lexington Park, Maryland.

Announcer for award winning news & editorial station. Middle of the road music format. Evening shift. Must have commercial radio experience. Send air check or audition and background in first letter. No phone calls please. Manager, WRTA, Altoona, Penna.

Morning man with endorsed third ticket. by adult format station. WSR, Winter Haven, Florida.

Top 40 jocks, first phone, McLendon-Storz type experience for California powerhouse on the coast. Starting \$600 per month. Rush tape and resume. A. Schorr, 4550 Melrose, Los Angeles 90029.

Needed now! Two mature broadcasters. Copy/sales/announcing experience. Play-by-play? Small but exciting market. Great future in a great state. Best hunting and fishing in the world. Loads of hard work. \$600 month, starting. More if your worth it. Contact Warren Wiley, Box 2231, Juneau, Alaska. Air check with resume. References will be checked.

Professional Services! Taped coaching, consultation. Beginners, professionals. Publications. Hal Fisher, 678 Medford, Patchogue, New York 11772.

How anners can get more commercials: Learn new "conversational" delivery now demanded on most network TV commercials. Learn tested job-getting techniques at Charles Kebbe, TV/Radio commercial workshop. Basic course, if you're new, 10 lessons. Advanced course if pro; or private coaching. Your chance for more money in freelance commercial TV. Call or write: Charles Kebbe, PL 3-2164, 18 E. 60th St., N. Y. C.

## Technical

Chief engineer for San Francisco FM stereo station, equipped with Ampex recorders and Collins transmitter. Must be expert in field of audio & RF. References. Box K-155, BROADCASTING.

Chief engineer-announcer. \$125 starting weekly to qualified, permanent man. 1 kilowatt fulltime, easy listening. Pleasant living in beautiful Shenandoah Valley of Virginia. Established station. Excellent opportunity for salary and executive growth. Tape, resume, picture. References exchanged. Box K-184, BROADCASTING.

Chief engineer for good AM middle Atlantic States pleasant medium market. Capable full maintenance. Few hours relief announcing. Married, stable. Good future expanding chain. Start \$450-\$500 month. Complete resume. Box K-323, BROADCASTING.

Experienced first phone engineer-announcer. Send tape and resume to KLIZ radio, Brainerd, Minnesota.

Applications are being received by radio station KMPL, Sikeston, Missouri for the position of Chief Engineer. KMPL is 5,000 watts day, 500 watts night, DA-3. Directional experience is thus required. This is a new installation with the finest equipment. Family men desiring excellent location with fine working conditions preferred. This is a full time position with no announcing duties. Send references and resume to Manager.

First phone no announcing. Opportunity for growth. WQAL-FM, Phila., Pa. 19118.

Permanent immediate opening for experienced third phone board operators. WSB, 312-MO 6-9060, Chicago, Illinois.

First class engineer for area AM. P.O. Box 8734, Philadelphia, Pa. 19101.

Engineer beginner-FM transmitter & board shift. No announcing. Third or first phone license. Contact Leo Jylha, WBCM-FM, Bay City, Michigan.

## Technical—(Cont'd)

Are you ambitious, sober, industrious, neat and a self starter? Do you get along well with people? Do you have a 1st phone and the technical knowhow to back it up? Would you enjoy working in a modern, completely equipped workshop with up to date equipment? Are you interested in assuming the responsibility and work involved in becoming chief engineer of a modern AM radio station (soon to go FM) with 3 mobile units and four business radios to service? If you can honestly answer yes to the above we'd like to talk to you . . . Especially so, if you are versatile enough to offer the bonus of a good air voice. If You're our man; you'll work with a pleasant, friendly staff of 13 other dedicated radio people in a beautiful community on the shores of Lake Michigan. You'll be paid \$550 monthly plus fringe benefits and you'll earn every penny of it. (We're more interested in you, your attitude and your basic knowhow than in your experience. If you apply we'll check you out thoroughly except for your present employer if you so indicate.) Still interested? Send complete resume, references and tape (if available) to Jack Severson, WCUB Radio, Manitowoc, Wisconsin 54221.

Immediate opening for engineer. WQMR/WGAY-FM, located in suburban Maryland, needs a Chief engineer. This beautiful music radio station is shortly moving into complete new quarters with new transmitting equipment and control equipment. An experienced Chief engineer to help us with this move and then to stay with us in a career position is needed immediately. We offer excellent working conditions, good salary, insurance and hospitalization, and a secure future plus a challenging, interesting job in the field of radio broadcast engineering. Call, write or wire Ed Winton, Pres. & Gen. Mgr., WQMR/WGAY, 11306 Kemp Mill Road, Silver Spring, Md. WH 6-1050.

## News

News director reporter needed in a medium size market at a number one news operation. Must be capable of first class radio broadcasting and interviewing for news. Box K-222, BROADCASTING.

News director, with mature, authoritative delivery for 5,000 watt fulltime eastern station. Dig, write and deliver local news. Fine area, with established stringer system. Fully equipped operation. Excellent salary and liberal fringe benefits. Box K-238, BROADCASTING.

Wanted at once: Aggressive, fast-paced, authoritative radio newsmen to take over night editor's spot at leading news station in major Texas market. Salary open. Box K-282, BROADCASTING.

News director—experienced man to set up news department for local and regional coverage. Salary open. Box K-306, BROADCASTING.

Immediate need for News editor. Write or phone: Manager, KWTO, 1121 S. Glenstone, Springfield, Missouri. Phone 417- UN 2-4422.

Newsman wanted for award-winning, news-minded, mid-west station. Prefer experienced writer and airman. Apply at once to Dave Hunter, News Director, WKHM, 441 Wildwood, Jackson, Michigan.

## Production—Programing, Others

24 hour, top 40 station needs top production man with management potential. Also need top 40 announcer. Will take with or without experience if voice is good enough. Box K-40, BROADCASTING.

Ohio station needs experienced, imaginative copywriter. Must be able to create strong spec copy. Will have production library to back up ideas. Salary open. Box K-300, BROADCASTING.

New England's most powerful FM station urgently needs experienced announcer-copy writer to take over copy department. Send sample of copy, resume and audition tape to Jeff Wade, Program Director, WCME, Box 179, Brunswick, Maine.

## Production—Programing, Others

### Continued

Copywriter (female) national advertising agency. Must be volume producer of radio announcements. Write and type radio spot announcements. Free Pension plan, insurance and hospitalization. 5 days, 9 to 5. Salary based on talent and experience. Send resume, references and 3 samples of 50 word spots. John Burroughs, Suite 1620, Palmolive Bldg., 919 N. Michigan Ave., Chicago, Illinois 60611.

## RADIO

### Situations Wanted—Management

Ten years present station. Successful medium market sales manager desires managerial opportunity in Ohio-W. Va. area. Box K-192, BROADCASTING.

Business manager—controller. Sixteen years experience in AM-FM-TV station in major eastern market. Currently holding responsible position in heavy industry. Desire to return to broadcasting. Responsible-aggressive-capable. Box K-269, BROADCASTING.

