



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC staff has a five-year plan for CATV regulation. p27  
TV ratings get a basically clean bill of health. p52  
CBS-TV plans fall start for its new rate plan. p30  
Supreme Court drops boom on network affiliation depreciation. p64

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NEWSPAPER

## PETRY

### color spot

#### THE TV MEDIUM FOR '66

You are familiar with the sales impact of Spot Television in black and white—sight, sound and action. Picture it with the fourth dimension, Color—and you know why the plans of leading national advertisers will make 1966 the big year for Color-spot. The outstanding stations we represent are best equipped and ready to do this kind of selling.

COLORSPOT—FOR FOUR DIMENSIONAL SELLING



THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON  
DALLAS • DETROIT • LOS ANGELES  
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS





## How to 'crack' the South's most important market

### **HIGH TOWER WVEC-TV** NORFOLK / HAMPTON, VIRGINIA

Here is Virginia's No. 1 Market.

Here is the largest concentrated  
military market in the free world.

Here is a vital market of over 1,200,000 viewers.  
WVEC-TV reaches them all . . . because WVEC-TV's new  
1049 foot tower increases coverage 3000 more  
square miles—60,000 more homes.

A nice nut to crack.

# **WVEC-TV**

## **Norfolk/Hampton, Virginia**

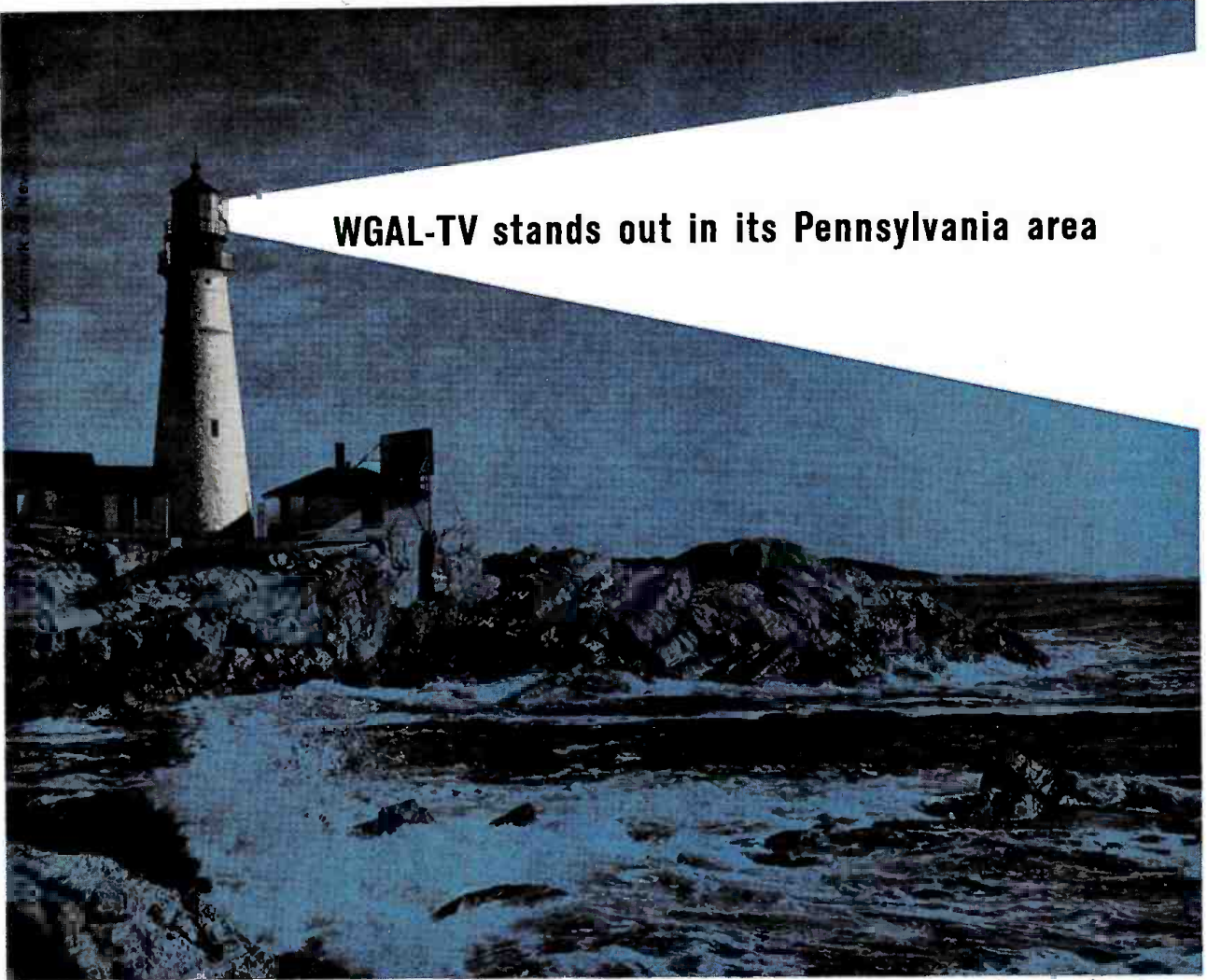


The KATZ Agency, Inc.  
National Representatives

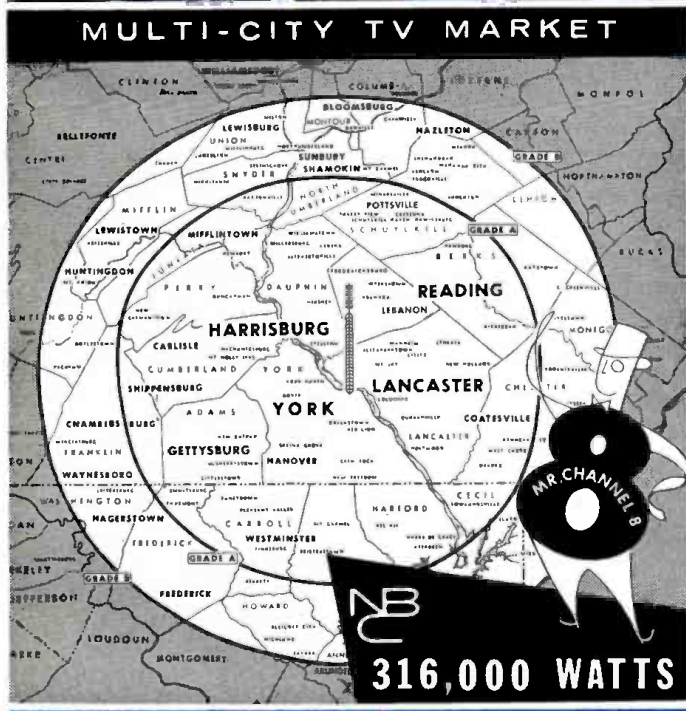


感動と魅惑の映画藝術の華、GLENN FORDとドナルド・オコナーの“CRY FOR HAPPY”此処にあげた。一編はPOST 60'sの六十名画の一つ。其の他 貴方の待ち望んで居た戦後映画の名編を続々と上映。

SCREEN GEMS 



**WGAL-TV stands out in its Pennsylvania area**



The multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas—looks to Channel 8 for television that is new and important. For instance, *COLOR*. 14% penetration\* in this market makes your message much better remembered, far more persuasive. Put the WGAL-TV sales beacon to work for you.

# WGAL-TV

## Channel 8-Lancaster, Pa.

*Representative:* The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

\*This statistic is based on Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

**Steinman Television Stations • Clair McCollough, Pres.**  
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz

## Political hangovers

FCC staff will query 10 AM's on whether they have policy that precludes broadcasts by political candidates. If answer is yes, stations are going to have to explain how that policy conforms with commission's statement on programing, which holds that political broadcasts are among elements "usually necessary" to balanced programing. Ten stations, in response to commission questionnaire following 1964 election, indicated they had carried no broadcasts by candidates, either on paid or sustaining basis, or in political spots.

*FCC staff will also question 72 licensees who reported they editorialized on one side of issue but who didn't make clear whether they had offered time for reply. In third batch of messages, commission will rap knuckles of five stations that reported they charged candidates more for time than they did commercial advertisers. Political broadcasting law prohibits discrimination, and it's probably only commission's tardiness in acting that saved stations from forfeiture. Forfeiture actions must be brought within one year of alleged violation.*

## More news

NBC Radio affiliates starting Feb. 14 will receive supplement to network's "Hot Line" news bulletin service. Ten-minute news-highlight reports will be sent at 11:45 a.m. and 5:45 p.m. EST, Monday-Friday, with various domestic pick-ups (including Washington), transmissions of overseas correspondents' analyses, stock market reports etc. Material will be presented so that it may be broadcast live or excerpted for local news broadcasts.

## Horning in?

Some broadcasters see potential threat to television's use of channels 4 and 5 in applications filed with FCC in behalf of cities of Beverly-Hills, Calif., and Boston. Both cities are seeking permission to operate fire-police call systems in 72-76 mc band within 10 miles of channels 4 (in Boston) and 5 (in Los Angeles). Although those channels bracket band, commission rules permit public-safety use of 72-76 mc, provided non-broadcast station is at least 10 miles from TV transmitter. Accordingly, Beverly Hills and Boston have requested waiver of rules. They are first such requests commission officials recall.

# CLOSED CIRCUIT®

## Avco beefing up

Ralph F. Glazer, national radio sales manager for Westinghouse Broadcasting Co., will move Feb. 14 to Broadcast Communications Group Inc., New York, Avco Broadcasting Corp. rep arm, as general sales manager. His move is in line with radio representation expansion of BCG which on June 1 adds WWDC-AM-FM Washington and WOAI-AM-FM-TV San Antonio—stations recently bought by Avco.

## Back to the hustings?

Knowledgeable observers in Tallahassee, capital of Florida, are betting Leroy Collins, former governor and later president of National Association of Broadcasters, will run for U. S. Senate in 1968. They think he'll seek seat that Senator George Smathers, 53-year-old incumbent, has announced he'll vacate because of ill health. Furthermore, some think he will win. Mr. Collins left NAB to become director of federal community relations service when it was formed couple of years ago, later was reassigned to be under secretary of commerce, job in which he's operated at lower visibility than he likes.

## Survival kit

Bell has tolled for Wade Advertising, Chicago (BROADCASTING, Jan. 31), but agency's Los Angeles office is expected to announce any day now that it will carry on. It has one of three directions in which to go. It can become West Coast affiliate of bigger agency east of Rockies, can merge with another western agency or go independent under aegis of Tom D. Scholts, executive vice president, and Snowden M. Hunt Jr., vice president and account supervisor. West Coast observers are betting on last mentioned move to take place before end of month. Los Angeles agency controls several modest-size accounts with broadcast budgets including both Signal Oil Co. and Bond Stores Inc.

## Another try?

Will government appeal dismissal of its suit to collect \$500 fines from four Minneapolis-St. Paul television stations (BROADCASTING, Jan. 24)? FCC lawyers, still studying ruling of U. S. district judge that omission of

sponsorship identification was inadvertent, feel judge didn't rule on legality of "willful or repeated" phrase used by commission in levying fines but decided case on factual basis. This still leaves up in air legal standing of "words of art," as lawyers say, and might be basis for asking higher court to review decision, FCC sources observe.

## Brighter day

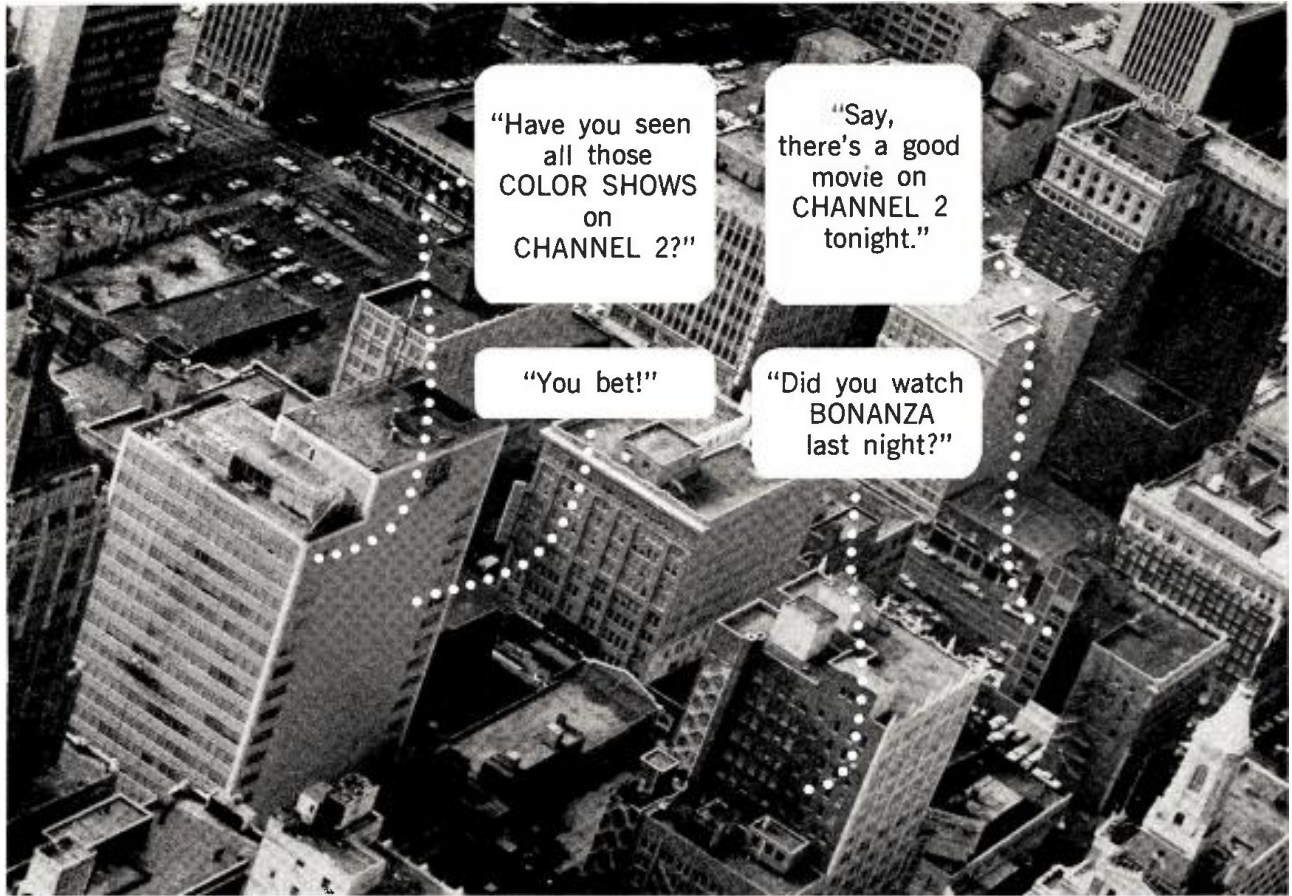
ABC-TV breaks into weekday daytime colorcasting for first time on March 28. Color series starting that date at 4:25-4:30 p.m. EST is *Arlene Dahl's Beauty Spot*, sponsored by Clairol through Foote, Cone & Belding and produced on tape in Hollywood by Miss Dahl's Bahlia Productions. Actress will present beauty clinic on program. Five-minute period will be taken from *Never Too Young*, half-hour soap opera on network. Clairol's commercials will be in color.

## Cable investor

Frank M. (Scoop) Russell, Washington broadcast consultant, during past five years has acquired substantial interests in four CATV systems for his family (wife, son and daughter). Through PGR Enterprises Inc., Russell last week bought 400-connection Big Stone Gap, Va., cable system, tying into two properties within eight-mile radius. Others, which have been held for three years, are Appalachia and Norton, both Virginia, having 1,800 connections with potential of 2,200. Mrs. Russell owns 50% of Elensburg, Wash., system, with 2,200 connections, and PGR Enterprises holds 10% of system in Jasper, Ind. Mr. Russell, 70, retired from NBC as Washington vice president in 1958, after 29 years.

## The writers

Proposed report and order that will form basis of FCC consideration of community antenna television question (see page 27) is product of small group of staff members. Major architects were said to be General Counsel Henry Geller and Broadcast Bureau Chief James B. Sheridan. In addition to preparing 93-page proposed report and accompanying draft rules, staff boiled down scores of comments filed in proceeding into 30-page digest for benefit of commissioners.



Tulsa, Home of the 1966 International Petroleum Exposition.

In the \$2 billion Tulsa market....

**EVERYBODY  
WATCHES  
KVOO-TV**

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.

**KVOO 2 TV**  
TULSA, OKLAHOMA

NB

Represented by  The Original Station Representative

# WEEK IN BRIEF

Broadcasters would fare better than CATV operators under rules proposed by FCC staff. Report calls for grade B limit on signal pick-up and five-year controlled test in some market. See . . .

## UP FOR ACTION . . . 27

As FCC prepares to go behind closed doors and discuss CATV this week, NAB asks its members to make 11th hour drive supporting commission regulation of CATV. Congress swamped with mail on subject. See . . .

## CONGRESSIONAL DELUGE . . . 29

CONTAM study gives rating services clean bill of health. Says 1,000-person sample is adequate to measure nation and suggests firms use money to cut down possible areas of error rather than enlarge sample. See . . .

## 99 99/100% PURE . . . 52

Fight for access to courts still going on. Hearing in San Diego produces some judicial support for film record of all court trials. Broadcasters unobtrusively video tape hearing. See . . .

## RIGHT OF ACCESS DEFENDED . . . 57

Foote, Cone & Belding's Edward Stern takes issue with high-priced sports programing. Notes CPM for total audience and male viewers is higher than in prime time and wonders if it's really worth it. See . . .

## SOLID-GOLD SPORTS SHOWS . . . 40

Corinthian falls short in its appeal to have Supreme Court review its case for depreciating network affiliations. High court's refusal to hear 10-year-old case leaves other cases in air. See . . .

## COURT REFUSES CASE . . . 64

CBS-TV's rate card with high discounts will go up in smoke on Sept. 11. New card will give maximum reduction of 3% to 52-week buyers. Network says idea was in works before Washington got interested in discounts. See . . .

## BURN OLD RATE CARDS . . . 30

Network program plans for 1966-67 are still at least month away from completion. All three are getting ready to sift out their proposed pilots. Rush to color and bad weather on West Coast have slowed schedule. See . . .

## SIFT THEIR PILOTS . . . 59

CATV, debated between operators and broadcasters and praised and damned in letters to Capitol Hill, has finally been given substantial niche in FCC annual report. CATV gets full chapter. It used to get paragraph. See . . .

## BEEHIVE OF ACTIVITY . . . 42

Seaboard Finance puts more than \$1.5 million annually into spot radio and TV, and firm's Jim Felton admits radio built company. But he says improvement is needed in rates, ratings and reps. See . . .

## CLIENT AIRS HIS GRIPES . . . 30

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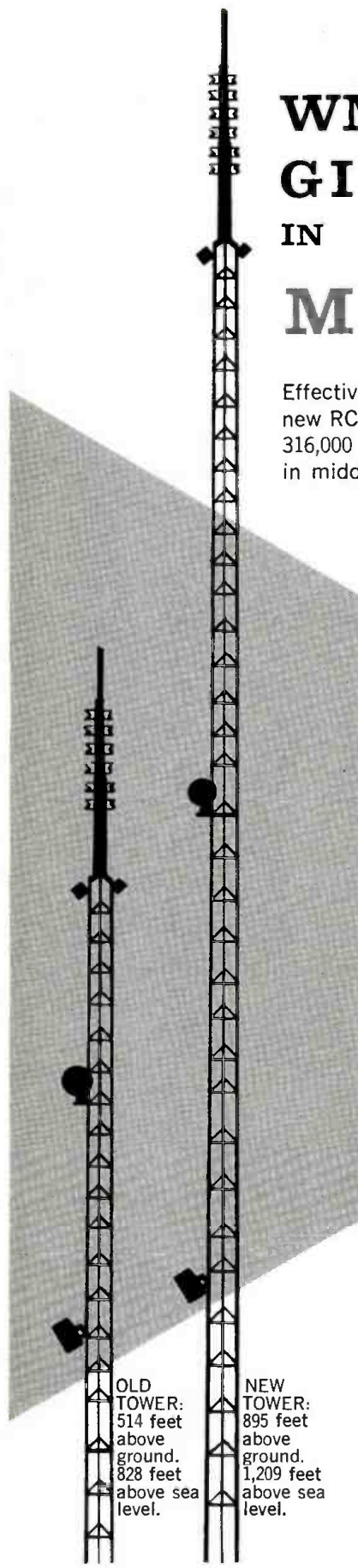
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# WMAZ-TV'S TALL TOWER GIVES NEW R-E-A-C-H IN THE DYNAMIC MIDDLE GEORGIA MACON MARKET

Effective in January 1966 WMAZ-TV, Macon, Georgia has a new tall tower, a new RCA Traveling Wave Antenna, and increased power . . . to the maximum 316,000 watts ERP. WMAZ-TV's Grade B contour now reaches 39 rich counties in middle Georgia.



OLD  
TOWER:  
514 feet  
above  
ground.  
828 feet  
above sea  
level.

NEW  
TOWER:  
895 feet  
above  
ground.  
1,209 feet  
above sea  
level.



## "BOOM MARKET" OF THE SOUTH

Serving the nation's largest single-station metropolitan area, WMAZ-TV's increased coverage now gives you one of the South's fastest-growing television markets. Write now to the Station, or to Avery-Knodel for facts about Georgia's leading growth area . . . the dynamic Macon Market.

# wmaz-tv

MACON, GA. CHANNEL 13



SOUTHEASTERN  
BROADCASTING  
CORPORATION

AFFILIATED STATIONS:

WFBC-TV, GREENVILLE, S. C.

WBIR-TV, KNOXVILLE, TENNESSEE

Represented by AVERY-KNODEL, INC.



## Henry tries hand as 'honest broker'

### SEES WASILEWSKI AND FORD ON CATV POLICY

FCC Chairman E. William Henry has met separately with presidents of National Association of Broadcasters and National Community Television Association in effort to resolve policy dilemma on community antenna television regulation (see page 27). Fact became known Friday (Feb. 4).

Meetings, however, did not produce any solution, according to accounts given Friday by NAB's Vincent Wasilewski and NCTA's Frederick W. Ford.

Mr. Wasilewski said Chairman Henry was attempting to find compromise between NCTA and NAB on CATV regulation. But "situation doesn't look too hopeful," he said.

Mr. Ford said his conversation with chairman was largely "exploratory" on factual matters in dispute and that possibility of compromise, as such, was not discussed.

However, Mr. Ford expressed gratitude at what he regarded as chairman's "sincere" effort to understand all facets of controversy.

Meetings were another reflection of chairman's determination to devise policy on CATV that all sides can support—or at least accept.

Commission begins intensive effort Thursday to establish policy on cable systems. It plans to meet all that day and much if not all of Friday on CATV.

There was outside chance that commissioners would reach consensus—or at least agree they had reached impasse—by Friday afternoon.

Basis for discussion will be staff-drafted report and order, which proposes tough regulation for CATV's. But situation at Commission Friday was described as "fluid."

There were continuing indications

that commission might retreat from hard line. Some staff members and commissioners were discussing possibility of shortening length of time CATV's would have to protect stations from present 15 days before and after broadcast.

On other hand, there was increasing talk of making use of Section 325(a)—section of Communications Act which requires broadcasters to seek permission for rebroadcasting programs—in CATV regulation.

## TV fees to ASCAP rose 76% since 1957

Television station payments to American Society of Composers, Authors and Publishers increased 76% between 1957 and 1964, rising from \$6.4 million annually to \$11.3 million, although stations use virtually no music themselves, except indirectly and incidentally.

That contention was advanced in motion on file Friday (Feb. 4) in U. S. Southern District Court in New York, where litigation is pending for court determination of "reasonable" rates for TV stations' use of ASCAP music. Motion, filed by All-Industry TV Stations Music License Committee, specified issues committee wants designated for determination in rate-setting trial, which court has indicated may start by May (BROADCASTING, Jan. 17).

Motion said TV stations' ASCAP payments since 1957, when latest ASCAP contracts went into effect, have exceeded that year's levels by bigger amounts every year but one. During three years for which figures are available since contracts expired in 1961, station payments—which have continued on old rate pending settlement of litigation—were put at \$9.3 million in 1962 (up \$2.9 million from 1957), \$10 million in 1963 (up \$3.6 million) and \$11.3 million in 1964 (up \$4.9 million).

These increases, committee contended, are neither result of nor justified by increases in value or amount of music used by stations.

Station-payment figures did not include fees paid to ASCAP by TV networks and their owned stations. Other court papers indicate that these payments in 1961 totaled about \$9.8 mil-

lion. If they increased at same rate as station payments since then (about 28%), they would have been approximately \$12.5 million in 1964, making ASCAP's total TV collections that year about \$23.8 million.

Last week's motion said all-industry committee, which represents some 375 TV stations and is headed by Charles Tower of Corinthian Broadcasting, should be permitted to show, among other things, that current ASCAP fees are exorbitant because stations rarely use music in local programming except in feature films and syndicated programs, where music is pre-chosen, incidental, low in audience-attracting value and inexpensive to produce.

## Comsat suggests meeting on domestic satellites

Communications Satellite Corp. announced Friday (Feb. 4) that it is ready to start talking business about putting up domestic communications satellite for TV and radio networks.

In letter to network presidents, Comsat emphasized that its objections to ABC-proposed domestic satellite (see page 68) was filed with FCC purely on legal grounds. Comsat maintains it's only entity authorized to put up satellites for communications.

Correspondence suggests that "seminar-type" meeting be held at future date for presentation of Comsat proposal for domestic TV-radio satellite. In meantime, Comsat said, it would meet with individual nets and others to discuss needs and desires.

Letter, signed by Comsat Chairman John McCormack, went to Leonard H. Goldenson, ABC; Frank Stanton, CBS; Walter D. Scott, NBC; Vincent T. Wasilewski, National Association of Broadcasters; John E. White, National Education Television, and Richard E. Bailey, Sports Network Inc.

## TV producers hawking 70 pilots to networks

Here is what February selling market for TV producers has to offer:

Universal TV is marketing 20 pilots for network consideration this month. Warner Bros. TV division has 17 new series to show. Screen Gems has taken 12 pilots to New York for network selection. Twentieth Century-Fox TV has 10 pilots produced in association with networks or sponsors and ready

### CATV seminar planned

Pace of inquiries about community antenna television by agencies and advertisers in midwest has quickened to point where Chicago's Broadcast Advertising Club plans all-day CATV seminar March 25 on eve of NAB convention.

National speakers on CATV issues pro and con are to be invited. Coordinator is Harry Smart, Blair Television, Chicago.

to be sold. MGM-TV has six pilots, two for each network, in readiness for forthcoming season. Desilu is pinning its next season's hope on five pilots, all in color.

That's aggregate of 70 pilots just from these six major production houses, with maybe 20 more coming in from other sources. Of total, at most 25 pilots will make 1966-67 prime time line-up (see page 59).

## Watch step on contests, FCC warns broadcasters

Broadcasters should temper exuberance with caution in planning promotions, FCC warned Friday (Feb. 4).

"Treasure hunts" which result in contestants digging up ground in public parks or ransacking contents of public libraries are not in public interest, commission said in public notice.

Nor are contests which result in vast accumulation of scrap metal in certain places. And broadcast of scare announcements that "amoebas" are invading city, "implying that the amoebas were dangerous creatures," raises question of licensee's responsibility, commission added.

Commission, which has received many complaints about such promotions, said it was time to emphasize again they adversely affect public interest and can't be condoned.

## LIN broadcast group registers with SEC

Another group station operator is headed for public ownership. LIN Broadcasting, owner of four AM outlets in south, WTVP(TV) Decatur, Ill., three community antenna television systems and 24 additional CATV franchises, filed preliminary prospectus with Securities & Exchange commission Friday (Feb. 4) looking toward public offering in four or five weeks.

LIN plans to offer 200,000 shares of treasury stock at initial price of \$10 per share. With 200,000-share offering company will have 523,000 authorized shares.

Underwriters will be headed by brokerage house of C. E. Unterberg, Towbin, New York.

Principal current owners of LIN are its president, Frederick Gregg Jr. (54,362 shares), board chairman, John R. Ozier (48,466 shares), and Lehman Bros., New York (56,300 shares).

LIN operates WMAK Nashville, WAKY Louisville, KEEL Shreveport, La., KAAY Little Rock in addition to Decatur, Ill., UHF. LIN bought WTVP(TV)—to be

## WEEK'S HEADLINERS

Thomas C. McCray, VP and general manager, KNBC-TV Los Angeles, will retire on Apr. 30 when he reaches age 65. He will be succeeded by Robert T. Howard, station manager, WNBC-TV New York. Thomas Paro, at present station manager, WRC-TV Washington, will replace Mr. Howard in New York. All changes affect NBC owned and operated TV stations. Mr. McCray has served NBC continuously since 1944, initially in New York, and has been VP and general manager of KNBC-TV since 1956.

Gordon Werner, VP at international division of Ted Bates & Co., New York, appointed senior VP. James Suydam Jr., formerly VP and account supervisor at Japan International division of Dent-su, Tokyo, appointed VP in international division of Bates.

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

WAND(TV) next week—from Metro-media last December for reported \$500,000 in cash and \$1.5 million promissory note.

LIN has contracted to buy Hobbs, N. M., CATV with 4,750 subscribers and reported potential subscription of 8,500. It now operates CATV in McKenzie, Tenn., with 600 customers and potential of 1,600 and system in Huntingdon, Tenn., with current subscription of 300 and projected capacity of 1,500.

Company says 24 other franchises give it total CATV subscriber potential of 76,450. It holds franchises for CATV's in Alabama, Arkansas, Florida, Georgia, Illinois, Kentucky, New Mexico and Tennessee.

Preliminary prospectus says LIN had volume of \$1,976,890 in last calendar year and net profit of \$181,718, equal to 56 cents a share on 323,000 shares then outstanding.

## Meredith first half good

Meredith Publishing Co. and its subsidiaries showed substantial gains in revenue and net income for first half of fiscal 1965.

Meredith Broadcasting, division of company, operates KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha; and WHEN-AM-TV Syracuse, N. Y. It also owns 50% of Meredith-Avco Inc., group community antenna television owner. Meredith publishes *Better Homes & Gardens* and *Successful Farming* as well as books.

For six months ended Dec. 31:

	1965	1964
Earnings per share	\$1.41	\$1.02*
Revenue	49,724,143	44,680,354
Total costs and expenses	42,406,262	39,697,537
Operating earnings before taxes	7,317,881	4,982,817
Net earnings	3,827,881	2,712,267
Shares outstanding	2,714,130	2,668,728*

\*Adjusted or one-for-one stock distribution on Oct. 29, 1965.

## Tourist TV spots begin

American Airlines, New York, begins two-month spot TV campaign Feb. 14 in San Francisco, Los Angeles, Dallas, Chicago and Detroit promoting tourist travel to New York.

Campaign ties in with American's sponsorship of *New York, New York*, CBS-TV special with Gene Kelly scheduled also for Feb. 14 (10-11 p.m. EST). American in late April or early May will back similar special on CBS-TV on San Francisco and at that time airline will replace San Francisco in spot schedule with New York.

Doyle Dane Bernbach, New York, is American's advertising agency.

## Keck heads new NH&S unit

Needham, Harper & Steers today (Feb. 7) consolidates functions of network and program negotiations for all its U. S. divisions in agency's New York office.

New department it to be headed by John Scott Keck, for eight years vice president-director of programing and facilities, Chicago. Mr. Keck continues to report to Blair Vedder, vice president in charge of media and programing.

## Soviet moon pictures received

Reaction to first television pictures of moon taken from moon's surface was enthusiastic Friday (Feb. 4). At England's Jodrell Bank Observatory facsimile machine, of type used by TV stations and newspapers to get photos from AP and UPI, was installed to receive pictures being sent by Soviet spaceship, Luna 9.

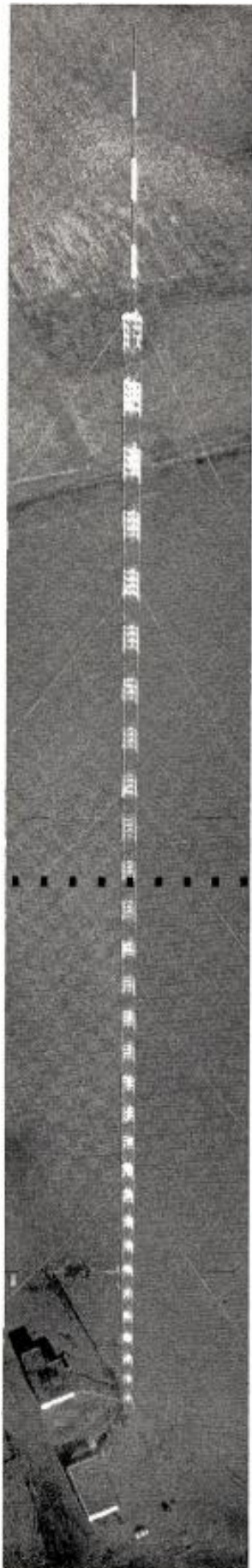
TV impulses were coming in at regular six-minute intervals and being picked up on Jodrell Bank's 250-foot radio telescope, world's largest, and then translated by facsimile machine into pictures.

Earlier, observatory tried unsuccessfully to get pictures using tape recorder to translate impulses.

## WBKB(TV) promotes McMahon

John J. McMahon promoted to general sales manager of WBKB(TV) Chicago to succeed John Campbell who becomes general manager of WXYZ-TV Detroit (BROADCASTING, Jan. 31).

at a  
 million dollars  
 per foot, our  
 2,000 foot tower  
 creates the  
 newest  
**\$2,000,000,000**  
 market  
 in the U.S. . . . .



KIMCO tower designed and constructed by KLINE IRON & STEEL CO., Columbia, South Carolina.

KIMCO — BUILDERS OF WORLD'S TALLEST TOWERS

**SIoux CITY, IOWA**

Both Sioux City stations have been operating at full power from the new, 2000 foot tower since December 6. This makes Sioux City the television capitol of the 4-state Siouxland market (Iowa, Nebraska, South Dakota and Minnesota). Nearly four times greater height will multiply your profits, too.

**KTIV**

**CHANNEL 4 — NBC-ABC**  
 National Representative . . . . George P. Hollingbery Co.  
 BROADCASTING, February 7, 1966

**KVTV**

**CHANNEL 9 — CBS-ABC**  
 National Representative . . . . . The Katz Agency

**RCA**  
NEW  
LOOK

**"BIG TUBE" COLOR TV FILM SYSTEM**



# Get “Big picture” performance from your color films



Three 1-inch vidicons  
used in color channels

Big 1½-inch vidicon used  
in the luminance channel

The 1½-inch vidicon in the luminance channel of RCA's color film camera provides a 50% larger image—50% larger than any used in other cameras. This gives improved signal-to-noise ratio, high resolution capability. Result: Unusually sharp reproduction of color films and slides.

All four of the vidicon pickup tubes are electrostatic-focus, magnetic deflection type. They require no focus coils — eliminating heat problems — and are independent of high voltage variations.

Completely transistorized, the TK-27 employs compact, plug-in circuit modules. They provide top performance and easier maintenance. Circuits are highly stabilized, assuring unvarying picture quality — over extended periods.

The entire “Big Tube” system is made by RCA, including camera, film projectors, slide projector and multiplexer. These are “matched” equipments—all designed to work together in an integrated system to best advantage. It's ideal for turning out top quality color film programs and commercials.

Your RCA Broadcast Representative has the complete story on this “Big Tube” color film system. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



**The Most Trusted Name in Television**

# DATEBOOK

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

■Indicates first or revised listing.

## FEBRUARY

Feb. 7—Deadline for reply comments on FCC's further notice of proposed rule-making 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 Jan. 5.

Feb. 7—Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "Who's out there anyway," with David Arnold, vice president of Gray & Rogers Advertising, as moderator. The Urban Club, Philadelphia.

Feb. 7—Deadline for comments on criteria FCC should use in determining market rank. In connection with policy aimed at limiting spread of multiple TV owners in top 50 markets. FCC asked for comments in connection with application of WGN Inc. to purchase KCTO(TV) Denver.

Feb. 7-9—Eighth annual conference on advertising/government relations co-sponsored by Advertising Federation of America and Advertising Association of the West. Luncheon speaker on Feb. 9 is John T. Conner, secretary of commerce. Senator Warren G. Magnuson (D-Wash.), Federal Trade Commission Chairman Paul Rand Dixon, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will take part in Wednesday panel session. Shoreham hotel, Washington.

■Feb. 8—Luncheon meeting of the Broadcast Advertising Club of Chicago. Speaker is Philip L. McHugh of McHugh & Hoffman with details of new multi-TV set survey. Sheraton-Chicago hotel, Chicago.

■Feb. 8—Meeting of the northeastern Pennsylvania chapter of the Society of Broadcast Engineers. Guest speaker will be John H. Battison, founder of the society. WBRE-TV Wilkes-Barre, Pa.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 9-11—Annual meeting of the National Telephone Cooperative Association. Featured speaker will be Bill Daniels, president of Daniels & Associates, Denver CATV brokerage firm. Denver Hilton hotel, Denver.

Feb. 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss video tape. Panel chairman is Charles Adams of Videotape Center. Johnny Victor theater (Rockefeller Center), New York.

Feb. 10—American Marketing Association/New York chapter, marketing distribution committee meeting. Dr. David Valinsky, professor of statistics at City College of New York, and research consultant, will discuss "Decision Models in Retail Management." Americana hotel, New York.

■Feb. 11—Chicago chapter, American Marketing Association, presents annual marketing man of year award to agency founder Leo Burnett at dinner meeting. Ambassador West, Chicago.

Feb. 12—Third annual Washington section awards banquet sponsored by the Institute of Electrical and Electronic Engineers. Statler-Hilton hotel, Washington.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.

Feb. 14—Seminar series sponsored by the

Television and Radio Advertising Club of Philadelphia. Topic: "Bring 'em back alive," with William Baker, program manager of KYW-TV Philadelphia, as moderator. The Urban Club, Philadelphia.

Feb. 14—Annual meeting of stockholders of A. C. Nielsen Co. to elect directors and to transact other business. A. C. Nielsen Co., Chicago.

■Feb. 14-April 4 (Mondays, 4-6 p.m.)—Institute for Advanced Marketing Studies sponsored by New York chapter of American Marketing Association. Classes on communications in marketing. Instructor: Allan Greenberg, VP and director of research, Doyle Dane Bernbach, New York.

Feb. 15—The second Elmer Davis Memorial Lecture presented by the graduate school of journalism of Columbia University. Speaker will be David Brinkley, NBC correspondent. Columbia University, New York.

Feb. 15—Deadline for submission of study from Arthur D. Little Inc., independent research organization, on the business of TV program production and procurement and TV program syndication. The study, which is being prepared for the three major TV networks, relates to the FCC's proposed rulemaking to limit 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 the same period, whichever is greater.

Feb. 15—Annual stockholders' meeting of National General Corp. Fox Wilshire theater, Beverly Hills, Calif.

■Feb. 15—Forum on "the creativity of illusion" presented by the New York chapter of the National Academy of Television Arts and Sciences. Panel includes painter Salvador Dali; George Schaefer, executive producer and director of the *Hallmark Hall of Fame*, and John Burrell, executive art director, CBS-TV. Gallery of Modern Art, New York.

■Feb. 15—Dinner meeting of the Women's Advertising Club of Chicago. Speaker is Charles Revson, chairman, Revlon Inc. Ambassador West hotel, Chicago.

Feb. 17—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss film completion. Panel chairman is Linc Diamant of Grey Advertising. Johnny Victor theater (Rockefeller Center), New York.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Presiding at sessions will be Elton Rule, KABC-TV Los Angeles, president of the California Broadcasters Association; Arnold F. (Doc) Schoen Jr., WDBO-TV Orlando, Fla., president of the Florida Broadcasters Association; William P. Becker, WVOW Logan, W. Va., president of the West Virginia Broadcasters Association, and Michael O. Lareau, WOOD Grand Rapids, Mich., president of the Michigan Association of Broadcasters. Sheraton-Park, Washington.

Feb. 18—Vincent T. Wasilewski, president of National Association of Broadcasters, addresses luncheon of Federal Communications Bar Association. Willard hotel, Washington.

Feb. 18-20—Annual meeting of the New England chapter of American Women in Radio and Television. Hotel America, Hartford, Conn.

■Feb. 23—Annual meeting of shareholders of Doyle Dane Bernbach to elect directors and to consider increasing the total number of shares in the qualified stock option plan. Hotel Plaza, New York.

Feb. 24—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss music in commercials. Panel chairman is Roy Eaton of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.



The Features with a  
**REPUTATION**  
**MGM 6**

The  
Station  
with the  
MGM/6  
REPUTATION  
**KYW TV**  
Philadelphia



North Carolina's  
**largest**

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is served best by

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# WINZ has moved to Metro Radio Sales

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Serving all of South Florida.**

**STATIONS:** WNEW New York, KLAC Los Angeles,  
WCFL Chicago, WIP Philadelphia, KKHI San Francisco,  
WHK Cleveland, WCBM Baltimore, WWTC  
Minneapolis-St. Paul, KMBC Kansas City, WINZ Miami,  
KIMN Denver, WDRG Hartford, KSL Salt Lake City.

**OFFICES:** New York, Chicago, Detroit, Philadelphia,  
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# KSL has moved to Metro Radio Sales

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Clear Channel Voice of Mountain America.**

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**Metro Radio Sales**

A DIVISION OF METROMEDIA, INC.

## Good will is value to sponsor of one of radio's oldest programs

In the days before public relations had become a familiar term and a recognized profession, a Standard Oil Co. of California executive proposed adopting a public-service idea which immediately brought a challenging question from his sales-minded colleagues: "What is the practical value to the company of this proposal?" The executive replied: "Ask me that question 10 years from now."

The idea he had proposed was sponsorship of a series of radio lectures on music appreciation, without commercial advertising. This was in 1928, two years after the same executive had convinced the company it should sponsor broadcasts of symphony music, also without commercials. The impressive public and press response to the symphony series was strong evidence of the goodwill value of the programs, and executives knew that a well-liked company is usually a well-patronized one. But, the symphony music on the programs was new to the great majority of radio listeners and they asked for more information about music. It was to satisfy this need that an affiliated music-appreciation series was proposed. It was called the *Standard School Broadcast*,\* since it was designed to be received in school as well as elsewhere.

**Continued Growth** ■ Ten years after its inauguration, the executive revealed that its audience had grown from an initial 72 schools to a total of 3,500, representing about 375,000 students. Today, more than 8,500 schools, representing nearly 3 million students and 85,000 teachers, make up the in-school audience, plus thousands of adult listeners at home.

To survive nearly four decades, the *School Broadcast* has had to prove its public relations value again and again. Survey after survey has shown a constant audience growth, which parallels the development of the program's educational, cultural and entertainment values. When it first went on the air in 1928, the *School Broadcast* was live and was a simple music-

appreciation lecture, voiced by a single announcer and illustrated by musical examples played by a trio.

From its original lecturer-trio format, it has advanced through various format changes, to its present weekly presentation of a half-hour of fine music of all types, dramatized through integration with geography, history, art, literature, folklore and other social science factors, with resultant wider appeal.

The announcer and trio have been replaced by a symphony orchestra and band, a choir, smaller instrumental and vocal groups, vocal and instrumental soloists and a dramatic cast. Radio stations carrying the *School Broadcast* have increased from 5 to 115; and the exigencies of modern radio have caused the replacement of the live show with one pre-recorded on tape.

**In-School and Out** ■ Though numerically the in-school listeners are by far the most important to the program's original purpose, the out-of-school adult audience has increased as the programs have achieved a greater appeal. Parents and grandparents, many of whom heard the *School Broadcast* in their school days, appreciate its being available to their children, and the students remember the programs into their adulthood.

*School Broadcast* has become known internationally. It is heard on tape and disk transcriptions in Japan, Fiji, Samoa, Wake, Guam, St. Helena, the Pribiloff Islands, etc. In addition, The Voice of America is translating programs for release to audiences in Argentina, Bolivia, Ecuador, Hong Kong, Indonesia, Iran, Japan, Korea, Nigeria, Turkey and Pakistan; the Armed Forces Radio and Television Service is preparing to make

the *School Broadcast* a regular part of its activities for servicemen.

Radio stations, noting that teachers wanted to hear the programs in advance of the regular broadcast, offered station time for preview broadcasts of each program, at a time convenient for teachers' home listening, so they might better prepare for classroom reception. Further to make public relations use of the *School Broadcast* material, the company has issued a 12-inch long-play, high-fidelity recording of patriotic selections recorded for the broadcast, which is available at cost.

Wide recognition, acceptance and recommendation of the *School Broadcast* by educators, parent-teacher associations, music clubs, women's clubs, civic groups and others have resulted in its winning more than 50 awards for excellence.

**Recognition** ■ The latest survey by an independent opinion research agency, to determine "What is its value to the company?" has resulted in one of the most gratifying revelations of the public's acceptance of the programs and its recognition of the sponsor as a public-spirited corporate citizen. And, in the unending stream of voluntary audience mail, there are frequent indications that many in the audience genuinely and practically appreciate the program's freedom from commercial advertising. As one listener put it: "We appreciate your giving us credit for being intelligent enough to know that Standard Oil Co. of California sells oil products." Hence, the *School Broadcast* seems destined to continue into its fourth decade in the near future, reaching its third generation of listeners.



Adrian Michaelis, coordinator of institutional radio and television for Standard Oil Co. of California's public relations department, is one of radio's veterans, having devoted 40 years to the company's radio and television shows. As program manager of 'The Standard Hour' (29 years) and 'Standard School Broadcast' (38 years), he has been responsible for initial creative planning; selection of artists, repertoire and facilities; writing, producing, directing and promoting the program.

\*Though originally planned as a public relations activity for Standard Oil Co. of California alone, the *Standard School Broadcast* is now sponsored by that company in nine western states, including Alaska and Hawaii, by Standard Oil Co. of Texas in Texas and New Mexico and Standard Oil Co. (Kentucky) in Georgia and Florida. As the *Chevron School Broadcast*, it is sponsored by Chevron Oil Co., Western division, in Colorado, Montana and Wyoming; and by Chevron Oil Co., Eastern division, in Newark, N. J. The Ohio State University releases the broadcast on WOSU Columbus.



## These organ grinders work like crazy!

**P**ICTURE it to yourself. Here's Fargo centered in one of the world's very richest agricultural valleys, surrounded for many miles around by enormous farms (most "fields" are one mile square!). Money is almost literally dripping out of almost every pocket.

Yet Fargo is the only real "money magnet" anywhere near.

But we don't spend our leisure time in the theatre, or gambling casinos, etc. We ain't got none! So radio and television get extra-enormous listenership—and our commercials *sell things* to people whose time-pockets haven't been picked by outside entertainment!

Now for *our* commercial! WDAY Radio and TV are "*it*" in this whole Red River Valley. In fact, the *it-est*, and there ain't no itter! Ask PGW!

# WDAY WDAY-TV

The Know-How Stations in  
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

What's going on in  
**HARRIS-INTERTYPE'S**  
world of exciting **COLOR**  
on the page . . . on the air

Harris-Intertype's advanced printing and broadcasting equipment gives higher fidelity in color reproduction to bring readers printing that captures the full range of the spectrum . . . to bring listeners sound that conveys the excitement and color of modern programming. A fascinating kaleidoscope of sights and sounds reproduced with increased clarity and brilliance by Harris-Intertype's accelerating technology. Harris-Intertype Corporation, 55 Public Square, Cleveland, Ohio 44113.



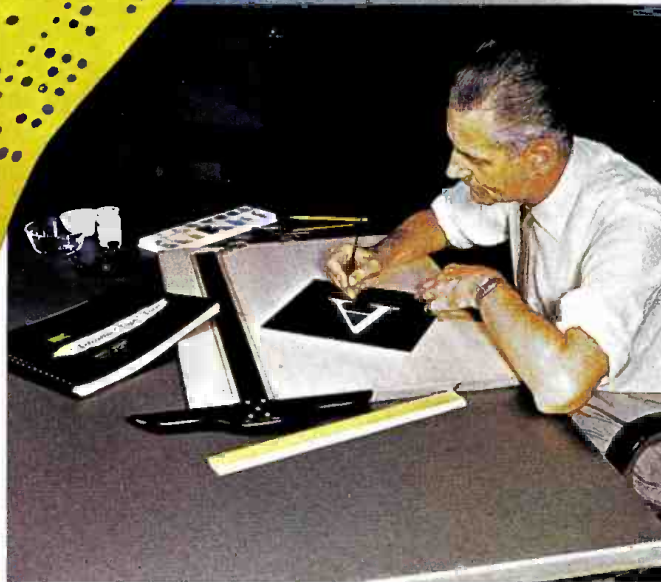
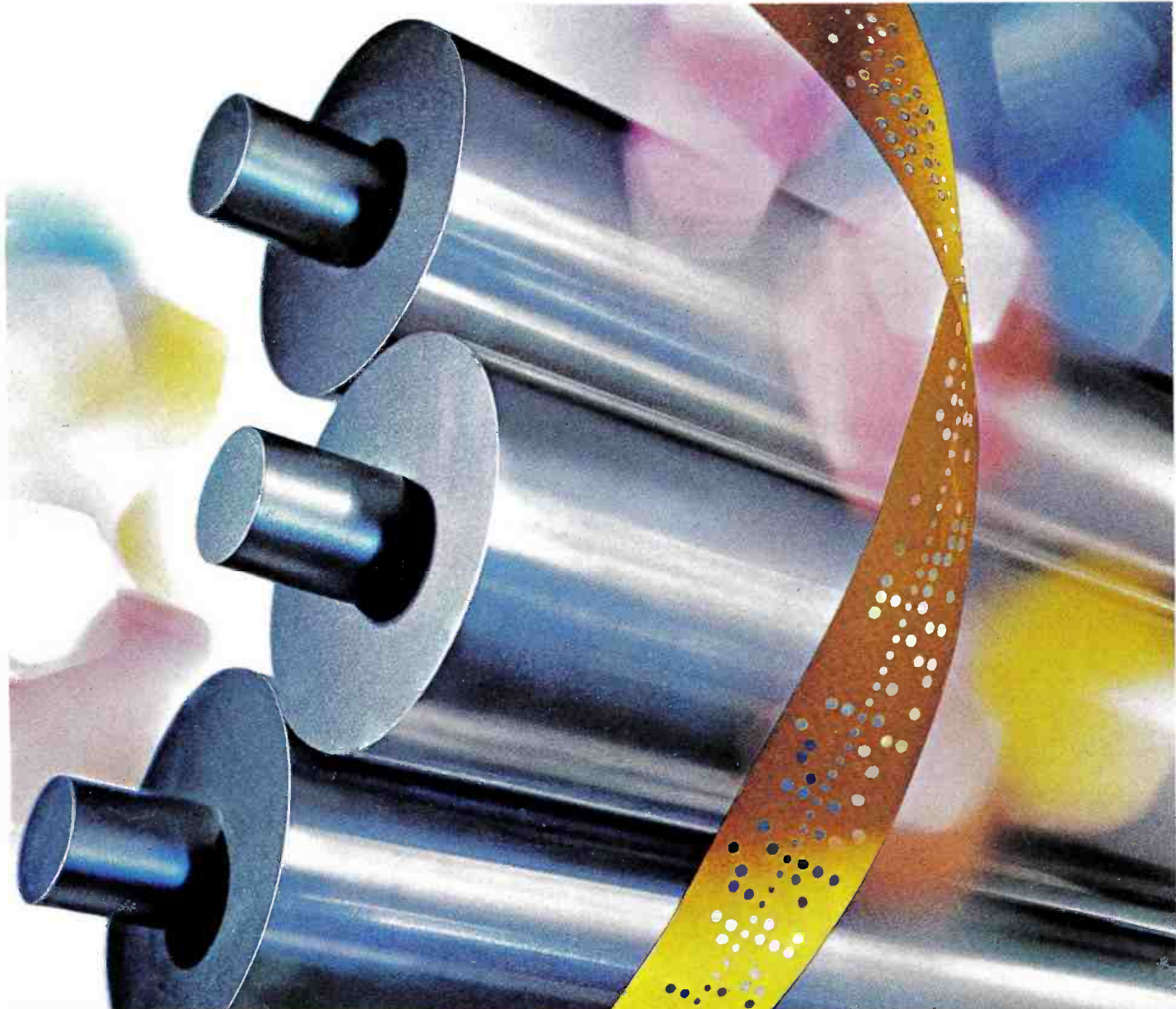
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**This Gates Diplomat** customized, solid-state, dual-channel audio console gives WXYZ, Detroit outlet for ABC, the complete flexibility necessary for colorful programming—the goal of any modern radio station in a highly competitive market.



**The Cottrell Model V-22** web offset newspaper press brings better printing and economical color to smaller newspapers. This one, owned by Industrial City Publishing Co., San Francisco, prints its four colorful weeklies with a combined circulation of 60,000.



The new 10KW Gates FM 10-G transmitter brings listeners true "color" fidelity — rich sound with delicate gradations of tone. This transmitter is "on the air" at KTRH, Houston, Texas.

Intertype designers have provided a wide variety of skillfully designed type faces. Set in hot metal or photographic type, they give balanced color density to text matter and contribute to creating colorful effects in ad composition.



*The*

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*in the field of radio, television and allied science*

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**FEBRUARY 28, 1966**

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STATION AWARD—Television

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STATION AWARD—Educational station, radio or television

NEWS, COMMENTARY AND PUBLIC AFFAIRS AWARD

To an individual

NEWS, COMMENTARY AND PUBLIC AFFAIRS AWARD

To a radio or television station

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O. W. RIEGEL, Curator

*The Alfred I. du Pont Awards Foundation*

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THE ESSENTIALITY OF TELEVISION AND RADIO

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TELECASTING\* was introduced in 1946.

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BROADCASTING, February 7, 1966

OPEN MIKE®

'Memo' is widely read

EDITOR: I had great fun writing "Mon-
day Memo" (BROADCASTING, Dec. 27,
1965). Many friends have written or
told of reading the article, all over the
country, and that response is certainly
a pleasure to receive.—Walter H. Bunk-
er, vice president, Young & Rubicam
Inc., Los Angeles.

Advance planning

EDITOR: Please send 50 copies of your
Feb. 21 issue, "Perspective '66", to-
gether with your bill covering this order.
—Eric Bremner, director of personnel,
The Crown Stations, Seattle.

(Advance orders for the "Perspective '66"
issue at 50 cents each may be sent to
BROADCASTING Circulation Department,
1735 DeSales Street, N.W., Washington
20036.)

Back copy wanted

EDITOR: The Arizona State University
library needs Volume 63, Number 15
(Oct. 8, 1962) of BROADCASTING for
binding. We would appreciate one of
your subscribers sending us a copy.
Thank you very much.—Periodical
Department, Arizona State University
library, Tempe, Ariz. 85281.

Diversification addenda

EDITOR: You were kind enough to in-
clude Rollins in the article entitled "New
horizons for broadcasters" (BROADCAST-
ING, Jan. 24).

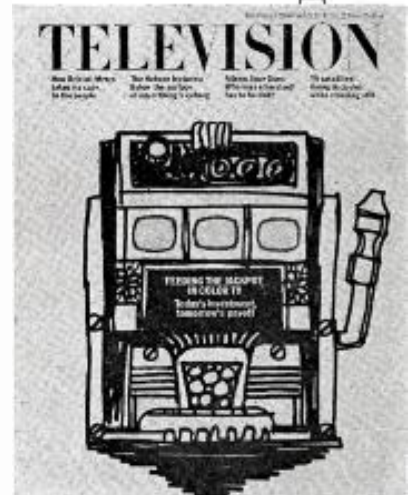
Our company was correctly referred
to as Rollins, Inc. in the quotation
table, but in the capsule reports, we were
incorrectly referred to by our former
company name of Rollins Broadcasting.

In addition, your listing of our hold-
ings was not wholly accurate. We do
not have an FM station in Charleston,
W. Va., but we do have a television
station there in addition to the AM.

We also have the Arwell firm which
is engaged in termite and pest control
services in the Midwest. We have a
building maintenance division known as
Floors and Dettelbach Pesticide Corp.,
manufacturers of pesticides, insecticides
and aerosols. Perhaps you would wish
to bring your records on our firm up
to date in these respects.—Tim Crow,
Rollins Inc., Wilmington, Del.

EDITOR: In the chart entitled "Records
of some diversifying broadcasters" an
understandable error was made with

We get
channels
you just
can't get
anywhere
else.



In the February issue. Who gets
hurt in the color TV explosion.
Bristol-Myers bulls its way toward
the top through increased TV
spending. TV satellites: who can
use them and what for. Interested?
Call or write Television Magazine,
444 Madison Avenue, New York,
PL 3-9944 for a free copy.

**ONE  
MILLION  
DOLLARS  
to help you!**

**Now... The Top  
TV Time Buy in  
Eastern Iowa  
KWWL-TV**

**Here's what KWWL-TV  
is doing in 1966 to make  
your time buying easier!**

- New Color Film Chain
- New Color Corrected Video Tape Recorder
- New Harwald Film Editor
- New Video Switching Equipment
- New Color Cameras
- New Audio Equipment
- New RCA Projectors
- New Transmitter Building
- New Studios
- New Completely Remodeled Building

For you this means more viewers, greater influence, and thus, lower CPM in the huge Eastern Iowa metropolitan and rural market.

**BLACKHAWK BROADCASTING CO.**

**KOMBO-TV**

KWWL-TV Cedar Rapids - Waterloo - Dubuque	KMMT-TV Austin - Rochester - Mason City
--	--

**KOMBO RADIO**

KLWW Cedar Rapids	KWWL Waterloo	KAUS Austin
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respect to Meredith Publishing Co. stock. The chart shows the Meredith Publishing stock low price for the entire year 1965 as \$30 per share and the high as \$38 per share.

The chart failed to take into consideration that the Meredith stock was split 2 for 1 on Oct. 29, 1965 and that prior to the split the stock was being traded over the counter with a low of \$35 and a high of \$56½; and that after the split and following the date the stock was listed on Dec. 9, 1965, the low was \$30 and the high \$38 until the end of the year.—*Andrew G. Haley, Haley, Bader & Potts, Washington.*

**The standards dodge**

EDITOR: The article titled "NBC reveals policy on sound" (BROADCASTING, Jan. 3) would be funny if it were not such an obvious proof of the well-known fact that nobody in the broadcasting business gives a damn about or has any intention of doing anything about excessively loud commercials.

All this talk about "standards" is just a dodge to avoid applying common sense to the solution of the problem. You know, and I know, that there is no such thing as an objective standard for loudness. The whole thing is subjective and can only be judged by subjective means.

I have proposed a simple, sensible test that can be applied in any control room. Let a responsible individual listen to the commercial in the context of associated program material. If the listener is slightly hard of hearing, so much the better. I have found that if I adjust receiver volume during most commercials, I cannot hear the program material when the commercial is over.

If that doesn't mean that the commercial is too loud, by a reasonable standard, what does it mean?—*Clarence W. Metcalf, Engineered Advertising, Southton, Mass.*

**Color story available**

EDITOR: Will you please send 100 copies of the "Special Report on Color" (BROADCASTING, Jan. 3).—*Helen M. Gillingham, WCAU-TV Philadelphia.*

EDITOR: . . . eight copies.—*Dr. Eugene R. Bertermann, Lutheran Church—Missouri Synod, St. Louis.*

EDITOR: Please ship 25 copies.—*John L. Anzalone, sales department KNTV(TV) San Jose, Calif.*

(Copies of the Jan. 3 color issue are available at 50 cents each from the BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington 20036.)

**ETV defense**

EDITOR: I refer to the editorial entitled "Off the track" (BROADCASTING, Jan. 24). One is led to believe that perhaps the underlying reason for criticizing Bristol-Myers's announced plans to produce programs for educational television is not the one stated in the editorial: "ETV has strayed from the purposes to which it was originally assigned." The editorial should have admitted the more pragmatic basis for its protest, the loss of \$250,000 from the commercial broadcasting industry and any trends that this action might portend.

But when a company such as Bristol-Myers becomes interested in producing a high quality program for purposes of institutional advertising, educational television is one of the few places to which it can turn for a broadcast outlet for its efforts. How many commercial stations will cancel *Bonanza*, *The Sunday Night Movie* and *Perry Mason* to run a series of "12 programs on the performing and fine arts" at 9 p.m. on Sunday nights?

This type of investment should be encouraged, not condemned, in BROADCASTING editorials. After all, the more money that is invested in educational television, the better educational stations will be able to appeal to minority tastes. The more that the educated and influential persons possessing these minority tastes watch educational channels, the less they will call upon commercial television to program for their tastes. And, hopefully, commercial television would then be able to concentrate on the money-making programing—that with the broadcast, mass appeal—with less interference from this vocal minority.

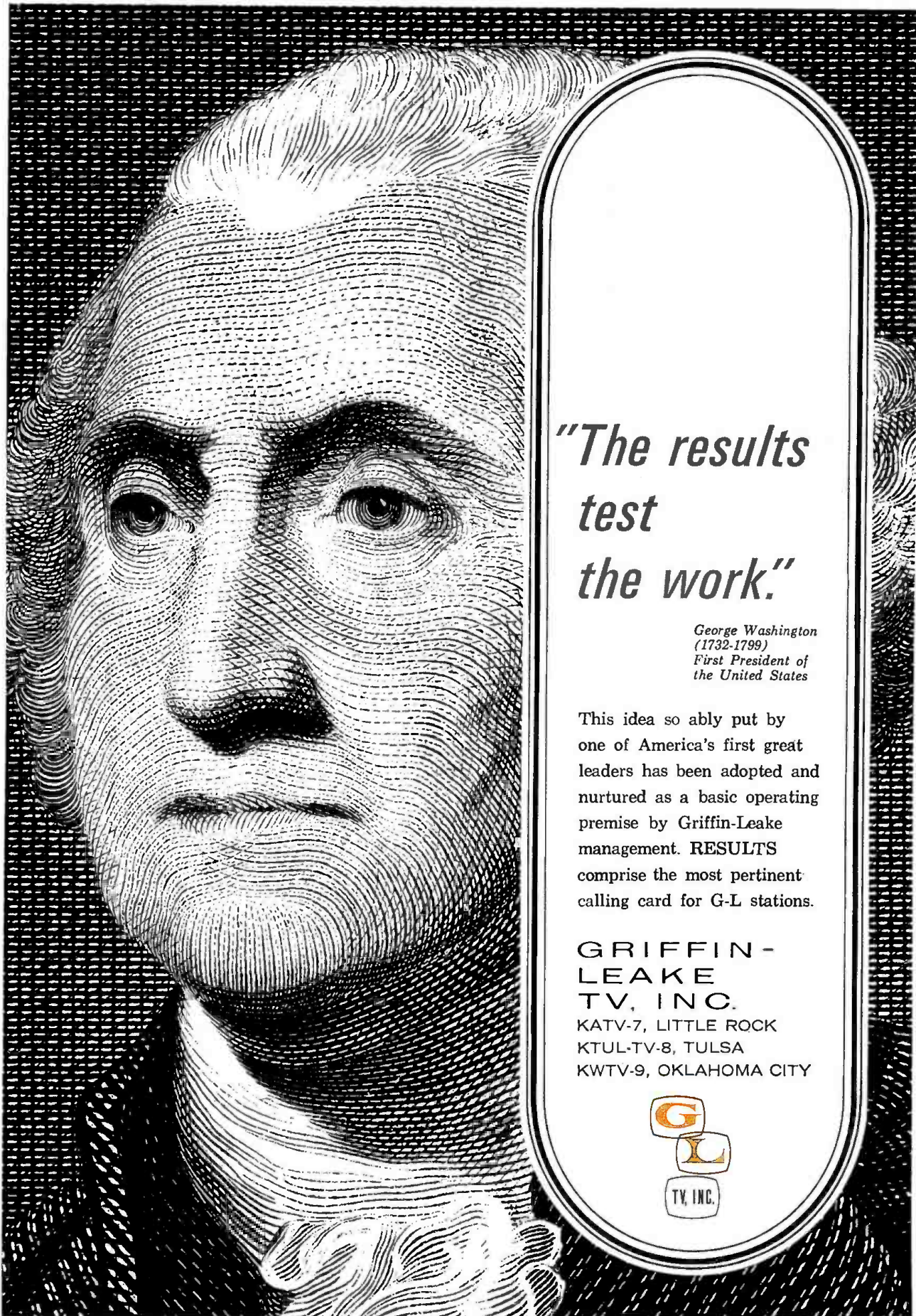
I consider your publication outstanding in the field of broadcasting. I find it immeasurably valuable, not only as a means of keeping myself up to date in radio and television, but also as a teaching aid. Keep up the good work in your reportage.—*F. Leslie Smith, instructor, Department of Radio and Television, St. Petersburg Junior College, St. Petersburg, Fla.*

**Yearbook around the world**

EDITOR: Please forward cost of BROADCASTING Yearbook and availability of such to Australia via surface mail.—*Mrs. Thomas Reid, Melbourne, Victoria, Australia.*

(BROADCASTING Yearbook, published every January, is available anywhere in the world via surface mail at \$5 a copy. For air mail service please include postage based on 3 pounds per copy. Address orders to BROADCASTING Yearbook, 1735 DeSales Street, N.W., Washington 20036.)





*"The results  
test  
the work."*

*George Washington  
(1732-1799)  
First President of  
the United States*

This idea so ably put by one of America's first great leaders has been adopted and nurtured as a basic operating premise by Griffin-Leake management. **RESULTS** comprise the most pertinent calling card for G-L stations.

**GRIFFIN-  
LEAKE  
TV, INC.**

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



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$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

\*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.  
or call  
C. P. PERSONS, Jr., General Manager



# Up for action: tough cable rules

What staff wants FCC to do: Freeze CATV's inside local-station contours, conduct five-year test of wire impact, build up shelter for broadcasters

The FCC begins consideration Thursday of a proposed report and order that, if adopted, would buy it up to five years of time in which to develop a long-range policy for the regulation of community antenna television.

But the price of the time would have to be paid by CATV operators who now have visions of importing distant signals into major markets. Systems not now hauling signals long distances would be limited to the role of a master antenna.

The commission, under the proposal, would prohibit CATV's for the next five years from transmitting signals of stations beyond the stations' own coverage areas without express permission of the commission. In general, permission would be given only to assure remote communities of full service from the three networks. The commission would establish the stations' grade B contours as the boundaries within which CATV's would be confined.

And during the five-year interim, the commission would, in effect, conduct a controlled test; it would permit CATV's to relay distant signals into one major market in a search for answers, from actual experience, to the troublesome question of CATV's impact on UHF development.

**The Staff's Pitch** ■ These were reported last week as major elements in the staff-prepared report and order that will form the basis of discussions as the commissioners, subjected to the conflicting pressures of CATV operators and broadcasters, continue the difficult task of asserting control over the exploding CATV industry.

In another key proposal, the staff calls for an oral proceeding on the interim procedures, in which the commission would hear arguments on a host of related issues, including the question of whether it could equalize competition between CATV's and stations.

The staff specifically has in mind the possibility of requiring CATV's to ask permission of stations whose programs

they pick up and retransmit—as broadcasters must do when they rebroadcast others' programs.

The commission staff feels action is required on two grounds—economic impact and fair competition. It is concerned about the competition that local stations face from multi-channel CATV's importing signals from distant stations into already well-served markets.

And it feels that CATV's have an unfair advantage in being free to ignore the rebroadcast requirements, exclusivity

## Wanted: a guinea pig

The FCC staff's proposal to set aside one major market for a test of the effects of community antenna television activity raises some interesting questions in the view of one observer.

"Considering the bleak picture the staff has drawn of the likely effect of CATV's hauling signals of strong independents into markets already well served," he said, "who's going to volunteer this market for the test?"

"Can you see the local UHF operator going along with a test? After he reads how much of a threat the commission feels CATV is to him, he's not likely to want to help the commission prove that point."

arrangements and blackouts of sports events that stations must observe.

**All Under Control** ■ A primary issue dealt with in the document is the question of commission jurisdiction over CATV's. And the staff, as expected, recommends that the commission assert jurisdiction over all CATV's—those served by microwaves as well as those that don't use them—and apply the same rules to all.

This would bring a total of some

1,600 systems under commission jurisdiction. The 450 systems using microwaves have been subject to FCC regulations since April 1965, when the commission adopted rules on the basis of its authority over common carriers that provide microwave service.

The National Community Television Association has campaigned against FCC assertion of jurisdiction over all CATV's, and has taken its case to Congress in a vigorous lobbying action. But the commission staff says FCC authority is based on the fact that CATV's engage in interstate communications by wire—activities that are covered by the Communications Act.

The staff is said to feel that there is no reason for discriminating between microwave-served and nonmicrowave-served systems, and that all CATV's must protect stations putting a Grade B or better signal over them. Protection now required of microwave-served CATV's includes the requirement that all local stations be carried, to the limit of the systems' channel capacity, and that no commercial station's programs be duplicated on the cable by those of another station for 15 days before and after broadcast.

**More Protection** ■ The carriage and nonduplication provisions would be tightened for all CATV's under the FCC's staff proposals.

The nonduplication provisions would be applied to educational stations, which now are given carriage protection only. Signals of low-power translators would have to be carried if a system's capacity were large enough, and recently authorized 100-w translators operating on assigned frequencies would have to be accorded simultaneous nonduplication. Satellite stations would have to be given the same protection as parent stations.

The staff would, however, relax existing rules to the extent of waiving the nonduplication requirement to permit CATV's to carry in color programs that the local station is transmitting in

## UP FOR ACTION: TOUGH CABLE RULES continued

black and white.

The proposed report and order is said to have emerged only after considerable intra-staff debate, and it has already drawn criticism of some commissioners because of its bulk (it runs 93 pages, plus appendices) and the stringency of its proposals.

As a result, there was considerable speculation that the staff product would be sharply altered before it is put in final form. There was even some discussion of the commission reducing the amount of nonduplication protection the CATV's would have to provide.

**Close Vote** ■ The commission acted on the original CATV rules before Commissioner James J. Wadsworth filled the vacancy left by the resignation of Frederick W. Ford (now president of NCTA), and adopted those rules by a 4-to-2 vote. Commissioners Lee Loevinger and Robert T. Bartley dissented.

FCC Chairman E. William Henry was said to be attempting desperately last week to come up with a policy that would satisfy all warring factions. He isn't expected to do that, but his determination to try is regarded as proof he isn't committed to the staff's position.

The commission is under a kind of deadline to achieve at least a consensus on CATV by mid-March. Commissioner Loevinger is scheduled to leave the country next month for a seven-week assignment at an International Telecommunications Union Conference in Geneva, and the commission will be attempting to iron out major policy differences by the time he leaves. Chairman Henry hopes the order can be in the final drafting stage by the end of February.

**Hard Choices** ■ The proposed interim procedure reflects the dilemma the commission faces. On the one hand it is concerned with what the staff calls the explosive growth of CATV and its changing nature—its development of 12-channel systems, its entry into major markets, its plans to transmit the signals of New York and Los Angeles stations hundreds of miles.

On the other hand it has no basis for estimating CATV's growth potential in major markets. If that growth is substantial, the staff feels the results could be disastrous for UHF, the development of which is a goal of Congress as well as the commission.

Accordingly, the staff feels that the commission should test CATV in a major market for, say, five years, to get the answers to the questions of CATV growth, while at the same time barring the uncontrolled development of CATV

in a way that would subvert congressional goals. Additional data could be developed from the experience of existing systems, whose present service would not be affected. (Under the staff's proposal, however, new systems in the top 100 markets might be barred from adding subscribers.)

The staff also feels that the interim would give Congress a chance to consider and act on what could be a fundamental policy decision regarding the

### Congress is watching

With the FCC meeting this Thursday to discuss the regulation of community antenna television, Congress has taken a "wait and see" outlook on the subject.

Congressman Walter Rogers (D-Tex.), chairman of the House Communications subcommittee, said that he "might have some observations on the FCC following their opening hearing, but I don't know what they'll come up with and until they decide, I'll just say that it's a difficult problem and a very touchy one on the commission's jurisdiction in this area."

He questioned whether the commission could adequately solve the problem and said that he felt some form of copyright law could help straighten out many of the present difficulties.

"The question of leapfrogging signals from distant areas past closer signals that aren't picked up by the system is going to be the main hurdle the commission will have to clear," he said.

"If the commission says that leapfrogging is illegal, then the FCC is getting into a position of regulating reception, which it cannot do according to the Communications Act. And it will also border on censorship and program control which the act specifically prohibits," he pointed out.

On the other hand, he said, "if the commission decides that leapfrogging is all right, then a serious challenge to the development and growth of local TV will present itself."

future of the television system in the U.S. Without the interim procedure, the staff says, the decision on the future of television may be taken out of Congress' hands by events.

The staff also said the commission

should seek legislation in the interim to afford more comprehensive authority over such aspects of CATV as local originations of broadcasts by cable systems.

During the interim period, the commission would assume control of beyond-grade-B signal carriage. The staff says the commission was, in fact, created to establish zones of station service.

CATV would still be able to function as it does now within a station's grade B contour. But the commission would not authorize extensions of signals beyond a station's grade B contour in large communities (other than the test city), nor would it sanction continuation of the present practice of moving large-city stations like New York and Los Angeles several hundred miles.

The staff feels the commission should permit extension of a signal beyond the station's grade B if the signal could be received by viewers in the CATV's community. But the principal basis for granting permission would be to permit one- and two-station communities to receive the programming of three distant network-affiliated stations.

The staff would bar the importation of programming from outside independent stations, contending that to permit them access would make more difficult the establishment of a local independent station. But the programming of distant educational stations would be permitted on the cable.

### Rockford marks time to see how FCC marches

The city council of Rockford, Ill., has decided that it would entertain applications for community antenna television service there. It instructed its licensing committee to survey the five applications now pending and recommend one of them for a franchise.

But the chairman of the city's licensing committee announced immediately that his group would wait until the FCC's February hearing is completed.

The five applicants: Rockford Community Television Inc., in which Central Illinois Electric & Gas Co., has a 38% interest; WREX-TV Rockford (31% interest), and local businessmen including Verne Nolte, owner of WROK Rockford; CATV of Rockford Inc., owned by local businessmen; H & B American Corp., a group CATV owner, and Unicom Inc., a subsidiary of The Katz Agency Inc., New York.

The Rockford council's action came 23 months after the first CATV application was tendered.

## Broadcasters to add CATV views to congressional deluge

An estimated 500,000 pieces of mail from CATV operators and their subscribers has already engulfed Capitol Hill. The letters request that Congress stop the FCC from regulating community antenna television without express legislation.

Now the National Association of Broadcasters is asking that its 3,500 member stations wire the FCC and Congress in support of commission action.

The NAB call-to-arms is coming today (Monday) in the form of an "important message" from President Vincent Wasilewski. He is telling broadcasters their "support of NAB's position on CATV is urgently needed" and asks them to send telegrams to the FCC in support of the NAB's basic principles. He also is requesting a telegraphic charge of Capitol Hill to urge Congress "to support action by the FCC and to oppose any delay."

Last week Mr. Wasilewski said the appeal is being made because NAB feels broadcasters generally haven't pushed as hard as some CATV operators in making their feelings known in Washington. He said the NAB has for the "first time" taken a position on limitations of imported signals. The position was taken by the NAB joint board at its January meeting and calls for limiting signals carried by a CATV to those falling within a CATV contour which, in effect, would extend about 10 miles outside a station's grade B contour (BROADCASTING, Jan. 31).

**NAB Position** - In addition, the NAB president said the recent mail campaign spurred by members of the National Community Television Association may have obscured the real issues in the minds of some legisla-

tors and NAB wants to clear them up.

NAB's seven-point position says: The FCC has power to regulate CATV's and should do so; distant-signal importation limitations must be set; all TV set owners should have access to the national networks; CATV's should not originate programs; local stations must be carried and protected against duplication; CATV's should file ownership reports, and local on-air broadcasting services must be preserved.

The NAB request may produce a deluge of wires to a Congress and commission already very much aware of the CATV proponents' feelings. All congressmen have received at least 300 letters from their constituents and some have received 3,000 to 4,000. And although stacks of these letters still fill many offices, the main push has apparently ended. Where they were coming in hundreds at a time two weeks ago when the campaign broke (BROADCASTING, Jan. 24), the flow is down to a trickle of a few letters a day.

Most of the letters have been signed at the request of a third party. But some letters contain personal addenda that say "even though this is a form letter, I am well aware of the situation and want the Congress to stop the FCC from taking away my television service." Others are individual notes calling attention to the FCC's meeting Thursday (Feb. 10) and asking Congress to "save the service that CATV provides."

**Standard Replies** - To answer the letters Congress has turned to form replies, having given up the personal letter approach as the mail kept pouring in. However, there are even a variety of form answers since the

letters take somewhat different approaches, all with the same end: congressional action in lieu of FCC regulation.

In all the replies, the legislators follow standard operating procedure and thank the petitioners for their interest, and add that the FCC chairman has told Congress he will keep that body informed and Congress will reserve action until after the commission decides what to do.

The pro-CATV mail may have been too much of a good thing. Some staff members feel CATV has overdone itself with its letter campaign and that after the first hundred or so letters, the congressmen were more than well aware that the FCC planned to take some action and that the letter writers didn't like the idea.

In addition to the extra burden placed on staffs that are traditionally swamped by mail at the opening of a session, the letters also required some legislators to take cram courses in "what is CATV?"

Both House and Senate Commerce committees have forwarded information on CATV to interested members of Congress. These primers tell how the systems operate, what Congress has done in the past and the FCC position to date.

But for all the griping, the men who run for office know the letters have more meaning than just a CATV regulation battle. Representative Walter Rogers (D-Tex.), chairman of the House communications subcommittee, said: "Any congressman who doesn't appreciate these letters is crazy. They may be annoying, but you can figure that anyone who's interested enough to write is surely interested enough to vote."

## Restrictions changed for Black Hills CATV

The FCC last week modified the carriage and nonduplication provisions imposed upon the grants of microwave renewal applications of Black Hills Video Corp. to serve Rapid City and Ellsworth Air Force Base, both South Dakota.

The commission said that because of the limited channel capacity of the Rapid City system it will require substitution of the programming of the local

station for that of a distant station only when a program is being presented simultaneously by both stations. The commission also continued its order staying the conditions for carriage and nonduplication protection for KRSD-TV Rapid City at Rapid City and Ellsworth Air Force Base until it appears that the station is providing a signal of acceptable quality.

On Jan. 6 the commission, acting on a letter from Black Hills and a report from an FCC field engineer, had relieved Black Hills of the responsibility to carry the KRSD-TV signal or protect

it against duplication. The commission acted after it received urgent appeals from Black Hills pointing out that the cable systems were losing subscribers by the score (BROADCASTING, Jan. 17, 1966).

The commission emphasized that in the future it would not authorize microwave facilities for use in connection with a system of such limited capabilities as the Rapid City system. The commission also said it expected Black Hills to submit a statement detailing its future plans looking toward compliance with the carriage rules.

# CBS-TV to burn old rate cards Sept. 11

New no-discount plan set for next season, to be made public soon, may lead others to flat rates

The CBS-TV network's revolutionary new rate plan, virtually eliminating discounts (BROADCASTING, Jan. 24), has been tentatively scheduled to go into effect Sept. 11.

Network officials reviewed it with members of the CBS-TV Affiliates Board in a meeting in New York on Wednesday (Feb. 2) and planned to get letters formally announcing it into the mails to all affiliates, as well as to agencies and advertisers, as soon as possible.

The plan establishes two sets of prices, which vary according to time period and time of year to reflect varying levels of TV set usage. Discounts, which currently can lop 30% or more off published rates, are all but eliminated. The only one left, said to average about 3%, is for 52-week continuity.

One set of prices is for facilities, or time. These prices are stated in terms

of half-hours rather than the full-hour units used in conventional rate cards. They apply to advertisers, now relatively few, who supply their own programs, and also to those—similarly a dwindling number over the years—who wish to sponsor or alternate in sponsorship of programs supplied by the network.

The other set of prices gives the costs of minutes within network-supplied shows, now the dominant form of buying on all three networks. These prices cover both time and program costs, and vary not only according to time of day and year, but also according to the strengths and weaknesses of specific programs and of their opposition on the other networks.

**For the Asking** • The program price list will not be shown on the published rate card. It will be available, as minute prices are now, "on request." Nor will it be included in the letters being drafted last week for advertisers, agen-

cies and affiliates.

Officials said last week that the minute prices had not been fully set—and couldn't be until the 1966-67 program lineup itself is established. Even then it was expected that the list would be subject to revision after the new season starts, depending on the performance of individual programs.

Minutes in a program that showed unexpected ratings strength presumably would be repriced upward, while those in a show with unexpectedly low ratings might be reduced.

Prices are being set up in three seasonal levels, plus a 52-week level. Of the seasonal levels, winter (roughly, mid-September to April) will be highest; spring (approximately April through June) will be next highest, and summer (June to the start of a new season about mid-September) will be lowest.

Some sources said that there would also be a price distinction between replacement shows and reruns.

Although officials said the package prices were still being developed, sources outside of CBS said they had been informed that the 52-week rates would vary from about \$37,000 a minute to around \$50,000 a minute, as compared to a range of about \$35,000 to \$50,000 now.

Network sources said it was virtually impossible, at this point, to estimate the net revenue effect of the new structure. Some acknowledged that it would be natural to build in a moderate price increase, but they insisted that if there

## A confirmed radio-TV client airs his gripes

An advertiser, who is investing more than \$1 million a year in spot radio and about \$500,000 a year in spot television, asked for broadcast help last week. Three areas of need were singled out. They were labeled "the three R's of broadcast today—rates, ratings and representation."

In a speech to the Hollywood Advertising Club, one of Southern California's most broadcast-oriented clients, Jim Felton, vice president and director of advertising and public relations for Seaboard Finance Co., criticized the integrity of rate cards, rating services and station representation. He said these were advertising media problems and invited his audience to solve them.

But Mr. Felton had some helpful suggestions of his own to make. He said that broadcasters should develop a rating system "that is be-

yond question, beyond doubt, beyond suspicion." Primarily what he wants audience measurements to do is to "tell me how many of these listeners heard my commercial and how many of them were qualified to respond to my product or service sales message."

He also pointed out that it would be helpful if there "be just one commission on a sale—and the commission the same—whether it's paid to a local salesman or a national representative." In this way, he explained, a national advertiser who provides his commercial on a profes-

sional acetate without any demand on local station personnel would not be penalized by having to pay the higher national rate.

Of station reps, he asked that they call for appointments, see him often "than just the annual contract-renewal date" and "stay away from anyone in our company not identified with the agency or the advertising department."

He also asked for better time protection claiming that he would rather pay twice as much and have half as many commercial messages during the peak traffic times.

Despite his criticism of broadcasting, Mr. Felton was quick to acknowledge that "radio built Seaboard." The finance company, he indicated, will run nearly 150,000 individual radio spots during the year on about 300 different stations.



Mr. Felton



Take a  
more colorful  
view of  
San Francisco Bay  
on KTVU

Where can you find color programmed exclusively for San Francisco-Oakland tastes? On KTVU, the independent station that colorcasts unduplicated live sports, movie hits, travel adventure, dramatic shows. It's KTVU, delivering the most attentive audience in America's great quality market. It's one more reason why KTVU is the Nation's LEADING Independent Television Station.

**KTVU**  
**2**

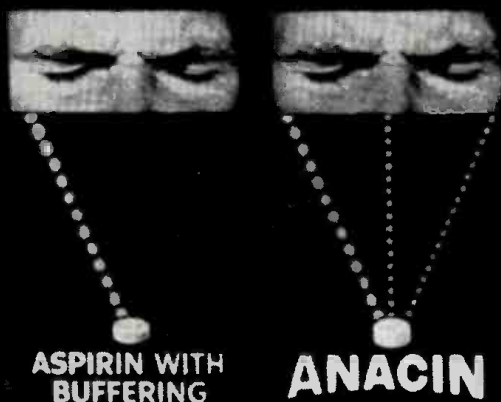
SAN FRANCISCO-OAKLAND  
Represented by H-R Television

**CBC** 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;  
WIBC-TV, Pittsburgh

**How can a radio commercial compare with this?**







The days when Jack Benny would stand in front of a radio mike and sell mountains of Jello are over. You know it. We know it. Today radio has another job. An important job. Radio can help the major television advertiser. Let's say a housewife saw that Anacin commercial last night on a network program. And she caught it again as she enjoyed the late show. But this morning, when she was in her kitchen

preparing her shopping list, one thing was with her. Radio. And radio was with her at 11:15 A.M. as she drove to the local supermarket. Only radio could deliver that final message for Anacin when she was seconds away from a shopping cart.

It boils down to this. No woman ever took her television set to the supermarket with her. No woman ever read a newspaper or magazine as she scrubbed her floor or fed her baby or did her laundry.

But millions of women have listened to Group W radio at these times. And that is why combining radio — Group W Radio with your television commercial can give you the most natural . . . most powerful media mix of all. Something that nothing can compare with.



WESTINGHOUSE BROADCASTING COMPANY

BOSTON WBZ · NEW YORK WINS · PHILADELPHIA KYW · PITTSBURGH KDKA · FORT WAYNE WOWO · CHICAGO WINO

REPRESENTED BY AM RADIO SALES COMPANY

is an increase it will not be substantial.

Some agencies and advertisers familiar with the plans have indicated, however, that they feel the result will be an increase closer to substantial than moderate. Procter & Gamble said it would have to review its advertising program if the plan raised P&G's costs by 8 to 10% as some sources had suggested.

Other agency sources speculated that the plan would make no appreciable difference in the costs of their own clients.

**Competition Silent** ■ NBC and ABC have declined comment on the plan, but it is widely expected that if it proves successful they will follow suit or at least adopt some variation of their own.

The plan was said to have no effect on compensation paid by CBS-TV to its affiliates, so no outburst was expected on that score.

In virtually eliminating discounts the plan removes one of the chief objections that has led Sen. Philip A. Hart's Antitrust and Monopoly subcommittee to plan hearings this year on media discount practices.

It was considered doubtful, however, that the plan would cause Sen. Hart (D-Mich.) to call off the hearings, which apparently are slated to explore discount practices of all major media.

CBS sources deny that the plan was inspired by Washington's interest in discounts. They insist it is intended solely to bring the rate structure into line with modern selling practices and that it was under development long before Washington became interested in the subjects.

CBS officials originally expected that the plan, if adopted, would go into effect this spring or summer for daytime programs, this fall for nighttime

## Ford buys all of 'FBI'

ABC-TV last week revealed it had landed the biggest single-program buy in its history from the Ford Motor Co.

Ford, through J. Walter Thompson, picked up full 52-week sponsorship of *The FBI Story* starting next fall plus some unspecified specials for \$13 million.

The company is one of the current sponsors of the network's *FBI* series that appears Sundays (8-9 p.m.).

shows. They said last week, however, that it had been decided not to make a piecemeal introduction.

Sept. 11 was picked for the effective date because that is when CBS-TV's 1966-67 season is expected to start. If the season-opening date should be changed, effective date of the new plan would be revised to conform.

Letters explaining the plan were being prepared late last week and were expected to reach affiliates, advertisers and agencies as early this week as the mechanics of preparation and mailing would permit.

## Cunningham & Walsh draws Old Milwaukee

Jos. Schlitz Brewing Co., Milwaukee, for its Old Milwaukee beer billing about \$4 million chiefly in the broadcast media, has named Cunningham & Walsh, New York, as agency succeeding

Post-Keyes-Gardner, Chicago.

Schlitz will pay Compton Advertising and MacManus, John & Adams each \$10,000 for expenses in preparing presentations to solicit the account. All three agencies were the finalists selected by Schlitz in competition for the business.