Manager-sales manager. Young Pennsylvania broadcaster 12 years present employer. Strong sales and administration background. Large, medium or small markets. Will invest. Box K-271, BROADCASTING.

General manager strong on sales. will double your billing in short time with just hard work and know how. Highest references. Box K-317, BROADCASTING.

## Sales

Sales manager with announcing and play-by-play experience. Excellent background. Employed Southeast. Box K-197, BROADCASTING.

## Announcers

Top 15 major market swinger, 1st phone, sharp production, seeks relocation, married, no prima donna. Box K-65, BROADCASTING.

Turn your nighttime into \$\$\$! Red hot telephone talker wants right station and market. Especially interested wide coverage pop music station. Box K-177, BROADCASTING.

Dramatic-reader—wants announcer—news-caster—or music-caster—tight board. Third class with. Box K-230, BROADCASTING.

Announcer. dj, experienced, authoritative newscaster, air personality, dependable, personable, not a prima donna, married. Box K-254, BROADCASTING.

Announcer. DJ. College. radio school graduate, military obligation completed. Some experience with net station, copy and production. 3rd-endorsement. Hard worker, stable, dependable. Box K-264, BROADCASTING.

Well rounded dee jay-announcer—experienced, authoritative newscaster. Not a floater or prima donna. Box K-268, BROADCASTING.

Top 40 dj, announcer, all around experience, single, will relocate. Box K-272, BROADCASTING.

Negro lady dj/announcer; graduate of top New York announcing school. Seeks position with R&B station. Third-endorsement. Will relocate. Box K-273, BROADCASTING.

Controversial telephone show moderator. 3 years experience discussing all topics seeks opportunity to make your station most talked about. Also 10 years experience as disc jockey, with hip middle road music. Box K-276, BROADCASTING.

Some experience, all types music. College. available immediately. 518- RX 2-6478 or Box K-279, BROADCASTING.

Disc jockey announcer experienced tight board, authoritative news, sportscaster. Professional commercial delivery. Married. Wants to settle. Box K-281, BROADCASTING.



### Announcers—(cont'd)

Top 10 market, 50 kw first phone dj available soon. Box K-284, BROADCASTING.

More than just a good airman. Strong in sales, promotion, news and production. Young, Married, College, 4 years experience. Box 286, BROADCASTING.

DJ Announcer bright and happy. Well rounded experience and sports announcer. Married, authoritative news. Want to settle. Not floater or prima donna. Box K-287, BROADCASTING.

Strong professional radio-TV air personality—program director, first phone, desires connection with stable, but progressive, growing organization. Southwest only. Box K-289, BROADCASTING.

Stop!!! Specialist in showmanship! Past 9 yrs. 50 kw morning personality . . . Laughable, lovable guy who's heckled by "cast of characters" (own creations) . . . Professional production . . . network quality delivery . . . degree . . . 1st phone . . . family . . . know success—good salary . . . now seeking stability, too . . . major markets. Box K-292, BROADCASTING.

Licensed nut.—703-288-2835. Available Nov. 1. Box K-302, BROADCASTING.

First phone. College degree. Inexperienced announcer. "Top 40" format only. Box K-296, BROADCASTING.

Rock-jock with first phone. Fast-moving, tight show sparkling with voices and gimmicks. 15 years in top markets. Box K-297, BROADCASTING.

Announcer-newsman. Adult format only. First phone. 38, family. Box K-298, BROADCASTING.

Top 40 nite or morning show wanted. Have prod. creativity-teen appeal-voices, major market experience. Family man. All offers considered. 703-288-2835 or Box K-301, BROADCASTING.

DJ-Announcer. authoritative newscaster. Married, tight board. Want to settle. Not a prima donna or floater. Top 40 Sound. Box K-308, BROADCASTING.

Colored dj-announcer 3rd phone. Broadcast school graduate. 201-242-6311 after 6 PM. Will relocate. Box K-309, BROADCASTING.

Negro announcer-dj. 3rd FCC. Good sales. Will work small market. Box K-311, BROADCASTING.

Experienced dj-announced, newscaster. Tight board, 3rd class, family. Not a floater. Box K-312, BROADCASTING.

Announcer (mature sound, authoritative delivery). DJ potential—desires steady position with quality music and news station (preferably East). Limited experience in radio—vast experience in allied fields. Reliable, conscientious. Reason for change—deep seated interest in broadcasting. Will accept reasonable minimum. Personal interview preferred. Regardless of distance. Box K-313, BROADCASTING.

Attention west coast and Florida stations. Adult, personality dj looking. 14 years experience includes telephone-talk and production. Box K-316, BROADCASTING.

Country D.J. needs job. Third class (endorsement). For tape, picture, Box K-326, BROADCASTING.

Top 40 dj, bright, young, experienced million plus market, excellent ratings. 716-652-3112.

1st phone—young top 40 rock jock. Mature voice, 1 year experience in southern California. John Bruce Thoen, 1577 Pine, Long Beach, California.

Top C&W announcer. Excellent news, voice, production, copywriting. Married, reliable, references. Experienced radio TV. Need \$135 week. Dennis Diamond Smith, P.O. Box 391, Dodge City, Kansas.

Female dj/announcer . . . Immediately available . . . experienced . . . news gathering . . . woman's program . . . traffic . . . sales . . . 3rd . . . dependents . . . Please write, Box 765, Gloucester, Mass.

### Announcers—(cont'd)

Two years experience, top-40 California style jock, would like to get to a swinging station. Tape's on request. Call—707-462-2607.

1st phone announcer wants job. 6 months experience. Write, phone or telegram John Cook, 376-4050, 45 South 760 East, Kaysville, Utah.

### Technical

1st phone, 2nd telegraph, advanced amateur licenses. Can adapt readily. Seeking week-end work. Transmitter or otherwise. N.Y.C., Long Island area. Box K-293, BROADCASTING.

First phone—Technical graduate eager to learn. Military obligations completed. Single. Will relocate. Box K-310, BROADCASTING.

Go anywhere for inside job. Eighteen months training. First class license. Harlan D. Schaefer, Interlochen, Michigan, phone 616-947-5444.

### News

Tired of screaming the news. I have an earnest desire to deliver the news with authority and accuracy. Five years experience. Box K-265, BROADCASTING.

Professional newsman—first phone, pilot's license, published author. Aggressive digger, impressive delivery. Box K-299, BROADCASTING.

### Production—Programing, Others

Play-by-play basketball. 12 years experience basketball, baseball, football. Available immediately. Box K-221, BROADCASTING.

No hurry, but ready . . . Production-promotion manager, currently heading up all interior operations ready for larger market. 5 years with current station. 16 years broadcasting experience. Box K-258, BROADCASTING.

Broadcaster and singer-entertainer seeks position. Will relocate. Box K-314, BROADCASTING.

Big voiced program director, production man, five years experience, management potential, looking for move up. Box K-324, BROADCASTING.

Experienced sports director, play-by-play all sports, strong in news, sales Andy Denonn, P.O. Box 867, Hurley, New Mexico, 505-537-2670.