PKG continues to handle the Brewing firm's Burgermeister beer on the West Coast and Primo in Hawaii. Leo Burnett Co., Chicago, is agency for Schlitz beer, company's leading product.

## Chevy agency revamps its creative setup

A major policy change in the creative department of Campbell-Ewald Co., Detroit, calling for writers and others to work in all media rather than just broadcast or print, was announced last week by Thomas B. Adams, agency president.

"Such changes are always made for one basic reason," Mr. Adams said. "better service for clients."

Kensinger Jones, senior vice president creative director, will implement the new organizational structure. He explained that the change will allow all creative people "the opportunity to work in all media, thus bringing about more closely integrated advertising campaigns."

This means that broadcast writers, both TV and radio, would involve themselves in writing for newspapers and magazines as well, he continued, while the reverse also will be true with print media people writing for broadcast. "The goal is to diminish as far as possible the departmental lines of distinction between broadcast audio and art and the print copy and art functions,"

## 10% rise looms for final tally of '65 network TV billings

It's expected that network TV billings (net time and program) in 1965 will show a gain of about 10% over the previous year. The Television Bureau of Advertising estimated the increase on the basis of 11-month compilations, released last week, that show the networks up 9.3% to over \$1.2 billion for the January-November 1965 period. In November 1965 billings increased 12.9% over the like period in 1964. A full-year report is expected at the end of this month, TVB announced last week.

Network Television Net Time and Program Billings by Day Parts  
(Source: TVB/LNA-BAR) (add \$000)

	November			January-November		
	1964	1965	% Chg.	1964	1965	% Chg.
Daytime	\$ 41,920.9	\$ 48,059.8	+14.6%	\$ 293,880.4	\$ 352,673.0	+20.0%
Mon.-Fri.	23,186.2	29,417.3	+26.9	205,060.1	246,522.6	+20.2
Sat.-Sun	18,734.7	18,642.5	- 0.5	88,820.3	106,150.4	+19.5
Nighttime	77,190.2	86,410.3	+11.9	738,412.3	775,924.8	+ 5.1
Total	\$119,111.1	\$134,470.1	+12.9	\$1,032,292.7	\$1,128,597.8	+ 9.3

	1965			1964			% Chg. '65/'64
	1965	1964	% Chg.	1965	1964	% Chg.	
Jan.	\$105,252.6	\$103,667.0	+ 1.5	July	79,055.8	69,411.3	+13.9
Feb.	98,142.0	98,804.9	- 0.7	Aug.	79,092.6	67,023.8	+18.0
March	107,059.8	105,230.4	+ 1.7	Sept.	111,312.2	87,343.2	+27.4
April	102,634.0	98,107.0	+ 4.6	*Oct.	134,895.7	120,884.4	+11.6
May	94,956.2	88,418.3	+ 7.4	Nov.	134,470.1	119,111.1	+12.9
June	81,726.8	74,291.3	+10.0	*October figures adjusted as of Jan. 24, 1966.			

*Write your own check for...*

DATE 19 NO.  
\$  
DOLLARS  
SIGNATURE

## *Easy CATV financing!*

**With Ameco Acceptance Corp., you write your own terms.**

Ameco Acceptance Corporation "custom finance plans" enable you to obtain CATV financing with terms tailored to your particular needs. You can finance Ameco equipment and components for a complete turnkey installation. It's the fastest, easiest, most convenient way to finance. There is no red tape — no delay — you have the money you need within seven days.

**How much does it cost?** The cost is reasonable — interest rates are the lowest in the CATV industry. Dick Peterson, Ameco Acceptance Corp. President, has the background and experience to help you on your CATV equipment financing.



The Ameco Acceptance Corporation "custom finance plan" payback schedule is tailored to your cash flow with minimum payments in the first year. This flexibility of payback allows you to build a subscriber cash flow quickly and effectively without draining your capital.

**How do I apply?** It is easy and convenient. Here's what you do; just fill out the above check in the amount you need and the terms you want to pay and send to Dick Peterson. Or, if you prefer, call him collect. If you desire assistance in determining your engineering or equipment needs, contact your Ameco sales engineer or regional warehouse.

Remember Ameco is in business to help you with all your CATV needs. For engineering equipment, financing and promotion — **Ameco means business!**



**Ameco Acceptance Corporation**

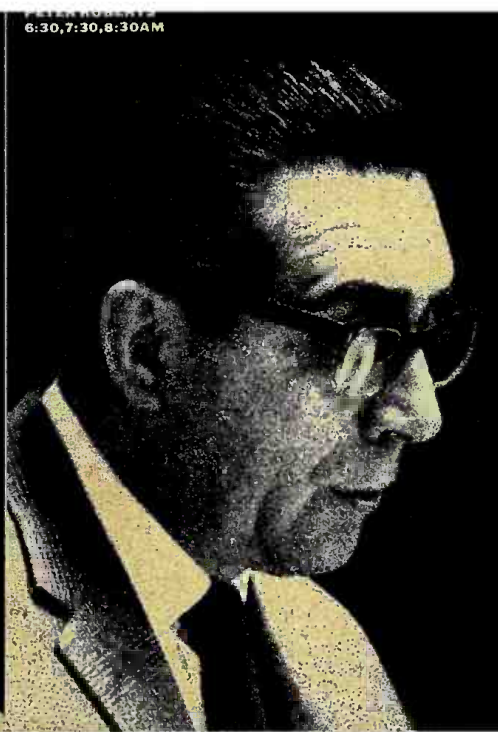
"A WHOLLY OWNED SUBSIDIARY OF AMECO, INC."

2949 West Osborn Road • P. O. Box 11326 • Phoenix, Arizona 85017 • Phone (602) 262-5500



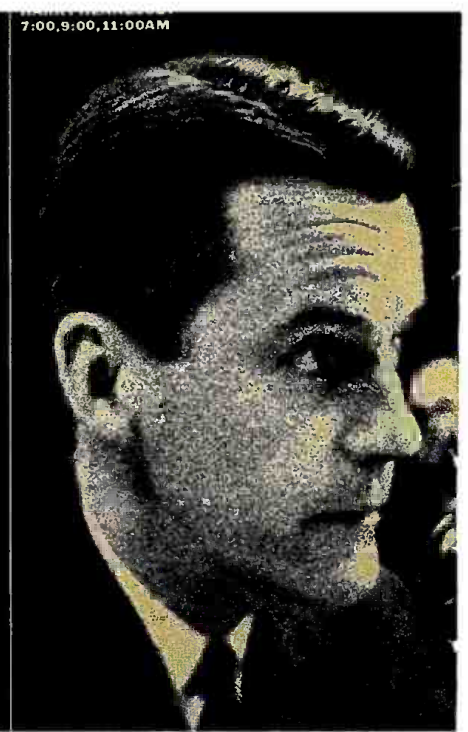
JOHN ALLEN

6:00AM



PETER ROBERTS

6:30, 7:30, 8:30AM



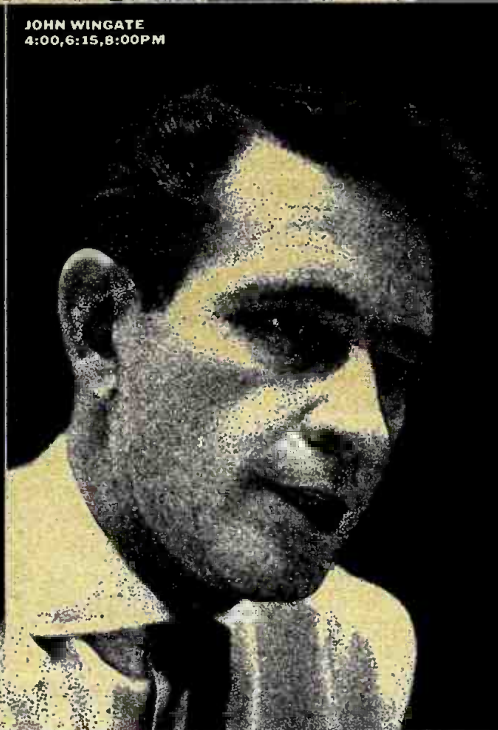
FRANK TAPPAN

7:00, 9:00, 11:00AM



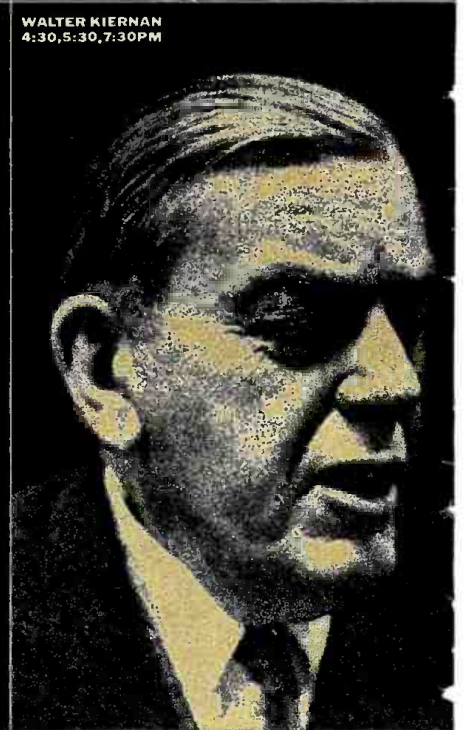
LESTER SMITH

2:00, 9:00, 11:00PM



JOHN WINGATE

4:00, 6:15, 8:00PM

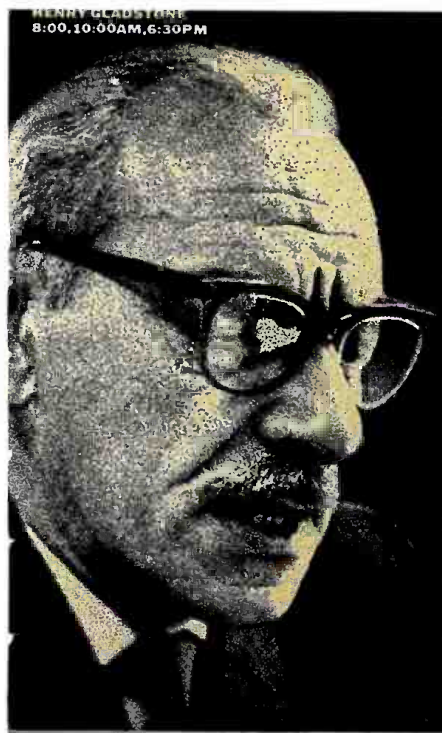


WALTER KIERNAN

4:30, 5:30, 7:30PM

# MEN OF THE HOUR

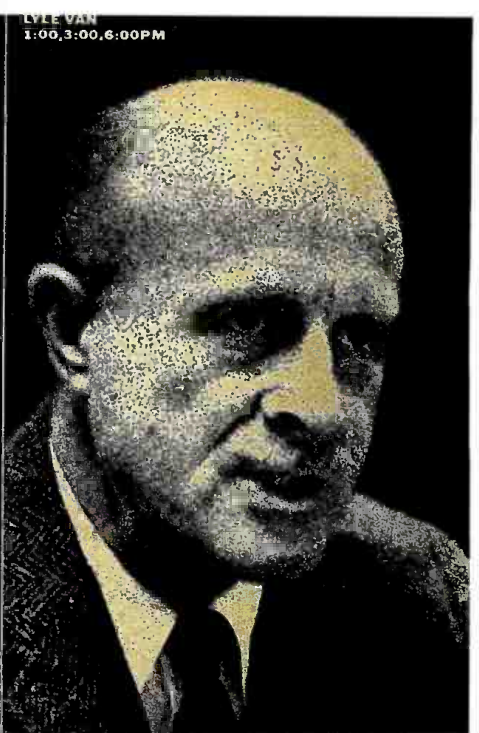
These are WOR RADIO'S versatile newsmen—long recognized as distinguished exponents of responsible journalism. Here is experience in depth... authoritative experience in astute news reporting that commands full listener confidence and attention. Behind this exclusive arsenal of



HENRY GLADSTONE  
8:00, 10:00AM, 6:30PM



JOHN SCOTT  
12:00N, 5:00, 7:20PM



LYLE VAN  
1:00, 3:00, 6:00PM



STAN LOMAX  
6:45PM



CLURE MOSHER  
7:45PM



GEORGE R. BROWN  
WOR NEWS DIRECTOR

news experts stands WOR RADIO's comprehensive newsgathering facilities—instantaneous, coordinated and on a global scale. On the local scene, each man exemplifies community reporting of a truly perceptive nature, unmatched in speed and flexibility.

This reliability in reporting accurately, with speed and thoroughness, is a major factor in WOR RADIO's identification as a discerning, full-text news operation. This is why WOR RADIO's "Men of the hour" deliver the largest total news audience of any station in the nation!

**WOR  
RADIO,  
NEW  
YORK**

710AM, 98.7 FM, THE FLAGSHIP STATION OF RKO GENERAL BROADCASTING

## They're doing the frug to Alka-Seltzer theme



The stomachs that last spring shook up the commercial world are now giving the record business a whirl for its money. The stomachs in question belong to Miles Laboratories Inc. and its Alka-Seltzer product. They appear in a series of soft and humorous sell commercials devised last year by Alka-Seltzer's agency, Jack Tinker & Partners. In the background of the commercial is a lilting musical tempo specially composed by Sascha Burland. Liberty Records in Hollywood has taken this background beat, given it a new arrangement and made a smash hit commercial record out of it.

It all started last winter when Liberty producer Joe Saraceno decided the Alka-Seltzer music had all the elements of being a hit single record. He contacted Miles Labs in Elkhart, Ind., and received full rights

to go ahead with the project.

Perry Botkin Jr. was called in to arrange the instrumental and he gave it a rock-'n'-roll top-40 type sound. Then a pick-up group of musicians—lead, rhythm and bass guitarists, drummer and organist—were thrown together to record the music. The record was called "No Matter What Shape (Your Stomach's In)" and the recording group was named the T-Bones.

The combination had instant success. In less than two months on the market, the record is already number three on most national popularity lists. Liberty officials feel it's well on its way to chalking up that recording business millennium: a 1-million record seller.

Following up the initial success, Liberty has just completed an LP album by the T-Bones which features

the original hit Alka-Seltzer tune and other unusual TV commercial themes. The backliner on the album has storyboard pictures from the commercial and in a promotional tie-in Miles Labs includes a merchandising letter and a sample of Alka-Seltzer with each record.

Jack Tinker & Partners, the agency that produced the commercial, always felt that the background music made all the difference in the acceptance of the TV spots. From the beginning, the agency received requests from viewers for records of the music. The point of the commercial is that it takes all kinds of stomachs to make up the world and Alka-Seltzer is good for all of them. The commercial shows various stomachs (six examples shown here), shaking in tempo to the background music.



he said.

Campbell-Ewald has established five new positions to implement the change. Agency veterans James N. Hastings, Thomas D. Murray, Robert McTyre and James Bernardin, all vice presidents, have been made group creative directors. Donald L. Miller, also a vice president, has been made production director. All five report to Mr. Jones.

Campbell-Ewald has more than 200 creative people in its Detroit headquarters office.

Its principal broadcast client is Chevrolet.

## Ad man declares his own war on poverty

The president of one of the West Coast's fastest growing agencies suggested last week that the advertising industry should start giving some of its services away free to those who cannot afford to pay. Speaking before more than 500 business and community leaders who were honoring him as the Western States Advertising Association's Man of the Year, Ralph Carson, president of Carson/Roberts Inc., proposed a com-

munications clinic in which advertising agencies would offer free advertising and marketing counsel to small business.

Such altruism would pay off in the end, he indicated, because by helping the smaller businesses, agencies would in turn be building and strengthening the entire national economy. Similarly, he said, agencies would at the same time be "strengthening our own marketplace for ourselves and our clients."

In addition to communications clinics which would be established by organized advertising and marketing groups both in the West and throughout the country, Mr. Carson cited some other

specific areas in which communicators could contribute positively to a warmer, more personal and more productive climate in American business life. He called for more frequent management-to-management, person-to-person exchanges at the top levels of business and more frequent visits by communicators to college campuses to explain media's cause.

## Bell spells out toy ad limitations

If a toy commercial is supposed to appeal to a child then it should fairly represent what the child is seeking to buy, and not mislead the child as to the nature of the toy or its true play value. This point has been one of the major areas of trouble for the National Association of Broadcasters Code Authority in its clearance of toy spots for television.

However, the cooperation between the code and the toy manufacturers has resulted in a "vastly improved atmosphere," Howard Bell, code director, said in Tampa, Fla., last week. He said the code now reviews about 85% of all toy commercials. About 300 spots were approved for the 1965 Christmas season.

He told the Florida Hurricane Chapter of the American Women in Radio and Television last Tuesday (Feb. 1) that much of the trouble that existed before the code began clearing toy spots has been cured. But, he added, "the issue of how to use fantasy situations in toy commercials without over-glamorizing continues to be with us."

Mr. Bell said the code doesn't aim to "stifle creativity in appealing to the child audience. We merely seek to avoid exploitation of the child's imagination."

As an example, Mr. Bell said, a spot for a toy rocket should not "project the child into a fantasy where he is an astronaut shown blasting off to the moon from Cape Kennedy in a realistic missile."

The code director noted that backgrounds like western towns or safaris are properly used, as long as the child and toy are not made direct parts of the setting.

## Business briefly . . .

Illinois Bell Telephone Co., through N. W. Ayer, Chicago, will sponsor semifinals and final games of the 59th annual Illinois High School Basketball Tournament March 19 on 13 Midwest TV stations. Illinois Bell has sponsored event since 1952.

General Foods, White Plains, N. Y.,  
BROADCASTING, February 7, 1966

through Ogilvy & Mather, New York, is using spot TV and spot radio in Indiana markets in a test market campaign for its new Maxim concentrated instant coffee. The product has been tested for two years in Albany, N. Y.

Cool Ray Inc., Boston, in its first network TV buy, through Doyle Dane Bernbach, New York, bought into 14 prime-time NBC-TV programs, *The Frank McGee Report* and *NBC Sports in Action*. Other NBC-TV signings: Sauter Laboratories, Nutley, N. J., through McCann-Erickson, New York, in four prime-time shows, *The Scherer-MacNeil Report*, *NBC Sports in Action*,

*Tonight* and *The Daughters of Orange*, an NBC-TV news special scheduled for Feb. 20 (6:30-7:30 p.m., EST); California Packing Co., through McCann-Erickson, both San Francisco, in *Saturday Movies*, and Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., through Kenyon & Eckhardt, New York, in 10 prime-time shows.

Foremost Dairies Inc., through Honig-Cooper & Harrington, both San Francisco, will introduce its new Instant Breakfast, powdered food product, with a heavy spot-TV schedule on the West Coast.

Rexall Drug Co., through Batten, Bar-

**KRCR-TV 7**  
FULL POWER AT 6,200 FEET

SACRAMENTO VALLEY  
TELEVISION, INC.  
BOX 919  
2770 PIONEER DRIVE  
REDDING, CALIFORNIA

January 31, 1966

Maury Long, Vice President, BROADCASTING, Washington, D. C.

Re: Men you can find  
Men who do what they promise--General Electric's men

On December 27th KRCR lost its main antenna from 100 mph wind pressure when the antenna was carrying unusual heavy ice. In the same storm another station also lost use of its antenna. Both stations went on their standby facilities.

On December 29th GE's Roy Duncan said GE would have a new 6 Bay antenna in Redding in just two weeks. Further, GE supplied parts and drawings for another temporary antenna which took full transmitter power. GE built the new antenna in Syracuse and delivered it to Redding within the 2 weeks. GE supplied men to assist, some of whom were called back from vacation.

All of this was done while most television people were involved in pre-New Year's activities and New Year's day celebrations.

Maury, believe us, we really appreciated this action. It enabled us to continue top service to our viewers.

Is it any wonder that we give a sincere thanks to these GE men even as we do to our own associates?

Cheerio,



Wm. B. Smullin  
Director

P.S. KRCR serves the North Sacramento Valley from a 6200 ft. mountain-top type tower that overlooks the entire Redding--Chico area.)

## Election sold out

NBC-TV has obtained full sponsorship of its coverage of the 1966 elections with the signing of the Xerox Corp. and the Institute of Life Insurance, it was announced last week by John M. Otter, vice president, network sales. Mr. Otter noted full sponsorship of election coverage, which will begin in the early evening at a still undetermined time, comes nine months before the event. The Xerox order was placed through Papert, Koenig, Lois, New York, and the Institute of Life Insurance purchase was through J. Walter Thompson Co., New York.

ton, Durstine & Osborn, both Los Angeles, is making its most ambitious move in network TV. It's co-sponsoring an hour color special on ABC-TV on March 30. The program is *Alice in Wonderland*, a retelling of the Lewis Carroll classic in cartoons as produced by Hanna-Barbera. The same company also will use *Alice* cartoons to produce Rexall's commercials. Rexall has been an in-and-out network advertiser. It dropped the medium entirely in 1964 after spending more than \$700,000 in TV in 1963.

**The Great Southwest Ford Dealers Association**, through J. Walter Thompson, Los Angeles, is running a saturation four-week radio-TV campaign in Arizona, New Mexico and western Texas. Before it's over, by the end of February, 540 TV spots and 7,600 radio spots will have been carried on Phoenix, Tucson, Yuma, all Arizona; Albuquerque, N. M., and El Paso television stations, and on 77 radio stations.

**Bulova Watch Co.**, through Young & Rubicam, both New York, will sponsor *Humor in Politics*, an NBC-TV color special on May 19 (8:30-9:30 p.m. EDT). Jack Paar will narrate the show produced by David L. Wolper.

## Maxon will resign Mohasco

Clyne Maxon, New York, will terminate its 11-year relationship with Mohasco Industries, Amsterdam, N. Y., effective June 1, because of a product conflict with the Armstrong Cork Co., Lancaster, Pa. The Armstrong account is handled by BBDO, New York, of which Clyne Maxon became a subsidiary last Jan. 1. Mohasco Industries has billings of approximately \$600,000, with about one-half of it in network TV.

40 (BROADCAST ADVERTISING)

# The solid-gold sports shows

Costs may be going up faster than ad values, says agency analyst

A top agency media executive expressed concern last week over the soaring costs of television sports sponsorships, based in turn on the escalating demands of sports groups for TV rights.



Mr. Stern

One suggestion: It might be cheaper in the long run for the networks to follow the lead of CBS (in buying the New York Yankees) by purchasing whole leagues. Another possible solution: pay TV.

Edward M. Stern, vice president and media director of Foote, Cone & Belding, Chicago, discussed the sports problem in a memo, made public, to the agency's other departments.

"At some point in time," he said, "advertisers just won't be able to go along with the higher prices that result from competitive network bidding without commensurate increases in audience values."

**NFL More Popular** ■ Mr. Stern took note of the new two-year agreement under which CBS-TV will pay the National Football League \$18.8 million annually, up from the \$14.1 million a year under the old pact. "Sponsor appetite for the NFL-CBS games has been considerably keener" than for the American Football League games on NBC-TV, he said, but "this is natural since the NFL is the old established league with the best known star performers."

"While advertiser interest is understandably high," Mr. Stern continued, "these pro-football buys are surprisingly quite inefficient on a cost-per-thousand basis."

For example, he said, a good prime night network participation purchase in the fall will deliver audiences somewhere around \$3.50 per thousand in terms of homes and about \$5 per thousand men. But the 1965 pro games on CBS-TV averaged \$7.75 per thousand homes and \$8 per thousand men, while on NBC-TV they averaged \$7.45 (homes) and \$8.35 (men), he said.

The 1965 National Collegiate Ath-

letic Association Saturday games on NBC-TV performed a little better than the pro games, he reported, with the CPM averaging \$6.30 on homes and \$7.70 on men.

**Non-media Reasoning** ■ "In view of the cost-audience imbalance," Mr. Stern said, "it's hard to escape the conclusion that some pro-football sponsors are buying on merchandising values, emotional involvement or other non-media reasons."

There are three points in favor of pro-football advertising, Mr. Stern explained: "It enables an advertiser to reach some men who watch little regular television fare." Media analysis "indicates that these audiences are generally better educated, have higher incomes and are more likely to be in managerial occupations. Commercials placed within this exciting form of mayhem may have greater advertising communication and effectiveness."

Mr. Stern felt that CBS-TV's 1965 package "was certainly for blue-chip advertisers only." A sponsor buying two minutes in each of 18 games had a bill of \$2.3 million, he said, and some had up to four minutes in each game.

## Study shows Negroes are brand conscious

Statistics supporting a marketing belief that the Negro is "intensely brand conscious" are being released today (Feb. 7) by Bernard Howard & Co., New York.

The study was conducted for the rep firm last August and September by Louis Harris and Associates Inc. The sampling covered 1,604 households (788 Negro and 816 Caucasian families) throughout the country. Their similarities were matched by market taste on economic, social and geographic levels. The survey encompassed both product-category usage and individual-brand selection.

Results of the study showed the Negro as a distinctive marketing class, not to be stereotyped as low-income. The data pointed to the appliance field as the first important area underscoring the Negro's social mobility and eagerness to share with the rest of society. The refrigerator represented a symbol of progress for 96% of the Negro homes polled, with 25% having bought one within the last three years. The Caucasian scored a 97% ownership in this category. Next item in demand was the automatic washing machine: 64% Negro homes against 78% Caucasian. For home food freezers, the Negro showed 23% ownership against 27% for Caucasian.

The product categories that best

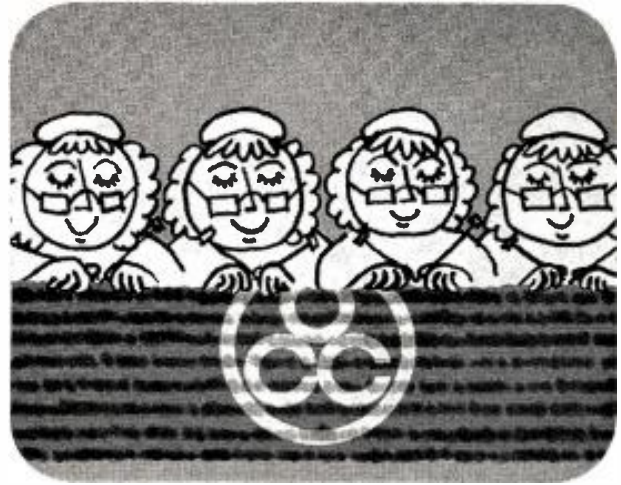
BROADCASTING, February 7, 1966



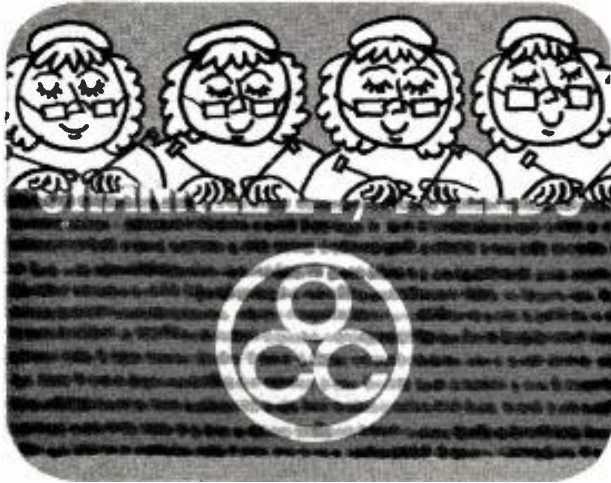
1.



2.



3.



4.



**There'll be a new freshness in the air over Toledo!**

Can TV serve the community better? We think so.

That's why we plan to get deep into the heart and mind of every town we serve. We'll show what makes our city tick, what makes it grow, what makes it good. And we'll do our bit to add to the satisfactions of living there.

We know it takes all kinds of people to make a good town.

And all kinds of interests to make a good life. And all kinds of programs to make a good station.

Maybe we won't be the biggest station in town, or the richest, but we'll be the one to watch.

**Overmyer Communications Company**   
201 East 42nd St., New York, N.Y.

reflect the Negro's progress were said to be butter, wax paper, household cleansers, cream deodorants, baby foods and drugs. In four categories the Negro exceeded the Caucasian in ownership: corn meal, evaporated milk, shortening and lard, and dry starch.

### Rep. appointments . . .

- KOL Seattle: Robert E. Eastman & Co., New York.
- KSEE Santa Maria, Calif.: The Meeker Co., New York.

### Agency appointments . . .

- Ice Capades has appointed M. J. Beckman Associates, Los Angeles, to handle advertising and promotion in Southern California area. Media budget is more than \$100,000.
- Block Drug Co., Jersey City, N. J., has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to replace Grey Advertising, New York, as agency for Corega denture adhesive, effective March 1. Grey was given three new Block Drug products scheduled to be test marketed within the next few months. Billings were not disclosed, but it was said radio-TV are expected to

play a major part in future advertising campaigns for the four products.

- 3M Co., St. Paul, effective May 1 moves its \$750,000 Magnetic Products division account from MacManus, John & Adams to BBDO, Minneapolis. Broadcast tape products are included. BBDO already handles other 3M accounts.

- Toni Co., Chicago, assigns its Casual hair color to Jack Tinker & Partners, New York, and its Deep Magic line of skin products and its Epic line of hair straightening products to North Advertising, Chicago. Total billing tops \$3 million and has been handled by Wade Advertising, Chicago, now being dissolved (BROADCASTING, Jan. 31).

- Unidyne Industries Inc., Denver, has appointed Fryc-Sills & Bridges Inc., same city. Unidyne, which makes Q-Plus car care products, will include television in its advertising campaign plans.

- Igloo Foods Inc., San Fernando, Calif., has appointed Siteman/Brodhead Co., Los Angeles, to handle its national advertising and publicity programs which will accompany the planned expansion of the corporation.

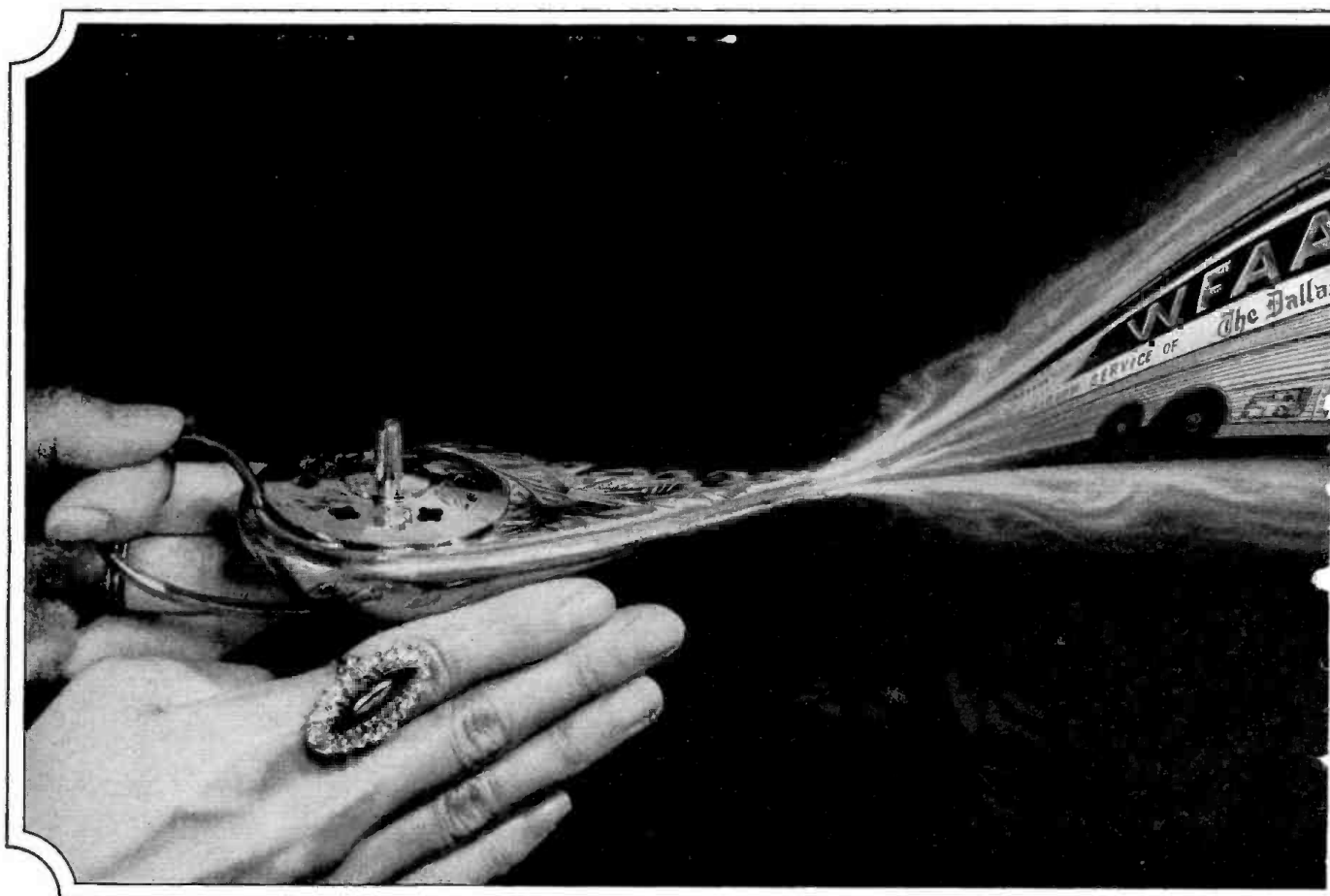
Igloo Foods makes ice-cream products and king-size pretzels.

### Also in advertising . . .

**C/R expands** ▪ Carson/Roberts Inc., Los Angeles, which grabbed off the Sicks Rainier Brewing Co. account in Seattle last December and which already was handling advertising for Jantzen Inc. out of Portland, Ore., has expanded its facilities for these clients by opening offices in Seattle and Portland. Named to supervise the agency's new northwestern facilities is Wolfe Tone, who was previously a production supervisor at Cole & Weber Inc., Portland.

**West Coast rep** ▪ ABC International Television, which serves as sales representative for TV stations throughout the world, will be represented on the West Coast by Jack Mann, ABC vice president in charge of the western division for the radio network and his ABC Radio West sales staff.

**Rep relocates** ▪ Mort Bassett & Co., has moved its New York office from 743 Fifth Avenue, to 551 Fifth Avenue, New York 10017. The new telephone number for the rep firm is (212) 682-6960.



# The big issues before FCC

FCC report to Congress pushes CATV forward as a major problem

The importance that the FCC attaches to community antenna television has been given a kind of official recognition. A chapter in the commission's 31st annual report to congress, out last week, is devoted exclusively to the cable television business. In previous issues of the report, CATV was disposed of in a paragraph.

The chapter, which runs seven pages (the one on broadcasting runs 47 pages, the longest one in the report), capsulates the history of CATV, from the first experiments with community antennas in Astoria, Ore., in 1949, to current commission efforts to regulate

an industry that includes some 1,600 systems serving over 4 million viewers.

And although the text is written in detached, bureaucratic style, official commission concern with CATV breaks through. In explaining reasons for conflict between CATV's and television stations, for instance, it states: "A local TV station has to program on a single channel, and . . . has to compete with the CATV's offer of a choice of network and other programs on multiple channels."

The text also reports there are complaints of CATV's degrading the quality of the picture of the local station they carry and says that CATV installers sometimes dismantle the home antenna, preventing the set owner from receiving signals off the air.

"The commission recognizes the valuable contribution of CATV," the report goes on, but, it believes that CATV should be a supplementary service to the local TV station. CATV, it adds, should not cripple or impede a local TV's growth.

"A TV station is a medium for community news and expression," the report states, "and otherwise serves local

needs" beyond a CATV's ability.

**Major Move** ■ In one of its major actions in fiscal 1965, the commission adopted rules regulating CATV's served by microwaves and proposed applying the same rules to CATV's that do not use microwaves. The commission will begin considering these matters at a special meeting this week (see lead story page 27). (Feb. 10).

In other highlights of FCC activity in the fiscal year ending June 30, 1965, the report noted the inauguration of commercial communications service by way of satellite. The Communications Satellite Corp. began service via Early Bird, stationed over the Atlantic, after the commission authorized common carriers to lease channels.

Meanwhile, terrestrial broadcasting continued to grow. The report noted that authorized AM, FM, TV and translator and booster stations increased in number from 8,377 in fiscal 1964 to 8,771. The sharpest increase was in commercial FM's, going from 1,371 to 1,565. There were 4,097 authorized commercial AM's at the end of fiscal 1965 and 689 commercial TV's.

The year saw the largest expansion



*If you had the Quality touch*

You'd possess that magic of Aladdin . . . able to place into operation a fully equipped mobile cruiser as simply and easily as rubbing a lamp. Go ahead . . . make a wish. There it is! Complete with three color cameras, two color videotape recorders and a full power supply for production in the most remote locations. When you want the Quality Touch of an Aladdin, rub our Operations Manager Jim Pratt or your nearest Petryman (by phone, please).

**WFAA-TV**

*The Quality Station serving the Dallas-Fort Worth Market*

abc Channel 8, Communications Center / Broadcast Services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

in any year of noncommercial educational television, as 15 new ETV stations went on the air. ETV became available to almost every community, with 621 VHF and UHF channel assignments now reserved for the educators.

Along with the increase in commercial broadcasting, there was a lengthening record of sanctions. The commission revoked the license of one station (WCLM[FM] Chicago), and designated nine renewal applications for hearing. It also dismissed or denied renewal applications of 12 stations, held 38 stations liable for forfeiture and put 21 on short-term probationary licenses.

But in two cases involving three stations, commission actions revoking or denying renewal of license were overturned in court, and the proceedings were remanded to the commission for further hearings.

**Programming draws complaints** ■ The commission received 21,000 complaints about broadcasting with most of them, 34%, about programming. Advertising

was the subject of 32% of the complaints.

One of the reasons for audience annoyance with advertising, loud commercials, was the subject of a policy statement on July 9, 1965. The policy requires broadcasters and commercial producers to take steps to curb "objectionably loud commercials."

The year also saw the commission issue a number of controversial proposals. One would limit network financial interest in television programs. Another would require networks to make their programming more widely available. A third would set new limits on the number of television stations broadcasters could own in the top 50 markets. A fourth would provide for the establishment of antenna farms in cooperation with the Federal Aviation Agency.

The commission also completed action on a number of projects:

■ The freeze on applications for new or changed AM facilities was lifted with the adoption of tough new assignment

rules.

■ Rules were adopted prohibiting more than 50% duplication of AM's by commonly owned FM's in communities of more than 100,000 population.

■ A policy statement on criteria the commission will consider in deciding comparative hearing cases was adopted.

■ The commission required stations and applicants to keep local public files.

The commission continued its efforts to spur the development of UHF. It proposed new low-power community type stations to operate on channels 70 through 83 and began requiring holders of long-dormant UHF authorizations either to turn them in or to put their stations on the air.

## Major station group meets

Over two dozen representatives of major-station interests met in Chicago last Thursday and Friday to explore the progress and plans of the public-relations committee of the Council for

## Schools closed, but stations worked overtime

It might have been a great week for Santa and his sled, but the snowfall that smashed into the East Coast last week taxed the ingenuity and endurance of more than a few station personnel. It also provided another example of broadcasters having need of modern equipment to cope with emergencies.

Some examples of the snowy week reported to BROADCASTING were:

In Utica, N.Y., three staff members of WRUN were marooned for three days in their one-story build-

ing just outside the city. The station is located on a main state road, but drifts of up to 30 feet prevented a breakthrough. Because other staff members couldn't get from their homes to the station the trio kept WRUN on the air and found nourishment in the kitchen at the station. The marooned ones were Al Cole, news director; Richard Thomas, program director, and Gordie Hood, disk jockey.

In Washington, Jackson Weaver, one-half of the early morning team of Harden and Weaver on WMAL, got

to the station on Monday (Jan. 31) via helicopter. The chopper, which is used for traffic reports during morning and afternoon drive times, picked him up at his home and deposited him at the station's transmitter, located far from any main route.

**Going my Way?** ■ In Milford, Del., wksb didn't go on the air Sunday (Jan. 30) because no one could get there. However, the following afternoon Aubrey Brickhouse, chief engineer and announcer, put the station back on the air. He had hitched a ride on a National Guard tank.

In Laurel, Md., Pete Hayes and Dick Krause, announcers at WLMD, went into self-inflicted exile on Friday (Jan. 28) with enough food—they thought—to hold out. By Sunday they had to start serious food rationing. Some on-air comments about their plight produced a hot dinner that night courtesy of the Laurel rescue squad, which had pushed three-quarters of a mile through eight-foot drifts to play waiter.

Helicopters were used by stations to take supplies to cut-off areas and to bring out those who required hospitalization.

In Clinton, Md., a Washington suburb, the wwdc traffic helicopter on Monday took out a woman from her drift-covered home and got her to the hospital (see picture). Less than 30 minutes later she gave birth to a son.



Television Development. A large research study is one project underway. The group met at the studios of WGN-AM-TV Chicago. Washington attorney W. Theodore Pierson was named spokesman for future reports on the committee's work.

## Seminar to explore complexities of ratings

The first annual Television Audience Measurement Seminar will be held at the University of Nebraska, May 16-20. The five-day seminar will be addressed by representatives from the A. C. Nielsen Co. and the American Research Bureau, along with specialists from advertising, broadcasting and educational fields.

The seminar, under the guidance of Dr. William E. Hall, director of the university's school of journalism, will explore the advantages and limitations of TV audience measurement statistics.

Enrollment will be limited to 50 participants and will cost \$195. Further information can be received from: University of Nebraska School of Journalism (Broadcast Sequence), Room 319 Nebraska Hall, Lincoln, Neb. 68508. Telephone: (402) 477-8711. Or call Mike Levine, Richards Associates, Washington. Telephone: (202) 659-1500.

## TV course to be taught by industry experts

A college-credit lecture series featuring a dozen professional experts on television will be given by Roosevelt University, Chicago, starting Feb. 17.

The course, in cooperation with the Chicago chapter of the National Academy of Television Arts and Sciences, is open to all college students in the area as well as the public and is being arranged for the third year by program packager Walter Schwimmer. A prize of \$500 is to be given for the best paper written on the completed series.

Guest lecturers include FCC Commissioner Robert E. Lee; TV writer Rod Serling, former NATAS president; David Echols, senior vice president and Chicago office manager of Fuller & Smith & Ross; Carl Lindemann Jr., NBC-TV vice president in charge of sports; Richard M. Pack, senior vice president, programming, Westinghouse Broadcasting Corp., and Harry Smart, vice president and Chicago manager, Blair Television.

Mr. Schwimmer said the symposium will be titled "Television Today." He personally sponsored the \$500 writing prize earlier. This year it will be given by the NATAS chapter.

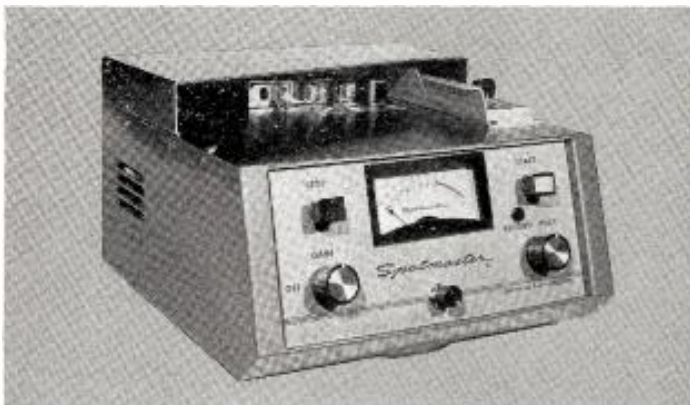
BROADCASTING, February 7, 1966

# Advanced, Solid State

## Spotmaster

### Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

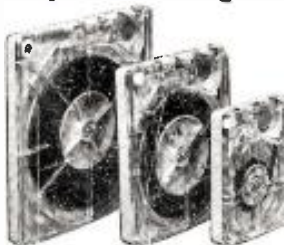


### And Here's the New Economy King COMPACT 400-A



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

### Top Quality Tape Cartridges



Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



## BROADCAST ELECTRONICS, INC.

8800 Brookville Rd., Silver Spring, Md.  
Area Code 301 • JU 8-4983

## Richardson sale of properties OK'd

The second move by a nonprofit foundation that is getting out of the broadcasting business received FCC approval last week. This was the sale by the Sid R. Richardson Foundation of its 62.1% interest in Bass Broadcasting Co. to Perry R. Bass. In a second move, Gene L. Cagle sold his 19.6% interest in Bass Broadcasting in return for sole ownership of KRIO McAllen, Tex. Total consideration in both transfers came to \$2,295,000.