### TELEVISION

#### Help Wanted

#### Sales

Sales-Engineer needed immediately. Knowledge of closed circuit television, vidicon cameras, video tape recordings, and systems design necessary. Salary open. Contact R. Hippler, General Television Network, Detroit, Michigan 48220 548-2500.

#### Announcers

TV announcer-copywriter needed by outstanding midwest station. Ideal working conditions, excellent benefits and security for right man. Will consider radio man ready to switch. Send full details, audio or video tape, picture, salary requirements to Box K-266, BROADCASTING.

Excellent opportunity for versatile announcer-director. Permanent job for cooperative staff announcer who is willing to work. Send tape, snapshot, salary & full details by airmail to Manager, KSWs TV, Roswell, New Mexico.

Announcers for radio-TV work at WBEN, Buffalo. Versatile personality desired. Varied opportunities. Send tape with photo and resume to Program Director, WBEN-AM-FM-TV, Buffalo, N. Y. 14207.

Announcer—Multiple ownership station seeks experienced, versatile television announcer for heavy live schedule. Compensation commensurate with experience and potential. Address resume and video tape to Program Director, WIS-TV, Columbia, South Carolina.

### Announcers—(cont'd)

Staff announcer . . . immediate opening for experienced announcer. Must be able to do on camera, weather, and commercials. Send VTR and all particulars first letter to Robert H. Krieghoff, WTOL-TV, Post Office Box 715, Toledo, Ohio.

### Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-271, BROADCASTING.

Florida VHF has openings for studio and transmitter engineers. Interested applicants should submit complete resume including salary and availability to Box K-71, BROADCASTING.

Chief engineer—experienced man needed for brand new station in top 10 market. Must be thoroughly experienced in construction, purchasing and installation of studio equipment, setting up live programs and remotes. Outstanding opportunity for someone who knows his field and wants to get in on ground floor of company that plans to expand. Salary open. Send picture and complete background information to Box K-242, BROADCASTING.

Experienced video engineer needed in closed-circuit organization and distribution system within major Chicago advertising agency utilizing commercial broadcast equipment. Primarily day work with week-ends free. Man should be willing to operate film projection equipment. Salary commensurate with background. Send resume to Box K-261, BROADCASTING.

Florida television station, going full-color, has immediate opening for first class licensed studio engineer. Only those experienced in VTR maintenance need apply. Interested applicants submit complete resume including salary and availability to Box K-327, BROADCASTING.

Position available immediately for first class engineer with TV experience. Contact Vic Bankowski, P.O. Box 19, or phone 539-5743 Huntsville, Alabama.

1st class engineer-technician for university closed circuit TV and radio. Two or three years experience with cable, VTR, and latest audio and video broadcast equipment desirable. 40 hour week; paid vacation. New installation in new building. Send resume to and/or contact: George F. Batka, Director of Radio/TV Division, Department of Speech and Dramatic Art, University of Maryland, College Park, Maryland. Phone: WA 7-3800, ext. 7555.

### NEWS

News Director—Television/radio . . . Are you an experienced News Director or working newsman with his eye and his heart set on a role in management? Our job is a challenging one in a major northeastern market. Our station is a part of one of broadcastings larger groups with a tradition for news excellence. Salary commensurate with experience. If interested send resume to Box K-263, BROADCASTING.

TV Newsman, reporter—news experience, on-the-air TV exposure necessary for job with top news department in Capital City of state. Need immediately. Contact WLBT, P.O. Box 2171, Phone 601-948-3333, Jackson, Mississippi.

### Production—Programing, Others

Program director VHF in top 10 market. Must be strong in programing ideas. Experienced in production, film buyer, budget and administration, labor and talent handling. Send detailed resume, salary requirements immediately to Box K-157, BROADCASTING.

Need combination MP cameraman and lab man in medium sized midwest station. Advise experience and salary required. Box K-200, BROADCASTING.

Freelance air-check kinescope assignments available. Need personnel, all cities. Box K-216, BROADCASTING.

## Production—Programing, Others

### Continued

Film producer, all phases production, major midwest University, college graduate, top salary, send resume. Box K-251, BROADCASTING.

TV commercial continuity writer in medium-sized midwest station. Include full details with wage required in original application. Box K-270, BROADCASTING.

Program director, midwest. Must be creative in film and TV production, resourceful, take-charge leader, college, good citizen. Send complete resume and salary requirements first letter. Excellent benefits. Box K-285, BROADCASTING.

Creative director needed for large market pioneer TV station. New building in eastern city. Must be able to use effectively all types newest production equipment. Background must justify stepping into executive producer's position. A challenging opportunity in a competitive market. Box K-288, BROADCASTING.

Director—Solid career opportunity. New England. Exciting, varied studio and remote schedule. Evening shift, chance to grow for man with 3 to 4 years experience. Speed essential in reply. Personal interview will be necessary. Box K-294, BROADCASTING.

ETV station seeking producer-director with station experience in both facets of job. Box K-295, BROADCASTING.

Program director for new station in top ten market. Challenging, creative opportunity for man experienced in production, administration, film buying and finance. Salary wide open. Send complete resume to Box K-321, BROADCASTING.

Switcher-director to handle "A" time shift. Experienced switcher-directors only. Contact Chuck Outland, KIFI-TV, Idaho Falls, Idaho.

Director—Multiple ownership station seeks experienced director to help with heavy live schedule. Good growth opportunity. Excellent employee benefits. Address resume to Program Operations Director, WIS-TV, Columbia, South Carolina.

## Situations Wanted

### Technical

Chief engineer desires position broadcast station or closed circuit television system. Reply to Box K-198, BROADCASTING.

### News

Professional news director, correspondent, reporter, writer, documentarian available. Box K-171, BROADCASTING.

Newscaster with nine years experience. Four years radio and five years television. Not a photographer. Interested only in television station with adequate news facilities in good market. Box K-255, BROADCASTING.

Sports commentator—colorful analyst, good writer with television, radio, newspaper experience who can double in news. Have interviewed top figures in sports, politics and show-biz. Box K-290, BROADCASTING.

## Production—Programing, Others

Program manager with sixteen years in broadcasting. Skilled leadership in programming, production, promotion, and public affairs. Seeking P.D.'s position. Write Box K-209, BROADCASTING.

College graduate—TV major—directing experience presently employed as cameraman, desires opportunity for more directing. Will consider floor manager, directors position. Box K-249, BROADCASTING.

Conscientious, capable man with 7 years experience in all phases television wants change. Producer director position desired. Strong production in background. Ready for big responsibility. Box K-283, BROADCASTING.

## Production—Programing, Others

### Continued

Producer-director. Presently employed. 12 years commercial—ETV, heavy producing. Desires creative position with responsibility, advancement. Married. B.A. Box K-315, BROADCASTING.

## WANTED TO BUY—Equipment

WANTED: TM 5 monitor, TK10 I.O. camera chain, turntables RCA, console board RCA. Please state age and condition of items offered. Don Martin School of Radio & TV, 1653 Cherokee, Hollywood, California. HO 2-3218.

Ampex 300 series recorders, peak limiting amplifiers, audio equalizers and disc recording equipment. P.O. Box 82, Cheyenne, Wyoming 82001.