The move was forced, the foundation stated, because of congressional and Treasury Department criticism of eleemosynary corporations, such as the foundation that owns controlling interests in business corporations that compete with business organizations not so owned.

This was taken to refer to a decade-long investigation by Representative Wright Patman (D-Tex.) of nonprofit foundations and their business interests. One of the first results of this campaign in the broadcast field came last year when the Jesse Jones foundation withdrew from majority ownership of KTRH-AM-FM and KTRK-TV

Houston and the *Houston Chronicle* (BROADCASTING, Nov. 8, 1965).

In the series of stock transfers in the Bass Broadcasting approval, Mr. Bass moved up in ownership from 16% to 80%. Mr. Cagle disposed of his 19.6% interest by turning back to the company some of his shares in return for full ownership of KRIO and sold his other holdings to a company controlled by Mr. Bass. A group of eight other stockholders retained their holdings, all adding up to minority ownership.

Mr. Cagle remains as president and a director of Bass Broadcasting Co.

Bass Broadcasting owns KFDD-TV Amarillo, Tex.; KFDW-TV Clovis, N.M. and KSWB(TV) Elk City, Okla.

In the FCC approval, the commission waived the three-year rule to grant the transfer of control. Bass Broadcasting bought KFDD-TV only last year.

### KRML back on the air

KRML Carmel, Calif., silent since April 1, 1965, returned to the air Jan. 15 under new ownership. Station was purchased late last summer from Carmel Broadcasting Co., Sam Smith, president, by KRML Inc., consisting of Clifford Gill, Lisle Sheldon, David S. Drubeck, all of Los Angeles, and Alan

Lisser of San Francisco (BROADCASTING, Aug. 16, 1965). Included was an FM construction permit for 101.7 mc with 3 kw. KRML is a 500-w daytimer on 1410 kc. General manager is George (Bud) Zimmerman.

## Changing hands

**ANNOUNCED** ■ *The following station sale was reported last week subject to FCC approval.*

■ **KERN-AM-FM** Bakersfield, Calif.: Sold by Ray V. Hamilton (broker) to Edward E. Urner for \$250,000. Mr. Urner had ownership in KEEB Nacogdoches, Tex., and was one of founders of KLYD-TV Bakersfield. He is presently general manager of KEWB Oakland-San Francisco. KERN went on the air in 1932 and operates fulltime on 1410 kc with 1 kw. KERN-FM went on the air in 1948 and duplicates KERN on 94.1 mc with 9.1 kw. Broker was Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 76).*

■ **KFDD-TV** Amarillo, Tex.; **KFDW-TV** Clovis, N.M. and **KSBW(TV)** Elk City, Okla.: Sold by Sid W. Richardson Foundation to Perry R. Bass for total consideration \$2,295,000 with sale of KRIO McAllen, Tex. (see story this page).

■ **KRIO** McAllen, Tex.: Sold by Bass Broadcasting Co. to Gene L. Cagle (see story this page).

■ **WZOE** Princeton, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Russell Wellington Holcomb and Ruel Burdette Van Wert for \$125,000 plus \$40,000 for agreement not to compete. Mr. Holcomb was formerly part owner of WCSR Hillsdale, Mich. WZOE operates on 1490 kc with 1 kw day and 250 w night.

### COMMUNITY TELEVISION

■ **Wisconsin Theater Video Corp.**, Eau Claire, Wis.: Sold by Gene Grengs and Arthur Rubinstein to Wisconsin CATV Inc. for approximately \$2 million. Eau Claire system serves 6,200 subscribers and brings in 10 TV signals from Eau Claire, Wausau and LaCrosse, all Wisconsin; Minneapolis-St. Paul, and Rochester, Minn. The system also includes a weather channel, charges \$10 installation fee, and \$5 monthly. Potential is 10,000 subscribers. Alvin H. Hartman, Providence, R.I., is chairman of the buying group; Monte Rivkin, Daniels Management Co., is president.

Wisconsin CATV Inc. is principally

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owned by Narragansett Capital Corp., Providence, R.I., which owns 10 other CATV systems, in Nevada, California, Oklahoma, Kansas, Louisiana and Minnesota. Broker in the Eau Claire transaction was Daniels & Associates.

▪ **Hobbs TV Co., Hobbs, N.M.:** Sold by National Trans-Video Inc. to Gregg Cablevision Inc. for \$1.5 million. Gregg Cablevision, a subsidiary of LIN Broadcasting Inc. which is principally owned by Frederick Gregg Jr., is building CATV systems in Illinois, Kentucky and Florida. This is Gregg Cablevision's first CATV acquisition; an announced purchase last summer of Valley-Telecasting Co. (owning systems in Yuma, Ariz.; El Centro, Holtsville, Brawley and Calexico, all California) from Bruce Merrill's American Cable Television Inc. for \$4 million (BROADCASTING, July 26, 1965) was never consummated.

LIN Broadcasting owns WMAK Nashville; WAKY Louisville, Ky; KEEL Shreveport, La.; KAAV Little Rock Ark., and WTVP(TV), to be changed to WAND(TV) Feb. 14, in Decatur, Ill., which it bought from Metromedia Inc. in December for \$2 million.

National Trans-Video is a group CATV owner, principally owned by C. A. Sammons who also controls KTRN Wichita Falls and KIXZ Amarillo, both Texas; KELI Tulsa, Okla.; KHOG Fayetteville, Ark., and KWAT Watertown, S. D.

The Hobbs CATV system serves 4,700 subscribers with TV signals from Roswell, N.M.; and Lubbock, Midland, Odessa and Monahans, all Texas. Charges are \$35 installation and \$5 monthly, or no installation fee and \$7.50 per month. Broker in the Hobbs sale was Blackburn & Co.

## New TV stations

As of Feb. 1 there were 125 construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 79 were commercial UHF's, 6 were educational VHF's and 21 were educational UHF's.

Stations which have recently gone on the air:

**WJKS-TV Jacksonville, Fla.** (ch. 17), has completed construction of antenna and is undergoing 50 kw transmitter power tests, according to Fred Weber, executive vice president of Rust Craft Broadcasting Co. Station is fifth Rust Craft facility and its first UHF. WJKS-TV is authorized for 1.03 megawatts visual, 102 kw aural. Station's representative is Petry. It is affiliated with ABC-TV.

**KWCM-TV Appleton, Minn.** (ch. BROADCASTING, February 7, 1966

10), noncommercial station received authorization to go on the air Jan. 19 with 316 kw visual, 37.1 kw aural. Licensee is Twin City Area Educational TV Corp and West Central Minnesota Educational TV Co.

**WCMC-TV Wildwood, N.J.** (ch. 40), went on the air Jan. 25 with 14 kw visual and 2.5 kw aural. Station is licensed to Jersey Cape Broadcasting Corp. and is affiliated with WCMC Wildwood. Station's representative is Robert S. Dome, Philadelphia.

## ABC Radio in L.A. to get new facilities

ABC Radio's facilities in Los Angeles are going to get a facelifting. About \$1 million will be spent to give the ABC Radio Network, ABC Radio West and ABC-owned KABC Los Angeles a modern home.

The existing building at 3321 South La Cienega Boulevard, will be more than doubled. The addition will contain all operational facilities, including KABC and network control rooms and studios, transmitters, editing and recording areas, tape library and listening room, transmission area, news department and

network production. Custom-built, solid-state consoles, turntables and cartridge machines will be installed.

The \$1 million investment, approved by the board of directors of ABC Inc., will be for the expansion of the building, remodeling of studios and for new electronic equipment and transmitter. Completion is expected by December. All the equipment will be installed by Gates Radio Co., Quincy, Ill.

## NAB lists additions, withdrawals from code

For the period Nov. 15 to Dec. 15, 1965, 37 stations were added to the radio code of the National Association of Broadcasters. Twenty-five stations withdrew from the code during the period.

Stations added: WBYE Calera and WCRT-AM-FM Birmingham, both Alabama; KAPR Douglas and KFIF Tucson, both Arizona; KVEE Conway, Ark.; WNLC New London, Conn.; WFOY St. Augustine and WSLC Clermont, both Florida; WDFH(FM) Chicago; WPOK Pontiac, Ill.; WNOE New Orleans; WESX Salem and WJDA Quincy, both Massachusetts; KDCE Espanola, KENM Por-

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## WTVX(TV) Fort Pierce takes to the air on a 'shoestring'

Is it possible for a television station to go from an idea to the air in less than nine months? And is it possible to do it with an outlay of less than \$100,000? WTVX(TV) (ch. 34) Fort Pierce, Fla., which goes on the air Feb. 15, has succeeded in both of these categories.

The station's license is held by Indian River Television Inc., and its story was explained last week in an interview with William Minshall, Indian River Television's president and general manager. He stated that the station was able to move rapidly through procedural phases, starting with the FCC application last May, because of the "wonderful cooperation" of the FCC's Broadcast Bureau.

How were pre-on-the-air expenses kept to such a minimum?

"We handled all the paper work

ourselves without the benefit of lawyers or consulting engineers," Mr. Minshall said. "We bought our equipment from UHF stations that had gone off the air—and the BROADCASTING YEARBOOK was a big help in locating these outlets—and from stations that were going to color and were willing to give up black-and-white equipment economically."

Indian River Television was able to buy a building that had housed WTVI(TV) Fort Pierce, a UHF outlet that ceased operations in 1960, for a down payment of \$10,000, he stated.

**Good Year for UHF** ■ Mr. Minshall observed that 1966 seems to be a more propitious time for a UHF operation than 1960.

The station is owned by a group of Fort Pierce business executives. In addition to Mr. Minshall, the group includes R. W. Koblebard,

secretary of the corporation; R. N. Koblebard, treasurer, and J. P. Beacom, vice president. R. M. Chamberlain will be chief engineer.

WTVX will be a prime affiliate of CBS-TV and will be able to telecast network programs in color. It will be represented nationally by Robert Eastman TV.

The station will cover an area in which 75,000 people live, according to Mr. Minshall. It has set an operating budget of \$12,500 a month for 1966 and will operate with a staff of 13, from 7:30 a.m. to 12:30 a.m. It faces competition from stations beaming from West Palm Beach, Fla., 60 miles to the north.

Mr. Minshall is a broadcast veteran of 22 years and has been sales manager of KRMG Tulsa, Okla.; manager of WGGG Gainesville, Fla., and sales manager of WCPO Cincinnati.

tales, KRSY Roswell, KRZE Farmington and KRZY Albuquerque, all New Mexico; WAER(FM) noncommercial, Syracuse, N. Y.; WHCC Waynesville and WLNC Laurinburg, both North Carolina; WERE-AM-FM Cleveland; WVNO-FM Mansfield, WHOF Canton, WLGN-FM Logan and WINW Canton, all Ohio; KNBQ(FM) Bethany, Okla.; WJUN Mexico and WMRF-AM-FM Lewistown, both Pennsylvania; WMSR-AM-FM Manchester, Tenn.; KXA Seattle; KXLE Ellensburg, Wash.; WKAU Kaukauna, Wis.

Stations withdrawn: KHAT Phoenix; KIOT Barstow, Calif.; KDEY Boulder, Colo.; WZOE Princeton, Ill.; KCLN Clinton, Iowa; WNKY Neon, Ky.; WERX Wyoming and WMRR Marshall, both Michigan; KNIM Maryville, Mo.; KCBN Reno; WBRL Berlin, N. H.; WAUB Auburn, N. Y.; KBYE Oklahoma City; KELR El Reno, KOLS Pryor and KVIN Vinita, all Oklahoma; WCOJ Coatesville and WCPA Clearfield, both Pennsylvania; KVIL-AM-FM Dallas; KPOS Post, Tex.; WFHG Bristol, Va.; WFHR-AM-FM Wisconsin Rapids and WDLB Marshfield, both Wisconsin.

## West Coast pioneers officially underway

The board of directors of a new industry organization, Pacific Pioneer Broadcasters, was elected last Wednesday (Feb 2) and papers of incorporation were immediately issued by the state of California. The officers of the new group are announcer Art Gilmore, pres-

ident; W. J. Beaton, president and general manager of KIEV Glendale, Calif., and George Allen, TV account supervisor in the Hollywood office of Dancer-Fitzgerald-Sample Inc., both vice presidents; Lisle Sheldon, principal in an advertising agency bearing his name,



### Pastore meets the girls

Senator John O. Pastore (D-R. I.) addressed the Washington chapter of American Women in Radio and Television following a luncheon at the Capitol. Mrs. Marge Gilchrist (l) and Mrs. Dora Cossé, Washington president and national president, respectively, of AWRT, discuss some of the senator's remarks (BROADCASTING, Jan. 31). In his speech, Senator Pastore announced plans for a hearing on the FCC's fairness doctrine.

secretary; Robert P. Myers, Hollywood copyright attorney, general counsel and assistant secretary and Evelyn Bigsby, former magazine publisher, treasurer.

The name of the new organization is tentative. It's made up of members who seceded from the parent Broadcast Pioneers, a national body. As of Feb. 1, the Pacific Pioneer Broadcasters claimed more than 200 fully paid members. The next meeting of the group is scheduled for April 1.

## Speakers lined up for NAB convention

The speakers' list for the management luncheons at the 44th annual convention of the National Association of Broadcasters is now complete. And the concurrent Broadcast Engineering Conference has lined up two of its luncheon speakers.

The convention will be held March 27-30 in Chicago.

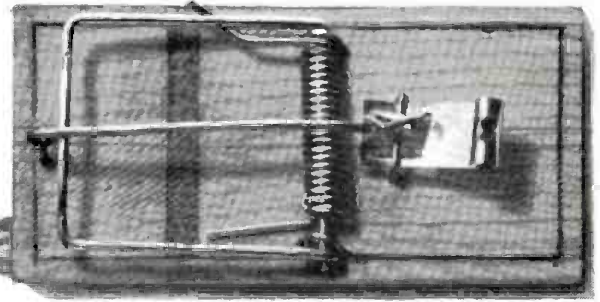
NAB President Vincent Wasilewski will make the keynote address at the Monday (March 28) luncheon; FCC Chairman E. William Henry will speak Tuesday (March 29), and General Maxwell Taylor will address the delegates Wednesday (March 30).

Georges Hansen of the European Broadcasting Union, and John Chancellor, director of the Voice of America, will speak at the engineering conference Monday and Tuesday, respectively.

Mr. Hansen, director of the technical



## Why doesn't someone invent...



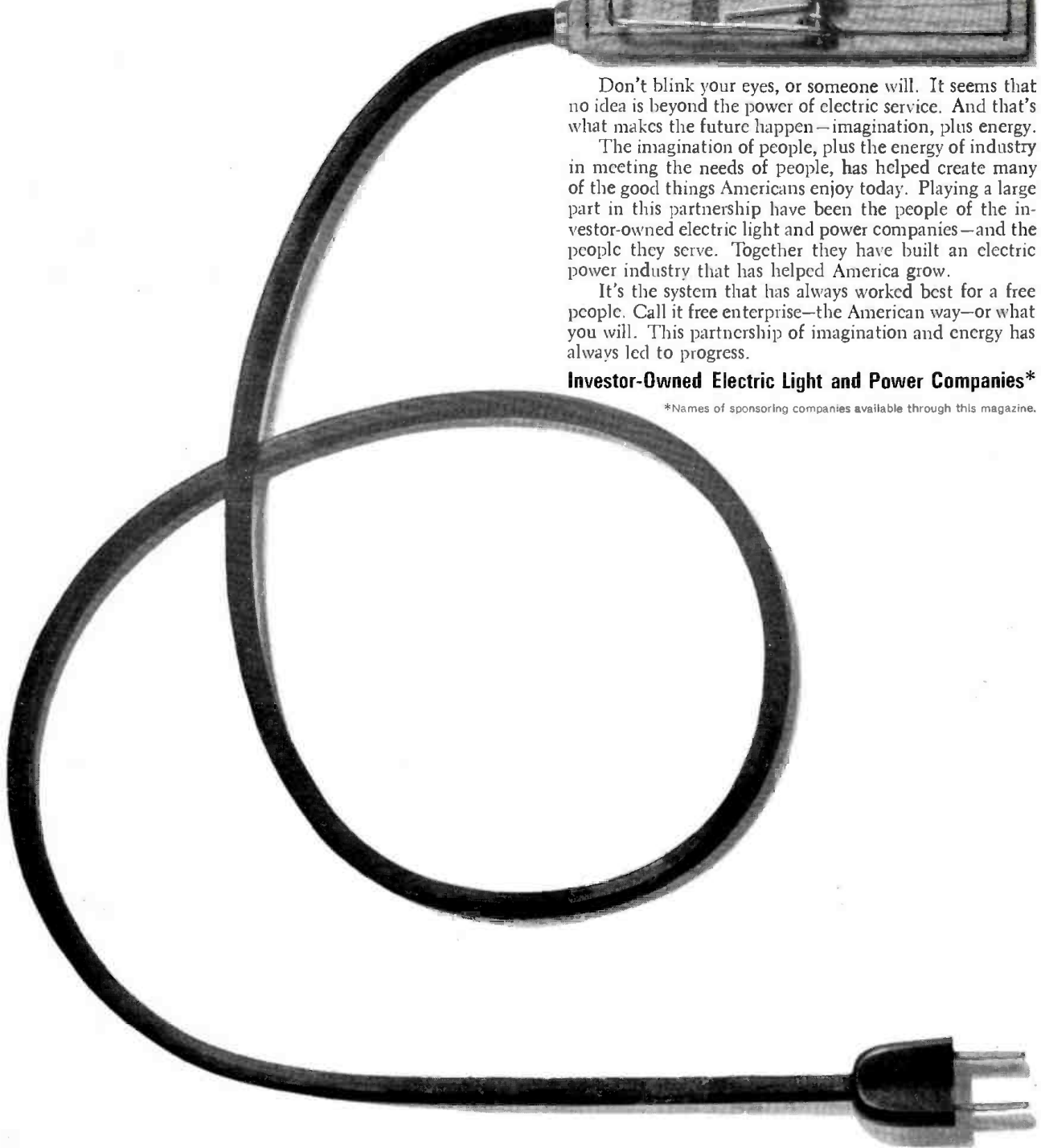
Don't blink your eyes, or someone will. It seems that no idea is beyond the power of electric service. And that's what makes the future happen—imagination, plus energy.

The imagination of people, plus the energy of industry in meeting the needs of people, has helped create many of the good things Americans enjoy today. Playing a large part in this partnership have been the people of the investor-owned electric light and power companies—and the people they serve. Together they have built an electric power industry that has helped America grow.

It's the system that has always worked best for a free people. Call it free enterprise—the American way—or what you will. This partnership of imagination and energy has always led to progress.

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\*Names of sponsoring companies available through this magazine.



Watch for "Hollywood Palace," with host Donald O'Connor Saturday, February 12, 9:30 P.M., Eastern Time, on ABC-TV.

## Groundhog Day but the shadow was the FCC's

A small California community educational TV station, KRU (channel 33) Oxnard, went off the air last Wednesday (Feb. 2) after trustees of a local educational district learned it had been operating illegally for almost a year.

How did the educators wind up on the wrong side of the law? Last year they received a certificate 330P from the FCC, built their station and began broadcasting in April to the 2,300 students in the five primary and secondary schools in the Rio School District. But the certificate, which the district staff believed was an FCC license, was actually only a construction permit for the station. The permit expired last Oct. 18, before 330L, an application to operate, was filed.

"We're small," explains District

Superintendent Morris Weber. "We can't afford Washington attorneys to tell us what to do."

The FCC at first didn't accept the explanation. The station was told to cease broadcasting and start the filing process from the beginning. But Mr. Weber made a hurried call to Washington and was given a 30-day emergency license to operate until a conventional license can be issued.

As a result of these difficulties, KRU, one of the first of the new class of television stations set up by the FCC for communities of 25,000 population or less, has lost a major source of its programming. The nearby Oxnard Air Force Base was providing programs but now will not participate in the educational station's activities until a formal license is granted.

center of the EBU since 1956, has been active in Belgian and European broadcasting since 1932 when he joined the Belgian Broadcasting Corp. He has participated in several International Telecommunications Union conferences and is vice chairman of the International Radio Consultative Committee's Study Group XI—the television group.

### Media reports . . .

**Request refused** ■ The California assembly rules committee has turned down a request for a \$20,000 appropriation to be given for a research project on the subject of "fair trial vs. free press." The request was made by Assemblyman George A. Willson (D-Huntington Park), chairman of the assembly judiciary committee. Mr. Willson cast the only dissenting vote in a state judicial council decision last

year to bar all photographers and broadcasters from courtrooms (also see page 57).

**Join MBS** ■ Mutual has announced new affiliation agreements with WMAD Madison, Wis., on 1550 kc with 5 kw day; KCLU Rolla, Mo., on 1590 kc with 1 kw day, and WMRC Milford, Mass., on 1490 kc with 1 kw day and 250 w night. WMRC previously was affiliated with ABC radio.

**New affiliation** ■ WABG-TV Greenwood, Miss., operating on channel 6, became an ABC-TV primary affiliate on Feb. 1. The station has been an Extended Market Plan affiliate of CBS-TV, which also has affiliation with WJTV(TV) Jackson, Miss., in that area.

**ETV and the valley** ■ The Virginia Governor's Advisory Council on Educational Television has approved a \$14,-

000 grant for planning and development of the Shenandoah Valley Educational Television Corp. Financial aid is based on the total capital cost of the project, according to G. Richard Hiller, president of Shenandoah Valley ETV Corp., and the applicant will apply for full construction funds once it completes basic building and equipment plans.

**New study** ■ WDOH Wheaton, Md., has released a study of various research organizations' findings on the 768,800 passenger automobiles in the Washington metropolitan area. The compilation points out, among other things, that 89.3% of these cars are radio-equipped (4.4% with FM).

## Over 5 million color homes, according to NBC

The total number of U. S. color-TV households as of Jan. 1 was 5,220,000 according to NBC estimates.

Hugh M. Beville Jr., vice president, planning, NBC, noted that the total represents an increase in one year of 2,410,000 color-TV households, a gain of more than 85% over the Jan. 1, 1965 color figure of 2,810,000.

On the basis of several favorable prospects, Mr. Beville predicted that by the end of 1966 color home circulation would approach the 10 million mark. He cited as positive factors the enlarged capacity of color-tube and receiver manufacturers and the outlook for increased consumer purchasing power in 1966.

NBC estimates that 9.7% of all TV households are color homes.

It was pointed out that the NBC figures are based on a variety of authoritative sources and special surveys and encompass such factors as color-set production, inventory (at the factory, distributor and retail levels) and set scrappage.

## Broadcasting seminar planned for summer

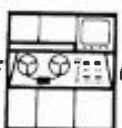
The Academy of Commercial Broadcasting Education, Sharon, Mass., will open its doors this summer for a two-month seminar, June 27-Aug. 26. Additional seminars or continuing courses may follow. Edward C. Obrist, founder and president of the academy, has had diversified broadcast experience in the Northeast and most recently has been assistant professor of communications at Boston University.

Technical orientation and study will be conducted at WWLP(TV) Springfield, Mass.

Mr. Obrist said the academy will

BROADCASTING, February 7, 1966

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place heavy emphasis on government-industry relationships, as well as concentrated courses in programing, advertising, marketing, sales, management and other related phases concerned with broadcasting.

More detailed agenda will be announced at a later date.

## CATV planned for Westchester county

The New York Telephone Co. was reported last week to be principal backer of a new community antenna television project being organized in three communities in New York's Westchester county, suburb of New York City. A New York Telephone Co. representative, however, denied the phone company has any knowledge of the project.

The new company, Clear Vision TV Cable Corp., would be set up to deliver New York City television signals to White Plains, New Rochelle and Mt. Vernon.

Clear Vision has made applications to the three Westchester communities over the past several months through Edwin Dooley, one of the principals.

Attorney for the group, Herbert Stone of Rye, N. Y., said Clear Vision would

be "virtually a subsidiary of the telephone company."

According to Mr. Stone, the phone company would build the systems and have a majority holding in the antenna venture.

He said the CATV's would probably limit themselves to signals available in New York City. He thought one antenna would be sufficient to service the three projected systems. Mr. Stone suggested that affiliation with New York Telephone is essential in these areas because use of underground duct space owned by the phone company is involved.

## Unanimity required

The FCC last week held that two of three parties to a share-time agreement cannot change the terms of the agreement without the participation and consent of the third party.

The commission reached that conclusion when it dismissed the application of WHAZ Troy, N. Y. (which shares hours of operation with WEVD and WPOW, both New York City) for assignment of license of its nighttime hours to WEVD and its daytime privileges to Troy Record Co. WPOW opposed the agreement.



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Let Avery-Knodel be your guide. They'll provide the ammunition you need—the facts about KOLN-TV/KGIN-TV, Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

## Revolt backfires

At noncommercial KCET(TV) Los Angeles, last week, a palace revolt took place but it was dissident rather than loyalist heads that rolled. Allegations were made by members of the station's creative staff against James Robertson, KCET general manager. Among other things, Mr. Robertson was charged with poor management and with causing a large-scale turnover in personnel. The complaints were filed by about 25 members of the station's staff.

Dr. Lee DuBridg, board chairman of KCET, flatly rejected the allegations and suggested staff members resign if they cannot get along with management. First to do so was Jim Case, director of special projects. He was followed by Russ Burton, public relations director.

According to Dr. DuBridg, the antimanagement allegations were found to be mostly minor and part of the station's normal growing pains.

AVERAGE HOMES DELIVERED —  
10:00 - 10:15 News Time  
(March, 1965 Nielsen)

LINCOLN-LAND* "A"	
KOLN-TV/KGIN-TV	81,800
OMAHA "A"	62,100
OMAHA "B"	50,400
OMAHA "C"	47,000
LINCOLN-LAND "B"	17,800
LINCOLN-LAND "C"	12,600

\*Lincoln-Hastings-Kearney



\*ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

**The Folger Stations**

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WKLB BALAMAZOO-BATTLE CREEK  
WJLP GRAND RAPIDS  
WJLM GRAND RAPIDS-KALAMAZOO  
WJTB-FM CHASLER

**TELEVISION**  
WJTB-TV GRAND RAPIDS-KALAMAZOO  
WJTV CHASLER-TRAVERS CITY  
WJWP-TV SAULT STE. MARIE  
KOLN-TV LINCOLN, NEBRASKA  
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# Ratings found 99 99/100% pure

**CONTAM study says audience measurements provide reasonably accurate estimates, but further improvements can still be made**

National television program ratings were given a basically clean bill of health last week as the Committee on Nationwide Television Audience Measurements reported on studies it has been making since 1963.

The committee attempted to answer, with as much finality as possible, major national-ratings questions raised during the 1963-64 congressional investigation of rating services—questions that in most cases had also been raised before and in some cases have persisted since.

There has been some, and should be more, improvement in ratings as a result of the congressional probe, the committee said. But it also found that ratings furnished reasonably reliable national audience estimates even before the probe.

The committee, known as CONTAM, was formed by the three TV networks during the 1963-64 hearing. One phase of its work was a 94,000-interview project for which it called in an independent research firm and paid \$100,000. Other phases included the drawing and testing of some 16,000 different survey samples.

The findings, as reported last week, included these:

- Small random samples are effective in measuring TV viewing. Specifically, a random sample of 1,000 homes (approximately the size of A. C. Nielsen Co.'s national sample, which has been widely criticized as too small) is enough to provide satisfactory national ratings. The money needed to increase a sample above the 1,000 level would be better spent in controlling other sources of possible error.

- Sample members who cooperate with rating services (those who keep viewing diaries, for example, or allow meters to be attached to their sets) watch TV more than noncooperators do. At levels of cooperation formerly achieved, this cooperator bias caused ratings to be significantly inflated. The error, however, was rarely big enough to change the rank order of programs, and the level of cooperation has since been increased to a point where the error has become much less important.

Even so, cooperation levels should be increased further.

- The cooperators in a sample tend to be younger and better educated than noncooperators, and also to have larger families. Thus the ratings of programs having the highest proportions of young, well-educated and large-family audiences are inflated more than the ratings of programs having fewer of these viewer types.

- As a result, contrary to widespread belief, the ratings of the so-called better programs would be even smaller than they are now, if the viewing of non-cooperators could be taken into account. (In a special study that did include noncooperators, it was noted, the ratings of *That Was the Week That Was*, documentaries and *The Danny*

*Kaye Show* all were substantially lower than when based on cooperators alone.)

- Although there's been a lot of talk about conflicts between Nielsen and American Research Bureau ratings figures, they are remarkably similar when they are measuring the same programs at the same time. When they differ substantially, it's usually because their measurements were made in different weeks or different areas.

- This doesn't necessarily mean that both Nielsen and ARB are right. It does suggest that all the questions raised thus far—the possibility of error in the recording or reading of the Nielsen meter tapes or the ARB diaries, the chance of cheating or mistakes by field personnel, etc.—are not likely to represent more than minor errors in either service. Both face the problem of cooperation bias. But it seems unlikely that either is subject to a major error not affecting both.

CONTAM reported many of its findings to the House Investigations Subcommittee of the House Commerce Committee in executive session while its hearing was still in progress, and they were reflected in the subcommittee's report, issued last month (BROADCASTING, Jan. 17).

Last week's was the first public disclosure of details, however. It was made Wednesday (Feb. 2) at a luncheon meeting of the International Radio and Television Executives Society in New York.

The presentation was by the three CONTAM members: Julius Barnathan, ABC vice president in charge of broadcast operations and engineering; Hugh M. Beville Jr., NBC vice president, planning; and Jay Eliasberg, CBS-TV network research director.

The committee's work and findings have also been summarized in a 26-page booklet, "How Good are Television Ratings?," by Martin Mayer, well-known writer on education and communications. Copies of the booklet were distributed at the IRTS luncheon, and it will be put into national distribution by the Television Information Office on Thursday (Feb. 10).

## Special LBJ repeat

President Johnson has a reputation of being a stern taskmaster, but he can be gracious too.

When a CBS color-TV crew was hampered by a record snow fall in Washington the weekend of Jan. 29-31 and could not get through to the White House on the morning of Feb. 1, when the President addressed the nation over TV and radio on the resumption of the bombing of North Vietnam, he agreed to repeat portions of his talk that afternoon.

CBS was inaugurating color on its evening Walter Cronkite news show that Monday evening, and was anxious to broadcast the lead news segment in color.

At the original morning broadcast NBC filmed the President's address to the nation for its Huntley-Brinkley evening news show. CBS reportedly asked NBC for a print of its color coverage, but NBC declined to share its color film. CBS then asked the President to repeat portions of his speech and, after lunch, he did so.

**8,000 Samples** ■ To establish whether sampling is applicable to TV viewing, CONTAM took 56,385 diaries collected by ARB in its March 1963 national sweep. From these it drew, by computer, 8,000 different samples of varying sizes—800 samples for each of 10 network programs chosen to represent different program types, lengths, days and times of presentation, network origin and size of rating. For each program there were 100 different samples in each of eight sizes—25, 50, 100, 250, 500, 1,000, 1,500 and 2,500 diaries.

The true rating for each of the 10 programs was determined from the total universe of 56,385 diaries. Then the 800 different smaller samples for each program were checked to see how close each came to the true rating. They came close.

Out of the total of 8,000 samples, CONTAM noted, statistical theory predicted that 5,460 would produce results falling within the first standard error (a statistical measure of dispersion); actually, 5,475 of the samples produced results within that range. Theory said about 7,637 would be within two standard errors; 7,668 were. Theory said about 7,979 would be within three standard errors; 7,975 were.

While these tests established that statistical theory is applicable to audience measurement another question remained: Is theory correct in predicting that for a given size sample, accuracy is virtually the same for any size "universe"? To get the answer CONTAM took, out of the 56,385 ARB diaries 4,927 that had come from a single section of the country. These were used to develop another 8,000 samples of different sizes for the same 10 programs. The samples drawn from the 4,927 diaries produced results substantially identical to those drawn from the total universe of 56,385.

**Small Difference** ■ Because Nielsen's approximately 1,000-home sample had been under fire, CONTAM made a special analysis of its own 1,000-diary samples. There were a thousand of these (100 for each of the 10 programs), and 61% were found to differ by no more than one rating point from the true ratings as determined by the entire 56,385 diaries.

Finding the effects of cooperator bias called for a different approach. By definition, noncooperators do not reveal their viewing habits to rating services. In the past, these had represented about two-thirds of those originally asked to keep diaries and about half of those drawn for TV meter installations.

Cooperation in telephone interviewing is much higher, however.

ARB furnished the phone numbers

of approximately 175,000 homes solicited in its November 1963 sweep, together with information on which ones had refused to keep diaries. CONTAM then called in Eric Marder Associates, an independent research firm, to determine and compare the viewing of cooperators and noncooperators.

With the help of Dr. Gerald Glasser, professor of business statistics at New York University, the Marder firm worked out of these phone numbers a nationally balanced sample that contained more than 94,000 homes. These were interviewed by phone from 89 locations scattered across the country. They produced, after eliminating some 4,600 calls by interviewers whose work seemed unreliable, a total of 84,302 completed interviews.

Of these, 27,635 were with people who had cooperated initially with ARB and 56,667 were with people who had refused ARB diaries.

The interviewing dealt with 14 network evening time periods in the week started March 25, 1964, and was done during those periods. On the average, 6,000 homes were tabulated for each of the 14 periods. Mr. Mayer's booklet summarizes the findings as follows:

**Confirmation** ■ "The results con-

tary special), *Danny Kaye* and *That Was the Week That Was*. Seven ran lower in the cooperator rating than in the total rating, though only three—*Breaking Point*, *Rawhide* and *The Price is Right*—by as much as 5%.

"In rating programs as most popular and least popular, however, the cooperators agreed quite closely with the total sample. Of the 10 ranked highest by the cooperators (on whose reports the published ratings had been based), nine were also ranked highest by the total sample. . . .

"The three top shows were identical. Of the 10 ranked lowest by the cooperators, nine were also ranked lowest in the total. . . .

"In 11 of the 14 half-hours, the total sample gave the networks the same 1-2-3 rank order of programs that had been estimated by the cooperators. . . ."

The Mayer summary concluded: "It is clear that network ratings have furnished network decision-makers with reasonably reliable estimates of program audiences. 'Cooperator bias' does not drastically misstate the popularity of television programs."

Even so, CONTAM felt that even better cooperation levels are needed, at least the 80% level recommended by

## Griffin tries do-it-yourself ratings

Mr. Nielsen, watch out. Merv Griffin is getting into your act.

Actually, the host of the nightly *Merv Griffin Show*, which is syndicated to 37 stations, is not going into the ratings business. But he has installed opinion meters in the seats of the Little Theater in New York, where the program is taped. He asks his audience to register their preference for each of the prime-time network programs they would watch if they were at home at that time. The segment will be a daily feature

of the 90-minute, five-day-a-week program.

The electronic device, manufactured by the General Electric Co., also will provide instantaneous ratings for each time period, a program spokesman said. Approximately 400 persons attend the taping of each Griffin program, with about 86% of the audience in the adult category (over 21 years of age). From time to time the device will be used to poll the audience on vital issues of the day.

firmed the long-standing and logical belief that cooperators watched television significantly more than noncooperators.

"Of the 42 programs (actually, 40 different programs, because two of them ran over into other measured half-hour segments), five ran 20% higher in the ratings given by the cooperators than they did in the ratings given by the total group—*Outer Limits*, *East Side/West Side*, *New Australia* (a documen-

the Advertising Research Foundation for all surveys. It was noted that Nielsen now has brought its cooperation rate up to 75%, and that ARB has consistently reduced the effects of cooperator bias in its studies by arbitrarily reducing its ratings to take this bias into account.

**ARB vs. Nielsen** ■ CONTAM's comparison of ARB and Nielsen ratings was undertaken to see whether their different techniques might involve signi-

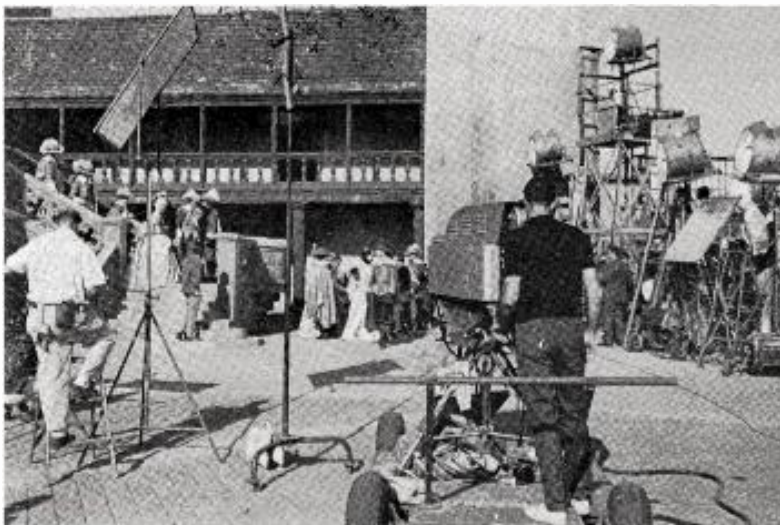
## Curtain lifts as TV cameras tape special on movie lot

Electronic cameras have established a foothold in what was once an enemy camp. Setting the precedent was NBC-TV's Danny Thomas special, *My Home Town*, scheduled to be shown last Sunday (Feb. 6). Produced at Metro-Goldwyn-Mayer in Culver City, Calif., it's believed to be the first television show to be taped completely on a motion-picture studio lot.

For the Mark Armistead Television Co. the telecast also represented the culmination of a seven-year itch. When the company started in the business of leasing video-tape production facilities and personnel in 1959, it wanted to bring about the blending of the best techniques of motion pictures and live television. But the International Alliance of Theatrical Stage Employees, the union which controls the finest technicians in the motion-picture industry, had to be convinced.

The film union considered the electronic camera a foreign tool. Its rules called for a film crew to be hired on a standby basis any time a live TV crew worked on a movie lot. This threw costs for tape and live productions up at least 20% and, in effect, perpetuated movie lots as a sacred preserve for film-makers.

As its first step in bringing about the wedding of the best of live TV and film, Mark Armistead TV enlisted the aid of IATSE. It gave demonstrations of tape techniques on studio lots while emphasizing that television would not destroy or undermine film but would join forces with it. Next it induced the union



to add trained broadcast-engineering personnel to its ranks. Finally, a year ago, the IATSE curtain was parted. The union and the major Hollywood film-production companies came to an agreement that allows TV shows to be taped on studio lots at rates comparable to movie rates.

Until recently few TV productions had taken advantage of the opening. Some pilots and commercials had been taped in the movie domain. But the Danny Thomas special is the first full-sized TV production to use studio facilities.

The outstanding advantage of doing live TV from a movie lot is made obvious in the special. Among the scenic backdrops that show up on the program are MGM's Spanish street, a World War I battlefield, a

French chateau, a New York street and the replica of the famous ship, *Bourbon*. Also brought into use for the filming was MGM's entire backlot facility.

Besides giving a breadth and depth to TV productions previously unavailable, the electronic-film merger is valuable because almost any show can be shot much cheaper using TV techniques than by film, yet film techniques and facilities can add a high degree of slickness and polish to a production.

Mark Armistead TV provided all production facilities and personnel for the Danny Thomas special. To date it's the only video-tape production company in the country with an IATSE contract permitting shooting on a movie lot.

ficant sources of error. Since the study found that under identical circumstances the two services produced remarkably similar results, CONTAM concluded that neither was subject to major error not common to the other as well.

Though their figures differ, their rankings of programs don't vary much. CONTAM said that 19 of Nielsen's top 20 in the spring of 1963 were on ARB's top 20 for the same period, and that the same was true of the bottom 20.

The two services also agreed on the number-one program in a given time period 46 times out of 49 possibilities, CONTAM said, and in two of the three other cases they disagreed only to the extent that one service gave first place to a program that the other service showed in a tie for first.

"Ratings are an aid to decision-

making, not a goal in themselves," Mr. Mayer says in the summary being distributed by TIO. "Network program executives do not need precise measurements to tell them that they wish to keep *Bonanza* on the air, or that they wish to find a replacement for [one at the other rating extreme]."

"It is in the middle area, where a program looks almost but not quite popular enough to justify its air time, that inaccuracies can do injustice both to people who love the show because it's their living and to people who enjoy watching it. Subject to the complicated calculus of costs and benefits, ratings must be good enough to help people make the hard decisions."

CONTAM is one of several groups working on ratings improvement. Another, called COLTAM is concerned

with local TV audience measurements. The National Association of Broadcasters and the Radio Advertising Bureau are working on radio audience measurement methodology, the Broadcast Rating Council has been formed to audit rating services and seek improvements in methodology, and the various services have undertaken a number of improvements in their techniques and operations.

### Film sales . . .

*The Merv Griffin Show* (Westinghouse Broadcasting Co.): WATL-TV Atlanta; WCCO-TV Minneapolis-St. Paul; WDAF-TV Kansas City, Mo.; WOAI-TV San Antonio, Tex., and WFLA-TV Tampa, Fla. Now in 37 markets.

*Auto Racing Specials* (Triangle):

KING-TV Seattle, and KCFT-TV Concord, Calif.

*Gypsy Rose Lee Show* (Seven Arts TV): WOR-TV New York; WJAR-TV Providence, R. I.; WVEC-TV Hampton-Norfolk, Va.; KXTV(TV) Sacramento, Calif., and WBO-TV Orlando, Fla.

*Podrecca Piccoli Theater* (Triangle): KLBK-TV Lubbock, Tex.; WREX-TV Rockford, Ill., and WTHI-TV Terre Haute, Ind.

*Colorful World of Music* (Triangle): WREX-TV Rockford, Ill., and KCFT-TV Concord, Calif.

*This Is America* (Triangle): WREX-TV Rockford, Ill., and KVVM-TV Monahans-Odessa, Tex.

## Advance sales made by Reade-Sterling

Walter Reade-Sterling Inc. has placed a package of 24 first-run features into syndication and has completed more than 20 sales in advance of official release.

Included in the package, called "Cinema 100" are: "This Sporting Life," "Lord of the Flies," "The Organizer," "The Day the Earth Caught Fire" and "The Luck of Ginger Coffee." Featured in the films are such performers as Dirk Bogarde, Laurence Olivier, Claudia Cardinale, Kim Stanley and Marcello Mastroianni.

Elliott Abrams, vice president of the TV division announced last Thursday (Feb. 3) that advance sales have included WOR-TV New York; KHJ-TV Los Angeles; WGN-TV Chicago; KPIX(TV) San Francisco; KDKA-TV Pittsburgh; CKLW-TV Windsor, Ont.-Detroit; KSHO-TV Las Vegas; KTAR-TV Phoenix; WTTV-TV (TV) Bloomington-Indianapolis; WKEF-TV Dayton, Ohio; WGR-TV Buffalo, N. Y.; KPRC-TV Houston, and WKZO-TV Kalamazoo, Mich.

## Jesuits plan courses on TV programing

Two wrongs don't make a right. So instead of damning bad television shows, the Jesuits are setting out to train individuals to create and appreciate good programs.

The training, announced by the Rev. Celestin J. Steiner, S.J., chancellor of the University of Detroit, will be conducted around the world and aimed at movies as well as television.

Father Steiner and four other Jesuit

continental secretaries will meet in Rome March 7-12 to put final touches on the plan. The secretaries will form the International Secretariat for Communication of the Society of Jesus, and the project will be handled by the Jesuit-run schools, colleges, seminaries and missionary institutions.

He noted that creation of the Legion of Decency, "about the only effort the church has made to get people to view critically . . . was a purely negative and . . . ineffective approach." The new plan will help bring about "a cultural awareness of the dominance of the visual image in today's world. It is creating a different world than we have ever known before, and mankind must begin to develop a critical eye."