One pan & tilt for G.E. camera; one cradle head for G.E. camera; one 10-1 studio zoom; Bolex 16 mm with zoom. KAIT-TV, Box 790, Jonesboro, Arkansas.

Used 400 foot self-supporting tower and complete UHF station package plus control and production studio equipment for AM. John Kreiger, KVET, 113 West 8th, Austin, Texas. A.C. 512-GR 8-8521.

500' Guyed tower capable of supporting top mounted UHF TV antenna in 110 mph wind. No ice. Dale Flewelling, Box 2295, Sacramento, Calif.

1000w-AM transmitter, frequency & modulation monitors, antenna tuning unit, lighting choke, remote control & studio equipment. Box K-318, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And. 440 Columbus Ave. N.Y.C.

The complete source of used radio-TV broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete, tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

Continental 1 kw UHF transmitter. Good condition. Various accessory equipment including (1) GPL switcher, (1) GE stab amplifier and power supply, (2) GPL power supplies, (3) GPL distribution amplifiers with mounts, (2) GPL 18 mm projectors. Will sell individually or in lot. Reasonably priced. Contact J. W. Robertson, Director of Engineering, Gay-Bell Stations, WLEX-TV, Lexington, Kentucky. Telephone 254-8747.

Composite 50 kw transmitter, now on 1500-kc. Class B Linear water cooled. Power requirements 230kw 480 volt 3 phase. Tube complement—final 6 F-342 in pushpull parallel drive 2 F-342 in pushpull parallel. Modulated state 2 833's. Specifications for noise, distortion and response well within FCC requirements. Available after January 1, 1966. Hubbard Broadcasting Inc., 3415 University Avenue, St. Paul, Minnesota 55114. Attn: Arthur Brown.

For sale: RCA TA-5D stab amp. Send \$150 check. Will ship crated collect. T. Dudas, Box 211, Moultrie, Georgia.

Used TV equipment, excellent condition. 500 watts peak visual, 250 watts aural, Standard Electronics type TH652, channel 6, transmitter, less harmonic and sideband filters, \$8500.00. Two HP 335E monitors, channels 18 and 29, \$1750.00 each. HP 335B FM monitor \$1200.00. VHF vestigial sideband analyzer, RCA type BW5B, \$1450.00. Caterpillar D-320 40 kw diesel generator, \$3000.00. Box K-194, BROADCASTING.

460 feet, 1 1/2 lbs coax, Andrew type #451, 51.5-ohms, good condition, assorted fittings. \$1.00 a foot. WWST, Wooster, Ohio, (216)-283-5075.

## FOR SALE—Equipment—(Cont'd)

16mm reversal film processor, \$675 plus shipping. Futura Film Service, Box 9343, Austin, Texas.

Auricon PRO-600, all accessories. Any offer over \$2,000 considered. Contact R. Ward, Jr., 312 E. Kingshighway, Shreveport, La.

FOR SALE—Channel 17, RCA UHF antenna, type 21DL. On ground ready for shipment; Two RCA TG-1A sync generators; One RCA TK-20A Iconoscope—Film camera chain with one spare tube; one RCA type WA-3A grating generator; one RCA type TP-9C film camera multiplexer; one RCA type TC-4 audio/video switcher; four RCA TA-7B stab amplifiers; three RCA TA-5 stab amplifiers; eight RCA TA-3 video distributor amplifiers; eight RCA TA-4 Pulse distributor amplifiers; two RCA type TM-6A master monitors; two RCA 13 inch console housings; one RCA WP15B power supply; one RCA MI-27132 low pass filter. Also assortment of audio amplifiers, pre-amplifiers and miscellaneous equipment. For information contact: Director of Engineering, WPHL-TV, 1230 East Mermaid Lane, Philadelphia, Penna. 19118.

RCA RT-7B cartridge tape units (2) in original cartons, never used. Our plans changed and our loss is your gain. \$500.00 each or both for \$950.00. Mercury Consulting, 7525 Gypsey Hill Road, Indianapolis, Indiana 46240.

Spotmaster 505 playback completely reconditioned including new Hysteretis synchronous motor and heads. \$250. Broadcast Products, Co., P.O. Box 324, Kensington, Md.

Ampex 300 deck, 601 with case, Gates studio-ette and 31-B consoles, Presto and Stancliff Hoffman tape recorders, Magneorder multicopying with 3 slaves, disc cutters with amplifiers, Gates remote mixer, Langevin, Collins and Western Electric limiters, Shure and 44-BX microphones. AUDIOVOX, 4310 S. W. 75 Ave., Miami, Florida.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog, Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

New program log forms—\$7.50 per 1000, 8 1/2 x 11. Sample on request. Weinstein-Gowen & Assocs., Inc., 79 Caleb Street, Portland, Maine 04102. 1-207-772-5583.

## INSTRUCTIONS

FCC first phone license Preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St. N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

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.

## INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St. Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 5, March 16. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW, Washington 1, D. C.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00. Private rooms \$10.00 per week. Class begins Nov. 16. Call or write REI, 1336 Main St., Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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. 43rd, N. Y. OX 5-9245.

Next class November 8th—F.C.C. first phone—located in the hub of Florida space industry. 6 weeks—\$345; 12 weeks—nights—\$375—lab. Orlando Technical College, 1 N. Orange, Orlando, Florida.

## RADIO—Help Wanted

### Management

## RADIO SALESMANAGER WANTED

We need an aggressive, enthusiastic and experienced salesman who can administrate and sell a \$75 rate in a major market. Good salary plus performance bonus opportunity. Send resume to:

Box K-225, Broadcasting

### Sales

## SALES MANAGER

Large, fast-growing, diversified company needs a sales manager who can head up the local sales departments for several of our stations. We would want this man to take full charge of all our local sales for radio or television. We are interested in sales managers or salesmen with proven records, only, to handle this job. Send complete details to:

Box K-304, Broadcasting

## Sales—(Cont'd)

### THREE SALES MANAGERS Calif., Ariz., Nev., Midwest—Northwest

AAA rated national radio promotional company 18 years in business looking for top man experienced in hiring and training salesmen to sell special low priced radio advertising contracts to local merchants. Drawing account against commissions \$300 weekly to start. Must have car and be free to travel. The men we are looking for must be capable of earning \$25,000 to \$35,000 yearly. The men we select will receive in-the-field training by one of our executives. Furnish complete experience resume, references with recent photo. All applications treated confidentially. Write:

John Burroughs Suite 1620  
Palmolive Bldg. 919 N. Michigan Ave.  
Chicago, Ill. 60611

### We Want A Sales Manager Looking For A Future!

We have immediate openings for four local sales managers and over all local sales manager who can lead and train a sales force by showing them how it is done. These openings are available in both radio and television. We are an AAA company operating several radio and television stations.

Please send all particulars in the first letter, including resume photograph, and salary requirements, to

Box K-303, Broadcasting

### BROADCAST EQUIPMENT SALES SPECIALIST

Live in Southern United States and sell technical equipment to AM, FM and TV stations. Must know broadcasters and have broadcasting experience. An Equal Opportunity employer. Send resume including education and experience to:

Box K-262, Broadcasting

## Help Wanted

### Technical

## ENGINEER - RADIO

New York City station needs 1st class engineer experienced in tight, fast board operation. Temporary. 4-months. Box B 1248, 125 W. 41st St., N.Y. 36.

### Situations Wanted

### Production—Programing, Others

## MUSIC DIRECTOR

Presently working in major mid-west market looking for position as Program Director in medium market or Music Director-Jock in top twenty markets. 4½ years of solid background in top forty programing. Let's talk.

Box K-275, BROADCASTING.

## TELEVISION—Help Wanted

### Technical

## New VHF Station

now in construction

in Duluth, Minnesota, has opening for engineers for installation, maintenance & operation. Contact Chief Engineer—218-727-6864.

## CHIEF ENGINEER ASSEMBLY SUPERVISOR

Unique positions with nation's only subscription television station.

ENGINEER must be experienced administrator to assume responsibility for over-all technical operation of station.

SUPERVISOR, skilled technician, to take charge of all decoder assembly and repair, supervise expanding staff.

Both Positions Management Oriented.

Good salaries, paid vacations and holidays and group insurance. Reply:

Box K-319, BROADCASTING.

## Situations Wanted—NEWS

## WNEW's LOSS COULD BE YOUR GAIN

Caught in an economic squeeze, four seasoned newsmen who helped build an award-winning news operation, have been laid off and are available immediately.

Edmund Scott 201-664-8131  
Loren Craft 914-GR8-3123

Robin Turkel 212-F18-0164  
Marvin Scott 212-LU7-4145

Call or Write

Box K-328, Broadcasting

**TELEVISION—Help Wanted**

**Technical—(Cont'd)**

**CATV and MICROWAVE ENGINEER**

GROUP OWNER needs ENGINEER experienced in or capable of rapidly learning all phases of DESIGN - PLANNING - INSTALLATION and MAINTENANCE of CATV SYSTEMS and MICROWAVE. Rocky Mtn. Area. Salary \$10,000 - \$15,000 according to ability and experience. Send complete resume and photo first reply.

Box K-325, Broadcasting

**News**

**ATTENTION RTNDA CONVENTION TV AUDITIONS**

for professional broadcast journalists and sportscasters with personality and authority will be conducted during RTNDA sessions in St. Petersburg.

For confidential appointment, contact:

**GENE STRUL**

**NEWS DIRECTOR**

**WCKT-TV, Broadcast Key,**

**Miami, Fla., or phone PL 1-6692**

DEADLINE for response Tuesday, Oct. 19.

**Production—Programing, Others**

**SPORTS ANNOUNCER WANTED**

Top rated TV news-weather station in a major league baseball and football market looking for second on-the-air television sports announcer. Send picture, tape and resume to:

Box K-322, Broadcasting

**Situation Wanted—Sales**

**TV SALES MANAGER**

Available immediately due to station sale. Top sales position of TV sales with opportunity to advance. 17 years experience. Strong on both local and national sales. Top references.

Box K-320, Broadcasting

**BUSINESS OPPORTUNITIES**

**UNUSUAL OPPORTUNITY**

West Coast Corporation recently reorganized that can withstand rigid financial examination is offering on a no-franchise fee basis exclusive distributorships. This is a product in demand by every home owner and every business and is currently being used by such national organizations as Sears Roebuck and Co., Holiday Inn Motels and various branches of the armed forces. Product 100% guaranteed; investment from \$600 to \$14,000. Investment guaranteed with 100% markup. Manufacturer has proven method of distribution advertising and merchandising. A factory representative will assist you in setting up your business. For complete details and descriptive literature write:

National Chem-Plastics Corp.  
1550 Page Industrial Blvd.  
St. Louis, Missouri 63132 or  
call collect: Robert T. Adams  
at HA 6-7242, Area code 314.

**WANTED — \$30,000.00**

Handsome Profit Assured  
Substantial Collateral.

Box K-274, BROADCASTING

**MISCELLANEOUS**

We could make such beautiful MONEY together. . .

. . . If yours is NOT one of the more than 300 radio stations in all 50 states who are paying 98¢ per week apiece for "PROGRAMETTES" (their cash registers already are ringing merrily) . . . if you want to build a PROGRAM-audience for ANNOUNCEMENT-clients . . . if the cost of one hour's work per week by your lowest salaried employee is worth seven features weekly (49 items) in script form:

1. "Today's Curious Fact"
2. "The History of Customs"
3. "Today's Famous First"
4. "Why Do We Say. . .?"
5. "Today's Note on a Notable"
6. "The Oddity of Words"
7. "Today's Time Capsule"

. . . If you'll SING OUT! Contact Peg MacKenzie or Vic Campbell for samples and market availability.

**MacKENZIE-CAMPBELL ASSOCIATES**

111 Boyd Drive, Annapolis, Md.  
Tel. (301) 263-5880

No Collect calls, Please,  
at these prices.

**EMPLOYMENT SERVICE**



**PLACEMENTS**

Stations and Applicants use our service with confidence  
1615 California St., (303) 292-3730  
Denver, Colorado 80202

**EMPLOYMENT SERVICE**

**Continued**



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**MOVE UP!**

to a better, higher paying position in Radio or TV. Immediate openings nationwide for qualified and dependable Announcers—Newsmen — Salesmen — Disc Jockeys — Engineers — Copywriters — Many openings — Large Markets. No fee until placed. Write, wire, or phone for application now.

**NATIONWIDE BROADCAST SERVICES**  
Chicago: 645 N. Michigan Ave., Blair Bldg.  
Denver: 925 Federal Blvd.

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EARN MORE**

*Television Camera Operation,  
Production & Directing*

**DON MARTIN SCHOOL  
OF RADIO & TV**

1653 N. Cherokee HO 2-3218  
Hollywood, Calif. 90028

**FOR SALE—Stations**

**FOR SALE:**

Southwest single station market. Profitable operation for many years. Will sell at about five times annual cash flow. Excellent growth and development opportunities.

Southwest major market over 100,000 population. Best facility in market. Excellent earnings; station and market showing constant increase for 10 years. Price \$450,000.

Red River Broadcasting Company  
16 Texoma Terrace, Denison, Texas  
214 HO 5-6603

**FOR SALE . . . .**

Established, powerful AM station in southwest growth market. Owner planning to leave area; wants to communicate with interested parties financially qualified to discuss \$350,000.00 opportunity. Write

**Box K-260, BROADCASTING**  
for complete details.

EAST . . . . CATV . . . . 4,000 connection  
5 channel system.  
Approximately \$200.00 per connection.

**Tia Rue Media Brokers Inc.**

654 MADISON AVENUE  
NEW YORK, N. Y.

HA 1-0818

TE 2-9362



trans. at main trans, location with remote control,

#### Actions of Oct. 14

**KTEO San Angelo, Tex.**—Granted change in remote control authority.  
**Cosmos Broadcasting Corp., Aiken, S. C.**—Granted CP for new UHF TV translator station on Channel 72 to rebroadcast programs of WIS-TV Columbia, S. C., subject to program non-duplication conditions and, further to outcome of proceeding in Doc. 15971. Commissioners Bartley and Loevinger concurred in grant but dissented to imposition of conditions.