Father Steiner said the program hopes to make only positive contributions and does not intend to imply criticism of the TV or film industries.

He noted that the Jesuits have a directive to establish schools of communications in Jesuit universities where they do not exist now, and to strengthen those in operation. The plan, he added, means "every Jesuit will be trained to some degree in the communication arts and in the mass media. . . ."

The University of Detroit will be the North American center and clearing house for the project.

## TFE-66 to have more exhibitors

The Television Film Exhibit (TFE-66) at the National Association of Broadcasters convention this spring will have 20 distributors participating, two more film companies than in TFE-65.

For the first time the TFE will be held at the convention-headquarters hotel (Conrad Hilton). It will take up most of the fifth floor. At previous Chicago NAB conventions, the exhibitors were set up at the Pick-Congress, a block away.

Companies already indicating they're participating this year: Allied Artists Television Corp., American International Television Inc., Desilu Sales Inc., Four Star International Corp., Hollywood Television Service, King Features Syndicate, Medallion Television Enterprises Inc., National Telefilm Associates Inc., Official Films Inc., Screen Gems Inc. and Seven Arts Associated Corp. (Seven Arts TV).

Also, Trans-Lux Television Corp., 20th Century-Fox Television Inc., United Artists Television Inc., Warner Bros. Television division, Wolper Inc., Walter Reade-Sterling, Independent Television Corp., Larry Harmon Pic-

## Sophia Loren can show you how. Interested?



## Loevinger says public will control quality

With the average TV station programming 6,000 hours a year one can't expect them all to be masterpieces, FCC Commissioner Lee Loevinger said last week. He also reaffirmed his stand against government interference in programming. Mr. Loevinger stated his views in a videotaped appearance on Northwestern University's *Your Right to Say It*.

The program was aired Sunday (Feb. 6) on WGN-TV Chicago and noncommercial WNYC-TV New York (Wednesday 8 p.m., Saturday 10:30 p.m.).

Commissioner Loevinger observed that during the high point of Hollywood's movie-making days the eight major studios there only turned out 150 grade A films or 300 hours a

year. This compares today with "600 television stations running wide open."

In spite of the volume "there are good programs on the air today," Mr. Loevinger said, although he admitted there is plenty of poor programming too. But, he added: "It doesn't make a bit of difference to me what kind of programming I don't watch."

Mr. Loevinger said he naturally is concerned that a lot of programs he doesn't think are very good are being telecast now. But he said there is more danger in a commissioner or a commission trying to impose ideas about program quality upon stations than in letting the viewers and competitive survival in the marketplace take care of the matter.

tures Corp. and Comet Film Distributors.

Four companies did not take part last year: Walter Reade-Sterling, ITC, Comet and Larry Harmon.

## Marx brothers become animated for '66-'67

An animated color series. *The Marx Brothers Show*, is currently in production in Hollywood and will be released to syndication for a start this fall, it was announced last week.

The series will consist of 156 seven-minute episodes and is being produced by Filmation Associates, Hollywood. The producers are Norman Prescott and Lou Scheimer. The series is being distributed by Miles Film, New York, of which Jerry Liddiard is sales director. Groucho Marx is technical adviser of the project.

## 'Zorro' reruns ride high with big spenders

Buena Vista Distribution Corp., New York, reported last week that the half-hour *Zorro* series has been syndicated to 54 stations in the four months since its release, and has attracted a large list of national advertisers in local markets. The series, produced from 1954 through 1956, is in black and white.

Among the major stations which have bought the series, consisting of 78 episodes, are WNEW-TV New York, KTTV (TV) Los Angeles, WGN-TV Chicago, WJBK-TV Detroit, WJW-TV Cleveland,

WNAC-TV Boston, KYW-TV Philadelphia, WTTG(TV) Washington, WDSU-TV New Orleans, WTVJ(TV) Miami and KSL-TV Salt Lake City.

A Buena Vista spokesman said the series has attracted a wide range of advertisers with adult appeal, such as Bayer Aspirin, Spic 'N' Span, General Mills, American Home Product, United Biscuit and Score (hair dressing) in addition to those that cater to the children's market.

## Triangle adds Daytona checkered flag to list

Triangle Stations has acquired TV rights to the new Daytona (Fla.) Continental Sports Car Race, scheduled for a runoff last Saturday and Sunday (Feb. 5-6).

Triangle Stations also has the rights to the Sebring 12-hour endurance classic and the Bridgehampton Double 500. Together with Daytona these events represent part of a "million-dollar commitment" for eight international races, composite TV specials of other meets, the syndicated radio series *Racing Weekly* and live radio coverage of five major races by Triangle Auto Racing Network.

Triangle's first live network radio event will be the sports car classic from Sebring, Fla., beginning March 6. This 13-hour broadcast will be carried by Triangle's AM outlets and distributed to stations in the U. S., Canada and through the Armed Forces Radio Service Worldwide. Other coverage will come from Langhorne, Pa.; Watkins

Glen, N. Y.; Elkhart Lake, Wis., and Riverside, Calif. Triangle also plans to make color films of the Sebring race for ABC-TV's *Wide World of Sports*, and for syndication.

## CRC buys the World transcription library

The acquisition of 40-year-old World Broadcasting System, Philadelphia, by Commercial Recording Corp., Dallas, was announced last week by John J. Coyle, president of CRC. Price was reported to be around \$600,000.

With the ownership of World Broadcasting, which will retain its separate identity, according to Mr. Coyle, CRC becomes one of the largest producers of commercial transcription libraries in the country. World was sold by Paul Harron and associates. Mr. Harron is



Mr. Coyle



Mr. Harron

the principal owner of WKTU(TV) Utica, N.Y., and KAUZ-TV Wichita Falls, Tex.

CRC, with World, will now have 800 radio and TV stations using the two transcription libraries. In addition over 200 independent stations and networks use CRC station-identification productions.

Mr. Coyle, former owner of KVIL Highland Park (Dallas), Tex., was a radio-board member of the National Association of Broadcasters from 1963 to 1965.

## Preminger goes to court again on 'Anatomy'

Producer Otto Preminger, who recently lost a legal skirmish over TV presentations of his "Anatomy of a Murder" feature, has bounced back in two courts on behalf of his courtroom thriller.

He has filed an appeal from a decision last month that denied his motion for an injunction to prohibit TV showings of the feature with cuts and commercial interruptions (BROADCASTING, Jan. 24). In addition, Mr. Preminger



has sued the distributors, Columbia Pictures and its TV subsidiary, Screen Gems, for treble damages of \$4.5 million, alleging violations of antitrust laws in syndicating the motion picture to TV stations.

Both actions were filed on Jan. 28 through Mr. Preminger's company, Carlyle Productions.

The appeal was filed in the appellate division of the New York court of appeals. It cited a previously maintained position that the defendants had breached the contract by not consulting Carlyle on arrangements made with TV stations, particularly in permitting them to edit the feature and to interrupt the showings with commercials.

The antitrust suit was filed in the U. S. District Court for the Southern District of New York. Carlyle, in effect, charged Columbia and Screen Gems with block booking, asserting that "Anatomy" had been sold to TV stations along with 60 other features in violation of antitrust statutes.

Among other allegations, Carlyle charged that "Anatomy" was not offered by Screen Gems to TV stations on an individual basis but that its licensing was conditioned on the licensing of all features in the package. Carlyle also charged that "Anatomy" was not offered for network sale and that Screen Gems had allocated to the feature "an unreasonably and unfairly low share of the block license fees."

Carlyle's position was that this type of booking by TV distributors was prohibited under terms of a decision handed down by the U. S. District Court in New York in 1962 and upheld by the U. S. Supreme Court in 1963.

An attorney for Columbia Pictures and Screen Gems declined to comment on Mr. Preminger's actions.

## ABC plans programs on modern cities

A group of one-hour specials that will focus on the problems resulting from rapid urbanization and mechanization of society is being prepared by ABC News, Elmer W. Lower, president of ABC News, announced last week.

Titled *Cosmopolis: The World City*, the series will consist of an undetermined number of programs to be produced around the world. John Secordari has been named as executive producer and his wife, Helen Jean Rogers, as producer. The first will be presented at about the midpoint of the 1966-67 season on ABC-TV. Others are expected to be carried at intervals of three or four months.

BROADCASTING, February 7, 1966

## Right of access in California defended

### RADIO-TV SPOKESMEN ATTACK PROPOSED COURT BAN

The confusion that enveloped the Caryl Chessman case would never have been if a photographic record of the proceedings were available, according to Luther N. Hussey, president of the San Diego County Municipal Court Judges Association. He maintains a film record should be made of all trials.

The suggestion was made before a California Assembly subcommittee on constitutional rights sitting in San Diego last Monday (Jan. 31) on the question of a free press vs. a fair trial. At issue was the announced intention of the subcommittee chairman, Assemblyman George A. Willson (D-Huntington Park), to attack the state judicial council's rule which prohibits photographers and broadcasters from courtrooms if the presiding judge so decrees.

Judge Hussey, who came to the hearing as an observer, said he became convinced that a quiet fixed-focus camera would be valuable in recording all sound, motion and color in a courtroom. He said this would eliminate problems such as the Chessman appeal. Chessman went through 11 years of

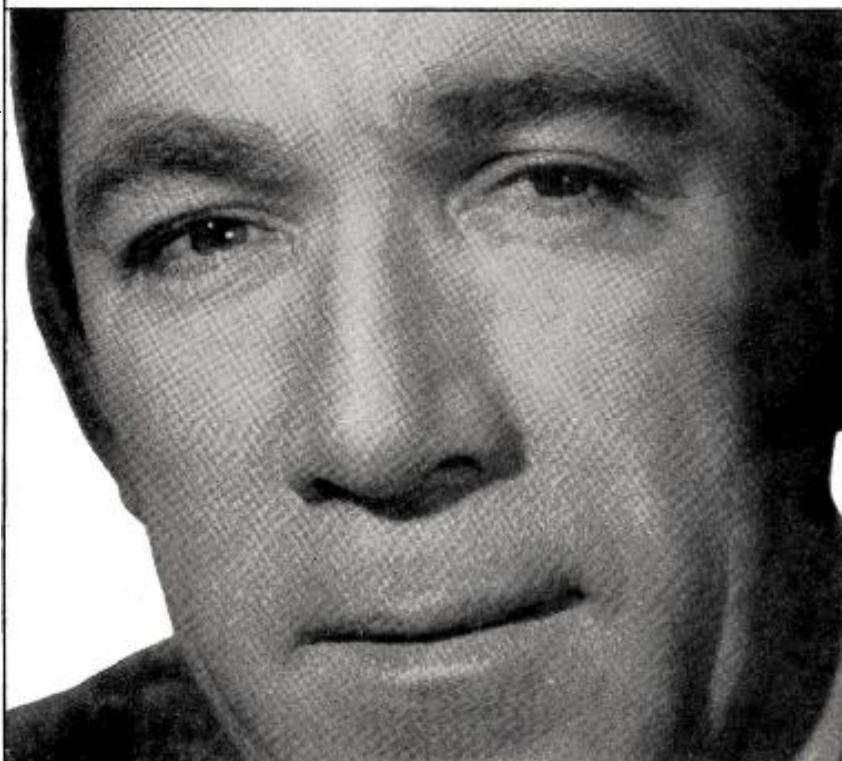
appeals before he was finally executed. Most were based on the inability of court reporters to interpret the official shorthand trial notes of a court reporter who had died.

The one-day hearing of the subcommittee was video-taped, in a joint effort, by two San Diego TV stations, KFMB-TV and KOGO-TV. Also covering the proceedings were hidden cameras and tape recorders operated by newspapermen and radio reporters. All activities were recorded from inside a glass paneled booth in the city council press room. The San Diego City Council building, a newly constructed one, is wired for broadcast coverage.

A tape of the morning session proceedings was shown just after the lunchtime break. The San Diego chapter of Sigma Delta Chi, national journalistic society, sponsored the demonstration before the committee.

George Whitney, vice president and general manager of KFMB-AM-FM-TV, commented on the tape as it was being shown: "I believe we are demonstrating here today that it [coverage] can be

**Anthony Quinn can show you how.  
Interested?**



## Seven places not to call for Vietnam news

Since President Johnson's peace offensive has sputtered to a halt, an Annapolis, Md., broadcaster decided to try to contact one of the missions of North Vietnam's National Liberation Front in the Communist capitals of Eastern Europe.

He thought that an answer to the question: "Exactly what is preventing your government and that of North Vietnam from sitting down at a conference table with the government of South Vietnam and the U. S.?", would provide a good feature for his news program on WYRE Annapolis, Md.

So Erny Tannen, president of WYRE, called six different Communist capitals and found out that although the North Vietnamese may be fierce fighters, those who run their missions are not outstanding in linguistic abilities."

In Prague, he reached an English-speaking newsman, but could get no

answer because the head of the mission was away on business and would not return for several days.

In Budapest, Hungary, he reached the mission but no one spoke English.

In Bucharest he reached a mission and an English-speaking employe there, but no one from the mission could speak for the NLF.

He was told there were no missions in Belgrade, Yugoslavia; Sofia, Bulgaria, and Warsaw.

He tried Prague again but the head of the mission was still away.

In frustration, he turned to the U. S. State Department which suggested that he contact Algiers. He did. The result was depressing. He spoke to the NLF mission but the man in charge only spoke Japanese.

Mr. Tannen still doesn't have an answer to his question. But he can tell you seven places you can't get one.

done silently and accurately. . . ." He later added: "The electronic and film industries are constantly improving their product so we don't need additional light." All photography in the council chamber was done by natural light.

Elton Rule, vice president of ABC-TV and general manager of KABC-TV Los Angeles, speaking as president of the California Broadcasters Association, called the judicial council's decision "an odious rule which eliminates experimentation."

Clayton H. Brace, vice president, Time-Life Broadcast Inc. and general manager of KOGO-AM-FM-TV, told the committee that Colorado has permitted radio and television coverage and newspaper photography of court cases for more than 10 years. He showed film quoting Supreme Court Justice Otto Moore of Colorado as saying that in the decade in which cameras and microphones have been allowed to function in the state courtrooms "no complaint has ever been made" that the news media "in any manner whatever prevented a fair trial, or in any way interfered with any person in performing . . . as lawyer, judge, witness or juror."

Paul B. Comstock, National Association of Broadcasters vice president for government affairs, said the people's right to know is inseparable "from free speech and free press."

Assemblyman Willson announced before the session that he was not con-

vinced the restrictive rule is needed and that he will seek to get a motion declaring a moratorium on the agenda of the legislature's next session. He explained that the moratorium would suspend the judicial council's Rule 980 and permit time to study and continue experimenting in silent trial coverage.

## Networks escalate Vietnam coverage

Stepped-up coverage of the war in Vietnam is planned by the TV and radio networks in the wake of expanding U.S. involvement in that conflict.

ABC-TV, starting last Saturday (Feb. 5), is devoting its entire weekly half-hour *Scope* news series to the Vietnam conflict and its effects on this country and the world. The network said the programs, with Howard K. Smith as moderator, will continue for an "indefinite period depending on the course of the war and negotiations for peace."

*Scope* is currently on 78 ABC affiliates, less than half the network's full affiliate complement. ABC News officials expressed the hope that more stations would now pick up the program because of what they consider to be its importance to the nation as a war information medium.

Fred W. Friendly, president of CBS

News, said CBS had a number of major new projects devoted to Vietnam "in the works," but indicated that most of them would not be revealed until this week. It was reported that the broadcasting of some of the programs hinges on whether prime time will be made available by the network.

**Committee Coverage** ■ CBS-TV planned on Friday (Feb. 4) to cover the Senate Foreign Relations Committee's inquiry into America's foreign policy, starting at 8:30 a.m. EST. The network on Feb. 6 scheduled a special (4:30-5:30 p.m. EST) report, *The U.N. and the War*, featuring Eric Sevareid and Richard C. Hottelet in New York, with Charles Collinwood reporting by Early Bird satellite from Geneva.

NBC-TV is planning live Early Bird coverage from Geneva, site of the proposed peace conference. The network said it planned a special live report from Geneva on Feb. 18 (7:30-8:30 p.m., EST), regardless of whether the meetings were still in the planning stage, in session or recessed. Elie Abel and Sander Vanocur have been assigned to Geneva for the reports.

NBC-TV, according to William R. McAndrew, president of NBC News, plans to "use as much live coverage of the [Geneva] . . . meetings as satellite communications permit — day and night." Some of the coverage will be in color.

Since ABC-TV and CBS-TV are also expected to provide extensive coverage of any Geneva peace talks, a pooled operation is probable, particularly if debate is prolonged.

The TV and radio networks were giving attention and coverage — both live and on a delayed basis — to events at the United Nations Security Council in New York where the U. S. last week sought arrangements for a peace conference.

**Radio Coverage** ■ The four radio networks — NBC, CBS, ABC and Mutual — said they have substantially increased in recent weeks the number of actuality specials, interviews with troops and special documentaries devoted to the Vietnam conflict. NBC Radio, for example, Tuesday (Feb. 8) will present *The Vietnam War: Year of Escalation*, a report on this country's involvement in Vietnam since last February.

CBS-TV on Jan. 30 pre-empted a Sunday afternoon *Sports Spectacular* for a 90-minute forum on Vietnam that was designed to precede actual debate in congress.

This opening congressional salvo — featuring senators John Stennis (D-Miss.), Wayne Morse (D-Ore.), Joseph S. Clark (D-Pa.), Karl E. Mundt (R-S. D.) and Representative Hale Boggs (D-La.) — was seen by some observers

as placing "Congress on the air with a spectrum of views." Neither the Senate nor House permit live radio or TV coverage of floor proceedings.

## Program notes . . .

**Another 'Dream?'** ■ Sidney Sheldon, creator-producer of NBC-TV's *I Dream of Jeannie* for Screen Gems, has signed a long-term contract with that company to develop properties for the 1968-69 season. Mr. Sheldon will continue producing *Jeannie*.

**Political safari** ■ NBC-TV will present *The Congo: Victim of Independence*, a one-hour news color special about Africa's evolution to nationhood, on April 3 (6:30-7:30 p.m., EST). Chet Huntley will narrate the film, which was produced by Ted Yates.

**Russian drama** ■ Sir John Gielgud's adaptation of Anton Chekhov's drama, "Ivanov," will be presented as a 90-minute CBS-TV color special during the 1966-67 season.

**'FBI' to front** ■ The U. S. Armed Forces Radio and Television Services has requested prints of ABC-TV's *FBI* for showing to U. S. forces in Vietnam through the armed forces TV network. *FBI* is on ABC-TV, Sundays (8-9 p.m. EST).

**TV sequel to novel** ■ National Educational Television will conduct a half-hour program on Truman Capote's "In Cold Blood," with the author and detective Alvin Dewey, a principal in the story, appearing to explain the novel's evolution. Filmed in New York and at Mr. Capote's homes, the program is produced by Maysles Films Inc.

**TV to movies** ■ Hanna-Barbera's *The Flintstones*, now in its sixth season on ABC-TV, is going to be made into full-length animated feature film titled "The Man Called Flintstone." The movie, budgeted at \$1.5 million, will be released by Columbia Pictures. It's second H-B TV property to be translated to motion pictures, first was "Hey There, It's Yogi Bear."

**Free spots** ■ Storer Broadcasting Co.'s WJBK Detroit is making available without charge a new series of 25 one-minute public service spots "Fortify Our Freedom," produced in cooperation with the Federal Bureau of Investigation. The series is designed to acquaint Americans with the continuing Communist subversion in the United States. Included in each announcement is the voice of FBI Director J. Edgar Hoover.

**For color** ■ KOOL-TV Phoenix, is starting construction on a new studio de-

signed exclusively for live local color. Construction is expected to be completed by June 1.

**Back again** ■ Larry Harmon Pictures Corp. has reacquired distribution rights to 156 *Bozo, The Clown* cartoons from Jayark Films Corp. at a cost in excess of \$1 million. Distribution rights were originally sold by Harmon to Jayark in 1957.

**Bamboo curtain** ■ Wolper Productions Inc., New York, is developing a 90-minute TV documentary on Chinese history and its Communist revolution. Pulitzer Prize winner Theodore H. White will write the script.

**Dance along** ■ A half-hour weekly dance program, *Step This Way*, featuring Gretchen Wyler, is being internationally syndicated by Triangle Program Sales. The program, co-produced by Triangle and the Colgate-Palmolive Co., is syndicated domestically in 13 markets.

**New owner** ■ Joy Recording Studio, Chicago radio-TV commercial producer, has been sold by newscaster Alex Dreier, now on the West Coast, to an investment group formed by several Chicago businessmen. Price was not disclosed. Firm's new president is George Leathurby.

# Networks sift their pilots

## Screenings and decisions get underway on the new 1966-67 television fare

Network television schedules for 1966-67 appeared last week to be still more than a month away from any semblance of final order, but replacement programs for the next television year were gradually coming into focus.

Agency programming men, who've just begun to get a look at pilot projects for next season, are calling this the year no one showed his hand.

According to many agency programmers, the networks have put a tighter clamp on film houses than ever before in an effort to keep them from showing pilots to advertisers before the networks get a chance to view the new hopefuls themselves.

ABC-TV screened bits and pieces from 21 of its pilot projects for advertisers last week and mentioned 12 others, but several agency program ex-

**Marcello Mastroianni can show you how. Interested?**



executives questioned by BROADCASTING said they suspected the network was holding back some surprises.

CBS-TV said it has completed 25 pilots and will begin to make decisions on them at West Coast meetings of programming officials starting Feb. 15.

NBC-TV said it had narrowed its pilot choices to 14 shows, but that pro-



ABC-TV last week offered agency people the network's 'Look of Tomorrow' as program vice president Edgar J. Scherick reviewed 33 pilot projects for the 1966-67 television season. Film clips and trailers from 21 of the new shows were screened for 1000 agency men at the Waldorf-Astoria in New York. Among those present were (l to r) William McKeehan, assistant vice president for advertising, Metropolitan Life Insurance Co.; Reynolds Parke, account executive, ABC-TV, and Bart McHugh Jr., vice president, television programming, McCann-Erickson, New York.

duction of prototype episodes was not completed on all of them.

A TV program vice president at one major agency said all three networks are a little behind schedule in pilot viewing, partly because of bad weather on the West Coast and partly because of tie-ups created by the color rush.

**List of Favorites** ■ NBC-TV was not identifying the 14 favorites on its most-likely-to-succeed list, but other sources indicated the following are among the top contenders: *Tarzan, My 15 Blocks, Police Story, The Monkeys and The Cops and the Hero*. Considered less likely, but still given a chance, are *Jonathan Winters Show, Girl From U.N.C.L.E., The Road West, The Roger Miller Show, Three for Danger* and *The Unpardonables*. (For brief descriptions of these pilots see BROADCASTING, Nov. 29, 1965.)

NBC said it was hopeful that all of its pilot possibilities would be available for screening by the end of this week.

Pilots for CBS considered hottest

prospects by agency men, who said they based their judgment on advance information offered by the network: *The Trouble with Freddy, Daphne, Mr. Terrific, The Mouse that Roared, Perils of Pauline, and My Family Right or Wrong*.

For ABC those pilots thought to be most likely entries were *Iron Horse, One-Eyed Jacks are Wild, The Invaders, From Here to Eternity, Them Monroes, Sedgewick Hart-Styles, Prince of Danger* and *Friends Romans Countrymen*.

## Writers named to get post '48 proceeds

Writers Guild of America last week revealed the names of the credited writers on 317 post-1948 Universal movies who will be participating in the proceeds from the release of these feature films. The participation was made possible by the resolution of the guild's six-year old labor dispute with the producing company (BROADCASTING, Jan. 19).

The writers will share in the TV grosses on films for which principal photography started on Aug. 1, 1948, and before June 13, 1960. Detailed computations of the proceeds to go to the writers, based on the nature of their individual movie credit and the grosses attained by the film are in progress. It is expected that the paperwork will not be completed for several weeks.

## WNUS gets protests over Radio Moscow news

WNUS Chicago, McLendon Corp.'s all-news station, began airing five-minute segments of Radio Moscow newscasts every hour Thursday (Feb. 3). And the programming promptly sparked a rush of phone calls from irate listeners who protested the "propaganda poison."

WNUS President Gordon McLendon said the calls were expected, however, and explained the protests usually precede the compliments he expects the educational venture will draw too. The Moscow broadcasts are recorded off shortwave receivers, he said, and are designed to give the listener a first-hand understanding of how the Russians distort the truth.

The WNUS feature will run eight days, Mr. McLendon said. After a few weeks hiatus the station then plans to air similar English-language newscasts from Radio Peking. Later WNUS hopes to air newscasts from Radio Cairo, Radio Sofia, Radio Bucharest and other propaganda sources. He recalled the McLendon stations drew wide favorable comment including some from the White House in 1962 when a brief two-day trial of Radio Moscow segments was aired.

## More money sought for N.Y. ETV programs

The State University of New York is seeking a budget of \$1 million for its 1966-67 fiscal year to provide expanded programming to educational TV stations in the state.

Robert Thomas, assistant vice president for communications and assistant to the president of the university, reported in an interview last week that the \$1 million budget would represent an increase over the \$625,000 allotted for the current fiscal year which ends on March 31, 1966. The emphasis on television education, he said, coincides with the election of Dr. Samuel Gould as president of the state university in 1964. Dr. Gould earlier had been president of noncommercial WNDT(TV) Newark, N. J.-New York.

During the past fiscal year, the TV project, called the State University of New York Television Network, has presented series of programs on law, astronomy, Latin American history, drama, employment guidance and a drama workshop on ETV stations. Some of the programs are presented in cooperation with various educational institutions and may earn school credits for viewers.

The broadened effort during 1966-67 will offer additional programs focusing on both refresher courses for professional persons and on vital community issues and problems, according to Mr. Thomas.

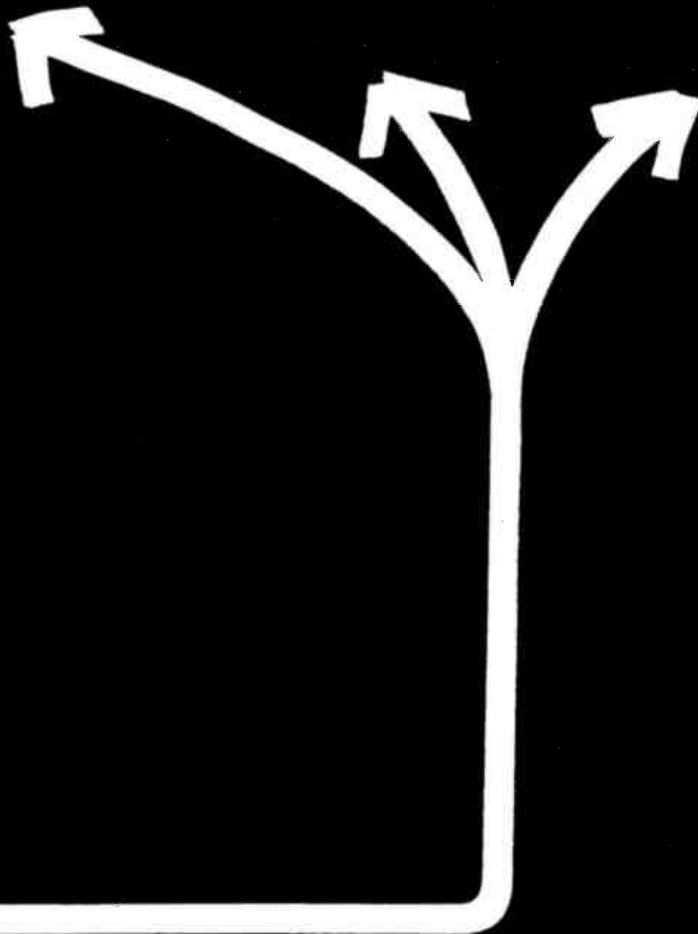
## Film speed proves a problem

KGUN-TV Tucson, Ariz., was already filming a special luncheon honoring hometown Astronaut Frank Borman when the cameraman discovered that the film the astronaut was showing was being run 16 frames a second instead of the normal 24 frames used for TV. A film made by the National Aeronautics & Space Administration was no help for it was also a 16-frame print.

The time was short between shooting and airing and the audio had to be edited to fit the video. The film was speeded up to 24 frames per second and only key parts of the speech were used.

## Jimmy's coming

*Jimmy Breslin's New York*, a one-hour documentary on some of New York's more unusual peoples and places as seen through the eyes of the *New York Herald-Tribune* columnist will be placed in syndication this fall. The program will be produced by Wolper Productions.



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**abc films**

## Paley builds park in father's memory

'VEST POCKET' PLAZA TO COST CBS HEAD \$1 MILLION

New York will add Samuel Paley Plaza, a \$1-million project, to its physical attractions early this summer, thanks to CBS Board Chairman William S. Paley. The new park will be of "vest-pocket" size, a small island among mid-Manhattan's skyscrapers. It was seen by its donor as "central to my concept that small areas in urban communities can be used for park purposes."

The park site has been acquired and will be developed by Mr. Paley in memory of his father, Samuel Paley, a businessman and philanthropist, who died in 1963.

Mr. Paley said at a news conference at CBS last week that he had paid about \$750,000 for the property and would spend approximately \$250,000 on its development. It will fill a 4,200 square-foot slice of the block that lies between Fifth and Madison avenues. This is the site (at 3 East 53d Street) of the old Stork Club, now being demolished. It is a block and a half east of the new CBS headquarters building at 51 West 52d Street.

Mr. Paley said the park would have a frontage of 42 feet and would be

about 100 feet deep. He said he believed similar little park islands could be established "attractively and invitingly" in urban centers.

Paley Plaza will be dotted with 24 locust trees, placed so that their tops form a natural foliage canopy. A high "waterwall" will be built at the rear to provide a visual background and soften traffic noise. The park will also contain chairs and a kiosk that will sell coffee, soft drinks and sandwiches.

Mr. Paley has established the Greenpark Foundation to create and administer the plaza project. Maintenance should come to about \$35,000 to \$40,000 a year. He said he hoped that the plaza would be turned over eventually to the city of New York.

### PGW names new colonels

Radio account executive George Goldman and Chicago TV sales manager Dennis Gillespie have received the 1965 Colonel of the Year awards of Peters, Griffin, Woodward, radio-TV station-representation firm.

PGW awards the colonels yearly.

The winning salesman receives a bonus check and a certificate pointing up contributions made to the rep firm.

Mr. Goldman joined PGW Radio in San Francisco in 1964. He received his honors from Don Frost, PGW vice president-radio, in New York. Mr. Gillespie, who joined PGW in research and promotion in 1957 and was shifted to the Chicago office in 1964, obtained his tribute from Lloyd Griffin, PGW president-TV, at a ceremony in Chicago. Mr. Gillespie also had won a colonel award while in TV sales in New York.

### Radio-TV support sought for Red Cross drive

Broadcasters and publishers have been urged to cooperate with local Red Cross chapters in fund-raising and recruiting campaigns to meet vastly increased needs for Red Cross services.

Some 150 radio-TV, newspaper and magazine executives were briefed on the expanding role of the American Red Cross, especially among U. S. fighting men in Vietnam, at a luncheon in New York.

Robert W. Sarnoff, president of RCA and national co-chairman of the 1966 American Red Cross campaign, said Red Cross expenditures in serving Americans in the fiscal year ending June 30 will total \$120 million, the highest figure since World War II. Hurricane relief in the U. S. and expanded services in Vietnam, where Red Cross costs are expected to reach or exceed \$44 million in the next fiscal year, were cited as principal reasons for the agency's stepped-up needs.

### Religious campaign to get test period

The National Council of Churches is about to begin a program to promote religion through television and has chosen Columbus, Ohio, as its test market.

A group of six color commercials, each with 20- and 60-second versions, has been produced at a cost of \$41,000, including processing of 600 prints.

Cost of the spots was underwritten by the United Presbyterian Church, but the on-air credit will go to the National Council of Churches. None of the announcements supports any particular denomination.

The national council is seeking free time for the religious messages and says TV stations in Columbus will begin carrying them this month. The organiza-



Mr. Paley with a model of the planned plaza

tion hopes some will be carried in prime time. General release of the spots to local church councils for viewing in other markets will begin in April.

One of the principal lines in the spots is: "Keep in circulation the rumor God is alive." Overall theme of the campaign: "God is alive."

## Humor to be used in cancer prevention

Cancer isn't funny. Yet Mel Blanc Associates, Hollywood is trying to sell cancer prevention to the American public with a light touch.

When asked by the American Cancer Society to create a series of public-service radio spots, the commercial-production house analyzed the situation. It found that in the past few public-service promotions on radio were played, fewer still motivated audiences. MBA decided not to emphasize fear but to seek amusing situations with which most people can identify. The objective is three-pronged: to create something stations will want to play, to make the commercials compelling enough so that once played they'd also be heard and to make people buy what the message is selling.

To encourage stations to play the spots and the public to listen, MBA is using celebrities. But not in the usual way. They are not making endorsements. They will not even be identified. Instead their unique talents in selling characters and a line of dialogue are what's being used.

The commercials will feature, for example, George Burns as a doctor and Jack Benny as his patient. Another spot will have Jimmy Durante as an auto mechanic and Milton Berle as his customer. Pairoffs of these and such other star twosomes as Eva Gabor and Eddie Albert and Mel Blanc (as Bugs Bunny) and Vince Edwards, through entertaining situations, will attempt to sell the idea of taking a cancer test along with a regular yearly checkup. Sample dialogue from the Benny-Burns confrontation goes:

Jack: Listen doctor, you've kept me waiting long enough. I want to see you right now.

George: Well don't get so excited.

Jack: You're darn right, I'm excited. I came in here last month for a simple little examination and look at this bill. I'm not going to pay it.

George: Did anyone ever tell you you're beautiful when you're angry?

Jack: Oh . . . you noticed.

George: And that "simple little examination" even included a cancer check-up.

Jack: Oh.

George: I knew you wouldn't take the time to come in here just for that alone, so I included it as part of the examination.

Jack: Well that's different. You know . . . you're right. I wouldn't have taken the time to come here just for that. Even though I know how important it is.

George: Unfortunately, that's how most people are.

Jack: But your bill. Isn't \$300 a bit high?

George: The bill's for \$30, not \$300.

Jack: How silly of me. Of course it is. There it is in black and white. I don't know how I could have made that mistake.

George: What you ought to do is donate the difference to the American Cancer Society. It's a wonderful cause.

Jack: I will. I will.

George: Then go see an eye doctor. I think you need glasses.

Jack: I know this is going to sound silly. But you don't happen to know an eye doctor who specializes . . .

George: . . . in blue eyes? No.

Jack: I didn't think so.

Twelve 55-second radio spots are being produced. The on-air phase of the campaign will start April 1.

## WMCA makes it hot for N.Y. slumlords

Shivering New York City apartment dwellers with complaints of landlords stinting on heat should be able to get action this winter via a call to a service exchange set up by WMCA New York. In a cooperative program arranged with City Buildings Commissioner Charles G. Moerdler, listeners with heating violation complaints are being urged to call WMCA's special "Heater-Meter" exchange, which will investigate the calls. Trained volunteers working through WMCA's public affairs department will keep files on the complaints and will supply thermometers and specially designed postcard heat charts to all callers. The callers record apartment temperatures three times daily in a seven-day period on the postcards, which are returned to WMCA. Mr. Moerdler has requested access to the information so that his department may take appropriate action.

## Trip to nowhere and back planned by KSFO

On Washington's Birthday, KSFO San Francisco is going to take 200 of its listeners and their guests on a "Voyage to Nowhere." It's part of an elaborate promotion the station is planning for the holiday. The voyage is scheduled aboard the Matson Lines's S. S. Lurline and will be complete with champagne, Hawaiian leis, strolling musicians, buffet dinner and all-star entertainment.

Listeners are being asked to send in a post card with their name, address

and phone number. Winners are being drawn every day from Jan. 31 through Feb. 15. Capping the trip will be an on-board show featuring Mel Torme, Allan Sherman, The Brothers Four, Barbara McNair and Stan Kenton and his orchestra, among other acts.

## Drumbeats . . .

Reports on slopes = WTRY Troy, N. Y., seeking descriptive reports on skiing conditions beyond newswire reports, flew its own news helicopter and station personality Lee Gray to resorts in a tri-state area (New York, Massachusetts and Vermont). On-the-spot reports from the slopes were broadcast during two weekend periods. Additional trips are planned.

Second honeymoon = KCBS, the CBS-owned radio station in San Francisco, must be romantically as well as promotionally inclined. Between Feb. 7 and 25, it's giving away 18 honeymoons in Acapulco, Mexico; Lake Tahoe, Calif., and San Francisco. The giveaway is part of a "Second Honeymoon" contest, the first of several major KCBS promotional efforts for 1966. Listeners are being asked to send in post cards with their names, addresses and date and place of their last honeymoon. Cards



## Post Office on TV

The Post Office Department is putting zip into its ZIP campaign through a one-minute public-service television spot. In its latest effort, Johnny Puleo pops out of a mailbox to chastise a mailer who had not used the five-digit number. The spot, available in black and white or color, was produced by Wilding Inc., Chicago. Lee Rothberg was the director.

will be drawn at random.

**Rating reader** ■ Want bigger ratings? The Katz Agency has the answer. To help media buyers read the numbers in ratings reports, the rep firm's salesmen are distributing bar-shaped magnifying devices, billed as "a sure way to come up with bigger ratings without running afoul of the Federal Trade Commission."

**TV award** ■ Some of television's brightest talents have been nominated for outstanding directional achievements in the medium last year. The nominees were announced by the Directors Guild of America. They are Sheldon Leonard, Stuart Rosenberg, George Schaefer, Dwight Hemion and Alan Handley. Winner of the television award, as well as the DGA's Motion Picture Award, will be disclosed Feb. 12 at the guild's 18th annual awards dinner being held simultaneously at both the Beverly-Hilton hotel, Beverly Hills, Calif., and the Waldorf-Astoria, New York. Winner of last year's TV award was Lamont Johnson.



## WCBS-TV won't let Hudson be forgotten

The Department of Interior has put into its library a copy of "The Forgotten River," produced by WCBS-TV New York. The film, in color and dealing with the despoilation of the Hudson River, was telecast last October as part of the station's *Eye on New York*. At the Washington showing were (l to r): Secretary of Agri-

culture Orville Freeman; Representative Richard Ottinger (D-N.Y.); Secretary of Interior Stewart Udall; Marc Brugnoli, producer of "River"; Thomas J. Swafford, director of community relations, WCBS-TV, and George Dessart, executive producer of the WCBS-TV documentary that received much favorable comment.

## FINANCIAL REPORTS

# Supreme Court refuses tax case

Corinthian loses its appeal against ruling that TV-network affiliations can not be depreciated

A key broadcasting financial item—the depreciation of network affiliation contracts—was hanging in the balance last week following a U. S. Supreme Court action. The court declined to review a lower-court ruling that TV-network affiliations cannot be amortized.

In denying the petition for review filed by Corinthian Broadcasting Co., the Supreme Court in effect upheld a decision of the U. S. Court of Appeals

in Chicago. That court held last summer that network affiliation contracts have an indeterminate life and thus cannot be amortized (BROADCASTING, Aug. 23, 1965).

It also underscores an adverse ruling by the U. S. Tax Court against Westinghouse Broadcasting Co. four years ago. The U. S. Supreme Court in that case also refused to review.

The appeals court reversed a U. S. Tax Court ruling holding that network

affiliations could be depreciated over a 20-year life on a straightline basis. (A straightline depreciation means that an equal amount of the asset may be amortized over the expected life of the asset.) The appeals court even went further. It said that in its view TV-network contracts actually might increase in value.

The Supreme Court's action may affect over half a dozen tax cases which have been held in abeyance pending the outcome of the Corinthian litigation. None would guess what the decision meant in its case, although all stressed that each is different in details from the Corinthian case.

The only comment came from C. Wrede Petersmeyer, Corinthian president. He said:

"We were very disappointed that the Supreme Court would not review the case. We felt review was highly desirable, first because the circuit court paid much too little attention to the key facts as found by the tax court with all 16 judges involved." He added that the whole issue of depreciation of intangibles "is still left up in the air, not only in broadcasting but elsewhere."

"Often in a purchase situation, the value of the intangible assets is much more than the value of the tangible assets, and these intangible assets are often much more important to the company. In our judgment, where there is an ascertainable risk of loss, an orderly expensing of that probable loss should be permitted."

The Corinthian suit has been the ob-





ject of intense industry interest. During its 10-year history, other broadcasters have had their cases continued awaiting the outcome of the Corinthian suit. Among these are Hubbard Broadcasting Co., Time-Life Broadcast Inc., King Broadcasting Co. and Northern Pacific Television Corp. (former owners of KXLY-TV Spokane, Wash.), all in U. S. Tax Court, and Columbia Pictures Corp. and Taft Broadcasting Co., both in the U. S. Court of Claims.

Corinthian has two other cases before the Internal Revenue Service involving the same issue. Officials declined, however, to say whether they would press these cases in the face of the Supreme Court decision.

They involve KHOU-TV Houston, sold by Paul Taft and associates to Corinthian in 1956 for \$4.25 million (Corinthian allocated affiliation value at \$2 million), and KXTV(TV) Sacramento, Calif., sold by William Wright and Sons to Corinthian in 1958 for \$4.5 million (the network affiliation was put at a substantially lower value).

In the Westinghouse case, the WBC group sought to amortize \$5 million (out of \$8.5 million total purchase price when it bought WPTZ[TV] Philadelphia in 1953). The Internal Revenue Service denied this claim. WBC appealed to the U. S. Tax Court, but was unsuccessful. The Supreme Court in 1963 refused to review (BROADCASTING, April 29, 1963).

**Back to 1956** — The current suit began when Corinthian Broadcasting bought WISH-AM-TV Indianapolis and WANE-TV Fort Wayne in 1956, paying \$11 million for the properties. Corinthian placed a \$4 million valuation on the CBS affiliation contract with WISH-TV, and a \$625,000 value on the CBS affiliation with WANE-TV.

The Internal Revenue Service denied Corinthian's claim that these contracts could be amortized. It charged that network affiliation contracts had no determinable life, and therefore the asset could not be depreciated.

U. S. Tax Court Judge Howard A. Dawson Jr., in 1964, however, ruled that such affiliations could be amortized and that based on the history of the industry they had a 20-year life. He also held that they could be depreciated on a straightline basis.

The U. S. Court of Appeals reversed this ruling. The three-judge court said that affiliation contracts appear to gain in value rather than diminish over the years and that they have an indefinite life expectancy. The court held such contracts may not be considered as a depreciable asset for tax purposes.

At one point the appeals court said that it was clear that Corinthian "attached substantial significance to the renewal prospects of its contracts and purchased the stations with the expecta-

tion that the contracts would continue in force indefinitely. It appears that that expectation will be realized by it in the light of the already substantial duration of the contracts and of pronounced CBS policy governing contract renewals" which favors existing affiliations.

## Cox Broadcasting net up 42% in '65

Cox Broadcasting Corp., Atlanta, has reported a gain of 40% in total revenue and an increase of 42% in net income for 1965 compared to the preceding year.

Television broadcasting accounted for 79% of total revenues, radio for 15%, and community antenna television cable systems for 6%.

Cox owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM-TV Miami; WJIC-TV Pittsburgh, and KTVU(TV) Oakland-San Francisco. In addition, the company owns a microwave system in Illinois and Indiana, and 20 CATV systems in six states. In the last quarter of the year the firm entered the CATV equipment manufacturing business (as a 50% owner of Kaiser-Cox Corp., Phoenix) and the technical publications field (as an 80% owner of United Technical Publications, Garden City, N. Y.).

For the year ended Dec. 31, 1965:

	1965	1964
Earnings per share	\$1.77	\$1.36
Total revenue	29,817,449	21,358,629
Income before depreciation and amortization	12,811,148	8,778,994
Income before income taxes	9,440,076	6,950,445
Net income	4,709,076	3,307,920*
Average shares outstanding	2,654,770	2,436,000

\*Restated to reflect the add-back of a deduction for amortization of network contracts.