#### Actions of Oct. 13

**WBOK New Orleans**—Granted license to operate old main trans. as alternate main trans. at main trans. site.  
**WVTS Terre Haute, Ind.**—Granted license covering installation of new trans. and ant. and for change in ERP and ant. height.  
**KRSI-FM St. Louis Park, Minn.**—Granted license covering increase in ERP.  
**WVUD-FM Kettering, Ohio**—Granted license covering changes in ant.-trans. studio and remote control point locations, installation of new ant., and increase in ERP.  
**WRMN-FM Elgin, Ill.**—Granted license covering installation of new ant., decrease in ant. height, and increase in ERP.  
**Broadus TV Club, Broadus and Ashland, both Montana**—Granted CP for new VHF TV translator on Channel 4 to translate programs of KURL-TV Billings, Mont.  
**KBCL Shreveport, La.**—Granted change in remote control authority.  
■ Granted licenses for following FM's: **WHJB-FM Greensburg, Pa.**; **WTCO-FM Campbellsville, Ky.**; **WTTM-FM Trenton, N. J.**; **WTAB-FM Tabor City, N. C.**; **WVFM Lakeland, Fla.**, and specify type trans.; **KPEL-FM Lafayette, La.**, and **WTAS Crete, Ill.**, and specify type trans.  
■ Granted extensions of completion dates for following stations: **WLIV-FM Livings-ton, Tenn.**, to Dec. 1; and **KBOX-FM Dalas,** to Nov. 30.

■ BROADCASTING, October 11, erred in reporting Commission's ruling on **COMPOSITE WEEK FOR PROGRAM LOG ANALYSIS.** Date for Tuesday should read: Oct. 20, 1964.

### Rulemakings

#### FINALIZED

■ By report and order commission adopted, with some modifications, rules proposed March 25, 1964, to prohibit "double billing" practices by broadcast stations. These rules are contained in new sections 73.124(AM), 73.299(FM) and 73.678(TV). Amendments to Part 73 of broadcast rules are aimed at such fraudulent practices as (1) station submitting to local advertiser two bills, one in amount agreed upon for advertising matter broadcast and other in larger amount for submission to manufacturer or national advertiser to support claim for reimbursement pursuant to co-operating advertising arrangement and (2) station enabling or assisting advertising agency to mislead its clients as to amounts charged by station for advertising and thereby induce them to reimburse advertising agency upon basis of fictitious advertising rate. Action Oct. 20.  
■ By first report and order and further notice of proposed rulemaking in Doc. 15586 commission (1) created new class of service—the Community Antenna Relay Service (CAR)—for non-common carrier microwave relay facilities serving community antenna (CATV) systems, (2) adopted new rules for acceptance of applications by common carriers to serve CATVs, and (3) proposed further rulemaking on questions affecting CAR operation. These actions are pursuant to Commission proposals of August 3, 1964, in this proceeding. Parts II and IV of those proposals were not decided in the First Report and Order. Action Oct. 13.

#### AMENDED

■ By supplement to its Oct. 6 memorandum opinion and order, commission further amended Part I of its rules which provides for public inspection of certain records of broadcast stations in communities they serve. Supplement eliminates requirement that all stations place in local file information concerning service contours and main studio and trans. locations except to following extent:

When application required under new rules to be placed in local file is tendered for filing with commission, and application has engineering section, that section need not be kept in local file. However, if omitted engineering section contains service contour maps submitted with that section, copies of such maps, and main studio and trans. location information shall appear in file. Since many stations do not have in their possession applications showing complete and up-to-date service contours which might be copied and placed in local file, supplemental amendment relieves them of additional expense involved in preparing this information. The relaxed rules are effective Nov. 15. Commissioner Cox concurred in part and issued statement. Action Oct. 19.

#### PETITION FOR RULEMAKING FILED

■ Advisory Council on Educational Television of Commonwealth of Virginia—Requests amendment of rules so as to assign educational channels to Manassas, Williamsburg and Wytheville, all Virginia. Received Oct. 7.

■ KPER Gilroy, Calif.—James D. Bernard, Charles W. Jobbins and John H. Gregory d/b as Radio KPER. Requests amendment of rules so as to add channel 232A to Gilroy. Received Oct. 11.

#### NEW CALL LETTERS REQUESTED

■ St. Anthony, Idaho—Theodore W. Austin. Requests KIGO.  
■ WWVA-FM Wheeling, W. Va.—Basic Communications Inc. Requests WAKE(FM).

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 20. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

**Palm Desert, Calif.**—Cable system serving El Dorado Country Club, owned by Frank Allen, has been sold to Coachella Valley Television Inc., which serves Palm Desert area. Sale price not disclosed. Coachella, which is owned by Palmer Broadcasting Co., serves about 5,000 subscribers. Broker: Daniels & Associates.

■ **Bushnell, Ill.**—Fulton Community Antenna Television Systems Inc., Canton, Ill., has been granted a 30-year franchise. The firm will charge \$15 for installation and \$5 monthly, and will pay 3% of the gross operating income. Fulton, which also holds a franchise in Canton, will offer six stations.  
**Centralia, Ill.**—Tele-Cable Inc., represented by state senator James Donnewald, D-Breese, has applied for a nonexclusive franchise. The firm would pay 3% and would offer free service to schools and the local library. The system would cost an estimated \$400,000. Applications from Charles Gross, former Centralia city councilman, Mt. Vernon Cable TV Inc. and Egyptian Cable TV Inc. have also been received.

**Tipton, Ind.**—Tipton Telephone Co., represented by George Shortle and Joe Watson, has applied for a franchise. Under the proposal subscribers would pay \$5 monthly and the company would pay 3% of gross profits.

**Norton, Kan.**—Norton Daily Telegram has applied for a franchise. Fees proposed for the system are \$6 a month.

■ **Pratt, Kan.**—Pratt Cable TV Inc. has been granted a nonexclusive franchise.  
**Niles, Mich.**—Niles Broadcasting Co. (WNIL Niles, Mich., Lawrence J. Plym, president, James Mitchell, manager) has applied for a franchise.

**O'Neill, Neb.**—Telemaster Cable Co. Inc. has been sold to Telesis Corp. Price not available. Telemaster, which serves about 200 subscribers, was owned by Bill Daniels

and Associates, Ken Everett, and Dale Knievel. Broker: Daniels & Associates.

**Boonville, N. Y.**—Three groups have applied for a franchise: **Lewneida TV Cable**, represented by Robert Helmer, RMC Cable Inc., Utica, N.Y., represented by James Warren; and a group represented by Robert Thayer, Boonville. All three firms would charge \$5 monthly and \$10 for installation. Lewneida would pay 2.25% of gross rentals as compared to Thayer's proposed 2 3/4% payment from gross receipts. RMC Cable would pay 4% or guarantee \$200 per year, whichever is greater.

■ **Lyon Falls, N. Y.**—Oneida Cable TV Co. Inc., Utica, N.Y., has been awarded a franchise.

■ **Newburgh, N. Y.**—Hightower Telesystems of Newburgh Inc., Hastings-on-Hudson, N.Y. (Henry J. O'Neill, president), has been granted a franchise. The firm will pay 3% and will charge \$28 for installation and \$5 monthly.

■ **Port Leyden, N. Y.**—Oneida Cable TV Co. Inc., Utica, N.Y., has been awarded a franchise.

■ **Southampton, N. Y.**—Suffolk Cable Corp. has been awarded a nonexclusive franchise. Long Island Cablevision Corp., Greenport, L.I., N.Y., also holds a franchise in Southampton.

■ **St. Johnsville, N. Y.**—Antenna-Vision Inc., 11 Union St., Iilon, N.Y., (Harry Levin, president) has been awarded a franchise. The firm will charge \$9.95 for installation and \$5 monthly, and will pay 2% of the gross receipts.

■ **Greensboro, N. C.**—VueMore Cablevision Inc. has applied for a franchise. Represented by J. Archie Cannon Jr., and Harry J. Hill, the firm would charge a \$15 monthly service rate.

**Canton, Ohio**—Telarama Inc., Cleveland (Creighton E. Miller, president), has applied for a franchise. The company will pay 5% of gross receipts and 8% after 17,000 subscribers have received the service. Telarama (in which Scripps-Howard Broadcasting holds a minority interest) currently holds franchises in Akron, Beachwood, Ravenna, Warrensville Heights and Shaker Heights all Ohio. A previous applicant is Imperial Broadcasting Co. Canton.

■ **Carrollton, Ohio**—Neptune Broadcasting Co., Steubenville, Ohio, a subsidiary of Rust Craft Broadcasting (group broadcast owner) has been awarded a 20-year franchise. Subscriber costs will be \$5 for installation and \$4.50 monthly; commercial subscribers will pay \$25 monthly. Ap-

plicant proposes to remit 3% of gross revenue to the village. Rust Craft also holds franchises in Steubenville and Martins Ferry, both Ohio, and an interest in Columbiana CATV Inc. in East Liverpool and Wellsville, both Ohio.

■ **Lorain, Ohio**—Lorain Cable Television Inc., 2818 Pearl Ave., Lorain, has been awarded a 25-year franchise. The company will charge \$4.95 monthly but will not charge for installation. The city will receive 5% of the income from the first 8,000 subscribers and 9% from any additional subscribers.

■ **Ravenna, Ohio**—Portage Telarama Inc., a subsidiary of Telarama Inc., Cleveland (in which Scripps-Howard Broadcasting holds a minority interest), has been granted a 25-year franchise. The ordinance provides for an installation fee of \$15 and for a monthly service charge of \$4.95. Telarama currently holds franchises in Akron, Beachwood, Warrensville Heights and Shaker Heights, all Ohio.

■ **Rittman, Ohio**—Armstrong Utilities Inc., Kittanning, Pa., has been granted a franchise.

**Youngstown, Ohio**—Telarama Inc. (minority interest held by Scripps-Howard Broadcasting Co.) has applied for a franchise. The firm would charge \$15 for installation and \$4.95 monthly. See Ravenna, Ohio.

■ **Pawhuska, Okla.**—Media Group Co., Bartlesville, Okla., has applied for a franchise. Represented by J. L. Jennings, vice president, the company would charge subscribers \$5 to \$6 per month.

■ **Leechburg, Pa.**—GT&E Communications Inc., a subsidiary of General Telephone and Electronics Corp., New York, has been granted a franchise. Subscribers will pay \$10 for installation and \$4 monthly. GT&E will pay 2% of the gross receipts. The firm currently holds franchises in Vandergrift, East Vandergrift and Oklahoma, all Pennsylvania.

■ **Etowah, Tenn.**—United Broadcasting Co. (group broadcaster), through its affiliate Community Services Inc., has applied for a 10-year franchise. Installation charges would not exceed \$20 and a monthly service charge of \$4 would be made for each set. Two previous applicants have been Video Cable Systems Inc., Huntsville, Ala. and Athens TV Cable Co., Athens, Tenn.

■ **Raymond, Tex.**—Valley Microwave Transmission Inc., Harlingen, Tex., has been granted a franchise. The city will receive \$1,000 annually or 4% of the gross receipts. McHenry T. Tichenor is president of the firm.

**B**ACK in 1959, Ben Holmes, a television salesman for Edward Petry & Co., was visiting a top agency in New York. A telephone call interrupted his presentation.

"This is Ed Petry," the voice at the other end of the phone barked. "Get back to the office as soon as you can."

The board chairman and founder of the representative company did not make a practice of telephoning his salesmen when they were out on a business call, Mr. Holmes recalled. He also was struck by the urgency in Mr. Petry's voice. Nevertheless, he continued with his sales talk and sold a large-sized chunk of business on a Petry-represented TV station.

Mr. Petry's face was somber when Mr. Holmes walked into the chairman's office. Standing near Mr. Petry's desk was Martin L. Nierman, then executive vice president of the company, whose countenance was noticeably dour. "Holmes," Mr. Petry growled, "you're fired!"

Startled, Mr. Holmes shot back: "What for?"

"Because you've just been made vice president and director of Petry's radio division," Mr. Nierman interposed, breaking into a loud laugh.

**Started 26 Years Ago** ■ Mr. Holmes' promotion at that time was a logical event for an individual whose business career had been intertwined with radio since 1939 when he was a 17-year-old announcer with his hometown station, WMAM Marinette, Wis. Though his forte has been radio, he also has acquired a substantial background in television during a career that has spanned more than a quarter of a century.

It was no surprise, therefore, to his friends when Mr. Holmes became executive vice president of Edward Petry & Co. last March, with corporate responsibilities in TV as well as operational supervision of the radio division. His advancement followed by less than a year, the purchase of the Petry company by key employes.

Mr. Nierman, who is president, is operational head of TV activities but is involved in radio on a corporate basis. (Mr. Petry, though retired, still drops into company headquarters in mid-Manhattan to visit with his former co-workers.)

Mr. Holmes speaks in the well-modulated tones of the radio announcer he once was and projects the dignified appearance of a Wall Street broker. Actually, he is a combination of businessman, with an aptitude for figures, and entertainer, with a flair for showmanship.

His penchant for show business was a valued asset during World War II. Though trained in electronics by the Navy, he spent considerable time during

## He calls his shots—and makes them

his service stint on public information assignments. He frequently was made available for staging war bond rallies in Oklahoma City. He earned a reputation for producing top-flight entertainment programs which raised considerable money, and, not incidentally, brought him to the attention of the KOMA management. "I even managed to do some 'moonlighting' at KOMA on the night shift," he reminisced. "I joined KOMA after the war."

In 1956, following experience as an announcer, sportscaster, special events and news director, promotion executive, station manager and national sales man-

ager, he decided to aim for a job with a representative.