## Warner Bros. TV sales top \$8 million

Warner Bros. Pictures has reported earnings for its first fiscal quarter up 28% over the same period last year.

Film rentals for television exhibition during the quarter amounted to \$8,529,000. Warner Bros. current prime-time network television programs are *The FBI* and *F Troop* on ABC-TV and *Mr. Roberts* and *Hank* on NBC-TV.

The company is making three pilots as possible network entries in the 1966-67 season—one hour-length show, *House of Wax* and two half hours, *The Pet Set* and *Super Family*.

At Warner Bros. annual meeting in Wilmington, Del., last week chairman George T. Coulson said Warner Bros.



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TV Services Inc., a subsidiary set up to enter the community antenna television to enter the community antenna TV business (BROADCASTING, Dec. 27, 1965), expects to start operations in many parts of California and elsewhere.

Three months ended Nov. 27:

	1965	1964
Earnings per share	\$0.32	\$0.25
Revenues	27,824,000	20,156,000
Net income	1,578,000	1,235,000

## Net income jumps 61% for Capital Cities

Capital Cities Broadcasting last week reported net profits up 61% for 1965 as revenues from operations gained \$7.4 million over the previous year.

Earnings of properties acquired from Goodwill Stations Inc. (WSAZ-AM-TV Huntington-Charleston, W. Va. and WJR-AM-FM Detroit) have been included in operating statements since Sept. 9, 1964.

The company said it repaid \$6 million of its debt during 1965 and plans to repay another \$6 million this year.

Year ended Dec. 31:

	1965	1964
Earnings per share	\$3.22	\$2.00
Broadcasting revenues	27,844,418	20,424,362
Operating profit	10,388,850	6,852,353
Net income	4,420,034	2,739,151

## United Artists gives dividend, stock split

The directors of United Artists Corp. last week voted a special cash dividend of 50 cents a share on the common and class B common stock. They also approved a two-for-one stock split of both the common and class B common stock.

Both the cash and new shares of stock will be distributed March 31 to holders of record on March 11.

The cash dividend is the first since UA distributed cash in June 1963. Since that time the company has been paying 2½% stock dividends semi-annually.

Robert S. Benjamin, UA chairman, said the company had paid stock dividends in order to conserve cash and reinvest in expanded productions. He estimated that the gross for 1965 would reach \$190 million and earnings would be about \$6 a share, compared with \$4.72 for 1964.

## Financial notes . . .

■ Gross Telecasting Inc., license WJIM-AM-FM-TV Lansing, Mich., has declared an extra year-end dividend of 40 cents per share on the common stock and 7½

cents on the class B common, in addition to the regular dividend of a like amount. Both dividends are payable Feb. 10 to shareholders of record Jan. 31.

■ Packard-Bell Electronics Corp., Los Angeles, maker of color-TV sets since 1954, reported net income for the fiscal quarter ended Dec. 31, 1965, at \$804,000 or 91 cents a share, compared to \$359,000 or 41 cents, in the year-earlier period. Sales increased to \$12,172,000 from \$10,843,000.

■ Chirug & Cairns Inc., New York, has declared a first-quarter dividend of 15 cents a share payable March 1 to stockholders of record Feb. 15.

## Money talks at Disney meeting

Walt Disney Productions put on a two-hour Walt Disney-type production at its annual meeting in Burbank, Calif., last week. But the hit of the afternoon took only 60 seconds and was strictly statistical. What pleased the 500 assembled shareholders more than the color slides and Disney feature that were shown, was a first quarter report showing an increase in net profit after taxes of \$385,000 and a jump in gross revenues of more than \$1.5 million over last year.

It was indicated that television film and theatrical revenues were about equal to last year's like period, while Disneyland park and other entertainment activities took in \$500,000 more and income from publications, music, and merchandise increased by \$1 million. Motion pictures, it was revealed, now account for only 48% of the company's total revenues.

After the meeting, directors declared a regular quarterly dividend of 10 cents payable April 1 to shareholders of record March 14.

For the three months ended Jan. 1:

	1966	1965
Earnings per share	\$1.10	\$0.94
Gross revenues	18,750,000	17,240,000
Net income	2,122,000	1,737,000
Shares outstanding	1,935,559	1,841,475

## Zenith splits stock

Zenith Radio Corp.'s board of directors last week voted to increase dividends and split the set manufacturer's stock as a result of record business due in large part to color-TV sales. The two-for-one stock split must be approved by stockholders April 26. Common stock authorized would be doubled to a total 24 million shares.

The directors declared a quarterly dividend of 50 cents per share March 31, 15 cents higher than previously paid.

## What Makes ROHN CATV Towers Different?

Here Are Just A Few Reasons Why So Many CATV Owners Are Specifying ROHN Towers:

**EXPERIENCE** — ROHN engineers have more experience and are among the pioneers in tower construction and design.

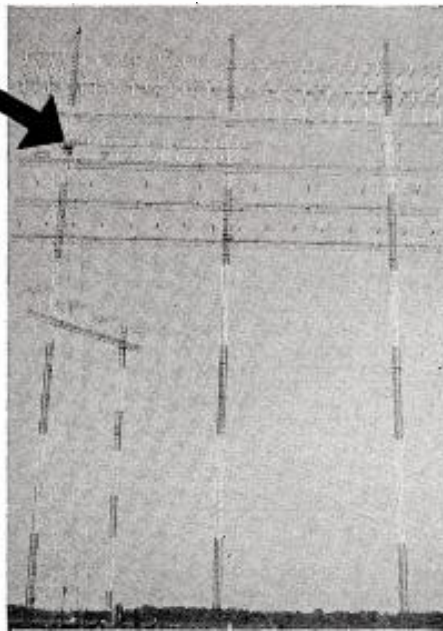
**DESIGN** — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

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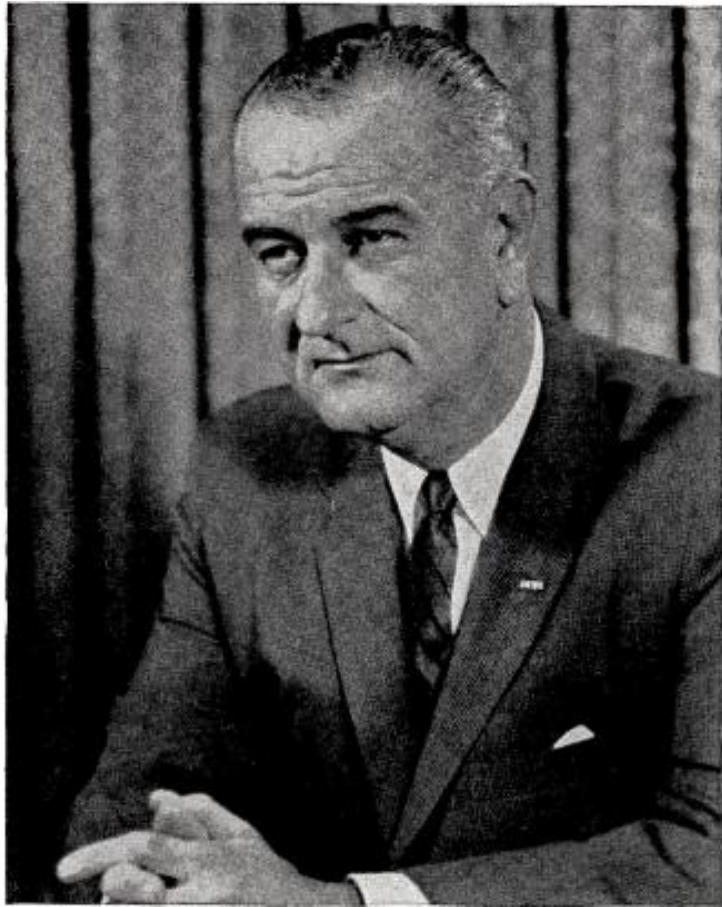
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“Your support of the Heart Fund this month will contribute to lengthening the lives of millions of your fellow Americans. So be generous, and if you do you will be glad.”

**LYNDON B. JOHNSON**

## Comsat opposes ABC satellite bid

The Communications Satellite Corp. has asked the FCC to reject the application of ABC for authorization to construct and operate a communications satellite to feed its programs to its TV affiliates.

In a petition filed last week Comsat said that the purpose of the Communications Satellite Act was to provide for a commercial communications satellite system and to entrust U.S. participation in that system to a single instrumentality. It added that Comsat is the instrumentality which was created to carry out the purpose of the act.

ABC, which submitted its application last September, proposes to operate and own a five-channel TV satellite similar to the Early Bird satellite now in use by Comsat. The satellite, which would hover 22,300 miles above the equator, would receive TV program signals from ground stations in New York and Los Angeles. The signals would then be relayed back to earth where they would be received directly by means of 30-foot parabolic dish antennas (BROADCASTING, Sept. 27, 1965).

Comsat said that since it was established as the sole U.S. participant in commercial satellite communications, it was inconceivable that another private corporation, such as ABC, should be permitted to operate for its own benefit a separate means of satellite communication.

Comsat said that for ABC to do what it proposes it would have to obtain an amendment to the Communications Satellite Act.

Comsat said the commission's responsibilities under the Satellite Act do not include authority to license any commercial satellite system in which



### Don't look down

In this age of the tall, tall tower, a chief engineer can't afford to have acrophobia. Robert G. Engelhardt, chief engineer for KTVB(TV) Sioux City, Iowa, may be afraid of heights, but he certainly doesn't show it as he stands astride the antenna platform of the station's new 2,000-foot tower. Erection of the tower, which was in the planning stage for seven years, began last September and was completed in December.

Comsat is not the participant on behalf of the United States.

The commission soon is expected to initiate an inquiry asking the views of interested parties before taking the procedural step of accepting or rejecting the ABC application. (CLOSED CIRCUIT, Nov. 29, 1965).

## RCA TV sets get integrated circuits

RCA is building tiny integrated circuits into some of its TV sets that will be marketed this year.

The company left no question as to the importance RCA attaches to this move. RCA said last week that the use of microminiaturized circuits opens the way to the most revolutionary advances in TV-set making since color's introduction. The manufacturer said the circuits "follow in the footsteps of the electron tube and the solid-state transistor."

Immediate advantages: TV sets can be built smaller and thinner; they'll work and stand up better and pave the way for pocket-sized receivers and thin-screen wall TV that's no thicker than two to three inches.

Raymond W. Saxon, vice president and general manager of RCA Victor Home Instruments division, described the paper-thin silicon or space-age circuits as being about the size of a match-head. They are so small they cannot be manipulated by human fingers, yet they can perform the functions of as many as 26 current components.

The circuits, RCA said, are providing for a new generation of small, lightweight devices in communications, instrumentation and in aerospace and military systems. Mr. Saxon noted that the incorporation of the circuits in TV sets would represent the first major move toward microminiaturization of home-consumer products.

Mr. Saxon, in recalling RCA's design in 1961 of a prototype pocket-sized color TV set, said the new integrated circuitry was an important move toward making such a receiver commercially feasible. He said RCA believed the circuits "will ultimately prove more significant than the big leap from vacuum tubes to transistors."

The circuits in the future also will be used in radios and stereo phonographs, RCA said.

## Sensitive NHK tube works in little light

A TV camera tube that can see in the dark? Well, almost.

That's the claim of Nippon Hoso Kyokai (NHK), the Japan Broadcasting Corp.

Key to the new image orthicon tube, so sensitive it works effectively with

Plan for the Finest  
in High Band VTR  
Color Performance ...



Visual/Allen Model V/A 100G  
Master Color Video Tape Recorder

Finest  
high-band  
performance  
with long  
head life

as little as 0.1 foot candles according to NHK, is a multialkali photoelectric surface which increases by five to six times the volume of photo-electrons radiated from the surface, compared with the ordinary pickup tube coated with what U. S. manufacturers call tri-alkali.

The tube was successfully tried out last summer, NHK says, in presenting a series of programs depicting the life of fireflies and dragon flies. Last fall it was used successfully, NHK says, in color pickup of the Slav Opera performing in Japan.

The development of the new pickup tube, NHK says, "is pregnant with great future possibilities for color television."

## Overmyer signs for RCA tape equipment

D. H. Overmyer Communications Co., New York, last week signed an estimated \$840,000 contract with RCA for up to 21 video-tape recorders. The units were earmarked for six UHF-TV stations for which Overmyer holds FCC permits and a seventh station for which it is seeking an FCC grant.

The contract follows other equipment purchases that Overmyer has negotiated with RCA, Visual Electronics Corp. and General Electric (BROADCASTING, Jan. 17). The newest order calls for equipping each of four stations with a TR4 TV-tape recorder, TR3 TV-tape player and TR5 transistor-tape recorder. The remaining three stations will carry options for similar equipment.

WDHO-TV Toledo, Ohio, is the first Overmyer station scheduled for operation, some time in April. Overmyer also holds construction permits for Newport, Ky. (Cincinnati); Pittsburgh; Atlanta; Rosenberg (Houston), Tex.; and San Francisco. An application is pending for Dallas.

## New recorders from Ampex

A new generation of solid-state audio-tape recorders, the AG-300, has been introduced by Ampex Corp., Redwood City, Calif. The series will be available in one- two- three- or four-channel models, mounted or unmounted. Base price for the single channel unit starts at \$2,630.

The new series incorporates overhead electronics and a tape transport that can be tilted to various angles for operation and can be turned over for servicing. Among the new features are plug-in equalizers, locking-type level set controls to prevent accidental setting changes, a wider opening head gate and new ferrite erase head.

BROADCASTING, February 7, 1966

## More support for V remote-control plan

Broadcasters have again urged adoption of the FCC's proposed rulemaking to allow remote control of VHF television transmitters.

In reply comments filed last week the commission was also asked to permit the use of automatic-logging devices in remote-control operations. WBEN-TV Buffalo, N. Y., said that the use of automatic-logging devices with built-in alarm systems would be more reliable than the present system of logging meter indications at specified intervals.

Regarding the fear of employe displacements, Gilmore Broadcasting Corp. (WSVA-TV Harrisonburg, Va., and KGUN-TV Tuscon, Ariz.) said that remote control might result in more efficient use of technical personnel and in better, safer working conditions. It emphasized that employe displacements would not occur automatically.

The proposed rulemaking is the result of a request from the National Association of Broadcasters to extend the remote-control privileges now enjoyed by AM, FM and UHF facilities to VHF operations (BROADCASTING, March 1, 1965).

Storer Broadcasting Co. said that the comments submitted to the commission demonstrate that VHF television-transmitting equipment has developed to the point that remote-control operation would not degrade the commission's technical standards.

Those filing reply comments also again asked the commission to delete from its rulemaking proposal the section that would require the installation of certain automatic devices at the transmitter site to detect excessive out-of-band radiation and to disable the transmitter if the out-of-band radiation went above a certain level. Storer said the provision is an unnecessary encumbrance to the proposal.

At the request of the NAB, the commission last week extended the deadline for filing reply comments to April 1.

## A new area of miniaturization

A new solid-state device the size of the sharpened point of a lead pencil called a microwave oscillating diode (MOD) gives promise of a lightweight microwave communications system capable of short-range transmission of TV signals.

The system, now purely experimental,

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uses a low-powered microwave beam powered by a standard 30-volt battery. It's a first step, according to Dr. Lee L. Davenport, president of General Telephone & Electronics Laboratories, toward a low-cost, closed-circuit TV system that could provide TV communications between schools, hospitals and other facilities "without the need for underground wires and cables." It also might be used for CATV, the GT&E announcements said, in place of present microwave relays.

The model was designed by GT&E's laboratory division using the MOD developed by the semiconductor division of Sylvania Electric Products Inc. Sylvania is a subsidiary of GT&E.

The Sylvania MOD is a gallium arsenide diode in a tiny ceramic package 1/10th by 2/10th of an inch. Its use, according to Sylvania, would eliminate the need for klystrons and magnetrons, both large size and requiring large high-voltage power supply units.

## Technical topics . . .

**New RTV's** ■ Ampex Corp., Redwood City, Calif., has sold four VR-2000 high band Videotape recorders to WKY Television System. WKY Television owns and operates WKY-TV Oklahoma City, KVTV(TV) Fort Worth and WTVT(TV) Tampa, Fla.

**For smaller TV stations** ■ Alma Engineering, San Diego, has announced the availability of an audio package (model 990) designed primarily for the small television station. The new equipment is available in local control, remote control, and remote control with audio follow video models. Prices range between \$5,000 and \$10,000 depending on model and auxiliary equipment.

**Logging help** ■ A new aid to logging is the Logger, a two-direction tape recorder made by Metrotech Inc., Mountain View, Calif. The Logger, features solid-state switches and plug-in modular circuits. It can provide up to 288 hours

of continuous logging with a signal-to-noise ratio of 40 db minimum.

**Jacks and plugs** ■ Switchcraft Inc., Chicago, has announced a new line of coaxial jacks and plugs designed for wide band video circuits.

**New facilities** ■ KGO-TV San Francisco is constructing a new tower and transmitter building at Mount Sutro, which has been designed to handle all TV and FM broadcasters in the San Francisco Bay area.

**Lift by CO.** ■ Colortran Industries, Burbank, Calif., has available an 185-pound hydraulic crab dolly with a 45-pound camera lift, operated by bottled carbon dioxide. The aluminum-constructed dolly with four pairs of six-inch balloon wheels (adding front wheel steering) measures 26¼ inches and 39 inches long. The mobile unit can be dismantled for packing in two carrying cases.

**Tape expansion** ■ To meet the need for new uses of magnetic tapes, International Tape Cartridge Corp. has consigned its stereo-tape cartridges to Stereo Devices Inc., New York, in a long-term contract for duplication and loading of the units for automobile and home use, according to a joint company announcement. As part of the expansion move, Stereo's parent company, Audio Devices, Inc., New York, is reported to be acquiring a 20% stock interest in International.

**Color on WANE** ■ WANE-TV Fort Wayne, Ind., is being converted completely to color. An investment of some \$250,000 is being made to purchase color studio cameras and color lighting facilities and to convert all video tape equipment to color capability. The station already has color film and slide projectors in operation. By early 1967 WANE-TV expects to have local live color operative.

**TV audio consoles** ■ Visual Electronics Corp., New York, will supply ABC

with five TV audio production consoles, constructed by McCurdy Radio Industries Ltd., Toronto. The consoles are being installed as part of ABC's expansion program in New York. Units are designed with 90 microphone patch bay; 25 input high level panel; up to 30 program and 16 audience reaction microphones, and six high level channels.

**Tape tips** ■ Elpa Marketing Industries, New Hyde Park, N. Y., has compiled a 32-page booklet giving helpful hints about the use and care of sound tape recorders. The booklet covers many aspects of tape recording, from an explanation of the reproduction of sound to the practical aspects of recording and splicing. It is available at \$1 a copy from local tape recorder dealers and from Elpa Marketing Industries, Dept. P, New Hyde Park.

## Illinois CATV has pole-rights problem

A shadow involving pole-line rights in Paris, Ill., is being watched carefully by the community antenna television industry. The right to string lines on telephone or power poles is one of the vital elements of the CATV business.

In Paris, where Telesystems Corp., Glenside, Pa., has a franchise, the company has been attaching its lines to poles owned by General Telephone of Illinois (a subsidiary of General Telephone & Electronics Corp.). About 400 poles have already been used, as agreed to by contract between Telesystems and the telephone company.

Late in January, Orion Cheny, local manager in Paris for General Telephone, announced that Telesystems had violated technical standards in attaching its lines to some of the telephone company's poles. He also stated that his company's contract was with Telesystems, whereas he understood the local CATV company is Cardinal Telecable Co.

He announced, therefore, that he was asking Telesystems or Cardinal to remove by March 1 all facilities using General Telephone poles. Instead, he suggested, General Telephone buy the already installed facilities, correct the improper installations, and lease the facilities back to the CATV operator.

A Telesystems spokesman said that the alleged incorrect installations were few in number and could be remedied without delay. He also pointed out that Cardinal Telecable is a subsidiary of Telesystems and that allegations of ownership misrepresentation are in error.

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## BBG to ponder CTV Network sale

The sale of the CTV Television Network to its 11 affiliated stations for a reported \$1 million will be the subject of a special meeting of Canada's Board of Broadcast Governors.

The Canadian Broadcasting Corp. and interested station licensees will have an opportunity to present their viewpoints on the proposal at the Feb. 23 meeting in the auditorium of Ottawa's National Gallery of Canada.

The 11 stations plan to purchase the network from the Toronto businessmen who now own a majority interest. The affiliates already own 25% of CTV (BROADCASTING, Jan. 17).

The BBG hearing will deal with transfer of capital stock, recapitalization of the company and the issuance of 100 new common shares to each of the affiliates.

If the sale is approved the 11 stations would own between 90% and 100% of the issued common shares and between 36% and 39% of the preferred shares. Through Canet Holdings Ltd., the 11 stations would hold between 54% and 61% of the issued preferred shares.

Stations involved are: CHAN-TV Vancouver, B. C.; CFRN-TV Edmonton and CFCN-TV Calgary, both Alberta; CHAB-TV Moose Jaw, Sask.; CJAY-TV Winnipeg, Man.; CKCO-TV Kitchener, Ont.; CFTO-TV Toronto; CJOH-TV Ottawa; CFCF-TV Montreal; CJCH-TV Halifax, N. S., and CJON-TV St. John's, Nfld.

## Commercial radio gets support in England

England will get commercial radio if the Local Radio Association has its way. The group, which represents 86 British companies, has submitted a plan for 285 local stations to the postmaster general.

John Gorst, the association's secretary, said the plan puts the emphasis on small local organizations to own and operate the stations.

The plan calls for one station in cities up to 50,000 people and ranges up to five stations for cities of 1 million population. London would have 12 stations and Birmingham would have six.

Local authorities would be formed to regulate the stations. They would have powers similar to those the Independent

Television Authority has over commercial TV.

Mr. Gorst said he thought 50 to 100 stations could be on the air within 18 months after government permission is given. Many local newspapers are in favor of local radio stations for Britain. About 40% of the association's membership is connected with local newspapers.

Under the association's plan, each station would have a coverage area of about a 10 mile radius.

## Canadian color tests to start July 1

Color television has been given a green light in Canada.

The Board of Broadcast Governors has approved applications in four categories. Test colorcasting will begin on July 1 from sign-off to 9 a.m. Regular colorcasting is to begin on Oct. 1. Stations will be expected to fully meet technical requirements by Jan. 1, 1967.

The BBG has approved applications in four categories: local live, network, color film and tape.

CFTO-TV Toronto and CKCO-TV Kitchener, Ont., have been approved for live local programs by all means of production. CJLH-TV Lethbridge, Alta., has been given authority to transmit color programs from Canada's two networks—the Canadian Broadcasting Corp. and the CTV Television Network. CHCT-TV Calgary, Alta., was given permission to broadcast network color and color-film programs and announcements.

Eight stations were given permission to broadcast color-tape programs: CHAN-TV Vancouver and CHEK-TV Victoria, both British Columbia; CHCT-TV and CFCN-TV, both Calgary; CFRN-TV Edmonton, Alta.; CJAY-TV Winnipeg, Man.; CFPL-TV London, Ont., and CKLW-TV Windsor, Ont.-Detroit.

## Canadian reps merge

Quality Broadcast Sales and Air Time Sales, Toronto station representative firms, have merged to form Air Time-Quality Broadcast Sales Co. Air Time formerly represented stations mostly in eastern Canada, while Quality represented mainly western Canadian stations, both AM and FM.

The new firm will represent CFAV Victoria, B. C.; CHQR Calgary, Alta.; CHQT Edmonton, Alta.; CJQM Winnipeg, Man.; CKQM-FM Winnipeg, CHFI-AM-FM Toronto; CKPM Ottawa, and CFDR Dartmouth, N. S.

## Barrie, Ont., TV may move to Toronto

Toronto may soon have a third television station.

CKVR-TV Barrie, Ont., has applied to the Department of Transport for permission to move to the city's outskirts. It is now located 80 miles north of Canada's second largest city.

The move is expected to be approved soon by the Board of Broadcast Governors and the Canadian government.

Toronto is now served by CBL-TV and CFTO-TV on channels 6 and 9 respectively. CHCH-TV (ch. 11) Hamilton, Ont., is 40 miles west of Toronto. Three stations in Buffalo, N. Y., which is about 90 miles from Toronto, also serve the area. They are: WGR-TV, channel 2; WBEN-TV, channel 4, and WKBW-TV, channel 7.

CKVR-TV, which is on channel 3, is owned by Ralph Snelgrove of CKBB Barrie, Allan Waters of CHUM Toronto and Geoff Stirling of CJON-TV St. John's, Nfld., and CKGM-AM-FM Montreal.

The closest U. S. station on channel 3 is in Syracuse, N. Y. It is more than 250 miles away, the separation required by a U. S.-Canadian agreement on border station channels.

## New start set for Vietnam TV

Television service in Vietnam—one channel for the Vietnamese and one for U. S. servicemen fighting in that country—is scheduled to begin today (Feb. 7).

The TV broadcasts, to be beamed from a high flying airplane specially designed for TV and radio broadcasting (BROADCASTING, Jan. 3), had some problems but these have all been straightened out now, it was explained by a Defense Department spokesman last week.

The two most serious problems were interference from both military and civilian communications, and the burn-out of insulation rings where the plane's antennas pass through the fuselage.

The Vietnam inaugural program will begin at 7:30 p.m., Saigon time, and will broadcast on channel 9 the introductory remarks of Prime Minister Ky and of U. S. Ambassador Cabot Lodge. Both already have been video taped. At 8 p.m. on the inaugural day, channel 11 will begin broadcasting to U. S. servicemen, with introductory remarks by General Westmoreland, U. S. commander in Vietnam, and Secretary of Defense McNamara. A two-hour

special program has been filmed in Los Angeles, and an additional one-hour *Grand Ole Opry* special has been filmed in Nashville.

After the opening telecasts, the Vietnamese channel will operate from 1 hour to 1½ hours daily; the American channel will broadcast 3 hours daily. In time, the Vietnam government is scheduled to install ground transmitting facilities to be operated by Vietnamese.

The first batch of 800 TV sets bought by the military's Post Exchange Service were sold out the first day they went on sale in Saigon. They were RCA 13-inch, 16-inch and 19-inch receivers. Agency for International Development has bought 1,000 RCA 23-inch TV sets, with 500 having been flown to Saigon. The other 500 were to arrive in Saigon harbor last weekend. These are to be used in villages and hamlets by the Vietnamese. For Vietnam military use are 500 Zenith TV receivers.

The Armed Forces Television and Radio Service operates 43 TV stations in 18 foreign countries and in two U. S. territories. Regular U. S. programs appear four to six weeks after they're shown stateside; spot news and other special documentary or discussion programs are flown out to be shown about one week after being broadcast in the U. S. All programs are on 16 mm film.

### U.S. TV for West Berlin

The first U.S. television facility in West Berlin will go up this year. It will be operated by the U.S. Air Force, which runs the Armed Forces Radio-

Television Service's TV network in Europe. The station will carry tapes of U.S. shows, and will beam them to American sets in military-housing and barracks areas. The station's programs would not be received on German-made sets.

The Air Force now runs two TV stations in West Germany. The U.S. Army runs the radio side of AFRTS's European network.

### Abroad in brief . . .

**ABC's fifth in Canada** ■ ABC International has been appointed as worldwide sales representative for CKCO-TV Kitchener, Ont. ABC's other associations in Canada are: CFTO-TV Toronto; CFTK-TV Terrace, B. C.; CJCH-TV Halifax, N. S., and CKOS-TV Yorkton, Sask.

**Diversified sports** ■ CTV Television Network Ltd., Toronto, has sold seven 90-minute programs in its *Wide World of Sports* series to WFLD(TV) Chicago. The programs feature curling, skiing, skating and other Canadian sports, and will be seen on the Chicago station on Sunday evenings under the title of *Canadian World of Sports*. CTV is planning to sell its sports programs internationally to show that Canada has sports other than hockey and football.

**Audience in Britain** ■ The British Broadcasting Corp. reported that 28.5 million viewers watched one or more of its TV programs each day throughout December. BBC-TV said this compared with 27.4 million viewers for Independent Television. In average audience:

BBC had 8,050,000 viewers and ITA had 8,550,000 viewers covering the periods of 5-11 p.m., Monday through Friday, and 2-11 p.m., Saturday, and 3-11 p.m., Sunday. BBC said 24,950,000 people heard one or more of its radio programs during the average December day, the average audience (7 a.m.-11 p.m.) coming to 3.3 million people.

**ABC-TV in Bermuda** ■ ABC International Television Inc., New York, has begun radio-TV sales representation for its 25th country with the signing of ZFB-AM-TV Hamilton, Bermuda.

### Spanish programming gets lift from ABC

ABC-TV is investing some \$5 million to improve its production facilities in Mexico City. The object of the move is to facilitate the production of Spanish-language filmed and taped TV series for distribution throughout the Spanish-speaking world.

The money is going for the expansion of the executive offices and plant facilities of American Broadcasting Telesistema Mexicano, which will produce the Spanish-language TV series. Mexican talent, of both the behind and in-front-of the camera varieties will be used. The new plant is expected to be completed and in full operation by April.

Currently ABC has 22 station affiliates in Latin America. They will be called on to market the Spanish-language product which is produced.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Sherman E. Rogers**, senior VP and director of creative services, Buchen Advertising, Chicago, elected to board of directors. **Alin Blatchley**, copy director, and **Tom A. Kallas**, research director, elected VP's of Buchen.



Miss D'Alessio

**Kitty D'Alessio**, fashion director of Norman, Craig & Kummel, New York, elected senior VP.

**Elias B. Baker**, VP and account supervisor at Geyer, Morey & Ballard, New York, joins Street & Finney there as VP and account supervisor.

**Emmet O'Neill**, formerly marketing VP of Armour Meat Products Co., Chicago, joins Edward H. Weiss & Co. there as VP and account supervisor.

**Horace E. Curtin**, VP and director

of marketing services, Campbell-Mithun Inc.'s Minneapolis office, joins D'Arcy Advertising, New York, as VP, management supervisor.

**John A. McKinven**, formerly creative director at Fuller & Smith & Ross, Cleveland, named VP and creative director at FSR, Chicago.

**Edward B. Ingeman**, member of Dr. Pepper Co. account group in Dallas office of Grant Advertising, named VP.



Mr. Wight

**Read H. Wight**, formerly VP of J. M. Mathes Inc., New York, joins Newmark, Posner & Mitchell there as VP.

**Grant Smith**, VP at H-R Television, Chicago, appointed director of station relations.

**Cecil (Lud) Richards**, general manager of WNBC New Haven, Conn., named

eastern radio sales manager for Triangle Stations, New York.

**W. Robert Wilson**, formerly media director for Campbell-Ewald, San Francisco, appointed media director at Hoefler, Dieterich & Brown, that city.



Mr. Steiger

**T. W. Steiger**, creative director at Vic Maitland & Associates, Pittsburgh, named VP of creative services. **Jack R. Elliott**, copy chief, appointed assistant creative director.

**Charles D. Knepfer**, broadcast media director at Lang, Fisher and Stashower, Cleveland, elected VP.

**Dave Platt**, associate media director of Tatham, Laird & Kudner, New York, named media director of Faust/Day Inc. Advertising. Appointment relieves agency principal, G. Thomas Faust,



of direct media planning responsibility.

**Robert E. Meyer**, research director of Grey Advertising, Beverly Hills, Calif., named VP.

**Milton Luftig**, director of systems and data processing, **George E. Wilson**, account supervisor, and **Edward W. Wood III**, research senior group head, Ted Bates, New York, elected VP's.

**J. Eugene Hart Jr.**, recently named manager of marketing department at Young & Rubicam, New York, elected VP.

**Warren Shuman**, formerly national sales manager for Spanish International Network, New York, named manager of New York sales office for WJTV-TV Newark, N. J.

**Dorothy Sutton Sinclair**, media buyer for Erwin Wasey Advertising, Los Angeles, appointed media director of Coleman-Parr, that city.

**Leonard G. Blumenshine** and **Richard J. Mercer**, both VP's at Clyne Maxon, New York, also appointed as associate creative directors by agency.

**Alan Rockmore**, VP and art supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, named chief art director.

**George P. Ponte**, with sales staff of Metro Radio Sales in New York for past four years, named to newly created post of director of sales development for radio division of Edward Petry & Co., that city.

**Thomas J. MacWilliams**, with John L. Douglas & Associates, Bradenton, Fla., appointed creative director of Louis J. Sautel Agency, Pittsburgh.

**Robert Woodruff** joins Chicago division of Campbell-Ewald Co. as creative associate director. Earlier he was with McCann-Erickson, BBDO and Leo Burnett Co. **Ron D. Somers**, formerly with C-E's Detroit office, joins Chicago radio-TV staff as writer. **Don Coleman**, formerly with E. H. Russell & Co., joins C-E's Chicago account executive staff.



Mr. Ross

**Richard K. Ross**, account executive at WRYT-AM-FM Pittsburgh, named sales manager.

**Emily Ashe Banks**, formerly with The Dow Chemical Co., New York, joins Cunningham & Walsh

there.

**Joe Thompson**, formerly general manager of KHEY El Paso, named sales manager of KRDS Tolleason, Ariz.

**Nick Sanchez**, program manager of wsoq North Syracuse, N. Y., appointed

radio-TV director of Spitz Advertising, Syracuse, N. Y.

**Joseph Viverito**, copywriter at Ted Bates & Co., New York, joins Geyer, Morey, Ballard there as copy group head.

**Jack Jones**, advertising manager of Mattel Inc., Hawthorne, Calif., appointed to newly created post of director, marketing services. He will be responsible for all advertising, sales promotion, licensing and marketing public relations for toy manufacturer.

**William J. Katsafanas**, formerly with WIBC-TV Pittsburgh, named account executive at WTAE(TV), that city.

**Irving Springer**, with Saul Bass & Associates, Los Angeles, joins Honig-Cooper & Harrington, San Francisco, as art director.

**James A. Sowards**, analyst-writer in sales research department, named national sales representative in KNXT(TV) Los Angeles sales department.

**Christy Walsh Jr.**, formerly with Commonwealth Marketing, San Francisco, joins Erwin Wasey, Los Angeles, as account executive.

**Bernard Rosner**, with agency since 1963, named copy chief at Chirurg & Cairns, New York.

**Lou Perkins**, formerly with Wade Advertising, Chicago, joins Lilienfeld & Co. there as TV-radio director.

**Sy Weissman**, producer-director at Ansel Shaw Co., New York, joins Video Pictures Inc., that city, as director. **Robert M. Fox**, producer-sales at MPO Productions, New York, assumes similar position at VPI. **Ted Zarpas**, formerly with VPI, New York, joins VPI of Illinois, Chicago, as staff TV director.

**Zetelle Guerra**, media director for Getschal Co., New York, joins The Shaller-Rubin Co. there as radio-TV

buyer.

**Greg Stone**, news director at wsoc Charlotte, N. C., named account executive at wsoc-TV Charlotte.

**Donald R. Teets**, formerly with KLEO Wichita, Kan., named account executive at KQEO Albuquerque, N. M.

**Carr Pecknold**, news director at KDON Salinas, appointed sales representative for KRML Carmel, both California.

**William Stuart**, assistant to publishers of *The Ladies Home Journal* and *American Home Magazine*, joins marketing department of Young & Rubicam, Los Angeles.

**Albert Dobson** joins Chicago copy staff of Foote, Cone & Belding. Earlier he was with McCann-Erickson and Clinton E. Frank Inc. there.

**Edward C. Simmons III**, formerly divisional advertising manager of Brown Shoe Co., St. Louis, joins Gardner Advertising there as copywriter.

**Jim Beach**, broadcast veteran and VP of Foote, Cone & Belding, Chicago, elected president of Chicago Federated Advertising Club, parent organization of 23 advertising and media clubs there.

## THE MEDIA



Mr. Eichmann

**Raymond Eichmann**, formerly head of own firm, Communications Group, appointed director, audience measurement operations, at NBC, New York.

**Louis Goldberg**, musical director at WEZE Boston, elected VP.

**Robert Davy**, television writer-producer, named acting manager of non-commercial kwsc-TV Pullman, Wash., replacing Calvin Watson who is taking

Plan for the Finest  
in High Band VTR  
Color Performance . . .



Visual/Allen Model V/A 100G  
Master Color Video Tape Recorder

The best is  
the most  
economical  
in the  
long run

six-months leave to study broadcasting in England.

**John E. Hamm**, former owner and chief executive of Pepsi-Cola Bottling Co., Canton, Ohio, appointed general manager of WJAN(TV), that city.



Mr. Hamm

**Edward L. Hearn**, sales manager of WNHG New Haven, Conn., named general manager.



Mr. Polinger

**David H. Polinger**, VP and general manager of broadcast division of Friendly Frost Inc. (WTFM [FM] Lake Success and WGLI Babylon, both New York) appointed president of broadcast division.

**Gerry Grainger**, program director of WUCA Gary, joins WKAM Goshen, both Indiana, as general manager.

**W. A. (Bill) Di Meolo**, with WCRO Johnstown, Pa., named general manager of KATO Safford, Ariz.



Mr. Talbott



Mr. Landon

**Doug Talbott**, chief engineer for Video Service Co., subsidiary of Cox Cablevision Corp., Atlanta, named VP. **James A. Landon**, director of research for WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla., joins Cox Broadcasting Corp., Atlanta, as manager of research. **G. L. Davenport**, manager of The Dalles TV Co. division of Cox Cablevision, The Dalles, Ore., named Pacific Northwest regional manager for Cox Cablevision. **Earl T. Ake**, chief engineer at The Dalles, succeeds Mr. Davenport.

**Henry Ferber**, controller and assistant treasurer, United Artists Theater Circuit Inc., New York, named assistant to controller John H. Regazzi, ABC, that city. Mr. Ferber will be responsible for special accounting, financial reports, analyses and reviews. **William Higgins**, who joined ABC in 1964 as accountant, made chief accountant-record companies. **Frank Dipre**, with ABC since 1951 and disbursement supervisor; **Edward Griffith**, in various accounting posts since 1946, and **Luis Perez**, supervisor, general ledger sub-

sidaries, all made assistant chief accountants.

**Roger Russell**, program director at WKOW Madison, Wis., appointed station manager.

**Betty D. Fox**, TV research manager for Metro TV Sales, New York, appointed director of research for Corinthian Broadcasting Corp., that city.



Miss Fox

**Thomas E. Lawrie**, formerly president of PR firm in Lincoln, named marketing research director for KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.

## PROGRAMMING

**Herbert G. Richek**, director of operations, named VP and director of theatrical and TV film services at Seven Arts Associated Corp., New York. He has been with Seven Arts since its formation in 1960.

**Aaron Heine**, elected board chairman, and **Buddy Howe**, elected president, of General Artists Corp. They assume responsibilities formerly handled by Lawrence R. Barnett, who resigned as board chairman and president (BROADCASTING, Jan. 24). **Martin Baum** continues as senior executive VP of corporation. **Herman Rush**, president of GAC's television division, and **Samuel C. Cohn**, secretary of GAC, elected executive VP's.

**John Merrell**, formerly manager of KRMG-AM-FM Tulsa, Okla., appointed VP and general manager of Mack Sanders Productions, Wichita, Kan.

**Robert Gertz**, VP of Larry Harmon Pictures Corp., Hollywood, named to head eastern operations with offices in New York at 60 West 57th Street. In part of expansion move five new sales directors also named. They are **Murray Slater** in charge of commercial spot sales; **Gus Nathan**, Northeast region; **Ken Weldon**, Midwest region; **Elmer C. Bieser**, Southwest region, and **Frank Stone**, Southeast region. Harmon now is producing for syndication 130 half-hour *Bozo's Big Top* shows in color at WHDH-TV Boston.

**Jon A. Holiday**, with WCCB-TV Charlotte, N. C., appointed program director of KMBC Kansas City, Mo.

**Steve Schickel**, with WGN Chicago since 1955, named director of newly formed special features department which combines documentary operations of news and public affairs departments of WGN-AM-TV.

**Richard Colbert**, sales representative for Four Star International, San Fran-

cisco, and **Alton Whitehouse**, sales representative for same company in Baltimore, named western division sales manager and southern division sales manager, respectively.

**Stan Levine**, formerly staff writer, NBC press department, New York, joins Walter Reade-Sterling Television, same city, as director of advertising and promotion.

**Earle Thomas**, with WHUC Hudson, N. Y., named program director.

**Ira H. Klugerman**, director at non-commercial WPSX-TV Clearfield, Pa., joins noncommercial WQED(TV) Pittsburgh as producer-director.

**John Bates**, director of TV and radio for Lambert & Feasley Inc., New York, and **Richard Gray**, head of the radio-TV department of Geyer, Morey, Ballard, Los Angeles, named producers for Frank Brandt and Associates, Los Angeles, commercial film production company.

**David H. Gaines**, formerly TV special projects officer and producer for U.S. Information Agency, Washington, appointed director of production and development for Educational Communication Association, that city.

**Gordon Preuss**, formerly with KCMO-TV Kansas City, Mo., joins WBBM-TV Chicago as director. **Dr. Eugene J. Webb**, director of research and acting chairman of advertising department for Northwestern University, named consultant on WBBM-TV's station-viewer opinion exchanges called *Feedback*. He succeeds late Dr. Gary Steiner (BROADCASTING, Jan. 24).

(Mrs.) **Kelly Quinn**, freelance performer, elected president of San Francisco local of American Federation of Television & Radio Artists. Others elected: **Ray Jacobs**, KTVU(TV) Oakland-San Francisco, first VP; **Mitch Agruss**, KOVR(TV) Stockton-Sacramento, Calif., second VP; **Melvin Fritze**, KYA San Francisco, secretary, and **Art Brown**, KRON-TV San Francisco, treasurer.

**Lee Alan**, with WXYZ-AM-FM Detroit, appointed music director.

**Al McCoy**, formerly program director at KRUX Glendale, Ariz., named sports director of KOOL-AM-FM Phoenix.

**Ruth Gench**, production manager, Paramount Cartoons Inc., division of Paramount Pictures, New York, named to that post at Pelican Films Inc.'s animation division, same city.

## NEWS

**Grant Holcomb**, political editor of KNXT(TV) Los Angeles, named director of news for CBS-owned station, succeeding **Roy Heatly**, who becomes bureau manager of CBS News division in

Los Angeles.

**Terrence St. Peter**, formerly news editor for *Houlton (Me.) Pioneer Times*, named director of news at WLBZ-TV Bangor, Me.



Mr. Dreier

**Alex Dreier**, veteran ABC network news commentator, to head daily news team at KTTV(TV) Los Angeles. Under new KTTV contract Mr. Dreier continues his daily radio news and analysis show for ABC. At KTTV he replaces George P. Putnam who has joined KTLA(TV) Los Angeles (BROADCASTING, Dec. 20, 1965).

**Dick Scott**, with WHUC Hudson, N. Y., appointed news director.

**Victor Jay**, bureau chief of Radio Press International, New York, and **Herb Norman**, news director of WWRL New York, join news department of WMCA, that city.

**Robert W. Scott**, news director of KYMN Oregon City, Ore., and **Al Helfer**, news director of KBT(TV) Denver, join news staff of KIMN-AM-FM Denver.

**Ben Williams**, reporter for *San Francisco Examiner*, joins news staff of KPIX(TV) San Francisco.

**Dan Scanlan**, formerly with WBTA Batavia, N. Y., joins news staff at WPTV Albany, N. Y.

## FANFARE

**Joseph E. Mills Jr.**, media buyer at Lang, Fisher & Stashower Inc., Cleveland, named assistant promotion manager of WKYC-TV, that city.

**David B. Williams**, with CBS, New York, appointed eastern division director of administration at McDermott Co., that city. **Frank Langley**, publicity

manager for Macy's, New York, appointed director of account services at McDermott there.

**Dr. Sidney Kraus**, VP of Daniel J. Edelman & Associates, Chicago, named director of Communications Research Center, new subsidiary of public relations firm to conduct research in all fields including advertising.