"I felt at that time that background with a rep firm would be valuable for a top job in broadcast management," he related. "I purposely picked the Petry organization because of its reputation of attracting people who went places."

He prepared for landing this position in much the same way he would devise strategy for obtaining business for a station. He alerted numerous media buyers he had come to know, when he was national sales manager of a station group, that he was campaigning for a job with Petry. The soundness of this approach is evident: Petry hired him.

His ascendancy to the number two post in the Petry hierarchy was explained by a colleague this way: "Ben is a progressive thinker and has total appreciation and understanding of the future of broadcasting. In addition, he is inquisitive and articulate, and knows how to communicate effectively with people. He's not afraid of making a mistake—and makes very few."

The new and young management team at Petry has set its sights on another horizon—international broadcasting—and Mr. Holmes is devoting a considerable portion of his time to this project. By the first of the year, he indicated, Petry should be fully operational in the business of representing overseas TV and radio stations.

As an executive highly involved with spot radio for many years, Mr. Holmes acknowledges that markets below the top 15 or 20 face formidable competition in securing national dollars. But he is quick to point out that the obstacles are not insurmountable. He urges station operators, to get brokers, jobbers and retailers excited about national money in their markets and to prepare market and station presentations that will appeal to advertisers.

**Even Greater Things Ahead** ■ Mr. Holmes is particularly optimistic regarding the future of spot TV. The advent of color, he notes, is adding another dimension that will accelerate the growth of the medium.

"True, there will be obstacles of diluted audience and confusion as more UHF's enter the major markets and as CATV proliferates," he observes. "But between the color factor, increased TV home saturation and the growth of two-, three- and four-set homes, these obstacles will be more than overcome."

Though a gregarious individual, Mr. Holmes, who used to be a joiner, finds he doesn't have much time for outside club activities. He enjoys photography, listening to records and following sports on TV. (He once provided color commentary to sportscaster Curt Gowdy's play-by-play description of University of Oklahoma football games.) He relaxes by hunting and skeet-shooting.

## WEEK'S PROFILE



**Benjamin Hubert Holmes**—Exec. VP, Edward Petry & Co., New York; b. June 25, 1922, Marinette, Wis.; graduated Marinette High School, 1940; announcer, WMAM Marinette, 1939-40; announcer, WISN Milwaukee, 1940-41; free-lance announcer, Chicago, 1941-42; U. S. Navy, aviation radioman third class, 1942-45; special events director, sports announcer, news director, KOMA Oklahoma City, 1946-49; promotion director, KOMA, 1949-50; national sales manager, KOMA, 1950-53; station manager, KOMA, 1953-54; national sales manager, Griffin-Leake stations, 1954-56; television salesman, Edward Petry & Co., August 1956; VP in charge of Petry radio division, February 1959; executive VP, Edward Petry & Co., March 1965; m. Marchita Cansler of Oklahoma City, 1947; children, Terry, 13; Jack, 11; hobbies—photography, hunting, skeet-shooting; member of International Radio & Television Society.

### 30 for Canon 35

**L**EAVE it to an editor to come up with a clear and snappy answer to the archaic Canon 35 which bars cameras and microphones from the courtroom.

Brady Black, editor of the *Cincinnati Enquirer*, in a proposal to the annual conference of United Press International Editors in Washington (BROADCASTING, Oct. 11) ripped into the American Bar Association as being "too much concerned with policing the news media to protect something called 'the dignity of the court' and too little concerned with preserving the constitutional rights of the people." He found nothing in the Constitution which concerns itself with the dignity of proceedings and therefore, concluded that "if that dignity is in conflict with freedom of the press and a public trial, then dignity must suffer rather than the rights guaranteed in the Constitution."

Editor Black has no particular reason to fight broadcasting's battles but it is clear that he sees no essential difference between the various news media.

Constitutionally, Mr. Black said, criminal prosecutions are required to be public. And freedom of the press "conveys the right to cover and report that which is public."

When the Constitution was enacted it might have taken days for a pencil-and-pad reporter to get his story in type. Now newspapers do it in hours and radio and TV at the speed of light.

Mr. Black suggested that Canon 35 be rewritten to provide:

"The taking of photographs in the courtroom during sessions of the court or recesses between sessions of the court and the broadcasting or televising of court proceedings are to be in a manner which in the judgment of the court does not distract the witness in giving his testimony, does not distract the jurors in hearing that testimony, and does not otherwise interfere with the constitutional rights of a public trial by an impartial jury."

This is a sensible solution to a simple problem that has been made inordinately complex by a lawyer's debating society. All media can live with it.

### The odious comparison

**T**HE disparate natures of radio and television are once again emphasized in the 1964 radio financial report issued last week by the FCC. As is its custom, the commission released a comparison of radio and television revenues, expenses and profits in 1964. As has happened annually since 1953, radio suffered by the comparison.

By now it ought to be evident to anyone who knows anything about media that radio and television are different services performing different functions under different circumstances. Neither can be measured against the other by gross revenues or profits. Their economic structures are totally unlike.

The U.S. television system of three networks and 575 commercial stations collectively took in two-and-a-half times the revenue and made nearly six times the profit of the U.S. radio system of four networks and 4,202 AM and FM stations in 1964. Judged by those figures alone, radio comes off as a mighty poor relation. Radio deserves a more sensitive appraisal and a higher status.

The trouble is a good many broadcasters, especially some in top management of companies owning both radio and television properties, tend to look at radio and

television through the same glass. When they do, television dwarfs radio. Inevitably television gets more and better manpower, more promotion, more tender loving care.

Among the big buyers of advertising, who are also human enough to be more impressed by large figures than by small ones, television commands proportionately more attention than radio when the two are matched for study in media plans. On both the buying and the selling sides of media selection radio is getting an unfairly short end of the stick.

It would be very much to radio's advantage if its owners quit comparing it to television, if it were to be judged for what it is and can be, and not for its gross showing in dollars compared with other media.

The radio figures of 1964, looked at by themselves, are the statistics of a healthy business. Radio revenues in that year increased by 7.5% over those of 1963, and profits were up by a very solid 29%. According to current estimates, 1965 will show still higher rises in the curves. These are trends that justify the measuring of radio on its own merits.

In recent months there have been encouraging signs of management initiative in radio. The radio operations of companies that are also in television have been asserting themselves by sponsoring creative research and invigorating their selling efforts. ABC Radio's Yankelovich study (BROADCASTING, Oct. 4) produced extensive documentation of radio's commercial effectiveness. CBS, NBC and Mutual have also underwritten studies into radio's uniqueness (BROADCASTING, Oct. 11) that indicate the emergence of a conviction that radio is worth fighting for.

The more that radio management learns about radio's individuality, the less it will concern itself with the fortunes of its counterpart in television. If self-confidence can be spread throughout the radio business, it is bound to make an impression on the buying centers that are goggle-eyed over television now.

Both radio and television are so important to the U.S. economy and social structure that each deserves to be run and represented by men that believe in it and it alone.



Drawn for BROADCASTING by Sid Hix  
 "I've found your trouble. Your gas line's all clogged with tiger hair!"