**Lee Phillip**, air personality at WBBM-TV Chicago, elected president of Chicago Unlimited, all-media group that promotes greater use of Chicago facilities in radio-TV and film production nationally.

## EQUIPMENT & ENGINEERING

**Harold Rabinowitz**, formerly with General Electric Co., New York, appointed manager of television field service and test department, broadcast equipment division, Sarkes Tarzian, Bloomington, Ind.

**Joseph W. Butler**, production engineering manager of Raytheon Co., Lowell, Mass., elected president of Dage-Bell Corp. subsidiary of Raytheon, Michigan City, Ind.

**Robert E. Hull**, VP of engineering at Radio Engineering Laboratories, Long Island City, N. Y., division of Dynamics Corp. of America, named VP of operations.



Mr. Severdia

**Anthony W. Severdia**, product sales manager with controls division of Leach Corp., Azusa, Calif., named sales manager of broadcast and television products by Conrac division of Giannini Controls Corp., Duarte, Calif. **A. L. Landsperger**, corporate market research and planning manager of GCC, named sales manager of Alphanumeric Display department, Conrac division. He will help develop market for television-type information displays.

**Tom A. Stenglein**, general sales manager at Leach Corp., San Marino, Calif., appointed marketing manager for Spectrol Electronics Corp., San Gabriel, Calif.

**Joseph Belliotti**, with noncommercial WQED(TV) Pittsburgh, named assistant chief engineer.

**Albert P. Lofquist Jr.**, production VP in motion picture division, named VP and general manager of Technicolor Corp.'s television and motion picture divisions, New York.

**Vincent R. Borelli**, with Craftsman Electronic Products, Manlius, N. Y., appointed director of marketing.

## INTERNATIONAL

**Harold Abernethy**, with Canadian Standard Broadcast Sales, New York, appointed VP for radio.

**Klaus J. Lehmann**, production supervisor, Trans-Lux Television Corp., New York, named manager of program business affairs, ABC International Television, same city.

**Dennis Flach**, senior research executive at ABC Television Ltd., London, appointed research manager. **Alan Kaupe**, publicity manager at Philips Records Ltd., London, joins ABC Television, that city, as promotion manager.

**Jack Andrews**, formerly assistant program administrator at ABC Television Ltd., London, joins Osborne-Peacock Ltd. there as head of TV.

**James Weekes**, formerly with Masius, Wynne-Williams Ltd., London, appointed research manager at Freeman, Mathes and Milne Ltd., that city.

**Richard Webb**, formerly production manager at T. B. Browne Ltd., London, appointed associate executive director.

**Ronald Bamberg**, research manager at Associated Television Ltd., London, joins Young & Rubicam there as deputy

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Represented by  
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WHEELING-STEUBENVILLE'S  
KEY STATION

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15th & Lehigh Avenue  
Philadelphia, Pa. 19132  
Phone (215) 226-3456

**JERROLD** FIRST... IN CATV Over 15 years' experience

research manager.

**Stewart McCreath**, formerly with Salisbury, Rhodesia, office of Grant Advertising International Inc., named manager of agency's new office at Ndola, Zambia.

**Anthony Welch**, formerly with London Press Exchange, appointed sales controller of Caroline Sales Ltd., London, representatives of Radio Caroline (offshore commercial radio station).

**E. A. Whitehead**, previously account executive with Farmers Advertising Ltd., Liverpool, England, joins Fraser Clarke Advertising Ltd. there as account executive.

**Shirley Whitcutt**, producer in TV department of J. Walter Thompson Co., London, joins S. H. Benson Ltd. there as TV producer.

**Hugh Curtis**, with CJVI Victoria, B. C., appointed general sales manager.

**Mary T. Poirier**, with Spitzer, Mills & Bates Ltd., Toronto, named supervising time buyer of radio and television department.

**Phil Stone**, with CHUM Toronto, for 17 years as VP of PR and public service, resigns to form own PR firm with CHUM as initial account.

**Larry Wood**, with CFX Victoria, B. C., named regional sales manager.

**Donald Knight**, with McCann-Erickson Advertising Ltd., London, joins Pritchard, Wood and Partners Ltd. there as account executive.

**Don Daly**, formerly with CJLX Fort William, Ont., named sports editor of CKLW Windsor-Detroit. CKLW-TV there

adds five new engineers: **David John George**, **George Hrishenko**, and **John Christopher Pashley**, all formerly with Canadian Broadcasting Corp., Toronto; **Adam Baziw**, University of Windsor graduate engineering student, and **Albert Tremblay**, formerly chief engineer of ZBM-TV Hamilton, Bermuda.

## DEATH

**Joseph (Buster) Frank Keaton**, 70, vaudeville, screen and television comic, who in recent years acted in a number of TV commercials, died Feb. 1 of lung cancer in his Hollywood home. He did his first TV in 1948, when he had his own show sponsored by Studebaker and Minute Maid, and subsequently made guest appearances on many top programs. He is survived by his wife, Eleanor, and two sons.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 27 through Feb. 2 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann—announced. ant—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorizations. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### ACTION BY FCC

Charlotte, N. C.—Charlotte Telecasters Inc. UHF channel 36 (802-608 mc); ERP 603 kw vis., 60.3 kw aur. Ant. height above average terrain 1000 ft., above ground 1039.95 ft. P.O. address 4421 Central Avenue, Charlotte, N. C. Estimated construction cost \$674,750; first year operating cost

\$491,971; revenue \$240,000. Studio located in Charlotte; trans. located near Newell, N. C. Geographic coordinates 35° 15' 06" north lat., 80° 41' 10" west long. Type trans. Townsend Assoc. TA-55-AT, type ant. Co. El. CO-33SW. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer, David L. Steel Sr., both Washington. Principals: Harold W. Twisdale, Jerry W. Reece, George A. Jenkins, A. David Moore Jr., Harold M. Edwards, Marshall M. Armstrong, Bob M. Beaty (each 6.79%); J. Vaughn Klutts, Patrick Henry Klutts (each 5.09%), and others. Principals have non-broadcast interests. Action Feb. 2.

##### APPLICATIONS

Jackson, Mich.—Jackson Television Corp. UHF channel 42 (638-844 mc); ERP 37.8 kw vis., 7.56 kw aur. Ant. height above average terrain 276 ft., above ground 345 ft. P.O. address: c/o Walter Patterson, 15001 Michigan Ave., Dearborn, Mich. 48121. Estimated construction cost \$386,482; first year operating cost \$206,844; revenue \$200,000. Studio and trans. both on outskirts of Jackson. Geographic coordinates 42° 11' 31" north lat., 84° 25' 57" west long. Type ant. RCA TFU-24DM; type trans. RCA TTU-2A. Legal counsel Robert M. Booth Jr., consulting engineers, Commercial Radio Equipment Co., both Washington. Principals: Jackson Broadcasting Corp. (51%), Southern Michigan Broadcasting Corp. (17%), Knorr

Broadcasting Corp. (17%), Edwin R. Huse, Walter Patterson, Robert M. Booth Jr. (each 5%). Jackson Broadcasting is licensee of WKHM-AM-FM Jackson, and 35% owner of Jackson TV Cable Co. Southern Michigan Broadcasting is licensee of WKFR-AM-FM Battle Creek, Mich. Knorr Broadcasting is licensee of WKNR-AM-FM Dearborn, Mich. Messrs. Huse and Patterson are involved in management of above named broadcast companies. Mr. Booth is Washington lawyer with 33 1/3% interest in WSAL-AM-FM Logansport, Ind. Ann. Jan. 27.

Altoona, Pa.—John R. Powley. UHF channel 25 (536-542 mc); ERP 0.91 kw vis., 0.16 kw aur. Ant. height above average terrain 901 ft., above ground 40 ft. P.O. address: 1215 16th Ave., Altoona. Estimated construction cost \$19,182; first year operating cost \$28,000; revenue \$40,000. Studio and trans. located Wopsononock Mt., Pa. Geographic coordinates 40° 34' 03" north lat., 78° 28' 27" west long. Type ant. Prolein modified 35-570; type trans. DuMont TA-175A. Consulting engineer John R. Powley, Altoona, Pa. Ann. Feb. 1.

Burlington, Vt.—Sidney E. Young. UHF channel 62 (758-764 mc); ERP 35.5 kw vis., 7.1 kw aur. Ant. height above average terrain 2,743 ft., above ground 91 ft. P.O. address: c/o Sidney E. Young, Bormosen, Vt. Estimated construction cost \$241,827; first year operating cost \$110,000; revenues \$110,000. Studio and trans. located in and near Burlington. Geographic coordinates 44° 31' 36" north lat., 72° 48' 57" west long. Type ant. GE TY-25F, type trans. GE TT-25A. Legal counsel Cohen & Berfield, consulting engineer Willis C. Beecher, both Washington. Mr. Young is part owner of CATV operations in Rutland, Springfield and Windsor, all Vermont. Ant. Feb. 1.

#### Existing TV stations

##### ACTION BY FCC

Central Plains Enterprises Inc., Ponca City, Okla.—Commission granted CP for new UHF TV translator station on channel 73 to rebroadcast programs of its station KVOO-TV (channel 2), Tulsa; subject to outcome of proceedings in Doc 15971. Commissioner Cox concurred. Action Feb. 2.

#### New AM stations

##### ACTION BY FCC

Brunswick, Md.—Elektra Broadcasting Corp. granted CP for AM on 1520 kc, 250 w, D. P.O. address 2611 Columbia Pike, Arlington, Va. Estimated construction cost \$21,200; first year operating cost \$45,000; revenue

	<p><b>EDWIN TORNBERG &amp; COMPANY, INC.</b></p> <p><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>
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\$60,000. Principals: Frank N. Manthos and George J. Gillespie (each 50%). Applicants own record sales firms in Washington and Arlington. Action Feb. 2.

#### APPLICATIONS

Sumiton, Ala.—Sumiton Broadcasting Co. 1540 kc, 1 kw, D. P.O. address: c/o C. F. Ballenger, Sumiton, 35148. Estimated construction cost \$25,710; first year operating cost \$35,000; revenue \$48,000. Principals: John Logan Fowler, Cecil Freeman Ballenger, Joseph Lawley Sartain Jr., Jerry Curtice Chapman (each 25%). Messrs. Fowler and Ballenger are each 50% owners of lumber and building supply company and each 25% owners of Sumiton Gas Co. Mr. Sartain is project director for Neighborhood Referral Service of Anti-Poverty Program. Mr. Chapman owns chiropractic clinic, quarter-horse farm and 50% of beauty salon. Ann. Jan. 28.

North Pole, Alaska—Radio Prayer League. 1170 kc, 5 kw, (10 kw-LS), U. P.O. address: c/o Donald L. Nelson, 85 S. 11th Street, Minneapolis 55403. Estimated construction cost \$32,327; first year operating cost \$32,500; revenue \$40,000. Ann. Feb. 1.

Ozark, Ark.—Giant Broadcasting Co. 1080 kc, 5 kw, D. P.O. address: c/o Jeta Taylor, Ozark 72949. Estimated construction cost \$31,968; first-year operating cost \$36,000; revenue \$48,000. Principals: Homer Hall (23.8%), Charles Price (11.9%), Jeta Taylor (10.7%), and 12 others. Mr. Hall is farmer; Mr. Price is electronics salesman; Mr. Taylor is Ozark attorney. Ann. Jan. 28.

Estherville, Iowa—Paul C. Hedberg and Donald Schubert db/as Heart of the Lakes Broadcasting Co. 1170 kc, 1 kw (250 w CH), D. P.O. address: c/o Paul C. Hedberg, Blue Earth, Minn. 56013. Estimated construction cost \$31,550; first year operating cost \$50,000; revenue \$60,000. Mr. Hedberg (75%) is manager of KBEW Blue Earth. Mr. Schubert (25%) is semi-retired retail clothing merchant working as seasonal insurance adjuster. Ann. Jan. 28.

Plattsburgh, N. Y.—Metro Group Broadcasting Inc. 1070 kc, 5 kw, D. P.O. address: Box 138, Rte. 3, Cumberland Head, Plattsburgh 12902. Estimated construction cost \$48,391; first year operating cost \$82,642; revenue \$90,000. Principals: Richard C. Guibord, Peter B. Guibord, Daniel L. Jerry (each 25%), Harold Watts (15%), and others. Messrs. Guibord have ownership in iron foundry, scrap metal and real estate firms. Mr. Jerry is involved in construction equipment sales. Mr. Watts is advertising director of public relations. Ann. Jan. 28.

Chardon, Ohio—B-K Broadcasting Co. 1560 kc, 1 kw, DA, D. P.O. address: c/o James W. Dinsmore, 233 Main St., Chardon 44024. Estimated construction cost \$30,750; first year operating cost \$57,100; revenue \$70,000. Principals: Oliver P. Bolton, Arthur B. King (each 42.67%) and seven others. Mr. Bolton has varied real estate and holding company investments; Mr. King is associate of investment counselling firm. Ann. Jan. 28.

Blacksburg, Va.—Lester L. Williams. 1430 kc, 1 kw, D. P.O. address: Box 471, Rocky Mount, Va. 24151. Estimated construction cost \$28,000; first year operating cost \$45,000; revenue \$48,000. Mr. Williams is general manager and 50% owner of WYTI Rocky Mount and WODY Bassett, both Virginia, and is sole owner of WODI Brookneal, Va. Ann. Jan. 28.

#### Existing AM stations

##### ACTION BY FCC

■ WKDE Altavista, Va. — Commission granted change of facilities from 1280 kc, 500 w, D, to 1000 kc, 1 kw, D; conditions. Commissioner Cox dissented. Action Feb. 2.

##### APPLICATIONS

WNBY Newberry, Mich.—T. Stewart Bachus tr/as Newberry Broadcasting Co. Seeks mod. of CP authorizing new AM to increase daytime power from 500 w to 1 kw; make changes in ground system. Ann. Jan. 28.

KMAM Butler, Mo.—Bates County Broadcasting Co. Seeks CP to increase power from 250 w to 500 w; install new trans. Ann. Jan. 28.

#### New FM stations

##### ACTION BY FCC

Clinton, Tenn.—Clinton Broadcasters Inc. granted CP for new FM on 104.9 mc, channel 285A, 3 kw, Ant. height above average terrain 88 feet. P.O. address 329 West Hillcrest Drive, Morristown, Tenn. Estimated construction cost \$10,235; first year operating cost \$7,135; revenue \$9,680. Prin-

cipals: John M. Paxton (40%), George R. Guertin (39.38%), James M. Stair (20%) and Charlotte M. Guertin (0.62%). Clinton Broadcasters are licensees of WYSH Clinton. Action Feb. 2.

#### APPLICATIONS

Little Rock, Ark.—KAA Y Inc. 98.5 mc, channel 253, 100 kw, Ant. height above average terrain 306.8 ft. P.O. address: Box 1790, Little Rock 72203. Estimated construction cost \$66,200; first year operating cost \$55,000; revenue \$55,000. KAA Y Inc. is owned by LIN Broadcasting Corp. and is licensee of KAA Y Little Rock. LIN Broadcasting owns all stock of KEEL Shreveport, La.; WAKY Louisville, Ky.; WMAK Nashville, Tenn., and WTVP(TV) Decatur, Ill. Ann. Feb. 1.

New Britain, Conn.—Central Connecticut Broadcasting Co. 100.5 mc, channel 263, 10 kw, Ant. height above average terrain 391 ft. P.O. address: c/o Aldo De Dominicis, 22 Grove Hill, New Britain 06052. Estimated construction cost \$27,000; first year operating cost \$2,000; revenue not listed. Central Connecticut is licensee of WRCH New Britain. Ann. Feb. 1.

Waterbury, Conn.—Northeast Broadcasting Inc. (Amended application.) 104.1 mc, channel 281, 20 kw, Ant. height above average terrain 461 ft. P.O. address: 65 Bank St., Waterbury 06702. Estimated construction cost \$22,335; first year operating cost \$5,000. Ann. Jan. 28.

Syracuse, N.Y.—William Price Hillgartner. 100.9 mc, channel 285, 1.15 kw, Ant. height above average terrain 73 ft. P.O. address: 1033 James St., Apt. F-3, Syracuse 13203. Estimated construction cost \$6,808; first year operating cost \$19,000; revenue \$20,000. Mr. Hillgartner is member of faculty of Syracuse University and production director for Commercial Concepts Inc., Syracuse. Ann. Jan. 28.

Murphy, N. C.—Max M. Blakemore tr/as Cherokee Broadcasting Co. 103.9 mc, channel 280, 3 kw, Ant. height above average terrain 300 ft. P.O. address: Drawer 280, Murphy 28906. Estimated construction cost \$12,187; first year operating cost \$6,000; revenue \$6,000. Mr. Blakemore is licensee of WCVP Murphy. Ann. Jan. 27.

#### Ownership changes

##### ACTION BY FCC

KFQD Anchorage, Ala.—Granted transfer of control of licensee corporation, KFQD Inc., from Miller C. Robertson and Matthew N. Clapp Jr. (each 50%) to Miller C. Robertson and Matthew N. Clapp Jr. as voting trustees. Application is pro forma arrangement to facilitate recapitalization of corporation. Action Feb. 1.

WIXN-AM-FM Dixon, Ill.—Granted assignment of license from Russell G. Salter Inc. to Farm Belt Radio Inc., owned by Harry Campbell, Dolph Hewitt, Donald Blanchard and Norbert A. Drake (25% each). Applications is contingent on commission grant of transfer of control of Russell G. Salter Inc. from Lloyd Burlingham and Robert L. Harris (together 100% before, none after) to principals named above. Consideration \$260,000. Action Feb. 1.

WZOE Princeton, Ill.—Granted assignment of license from Russell Armentrout and Mildred Armentrout db/as Bureau Broadcasting Co. to Bureau Broadcasting Co., owned by Ruel B. Van Wert (50%) and Russell W. Holcomb (50%). Mr. Van Wert is manager and assistant treasurer of Tri-County State Employees Credit Union. Mr. Holcomb is special agent of Indianapolis Life Insurance Co. Consideration \$125,000 plus \$40,000 for non-competition agreement. Action Jan. 27.

WJLK-AM-FM Asbury Park, N. J.—Granted transfer of control of Asbury Park Press Inc., parent company of licensee corporation, Press Broadcasting Co., from First Merchants National Bank and Mabel Brazier Kinmonth (deceased July 18, 1965), co-executors of estate of J. Lyle Kinmonth (99% before, none after), to Wayne D. McMurray and Ernest Lass (each less than 1% before, each 50% after). Neither Mr. McMurray nor Mr. Lass have broadcast interests outside of WJLK-AM-FM, of which they are officers. Consideration: free transfer of stock according to conditions of will of J. Lyle Kinmonth. Action Jan. 27.

WFME(FM) Newark, N. J.—Granted assignment of license from Bergen F. M. Inc. to Family Stations Inc. owned by Harold

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**BCC**

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 3

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	4,031		23		80	397
FM	1,415		42		195	235
TV-VHF	471		22		18	172 <sup>1</sup>
TV-UHF	91		17		80	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 3

	VHF	UHF	Total
Commercial	513 <sup>2</sup>	190	703
Noncommercial	68	65	133

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,034	1,408	557
CP's on air (new stations)	15	38	39
CP's not on air (new stations)	79	211	100
Total authorized stations	4,129	1,657	702
Applications for new stations (not in hearing)	287	173	129
Applications for new stations (in hearing)	70	41	66
Total applications for new stations	357	214	195
Applications for major changes (not in hearing)	206	38	36
Applications for major changes (in hearing)	38	1	7
Total applications for major changes	244	39	43
Licenses deleted	0	0	1
CP's deleted	0	1	0

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

Camping, Scott L. Smith and Peter Sluts (nonstock corporation). Family Stations owns KEAR San Francisco, KEBR Sacramento, KECR El Cajon, all California; principals of Family Stations have no other broadcast interests. Consideration \$535,000. Action Jan. 26.

KFDW-TV Clovis, N. M. and KFDA-TV Amarillo, Tex.—Granted acquisition of positive control of licensee corporation. Bass Broadcasting Co., by Perry R. Bass through transfer of stock by Sid W. Richardson Foundation to Bass Broadcasting Co. (See Hearing Cases, Final Actions) Action Feb. 2.

KRIO McAllen, Tex.—Granted assignment of license from Bass Broadcasting Co. to Valley Broadcasting Co., owned by Gene L. Cagle. Mr. Cagle holds 19.59% interest in Bass Broadcasting and seeks sole ownership of KRIO through stock transactions connected with transfer of positive control of Bass Broadcasting (See KFDW-TV Clovis, N. M., and KFDA-TV Amarillo, Tex.) Action Feb. 2.

KALE Richland, Wash.—Granted assignment of license from D & D Broadcasting Corp. to K. A. L. E. Inc. owned by William R. Taft (80%) and Laurence G. Dix (20%). Mr. Taft is 88% owner of KRKO Everett, Wash.; Mr. Dix is manager of KALE and presently 1/3 owner of D & D. Consideration \$10,000 and issuance of remaining 20% of stock to Mr. Dix. Action Feb. 1.

### APPLICATIONS

WPAX Thomasville, Ga.—Seeks assignment of license from Radio Thomasville Inc. to Oliva Broadcasting Co., owned by George Oliva Jr. and Gertrude P. Oliva (each 50%). Mr. Oliva is 51% stockholder of General Pictures Corp and Visual Methods Inc. and is sole stockholder of Continental Pictures Inc., all Cleveland. Consideration \$82,500. Ann. Jan. 27.

WPYB Benson, N. C.—Seeks assignment of license from George G. Beasley to WPYB Inc. Application is to facilitate transfer of 40% interest in corporation from Mr. Beasley (now 100% owner) to James E. Harrel-

son as filed with commission on March 1, 1965. Ann. Jan. 27.

WRSC State College, Pa.—Seeks assignment of license from Suburban Broadcasting Corp. to Edorea Corp. Suburban is wholly owned subsidiary of Edorea and purpose of application is to allow for liquidation of Suburban. Both companies are owned 100% by Michael M. Rea. No financial consideration. Ann. Jan. 28.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of WHOO Radio Inc. to increase daytime power of WHOO Orlando, Fla., on 990 kc from 10 kw to 50 kw (10 kw-CH), and change from DA-N to DA-2, continued nighttime operation with 5 kw; conditions. Action Feb. 1.

### FINAL ACTIONS

■ KFDA-TV Amarillo, Tex.; KFDW-TV Clovis, N. M.; KSWB(TV) Elk City, Okla., and KRIO McAllen, Tex.—By order, commission waived Sec. 1.597 of 3-year holding rule and granted transfer of control of Bass Broadcasting Co. from Sid W. Richardson Foundation to Perry R. Bass; also assignment of license of KRIO from Bass Broadcasting Co. to Valley Broadcasting Co. Transaction, which includes remote pickups, involves consideration of \$2,295,000 for Richardson Foundation's 62.1 percent interest and stock and cash considerations in KRIO assignment. KRIO assignee is wholly owned by Gene L. Cagle, who will dispose of his stock interest in Bass Broadcasting Co. but remain as latter's president and director. Action Feb. 2.

■ By memorandum opinion and order, commission granted application of Elektra Broadcasting Corp. for new daytime AM to operate on 1520 kc, 250 w, in Brunswick, Md.; conditions. In so doing, it denied opposing petition by Monocacy Broadcasting Co. (WFMD), Frederick. Commissioner Cox dissented. Action Feb. 2.

■ By memorandum opinion and order, commission (1) granted application of Harriscope Broadcasting Corp. for new VHF TV translator station on channel 10 with 100 w to serve Helena, Mont., by re-broadcasting programs of its station KFBB-TV (channel 5), Great Falls; conditioned that if translator station operates in area within predicted grade A contour of any TV station in operation, or which subsequently comes into operation, on such station's request, translator station must not duplicate simultaneously, or 15 days prior or subsequent thereto, program broadcast by such TV station, and subject to outcome of proceedings in Doc. 15971; and (2) dismissed application of Capital City Television Inc. for new VHF TV translator station on channel 10 with 100 w to serve Helena by re-broadcasting programs of its station KBLL-TV (channel 12), Helena, for failure to comply with Sec. 74.702 of rules. Action Feb. 2.

■ By order in proceeding on AM applications of Nebraska Rural Radio Assn. (KRVN), Lexington, and Town & Farm Co. (KMMJ), Grand Island, both Nebraska, commission denied application by KMMJ for review of Oct. 28, 1965, action of review board which reversed examiner's ruling and denied KMMJ's petition for leave to amend its application to reduce ant. height from 705 ft. to 356 ft.; also dismissed as moot KMMJ's petition for stay and KRVN's motion to strike. Action Feb. 2.

■ By order, commission dismissed on procedural grounds request by WDAD Inc. and Clearfield Broadcasters Inc. for clarification of Oct. 21, 1965 memorandum opinion and order which denied their petition for reconsideration and grant without hearing their applications for new FM's in Indiana and Clearfield, Pa., respectively, which are in consolidated proceeding with application of Huntingdon Broadcasters Inc. for new FM in Huntingdon, Pa. Action Feb. 2.

### DESIGNATED FOR HEARING

■ Commission, by its review board on Feb. 1, scheduled oral argument for March 1 in proceeding on application of James B. Childress for new AM in Burnsville, N. C.

### OTHER ACTIONS

■ In proceeding on applications of Seven League Productions Inc. for renewal of license of WIII Homestead, and South Dade Broadcasting Co. and Redlands Broadcasting Co. for new AM's in Homestead, all Florida, in Docs. 16342-4, granted motion by Seven League for additional time to Feb. 17 to file responsive pleadings to petition by

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Redlands to enlarge issues. Action Feb. 2.  
 ■ Granted petition by Broadcast Bureau to extend time to Feb. 10 to file exceptions to supplemental initial decision in proceeding on application of Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Action Feb. 2.

■ By memorandum opinion and order in proceeding involving July 2, 1965, grants, with conditions, of Black Hills Video Corp. license renewals of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, commission, after considering engineering reports submitted by Black Hills and by Duhamel Broadcasting Enterprises (KOTA-TV, channel 3, Rapid City, S. D.), acted as follows: (1) modified carriage and non-duplication conditions to extent of requiring CATV system serving Rapid City to provide local TV stations only with simultaneous non-duplication protection substituting, on cable, signal of local station whose programing is being duplicated, together with local adjacencies, in lieu of distant station; (2) stayed compliance with carriage and non-duplicating conditions at Rapid City and Ellsworth Air Force Base only insofar as they relate to KRSD-TV, channel 7, Rapid City, pending further order of commission; and (3) ordered that carriage and 15-day before-and-after non-duplication protection previously imposed on CATV system serving Ellsworth Air Force Base remain in effect in other respects. Commissioner Bartley concurred in result; Commissioner Cox not participating. Action Feb. 2.

■ By memorandum opinion and order in proceeding on applications of Vaughn-Hanssen Co. and Cape Canaveral Broadcasters Inc. for new AM's in Melbourne and Eau Gallie, Fla., respectively, review board (1) granted applicants' joint petition for approval of agreement whereby Vaughn-Hanssen would acquire 50% stock interest in Canaveral through purchase of stock from some of corporation's existing stockholders and issuance of new shares and Canaveral's assumption of \$12,130 expenses incurred by Vaughn-Hanssen in return for latter's withdrawal of its application; (2) dismissed Vaughn's application; (3) granted Cape Canaveral's application (as amended to reflect changes resulting from implementation

of agreement) for new station to operate on 1560 kc, 5 kw, D, condition; and (4) terminated proceeding. Action Jan. 28.

■ By memorandum opinion and order in Washington TV channel 50 proceeding in Doc. 16088 et al., review board (1) granted petition by T.C.A. Broadcasting Inc. to extent of enlarging issues to include determination of basis of estimated construction costs and operating expenses of applicant Theodore Granik, (2) denied motion by Colonial Television Corp. to enlarge issues concerning Granik, and (3) accepted Broadcast Bureau's late filed pleading.

By separate action in above proceeding, review board denied motion by Colonial Television Corp. to enlarge issues as to financial qualifications of T.C.A. Broadcasting Inc. Members Berkemeyer and Kessler dissented. Action Jan. 28.

■ In proceeding on applications of Iowa State University of Science and Technology (WOI) Ames, Iowa, for special service authorization to operate additional hours from 6 a.m. to local sunrise CST with 1 kw and to change operation on 640 kc from 5 kw, D, to 5 kw-D, 1 kw-S, H., review board granted motion by Earle C. Anthony Inc. (KFI), Los Angeles, and modified issue 3 to determine whether proposed operation of WOI would cause objectionable interference between hours of 6 a.m. and local sunrise (CST) and between hours of 8 a.m. and local sunrise (CDST), at Ames, to primary and secondary service areas of KFI, and, if so, nature and extent thereof, areas and populations affected, availability of other primary and secondary service to such areas and populations, and nature and character of program service now being rendered by KFI to such areas and populations. Action Jan. 28.

■ Review board granted motion by WHAS Inc. (WHAS-TV), Louisville, Ky., to correct in various respects transcript of oral argument in proceeding on its application. Action Jan. 28.

■ Review board stayed effective date of Dec. 10, 1965, initial decision which looked toward granting application of Marshall Broadcasting Co. for new FM in Marshall, Mich., pending further review. Action Jan. 27.

■ Review board dismissed untimely filed petition by Dennis A. and Willard D. Sleighter (WWDS), Everett, Pa., to enlarge issues in proceeding on their AM application and that of Beacon Broadcasting Concern, Martinsburg, Pa.; dismissed as moot related pleadings. Action Jan. 27.

### Routine roundup

#### ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

■ Extended from Jan. 31 to Feb. 7 time to file proposed findings and conclusions in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio. Action Jan. 27.

By Hearing Examiner Walther W. Guenther  
 ■ On own motion, scheduled further hearing conference for Feb. 4 in proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif. Action Jan. 26.

By Hearing Examiner Charles J. Frederick  
 ■ On own motion, rescheduled further prehearing conference from Feb. 2 to Feb. 8 in remand proceeding on AM applications of Monroeville Broadcasting Co., Monroeville, and Miners Broadcasting Service Inc. (WMBA), Ambridge-Alliquippa, both Pennsylvania. Action Feb. 1.

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, both Virginia, granted request by latter to continue Feb. 1 hearing to March 3. Action Feb. 1.

By Hearing Examiner David I. Kraushaar  
 ■ After Jan. 27 prehearing conference in proceeding on applications of Harriscope Inc., Marbro Broadcasting Co., and Supat Broadcasting Corp. for new TV's on channel 58 in San Bernardino, Calif., rescheduled hearing for April 11; directed final form of direct case exhibits to be exchanged among counsel, with copy of each supplied to examiner by March 15; and ordered that transcript of prehearing conference be incorporated by reference as guide to parties on all matters not as specifically mentioned. Action Jan. 27.

By Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for Feb. 10 in proceeding on applications of D. H. Overmyer Communications Co., Maxwell Electronics Corp., and Grandview Broadcasting Co. for new TV's to operate on channel 29 in Dallas. Action Feb. 1.

■ In proceeding on applications of Wilkesboro Broadcasting Co. and Wilkes County Radio for new AM's in Wilkesboro, N. C., granted applicants' request to continue prehearing conference from Jan. 28 to Feb. 24. Action Jan. 28.

By Hearing Examiner Forest L. McClennan

■ Pursuant to ruling made at Jan. 25 prehearing conference in proceeding on application of Selma Television Inc. to move trans. site and increase ERP and ant. height of WSLA-TV, Selma, Ala., continued hearing to date to be specified subsequent to issuance of report and order in rulemaking proceedings on field strength curves for FM and TV broadcast stations in Doc. 16004. Action Jan. 26.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to certain agreements reached at prehearing conference of Jan. 25 in proceeding on applications of Seven League Productions Inc. for renewal of license of station WIII, and South Dale Broadcasting Co., and Redlands Broadcasting Co., for new AM's, all Homestead, Fla., scheduled procedural dates and continued hearing from Feb. 16 to March 21. Action Jan. 25.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled further hearing conference for Feb. 8 in remand proceeding on applications of The Tidewater Broadcasting Co. and Edwin R. Fischer for new AM's in Smithfield and Newport News, Va., respectively. Action Jan. 27.

By Hearing Examiner Sol Schildhouse

■ Cancelled hearing scheduled for Jan. 31 in proceeding on application of Patroon Broadcasting Co. for renewal of license of WPTR Albany, N. Y., and scheduled hearing for March 28; further ordered that any written material which applicant expects to offer as part of its affirmative case must be furnished to Broadcast Bureau on or before Feb. 28. Action Jan. 26.

■ Continued hearing from Feb. 17 to March 18 in proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex. Action Jan. 26.

### BROADCAST ACTIONS

by Broadcast Bureau  
 Actions of Feb. 1

KOIN-TV Portland, Ore.—Granted license covering use of main ant. as auxiliary ant. at main ant.-trans. location.

KTRG-TV Honolulu—Granted license for TV station and redesign studio location. Granted mod. of licenses to reduce aural ERP of following TV stations: KTNT-TV Tacoma, Wash., to 47.9 kw; and \*KPEC-TV Lakewood Center, Wash., to 4.27 kw.

Granted extension of completion date to Aug. 1 for following TV stations: KOLO-TV Reno; KMEX-TV Los Angeles; \*WSJK-TV Sneedville, Tenn.; \*WCLP-TV Chateworth, \*WDCO-TV Cochran. \*WACS-TV Dawson and WABW-TV Pelham, all Georgia.

Granted renewal of licenses for following main stations and copending auxiliaries: KAGT Anacortes, Wash., KALE Richland, Wash., KASY Auburn, Wash., KAYO Seattle, KGDN Edmonds, Wash., KHIT Walla Walla, Wash., KHQ, KHQ-FM Spokane, Wash., KIMO Hilo, Hawaii, KKEY Vancouver, Wash., KLOO Corvallis, Ore., KMEL Wenatchee, Wash., KONA Kealahou, Hawaii, KTIL Tillamook, Ore., KTIK Pendleton, Ore., KUK Hillsboro, Ore., KXLY-AM-FM Spokane, Wash., KBBX-(FM) and SCA Seattle, KGFM(FM) and SCA Edmonds, Wash., KLAY-FM Tacoma, Wash., KLSN(FM) Seattle, KRAB(FM) Seattle, KZAM(FM) and SCA Seattle, \*KCWS-FM Ellensburg, Wash., KHQ-TV Spokane, Wash., KOMO-TV Seattle, KPVT (TV) Portland, Ore., KUAM-TV Agana, Guam \*KTSP(TV) Tacoma, Wash.

Actions of Jan. 28

KSKI Halley, Idaho—Granted mod. of CP to make changes in ant. system.

WHFB-FM Benton Harbor-St. Joseph, Mich.—Granted mod. of CP to make changes in ant. system.

KEEN-FM San Jose, Calif.—Granted CP to install new ant. and trans.; remote control permitted.

(Continued on page 87)

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Wisconsin station expanding. Offers management opportunity for qualified broadcaster. Send complete resume, photo. All applications held in confidence. Box B-89, BROADCASTING.

Station manager needed immediately, must have good sales experience. Good salary, commission. Just received AM C.P. Starting construction on new studios. Prefer first phone, will accept third. Contact WTRE-FM, Greensburg, Indiana, L. E. Kanouse, Owner, call 812-663-3000.

Five-radio, two-TV southern base chain looking for ambitious, sales oriented assistant managers to move up. Send full particulars to Harry Ladas, Exec. Vice-Pres. & General Manager, Wagenvoord Broadcasting Company, 614 North Rampart, New Orleans, La.

Mississippi single market station needs sales and community minded manager. Contact Joe Carson, 482-6133, Meridian, Mississippi.

### Sales

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

Needed immediately—qualified sales manager; excellent base plus strong incentive. Northeast within two hundred miles New York City. Box A-163, BROADCASTING.

New Jersey station expanding sales dept. looking for man who could substantiate good background. Eventual sales manager material. Pay good if you are. Box A-289, BROADCASTING.

Sales managers for full time radio stations in Houston and Baton Rouge. Excellent opportunity to get into the big money and station management starting with five figure base salary, expense account and bonus based on percentage of sales. Write giving detailed experience, including sales record, promotional activities and complete background. Box A-308, BROADCASTING.

Top station in good radio market within 75 mile radius of Pittsburgh—needs aggressive salesman—good salary plus commissions—right than could earn 5 figures first year. Send complete resume plus photo to Box A-325, BROADCASTING.

Growing New Mexico stations need sales manager for medium market who is not afraid of work, long hours, competitive market. Who will receive salary, plus commission, plus bonus, for country/western station. Box B-45, BROADCASTING.

We're looking for a young progressive radio time salesman. Must have a proven sales record, good character and credit references. Should be willing to relocate to Arkansas. Send resume and salary requirements. Box B-65, BROADCASTING.

Experienced radio salesman needed by Wisconsin station soon to add FM. We're seeking a man who wants to move up in a growing organization. Box B-70, BROADCASTING.

Fine opportunity in sales in midwest small market station. Chance for advancement. Call Manager, KLEX, 816-259-3232.

Salesman-sportscaster. Sell daytimes, play-by-play nighttimes. KRSA, Salinas, California.

## Sales—(Cont'd)

Opening for commercial manager at top station in north Alabama. Send complete details including photo to Hamilton Masters, General Manager, WAJF, Decatur, Alabama. Right man can earn over \$10,000 per year.

### Announcers

Important New York State market top 40 station needs bright, creative afternoon traffic man. Nice area, hops good. Send tape, resume, and photo immediately. Box A-332, BROADCASTING.

Announcer with experience for good-music Ohio station. Salary commensurate with ability. Must work 3 hours news and 3 hours deejay 6 days a week. Send tape and resume to Box A-338, BROADCASTING.

Imaginative talent for new Ohio major market fulltime radio station. Send tape. Box B-4, BROADCASTING.

Beginners: Send your resume, tape, photo to box below. Small Florida fulltime station. Box B-6, BROADCASTING.

Disc Jockey live and eager top 40. One of New England's finest format radio stations. Afternoon traffic shift. Send tape, resume and photograph. Box B-29, BROADCASTING.

New Jersey adult music station seeks experienced announcer/newsmen. Salary commensurate with ability. Interview. Send tape and resume. Box B-37, BROADCASTING.

Announcer—3rd phone needed by mid-west station. Good opportunity. Box B-42, BROADCASTING.

Old established mid-west 5000 watt station has opening for 1st phone announcer. No maintenance. Send tape, resume, references. Box B-48, BROADCASTING.

Announcing job lost its challenge with the years? Tired of waiting for the boss to hand you a raise? Make the income you desire with solid as Gibraltar successful block program net-news power radio station in southwest cosmopolitan city. Two such men making middle five figures several years. This can be your opportunity to be in business for yourself. Combine professional announcing experience with a creative show of your own and selling. Base for show and commission on sales. Tell us how you would do it in writing and on tape. All applications considered in utmost confidence. Box B-54, BROADCASTING.

Salesman-announcer as manager of branch studio in fine midwest town. Let us explain how you could earn \$7,800 or more the first year. Box B-79, BROADCASTING.

\$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as Chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with outline of job experience, past employment, and earnings. No tapes or references til requested, but character and stability are essentials and will be thoroughly checked. Box B-88, BROADCASTING.

If you can run a tight show, read well, have first class ticket and know the meaning of modern format country music, then you are the man we are looking for. We are 10,000 watts, the established leader in country music in Kansas! Join an excellent staff of dependable people. Rush air check, complete resume and salary requirements immediately to KFDI, Box 1402, Wichita, Kansas.

## Announcers—(Cont'd)

Immediate opening for announcer who would also like sales. A good small midwest market. Above average pay. Call Manager, KLEX, 816-259-3232.

Sportscaster-salesman. Sell daytime, play-by-play nighttimes. KRSA, Salinas, California.

Need 1 more staff announcer for new 50,000-watt good music radio station. Send tape, snapshot, salary & full details by airmail to Manager, KSWs, Roswell, New Mexico.

Immediate opening for experienced announcer, adult format, five day week. Contact Leo Jylah, WBCM, Bay City, Mich.

Immediate opening—young, single, 3rd phone, some experience. WCOF • Immokalee, Florida.

Philadelphia-Wilmington corridor-announcer must have first ticket. Tight C&W format. Salary commensurate with ability. Write or call Bob Corse, WEEZ, Chester, Pa. 19015, 215-TR4-4321. Have a happy day!

Country music is sweeping the nation, and we're all country. Needed, excellent staff announcer capable all phases of operation. news, copy, production, ad lib who wants to play country music. Two years experience. Excellent credit and personal references, minimum requirement. Excellent facilities. Salary open. "We're going places and doing things." WFRB, Frostburg, Md. 301-689-8871.

Florida Keys adult format station has immediate opening for capable announcer with first class license. Send tape to Tony Fairbanks, WFFG, Box 488, Marathon, Fla.

Announcer, some rock, copy and production important—send tape and resume to WGHM, Skowhegan, Maine.

Washington, D. C. metropolitan area is first ranked. WHMC, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-948-9400.

Combo man needed for daytimer. 1st phone. Station has just changed ownership & management and seeks new staff. Will pay well. Contact John Dempsey, WIZO Radio, Johnstown, N.Y. Call collect if you are interested in moving to this area. Phone Johnstown 2-4631.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Immediate—announcer, first phone. Mature man wanted, ready for modern, established station in growing market. No maintenance. Salary open to experience. Professional station, only experienced men need apply. Rush resume, tape, salary needs to WMHI, Route 5, Frederick, Maryland.

Wanted immediately—announcer—minimum 1 year experience. WPTH, Stereo FM, Ft. Wayne, 219-483-0584.

WRAN Radio, Dover, New Jersey, 25 miles west of New York, is presently looking for a first phone announcer. WRAN is a full time, progressive, middle-of-the-road station, where creativity is a must. WRAN, Dover, New Jersey. 201-366-1510.

Immediate opening—1st class combo man, daytime directional. WSOR, Windsor, Conn. (Hartford market) 203-688-5291.

## Announcers—(Cont'd)

Announcer/newscaster, preferably with first phone. Experience necessary. Mature but friendly sound a must. WSWW, Platteville, Wisconsin.

Going FM and increasing power. Need announcer with minimum 1 year experience. \$90 start. Send 7½ ips tape. WVSC, Somerset, Pa.

## Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

1st ticket engineer-announcer with opportunity to move up to chief. Planning ahead for FM-stereo. Good music station. Small town Rocky Mountain area. Need man qualified to install and maintain equipment, tape recorders, etc. 20 hours announcing and 24 hours engineering each week. Send details, experience, salary requirements and snapshot to Box A-293, BROADCASTING.

Chief engineer, 5 kw directional daytimer, 120 mile radius Chicago. Many company benefits. Group operation. Good pay. Only professionals need apply. Box A-347, BROADCASTING.

Chief engineer—successful, high quality, midwest AM needs competent, responsible supervisor to take charge of all technical equipment, do maintenance, installation, etc. Permanent position, salary \$160, advancement opportunities, many fine extras. Best of equipment and facilities. Write details, experience, education, references to Box A-353, BROADCASTING.

Man with first phone for transmitter duty. Will train beginner. Please state salary. Box A-359, BROADCASTING.

Southeast coast daytimer needs 1st phone combo man. Top 40 format. Box B-38, BROADCASTING.

\$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with outline of job experience, past employment, and earnings. No tapes or references til requested, but character, and stability are essentials and will be thoroughly checked. Box B-87, BROADCASTING.

Draft has created immediate opening for engineer, 5 kilowatt. Contact Morris Schuffelbarger, WGOH, Grayson, Kentucky, Phone 606-474-5144.

Combo—engineer-announcer. 1st phone required. Call or write Gene Newman, WHRT, Hartselle, Ala.—773-2558.

The Oklahoma State University will employ a good 1st class engineer at once for the Department of Radio and Television. Chance to attend school if employee so desires. Contact the Head of Radio/TV Department, O.S.U., Stillwater, Oklahoma, at once!

## News

Radio Newsman with mature, authoritative delivery wanted for important western market. Must be good, creative writer and news gatherer dedicated to doing a superior job. Journalistic background required. Send full resume with audition tape. Box B-58, BROADCASTING.

Present newsman gobbled up by IBM. Need qualified man for 10kw operation, 28kw FM. Phone immediately for interview. KLMO, Longmont . . . 303-776-2323.

Action oriented news department in political hotbed looking for hard hitting digger. If you're the right man, the opportunity is unlimited. WISM, Box 2058, Madison, Wisconsin.

Newsman wanted . . . good radio newsman with ability to collect and write wanted. . . station 25 miles from New York City. Write WRKL, New City, New York.

WSMI, Litchfield, Illinois accepting applications for newsman to gather, write and air local news. We're losing our news director to politics.

## NEWS—(Con'td)

Wisconsin station, soon expanding into FM, seeking mature, experienced newsman, to gather, write and deliver. Send complete story, including resume, references, tape, photo. All applications treated confidentially. WSWW, Platteville.

## Production—Programing, Others

1st rate Program & Production man with brains, initiative, intelligence and imagination for station in top 10 market in the east. We want a real pro with this growing, dynamic organization. Box A-316, BROADCASTING.

## RADIO

### Situations Wanted—Management

General manager successfully managing the dominant station large southwestern market. Excellent with sales, programing, promotion, personnel, administration. Inspiring leader. Family man, 38, 16 years broadcast. Desire large market with appropriate financial arrangement. One of country's successful managers. Box A-298, BROADCASTING.

General manager. Experienced. Professional salesman. Leader. Executive. Married. Stable College. Box B-3, BROADCASTING.

14 years all phases of radio. Management, sales, sports direction play-by-play big to conference football, basketball, minor league baseball. Presently managing small market AM-FM station. Desire California, Arizona or New Mexico area. Box B-9, BROADCASTING.

2 men experienced, country western proven sales, first phone, management. Box B-30, BROADCASTING.

General manager, 8 years with nations most successful independent radio group, desires new opportunity with challenge. Excellent sales background and outstanding profit record as general manager. Box B-56, BROADCASTING.

I'm a successful large-market sales manager with a major group. Four year figures and references known throughout the industry prove it. Current income \$19,000, but they're selling my station. If your resales department needs a professional broadcaster, write Box B-57, BROADCASTING.

Exceptionally well-qualified broadcast executive available 30 days notice. 10 years experience, all phases, especially strong in sales. Box B-64, BROADCASTING.

## Sales

Southeast—Sales manager with announcing and play-by-play experience, 32, family and college. Box B-17, BROADCASTING.

You may need a strong, very impressionable sales manager . . . know-how in building, strengthening and binding close relationship with agencies, clients and just-plain-people. Loyal, highest integrity, sound knowledge of radio—all phases and formats, impeccable references, outstanding sales record . . . my talents will make your profit picture jump . . . Let's talk now! Box B-51, BROADCASTING.

Sales manager, over 5 years experience; looking for challenge in small midwest market. You provide opportunity, I'll provide profits. College, family, employed. Box B-82, BROADCASTING.

## Announcers

Baseball announcing position wanted. Experienced sportscaster. Tape available. Box A-201, BROADCASTING.

Experienced sportscaster-teacher wants New York state part-time sportscasting, including baseball. Tape available. Box A-202, BROADCASTING.

Professional announcer. Informal morning man. 15 years local radio. Family. Employed. Need new permanent job. Any area. 3rd. Prefer affiliate. Box A-295, BROADCASTING.

Experienced top 40 Drive time man desires to be relocated by February 15th. Now in top 10 market. Third phone endorsement. Draft free. Box A-307, BROADCASTING.

## Announcers—(cont'd)

Announcing dj; swinging dj; gospel dj; Family man with experience in broadcasting want to settle, news casting, not a floater. The holder of a 3rd class license. Box A-362, BROADCASTING.

Family man, competent dj, 1st phone, likes to sell, can write and produce own spots. Wants chance to make \$200.00 per week. Southeast. Box B-5, BROADCASTING.

Top 40 jock. Experienced . . . draft exempt . . . Fast format. Box B-18, BROADCASTING.

Ambitious . . . creative top 40 deejay . . . tight board . . . experience. Box B-19, BROADCASTING.

Announcing job wanted. 2 years experience. Voice imitations. 1st phone license. Tape, resume and picture sent upon request. Box B-21, BROADCASTING.

Announcer, excellent, mature, versatile, family college, met. market. Box B-23, BROADCASTING.

Do you want an experienced, dependable, professional broadcaster—a man who worked his way through college, with seven years experience in AM, FM & TV. Excellent recommendations. No problems. Married. Want to settle permanently. If you're tired of dealing with kids (no matter what their age), have a good music station and want a man who can take programing problems off your shoulders, we should negotiate. Prefer southwest, but will go where the job is. \$175/week minimum. 3rd endorsed. Will pay half the cost of personal interview. Box B-24, BROADCASTING.

Announcer-dj—5½ years experience in most phases. Some TV. Established in Chicago area, but seeking more progressive station. Married, 28, veteran. I like people, people like men. For personality in sound that sells, let's get together and see. Box B-28, BROADCASTING.

DJ—Wants top 40—two years middle of road experience. Prefers northeast. Box B-31, BROADCASTING.

Lively, young top 40 swinger. First phone. Draft free. Experience program director. Box B-32, BROADCASTING.

My family and close friends say I'm great, but it's your opinion that counts. 1st phone "straight" announcer, 9 years experience. Strong news and commercials. Prefer combination radio and TV \$750 minimum. Box B-43, BROADCASTING.

Top 40 jock—expert in nite time results. Box B-44, BROADCASTING.

Experienced lady announcer, authoritative newscaster, continuity writer, women's programs, college grad. Languages, personable, no prima donna. Box B-49, BROADCASTING.

Married man, creative, age 42, mature voice, excellent reader, experience writing press releases, have delivered 400 hour lectures & narrated travelogues audiences to 50,000, also speak Japanese, Sing, some acting. Eager to break into radio. Box B-59, BROADCASTING.

Disc-Jockey—adapt to any format, newscaster, married, 3rd phone endorsed & young. Box B-66, BROADCASTING.

Afternoon traffic personality — both adult and teen appeal. Also want TV bandstand show or opportunity to do hops. 8 years background. Ohio or near. Box B-68, BROADCASTING.

1st phone announcer—comes complete with bright sound, 6 years experience & family. \$150 min. Box B-71, BROADCASTING.

Polished pro, dj, news, metro market background, now top five. First phone. Majors only. call 312-244-7016 or Write Box B-83, BROADCASTING.

Deejay announcer—2½ years experience in production and news. Draft exempt—single. Box B-84, BROADCASTING.

Yankee (would like to go home) Serving time in deep south as night man for 5000 watt NBC affiliate. Would like to re-locate with wife and cat in northeast. Prefer good music station AM or FM. Good voice. Mature. Have third (3rd) class ticket. Box B-89, BROADCASTING.

## Announcers—(Cont'd)

Knowledgeable first phone country jock seeking P/MD position. Box B-85, BROADCASTING.

First phone, traffic jock, top 60 market, available March 1st, wants rock, service complete, write, Box B-88, BROADCASTING.

Your station in a rut? Let an exciting play-by-play personality, perk things up. Prefer Jersey-N.Y.-Phila. area, but will listen to the right offer. Contact Tom Cardella, 2601 S. Iseminger St., Philadelphia, Pa. 19148.

1st phone production-deejay ready for solo flight. Chris Borden grad. with two years college. Bill Carles, 2630 Bowers, Apt. 2, Santa Clara, Calif.

10 years major markets seeks modern country, personality M.R., or relaxed contemporary. Melton—Rt. 5, Box 482-A, San Antonio, Texas 512-MA 3-2648.

## Technical

Chief engineer . . . self starter. A working technician, not a desk jockey. Experienced all phases broadcast radio, design and construction, directional arrays, FM, remote pickups, field measurements, production aids. Married, stable, dependable, work well with people. Would make change for right position. Must be permanent. Prefer South. east. Box B-46, BROADCASTING.

Drink, smoke, gamble, all the bad habits, looking for max. pay and min. work and respon. 22 years in radio, 10 as chief engineer. Pres. empl. mgmt. Exp. AM-FM-stereo-automation-TV. Sweep floor or manage if price right. Box B-55, BROADCASTING.

Inside work anywhere. Communications trained. Not broadcast. First class phone license. Ambulation problem due Muscular Dystrophy. H.D. Schafer, Interlochen, Mich. Phone 616-947-4544.

## News

Radio-TV reporter-photographer seeks news directorship. 9 years experience, top references. Box A-218, BROADCASTING.

Major market newsman wants challenging talk show assignment. Box B-80, BROADCASTING.

Want news directorship! First five market newscaster-reporter. Box B-81, BROADCASTING.

## Production—Programing, Others

Versatile radio vet (30, family) seeks responsible, challenging post . . . broad music knowledge, production, programing and writing ability plus intelligent air presentation. Box A-292, BROADCASTING.

Program/Production director: Top major market air personality. Fourteen years broadcasting experience. Administrative ability. Flair for imaginative production. Presently employed. Box A-357, BROADCASTING.

Program director—available due to change of format—prefer New York metro area—Currently N.Y.C.—31, married—complete background on and off air. Box B-8, BROADCASTING.

Dedicated, enthusiastic radio man seeks career opportunity with respected, well-established organization. Currently PD mid-west, looking for position of responsibility with growth potential and administrative future. Able organizer, good detail man. Self-starter. but can take direction and follow policy. Can handle people. Thorough knowledge of music selection and control. B.A., MS. degrees, 8 years experience. Mature, pleasant voice, competent dj/news performance. Stable family man, age 28. Box B-78, BROADCASTING.

Attention Southern markets! Sales promotion manager of large firm wants back in radio. Program Director position with perpetuity a must. Young—aggressive—family man—salary requirements reasonable. Excellent references. Write Box B-80, BROADCASTING.

## Production—Programing, Others

### Continued

Copywriter-announcer. Quality copy. Deep voice best suited to commercials, news, production work or better music. Station and agency experience. Southwest or east preferred. Currently employed. Box B-74, BROADCASTING.

Sports director experienced all sports, news, sales, Andy Denonn, 135 Willow Street, Brooklyn 1, New York. 624-0088.

## TELEVISION—Help Wanted

### Sales

Virginia network affiliated VHF needs one account executive, TV experience preferred; will consider experienced radio salesman desiring television sales position. Generous guaranteed salary plus commission from first dollar; other benefits. Send full resume to Box A-296 BROADCASTING.

Step up to television sales! Wanted: Top flight salesman for western Montana television market. Must have proven sales ability. Young organization that has doubled in size the past two years. Write Box A-350, BROADCASTING.

### Announcers

Northeast VHF needs announcer/newsman experienced, dependable. On camera news, commercials. Excellent pay, company benefits, 5 day work week, AFTRA. Send letter, picture with VTR only. VTR returned. Box A-273, BROADCASTING.

Versatile announcer wanted by mid-west group station. Opportunity to learn direction. Send resume, salary expected, audio video tape to Box A-364, BROADCASTING.

Staff announcer for expanding, midwest VHF in top 50 markets. Must have television experience. Submit full resume, Box B-34, BROADCASTING.

Excellent opportunity for versatile announcer-director. Permanent job for cooperative staff announcer who is willing to work. Send audio tape, snapshot, salary and full details by airmail to manager, KSWB TV, Roswell, New Mexico.

Announcer-newsman—Mature on camera appearance . . . must be able to gather, write and air news. Salary open. Send complete resume and tape to Ron Voigt, News Director, WREX-TV, Rockford, Ill.

### Technical

Progressive, full color, southern station now accepting applications for transmitter engineers and video switchers. First class license required. State experience, military status, etc. in complete resume. Box A-261, BROADCASTING.

Eastern television major market needs ambitious apprentice studio technician. Box A-304, BROADCASTING.

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Video and transmitter engineers needed by expanding midwestern station. Box A-322, BROADCASTING.

Television production company in major northeastern market is placing a color mobile unit in service and has openings for 2 more technicians with color backgrounds. Salary is open for the right men. Send resume and salary requirement Box A-368, BROADCASTING.

Studio technician with 1st class radiotelephone license, VTR, microwave experience for northern California maximum power VHF station. Send replies to Box B-36, BROADCASTING.

Engineer-switcher with 1st phone, refer some experience. Salary open. Box B-50, BROADCASTING.

1st class engineer—Call Chief Engineer, KCND-TV, Pembian, North Dakota, 58271, 701-825-6292.

TV Engineer at scenic, progressive Colorado City, good hours and pay. Contact Charles Upton, KRDO, Colorado Springs.

## Technical—(Cont'd)

First phone television engineer with minimum three year's experience. Excellent opportunity. Write P.E. Eppley, WALB-TV, Albany, Georgia 31701.

Experienced TV studio and maintenance engineers for permanent positions in rapidly expanding VHF-UHF stations. Color experience desired. Contact Director of Engineering, WHYY-TV, 4548, Market Street, Philadelphia, Pennsylvania 19139.

Midwest UHF with 13 years of growth needs transmitter technician. De-Intermixed market, modern plant, network and local color. Will train, but adequate education necessary. Contact Jerry Merritt, C.E., WICS-TV, Springfield, Illinois 62703, phone 217-528-0465.

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineer. Reply by letter to Chief Engineer.

First phone engineers-TV operating and maintenance ability. Send resume to Chief Engineer, P. O. Box 1859, New Haven, Conn.

### News

Need right arm for news director. Someone experienced in filming, writing, editing and general gathering of news and who has administrative ability to run a newsroom when news director is on other assignments. This is highly competitive three-station news market. Must have the best. Box B-16, BROADCASTING.

Immediate opening for aggressive, experienced newsman capable of taking over 3-man news operation in competitive 2 station VHF market. Salary open—based on experience and background. Rush resume, photo & VTR (if available) to Operations director, WTVM, Columbus, Georgia.

## Production—Programing, Others

Large northeastern ETV station seeks a creative experienced producer-director. Excellent opportunity for the right man. Must be capable of handling major project work. Station is an equal opportunity employer. Salary open. Box A-312, BROADCASTING.

Art Director—10th market. Ability to do graphics for air and scenic design. Send complete resume and work samples to Box B-11, BROADCASTING.

Traffic Director—Must be experienced; for immediate opening. Challenging position in 10th market for real take-charge individual. Send complete resume and work samples to Box B-12, BROADCASTING.

We have a good opportunity for a creative commercial producer/director who has the know-how to handle such an assignment. Please send picture, background, educations, and salary requirements in first letter to Hal Wilson, WITN-TV, Washington, North Carolina.

Major Pacific northwest University seeks assistant professor of communications and news public affairs manager for educational radio station and ETV station. Practical broadcast experience in both radio and TV is desired. Ph.D. degree is preferred. Master's degree mandatory. Position open Sept. 15, 1966, on annual basis with excellent fringe benefits. Equal Opportunity Employer. Box A-369, BROADCASTING.

## TELEVISION

### Situations Wanted—Management

Twenty-five years experience in radio and television management, production, programing and news. Excellent references. Want offer of permanent position and advancement based on ability and performance. Available for interview. Box B-62, BROADCASTING.

### Announcers

Excellent television announcer-personality looking for progressive television operation. Commercials; weather; interview shows. Write for representative VTR. Box A-320, BROADCASTING.

6 years radio, with top station in medium market, then 3½ years college, 2 years PR among Chicago Loop execs. Voice, 1st ticket. Child's allergy necessitates move. Like television slot in West, opportunity to work for real future. Box B-52, BROADCASTING.

## Announcers—(Cont'd)

Experienced—15 years radio, 5 TV. Specialty—sports also news and weather. Family man desiring permanent position. Box B-67, BROADCASTING.

1st phone announcer looking for TV opening. 6 years experience & family. Box B-72, BROADCASTING.

## NEWS

Politics and/or civil rights specialization sought by seasoned broadcast journalist. Clean, hard copy. Perceptive analysis. Awards for documentaries. Skill as interviewer, moderator, election anchorman. Box B-14, BROADCASTING.

Experienced radio-TV newsman seeks opportunity for creative in-depth exploration of issues of the day. Digger. Skilled at writing and interpreting and on-camera presentation. Background in straight news, documentaries, panels. Box B-15, BROADCASTING.

Looking for aggressive journalist with administrative ability? Need someone who can dig out exclusive stories and present news and documentaries through imaginative use of television medium? Ten-year veteran of all phases of broadcast news seeks return to television from unchallenging stint as major market radio news director. Journalism college honor graduate. Newscast and newsfilm awards. Top ratings. Mid-thirties, family. Box B-26, BROADCASTING.

Experienced television news reporter-writer, seeks on-air position in major metropolitan market. Skilled in reporting, writing, documentary and on camera work. College graduate. Ex military. Box B-33, BROADCASTING.

State Capitol bureau chief with major market station. Experienced in all phases of TV news. College graduate. Married. Box B-60, BROADCASTING.

Need a professional newsman? Good news director wants challenge. Major markets. Box B-61, BROADCASTING.

News director—Extensive experience, imaginative writing, top rated delivery, production knowhow add up to efficient operation producing top ratings. Heavy experience in editorial, public affairs and editorial programing. Box B-75, BROADCASTING.

College graduate experienced in newscast writing and production, reporting and film. Network and small station background. Available immediately. 1033 N. Genesee, Los Angeles, 90046.

## Production—Programing, Others

Talented film editor-heavy motion picture & lab background, seeks new horizons in medium market. Salary negotiable. Box A-264, BROADCASTING.

News, program, public relations—14 years. TV-Radio. Age 37, married. Box A-343, BROADCASTING.

Presently employed, college graduate, 7 years TV experience program operation & production—administration. Film buying. Seeks challenge in programing with opportunity for advancement. Box B-7, BROADCASTING.

Experienced film director interested in advancement or change. Box B-63, BROADCASTING.

Energetic, ambitious young man wants directing or position leading to directing. Married, veteran, college degree, production experience. Box B-73, BROADCASTING.

## WANTED TO BUY

### Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—color rack for RCA TRT-1A. Must have all modifications to date. Box B-2, BROADCASTING.

ETV station wants 2-3 late model (Transistorized, if possible) studio or field chains. Call 518-377-8517.

## WANTED TO BUY

### Equipment—(Cont'd)

We need a reflectometer and directional coupler for an RCA TTU-1B television transmitter. We are also interested in any extra parts. Please write us immediately: KLOC, P.O. Box 338, Ceres, California 95307.

Wanted, used 1000-foot guyed tower, 50-lb. wind loading. Write P. O. Box 1045, Charlotte, North Carolina.

Wanted: 1 kw transmitter, Gates, Collins or RCA. Must be late model in good condition. Cash. Box 392, Harrisonburg, Virginia.

FM equipment. Everything needed, including 10 kw transmitter, 8 bay antenna, etc. Must be absolute first class. Box B-76, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave. N.Y.C.

Parabolic antennas & 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.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

For sale: By owner; 5 kw radio transmitter RCA model BTA5H. Excellent condition. Some spare parts available. Price—\$5,000. Ready for shipment, F.O.B. Maryland. Box A-212, BROADCASTING.

New Magnecord 1021 transistorized recorders in stock. Trade-ins accepted. Telephone Bill Bruring, La Crosse, Wisconsin, 608-784-7373.

1 Schafer model 400A remote control system: best offer over \$400.00. Excellent condition. Jack Sellmeyer. KXIV, 329 N. 3rd Ave., Phoenix, Arizona.

Gates model M3529-B speech input system w/sta-level. In good working condition. Call 802-295-3187.

ATC-55B Automatic cartridge player. Brand new, less than 50 hrs. use. Would like to sell due to change in automation system. Will sell for \$2100.00 cash and you pay shipping cost. Contact John Foster, WCON, Cornelia, Georgia. Phone 404-778-2241.

Magnecord tape puller units \$100.00. Magnecord duplicating amplifier \$150.00. Bulk tape eraser. Grommes amplifier. Microphones, Gary Enright, 2938 Park Avenue, Sioux City, Iowa.

GEL 5 kw never used, complete with stereo and SCA. Call 213-465-7177 or Box B-22, BROADCASTING.

Gates SA-40 console, excellent condition, just passed FM proof. Best offer over \$850.00. WTVB, Box 32, Coldwater, Michigan.

Used General Precision laboratory model PA-303 Kinescope recorder and model PA-401 rapid film processor. Write Graydon Ausmus, Broadcasting Services, Box X, University, Alabama.

Used broadcast equipment . . . One convenient source for buyers and sellers. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

For sale: One 475' guyed tower 6 ft. sides on ground ready to be shipped. One 6 bay channel 13 TV antenna on ground ready for shipping. Jack R. McVey, RR #3, Cedar Rapids, Iowa.

## FOR SALE—Equipment—(Cont'd)

AMPEX authorized repair center—Repair and rebuild all AmpeX professional equipment, including heads. Forty-eight hour service on most repairs. All work guaranteed. Free estimates. New and used equipment for sale. Accurate Sound Company, 15 North Tyler, San Angelo, Texas AC 915-949-1904.

AMPEX 351-C recorders. HT, 7½ & 15, \$1195.00, 350-C ft 7½ & 15, \$995.00. 351-2 rack mount, 7½ & 15, \$1550.00. Will meet original specs. Immediate delivery on new AG-350 series. Trades accepted. Call 616-452-0309. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Michigan.

FOR SALE: Schafer model 300 remote control studio/transmitter units in factory carton. Cost \$1,250 for \$1,000. Will ship immediately. Contact Box B-77, BROADCASTING.

## 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 41 comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Elz 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.

\$50.00 reward for information leading to whereabouts and recovery of 1966 Ford Mustang, two-door hardtop, Minnesota license number 4JB232 owned and driven by former Minneapolis-St. Paul area disc jockey, Robert L. Adams, better known as Kelly, now believed to be in Detroit area. Please contact St. Paul, Minnesota, phone AC 612-222-6666, extension 336 for reward.

"BROADCAST GUIDES"—New! Technical! Deejays, newscasters, copywriters, programmers. Broadcast Guides, 678 Medford, Patchogue, New York, 11772.

Seeking new talent? Complete catalog covers all schools and colleges teaching radio and television broadcasting. Descriptive synopsis on each . . . Send \$2.00 to . . . Nelson Research, Box 284, Alpena, Michigan 49707.

## INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. 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, 2803 Inwood Road, Dallas, Texas.

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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.

**INSTRUCTIONS—(Cont'd)**

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 classes starting March 16, June 15, August 17, October 19. 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.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Feb. 7—Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

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.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 533 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: Feb. 7, May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Professional School of Radio and Television Broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan, 48201.

**RADIO**

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**Manager  
FM & TV Products**

Excellent opportunity for a sales-minded and customer-oriented man who will be responsible for the sale of FM, TV transmitters and accessory items for large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. B.S. Degree or comparable experience required. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to:

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**Broadcast Equipment  
Sales Specialist**

Live in the San Francisco area 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

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Sales Specialist**

Live in the Southeastern area 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

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**Help Wanted—Announcers**

**Talk Personality**

Top rated eastern station wants news oriented talk man. Excellent 5 figure salary, ideal working and living conditions. Rush tape & resume to

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**WANTED FOR MID-WEST TOP 10  
MARKET, CHAIN OPERATED STATION:**

Air Personalities and Newsmen with a minimum of 3 years commercial experience. Send tape, resume, picture and salary requirements immediately to:

**Box A-317, Broadcasting  
Salary open**

**Situations Wanted**

ATT. . . MGRS. . . & P.D.'s  
AVAIL. NEWSMEN. . . DJ's . . . PROD. . . &  
COMBO MEN WELL TRAINED. . . SOME 1ST  
& 3RD TICKETS WITH ENDORSE.  
BILL WADE SCHOOL OF RADIO  
2223 EL CAJON BLVD. SUITE 527  
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**TELEVISION**

**Help Wanted**

**Management**

**TELEVISION  
STATION MANAGER**

Communications company operating six stations nationally seeks a fully qualified Television Station Manager for one of their mid-western stations.

Candidates must have complete station operation & management exp.

Operating experience in this geographic area is desirable but not required.

No contact will be made with current or previous employers until a personal interview is arranged at your convenience.

Please send resume of experience and earnings in complete confidence to:

**Box B-1, BROADCASTING**

*Our Employees Know of  
this advertisement.*

**Sales**

**TELEVISION**

**SALES DIRECTOR**

Television Sales Director fully qualified for national sales effort is sought by major broadcasting company operating stations in the southwest, midwest and westcoast.

Applicants must have a full range of sales experience including direct supervision of national, regional and local sales programs.

Reply in complete confidence detailing experience & earnings to:

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**HELP WANTED**

**VIDEO-SYSTEMS MARKETING ENGINEERS**

Ampex Corporation is presently seeking creative marketing engineers to develop new market applications for video systems and work with customers on unique commercial and military applications.

Successful candidates will have knowledge of both broadcast and C C T V systems and a demonstrated capability to envision new applications as well as defining equipment and systems from a technical standpoint.

These positions represent opportunities to move into greater responsibility in dynamic technical marketing activity.

All inquiries will be treated in strict confidence. Please send resume to:

C. R. Moody  
Employment Manager  
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401 Broadway  
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Television—(Cont'd)

Help Wanted—Technical

**BROADCAST FIELD ENGINEERS  
RCA**

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

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**RADIO CORPORATION OF AMERICA**

**TELEVISION CHIEF ENGINEER**

A Management oriented Chief Engineer is needed to take full charge of the Studio & Transmitter operations of UHF stations recognized for their ultra-modern equipment including color. Stations are in the top 25 of the Nation's markets. Your confidence fully guarded.

Also Positions available for STAFF ENGINEERS.

Box B-53, Broadcasting

Production—Programing, Others

continued

**PROGRAM DIRECTOR**

National television broadcasting company seeks a Program Director for its Corporate staff capable of holding complete responsibility for national and local programing.

*All replies will be treated confidentially and should include complete details of experience.*

Box B-47, BROADCASTING

**Weatherman**

**TV Weatherman—  
New York City—**

Must be authoritative and professionally trained weatherman capable of doing believable commercials. Submit tapes or films, resumes, photos, and references. Notify

Box A-314, Broadcasting

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Outstanding opportunities in all categories of TV station engineers and technical operations. West Coast. Live colorvideo maintenance needed immediately.

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Shirley Barish, Director

**PROMOTION MAN**

Opportunity for creative person to assume responsible position in Promotion Department of major eastern network affiliate.

Involves planning and executing campaign plus writing on-air and other material.

Send confidential resume, samples and salary requirements to:

Box A-315, Broadcasting.

**TV Program—Operations Mgr. Wanted  
Pacific Northwest Major Market**

- 1—Must have experience as TV operations Mgr.
- 2—Must have professional announcing ability with TV board experience.
- 3—Must be willing to accept responsibility for announcing, film, traffic, mail room and perhaps promotion departments.

Send Background—References to

Box B-25, Broadcasting.

All Replies Will Be Answered

**NEED HELP ?**

Your ad here . . .

gives you nationwide display  
For Rates Contact:

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**NEED A JOB CHANGE?**  
**LET OUR RADIO AND TV PLACEMENT SPECIALISTS HELP YOU !!!**  
**WE NEED THE FOLLOWING FOR ALL SIZE MARKETS!**

General Managers, Sales Managers, Program Directors, Announcers, D.J.'s, Newsmen, Salesmen, engineers, Producer-directors, copywriters, & Secretaries.

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 "WE MAKE MANY PLACEMENTS BEFORE YOU HEAR OF THE OPENING"  
 Phone or write for application now! No fee 'til placed.

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**WANTED TO BUY**  
Stations

**Wish to Buy**

AM Station in New England—All areas—markets and propositions considered. Replies treated in confidence.

Box B-20, BROADCASTING

**Wanted to Buy**

Sales Manager with major chain would like to purchase 50-100% of your radio station and act as owner-operator. Major market preferred. Please give complete details; price, type of facility, programming, etc.

Box B-13, BROADCASTING

**FOR SALE**

**FORMER SPRECKELS MANSION**

Five beautiful wooded acres in the Famous VALLEY OF THE MOON country. Near Jack London home and State Park. Luxurious Home. 4000 sq. ft. - 9 rooms 4 bedrooms 4 baths. Pool. Guest houses. Greenhouse. Forty minutes from San Francisco in historic Sonoma, California. Outstanding buy at \$93,500. Terms.

AUBERLIN AND AUBERLIN, REALTORS  
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**FOR SALE CATV**

**FOR SALE—**

Supurbly engineered and quality constructed TV Cable system. Potential subscriber list—2,000. Priced less than \$300,000. Excellent contracts and lease agreements.

Box A-324, Broadcasting

**FOR SALE—Stations**

**CATV EAST—** Assets of \$400,000 . . . 3700 connections with 5,000 additional potential. Current cash flow of \$100,000 yearly. Asking Price \$350 per connection. Cash basis.

**DAYTIMER—** Within top 20 markets. Needs owner management supervision. 5,000 watts. Unique share-timer arrangement gives station 16 plus hours daily. Price \$260,000.

**TELEVISION "V"—** \$700,000 gross for '65. Is 40 percent higher than '64. Fixed assets of one and one-half million dollars. Price approximately 3 times gross. Terms.

**Tia Rue Media Brokers Inc.**  
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 NEW YORK, N. Y.  
 TE 2-9362

**FOR SALE—Stations**  
continued

**FOR SALE**

South Georgia Station. Average sales \$43,500.00. Price with Real Estate \$75,000.00. Without Real Estate \$60,000.00. Down 20%—Balance ten years 6% interest. Write:

Box A-349, Broadcasting

**FOR SALE**

. . . 250 watt daytime radio station. Medium sized Northwest Market.  
 —\$100,000—  
 Box B-10, Broadcasting.

**NORTHWEST—Major market \$262,500—15 percent down.**

Northern California—5kw—full time \$155,000 terms.

Charles Cowling & Associates  
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Northeast small	daytime	\$110M	29%
Gulf	medium AM & FM	200M	58M
Ala.	metro FM	65M	29%
N.Y.	metro daytime	275M	50M
N.W.	Top 50 AM & FM	1MM	29%

**CHAPMAN ASSOCIATES**  
 2045 PEACHTREE, ATLANTA, GA. 30309

**Action of January 27**  
 Granted renewal of license for VHF TV translator station K07EO, Village of Taylor, Taylor, Neb.

**Actions of Jan. 26**  
 Granted mod. of licenses to reduce aural ERP for following TV stations: KSD-TV St. Louis, to 15.1 kw and redescribe trans. location; WBOY-TV Clarksburg, W. Va., to 24 kw (DA) and change type aural trans.; KPAC-TV Port Arthur, Tex., to 20 kw; KENS-TV San Antonio, Tex., to 20 kw; WFBC-TV Greenville, S. C., to 20 kw; WCTV(TV) Thomasville, Ga., to 19.5 kw; \*KRMA-TV Denver, to 15.1 kw; \*KUON-TV Lincoln, Neb., to 31.8 kw.

WIVK-FM Knoxville, Tenn.—Granted license for FM station and specify type trans.  
 KCAB-FM Dardenelle, Ark.—Granted license for FM station.

WIOK Normal, Ill.—Granted license covering changes in operation, change type trans. (night), and redescribe ground system.

W0BT-FM Rhinelander, Wis. — Granted license for FM station.

WDBN(FM) Medina, Ohio—Granted license covering installation of new trans. and ant., change in ERP to 118 kw, and specify type trans.

KRFM(FM) Phoenix, Ariz. — Granted license covering installation of auxiliary trans. and auxiliary ant.

KAYD(FM) Beaumont, Tex.—Granted license covering changes in trans. equipment.

**Actions of Jan. 21**  
 Remote control permitted following stations: WJPR Greenville, Miss.; WCLA Claxton, Ga.; WCNT-AM-FM Centralia, Ill.; WMPL-FM Hancock, Mich.; and \*WBJC(FM) Baltimore.

**Actions of Jan. 19**  
 Remote control permitted WONO(FM) Syracuse, N. Y.

**Action of Jan. 13**  
 Remote control permitted KADL Pine Bluff, Ark.

**Fines**

■ Commission notified WANV Inc. licensee of WANV Waynesboro, Va., that it has incurred apparent liability of \$250 for rebroadcasting programs of WAYB, in same community, without latter's consent in violation of Sec. 325(a) of Communications Act and Sec. 73.121 of commission's rules. Licensee has 30 days to contest or pay forfeiture. Commissioner Cox abstained from voting. Action Feb. 2.

■ By memorandum opinion and order, commission order Shamrock Broadcasting Inc., licensee of KRIZ Phoenix, to forfeit \$1,000 for numerous failures to report changes in ownership and officers and directors of licensee corporation. Oct. 27, 1965 notice stipulated apparent liability for that amount. Action Feb. 2.

■ By memorandum opinion and order, commission ordered Lawrence W. Adams, licensee of WBRT Bardstown, Ky., to forfeit \$1,000 for violations of reporting requirements, including failure to file annual reports, over four-year period. Notice of apparent liability was issued on July 21, 1965. Action Feb. 2.

■ By memorandum opinion and order, commission ordered Victor Valley Broadcasting Inc. to forfeit \$2,000 for unauthorized transfer of control of KCIN Victorville, Calif., by its owner, Jerry Carr, to Ralph Sacks, station manager. Notice of apparent liability was issued on Nov. 10, 1965. Action Feb. 2.

**Denied**

■ By letter, commission denied request by Pioneer Mercantile Co., licensee of KPAC Bakersfield, Calif., for waiver of Sec. 73.67 of rules to permit reading and logging parameter indications at its trans. site within 4 hours (instead of required 2 hours) after commencement of daily operation. Denial is without prejudice to filing of petition for rulemaking looking toward relaxation of existing provisions of rules. Action Feb. 2.

**Proposed**

■ Commission invited comments on proposed rulemaking, based on petitions, to amend FM table of channel assignments as follows: Substitute 291 for 221A at Live Oak, 285A for 290 at Madison, 296A for 288A at Starke, and 224A for 296A at Green Cove Springs, all Florida; add 295 to Jefferson City, Mo.; and add 283 to Eau Claire and

substitute 221A for 285A at Menomonee, Wis. Also, on own motion, substitute 285A for 249A at Princeton, Ky., in order to remove short-spaced assignment of 249A. Action Feb. 2.

#### Petitions for Rulemaking Filed

\*WISU-FM Terre Haute, Ind.—Indiana State University Board of Trustees. Requests rulemaking proceedings to allocate FM channel 240A (85.9 mc) to Terre Haute. Received Jan. 21.  
KEBE Jacksonville, Tex.—Wells, Waller & Ballard Inc. Requests amendment of rules so as to transfer FM channel 293 from

Tyler, Tex., to Jacksonville, Tex., and 257A from Jacksonville to Tyler. Received Jan. 24.

Childress, Tex.—Red River Valley Translator Association. Requests amendment of rules and regulations to authorize FM re-broadcasting in manner of VHF TV re-broadcasting on unused channels of FM band 88-108 mc. Received Jan. 24.

Waynesville, N. C.—Video Cable Co. Requests institution of rulemaking proceeding so as to provide for assignment of lowest possible UHF television channel to Waynesville. Received Jan. 26.

#### New call letters requested

Champaign, Ill.—Robert E. Durst. Requests WTWC.  
Tulsa, Okla.—Oral Roberts University. Requests KORU.  
Waupun, Wis.—Radio Waupun. Requests WLKE.

WSOR Windsor, Conn.—Robert Kimmel & Bessie W. Grand. Requests WEHW.  
Jamestown, Ky.—Russell County Broadcasters. Requests WJRS-FM.

WRPB Warner Robins, Ga.—Warner Robine Broadcasting Co. Requests WAVC.

## COMMUNITY ANTENNA FACILITIES ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 2. 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.

Jonesboro, Ark.—Jonesboro Cable Television Corp., with the Amon Carter family of Fort Worth as principal stockholders, has applied for a franchise. The company proposes to pay the city \$100 per year and 2% of the annual gross income. The installation fee would be a maximum of \$25 and the monthly service fee would be \$4.95. The Carter family owns WBAP-AM-FM-TV

and the Fort Worth Star-Telegram.

■ Bartow, Fla.—Jerrold Electronics Inc., Philadelphia (group owner), has been granted a franchise. Under the agreement the firm will pay the city 6% of the annual gross revenue. Universal Cablevision Inc., Cocoa Beach, Fla., was a previous applicant.

Blackfoot, Idaho—Snake River Cable Television Co. has applied for a franchise. The firm would pay the city 2% of the annual gross revenue and would charge a \$5.25 monthly service fee.

Kankakee, Ill.—Kankakee TV Cable Co., under contract with Ameco Inc., announced start of construction of a 70-mile cable system to serve 9,500 potential subscribers. The system will offer nine TV channels. Partial subscriber service will begin by April with complete service by June.

Princeton, Ill.—Inter-City Cable Corp., Galena, Illinois (Ralph E. Hilliard, general manager) has applied for a franchise. Meredith-Avco Inc., Omaha, has also applied for a franchise.

■ Clarksville, Ind.—Valleyana Cable TV Inc. (Keith Reising, vice president), has been awarded a franchise. Installation fee will be \$9.95 with a \$4.75 monthly service fee. In return the company will pay the city 5% of its gross annual revenue.

Iowa City, Iowa—Johnson County Broadcasting Corp., Iowa City, has applied for a franchise. The firm would charge a monthly service fee of \$5 to \$7.

■ Ellis, Kan.—Two firms have been granted franchises. They are an Ellis CATV company, and KAYS Hays, Kan.

Topeka, Kans.—Total Television of Topeka Inc., owned jointly by Stauffer Publications Inc. and Vumore Co. (a subsidiary of RKO General), has applied for a franchise. The firm proposes to pay the city 3% of the gross annual revenue. Topeka Cablevision Systems Inc. also has applied for a franchise.

■ Williamsburg, Ky.—King Mountain Cable Corp., Williamsburg, has been granted a franchise. Principals in the firm are Dr. E. A. McEver, Kenneth Hill, Mrs. J. B. Johnson Jr. and Mrs. E. A. McEver, all Williamsburg.

Gardner, Mass.—Montachusett Cable Television Inc. (Gerald R. Martel, president), has applied for a franchise. Eastern Cable Vision Inc. had an application rejected earlier in the year.

Milford, Mass.—Greater Milford Cable Antenna Television Inc. has applied for a franchise.

■ Joplin, Mo.—Midwest Cablevision Inc., owned jointly by Joplin Globe, KFSE and KODE (TV), both Joplin, has been granted a franchise.

Ogallala, Neb.—Ogallala Nebraska CATV System, owned by Multi-Pix Inc. (group owner), has begun operations. The system lists potential subscribers at about 1,500. Multi-Pix Inc. owns systems in Alliance and Kimball, both Nebraska; Burley, Idaho, and has systems under construction at Rupert and Heyburn, both Idaho.

■ Superior, Neb.—TV Transmission Inc., a subsidiary of Lincoln Telephone & Telegraph, has been granted a franchise. The monthly fee will be between \$5 and \$6. Telesis Corp., Chicago, also had applied for a franchise.

Ely, Nev.—Community Television Inc. of Nevada has applied to White Pine County Commissioners for a franchise to serve Ely, East Ely and McGill, all Nevada. The firm would charge a \$9.95 installation fee and a \$6 monthly service rate.

■ Auburn, N.Y.—General Electric Cable-

vision Corp., a subsidiary of General Electric, has been awarded a franchise. Auburn Cablevision Corp. already holds a franchise.

■ Lumberton, N. C.—Cablevision of Lumberton Inc., has been granted a franchise. There will be no fee for installation, but a \$4.95 monthly service rate will be charged. The city will receive 5.25% of the first \$75,000 of the gross annual revenue, and an increasing percentage, running up to 10%, over \$375,000. The city canceled a franchise held by Cable Television Inc., Wilmington, N. C.

Medina, Ohio — Tri-County CATV and Armstrong Television Service Co. have both applied for franchises.

Perrysburg, Ohio — Buckeye Cablevision Inc. has applied for a franchise. The city would receive 3% of the gross revenue.

Tulsa, Okla. — An application was filed jointly by three firms for a franchise. They are Central Plains Enterprises, (KVOO-TV Tulsa), Griffin-Leake Television Inc. (KTUL-TV Tulsa) and Vumore Co. (group owner).

■ Avoca, Pa.—Universal Cable Television Systems Inc., Mahoney, Pa., has been granted a 10-year franchise. Installation will be free with a maximum monthly service charge of \$5. The city will not receive any financial benefit.

■ South Union, Pa.—James and Elmer Ross, Uniontown, Pa., have been granted a franchise. The Ross brothers already have a franchise in Uniontown. National Cable Television Corp. also holds a franchise in South Union.

■ Madisonville, Tenn.—Monroe T. V. Cable Co., Madisonville, has been granted a franchise. Principals in the firm are Rogers Trotter, H. G. Gangwer, Ralph Woodridge and Charles Hall, all Madisonville.

■ Donna, Tex.—Valley Microwave Inc. and Southwest CATV have been granted franchises.

Honey Grove, Tex.—TV Cable Co., Commerce, Tex., has applied for a 20-year franchise. The firm holds a franchise in Commerce.

■ Richmond Hills, Tex.—Carter Communications Inc., a subsidiary of Carter Publications, publisher of the Fort Worth Star-Telegram and owner of WBAP-AM-FM-TV Ft. Worth, has been granted a franchise. Under the agreement the city will receive 4% of the annual gross revenue. The monthly service fee will be \$5.

Charleston, W. Va.—Nine firms are seeking franchises to serve more than 30,000 potential customers. They are: American CATV Services Inc., Kingsport, Tenn.; Perfect Reception Inc.; Rollins Inc. (WCHS-AM-TV Charleston, W. Va.); Kanawha TV Cable Co., Charleston; Kanawha Cable TV Co., St. Albans, W. Va.; G-M Cablevideo Inc.; West Virginia Video; National Trans-Video Inc., Dallas (group owner); and Telarama Inc., Beachwood, Ohio (group owner).

■ Marmet, W. Va.—C & S Cable TV Inc., Chester, W. Va., has been granted an exclusive 15-year franchise. Under the agreement the firm will pay the city 4% of the annual gross revenue. The firm will charge a \$4.85 monthly service fee.

Marinette, Wis.—Five firms have applied for a franchise. They are M&M Cable TV Inc., Marinette; Marcus Theaters CATV Systems (group owners); Midland Community Antenna Systems Inc., Milwaukee; Tahquamenon Cable Vision Inc., Escanaba, and Midwest CATV Inc., Carney, all Wisconsin.

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**T**HE TWO durable jobs in Norman S. McGee's business life have been with the Spanish and Indian Trading Co., Santa Fe, N. M., (10 years) and with WQXR-AM-FM New York (almost 29 years).

These positions sound as if they may be at opposite ends of the occupational index. But Mr. McGee himself is the first one to point out that they are not so disparate as they may appear to be.

"Both of these jobs had for me one very important thing in common," he observed. "Each required an appreciation of esthetics.

"In Santa Fe, I was involved in the purchase and selling of early Spanish-American furniture, pottery and silver. At WQXR, I have been selling time on a station that has concentrated on serious music and has appealed to the thinking segment of the New York area population."

From time to time Mr. McGee had tried other jobs after leaving Yale in 1922. He worked in a filling station and a brokerage house in Denver. During the depression, when activity in the Spanish-American furniture market was sluggish, he ventured to Hollywood and appeared as an actor in several motion pictures.

"I was in several plays with Victor Jory and David Niven at the Pasadena Playhouse," Mr. McGee recalls with a smile. "But I can't say that I ever thought of myself as star material."

**No More Acting** ■ At 64, Mr. McGee, who was elected executive vice president and chief operating officer of WQXR last summer, is trim, distinguished-looking and energetic. Hollywood could well cast him in the role of an affable executive of a large corporation.

"Frankly, I have done no acting at all since the time I returned to New York in 1936 to try to begin a new career at the age of 35," he remarked.

He could have taken the easy way out by applying for a position with the Chesebrough Manufacturing Co., of which his father, the late Clifford W. McGee, was president at the time. But he was reluctant for two reasons: He preferred not to work for his father and he wanted a position that would satisfy his penchant for esthetics.

He had heard of WQXR, which was established in 1936 as a serious music and news station, and its format appealed to him. In the spring of 1937 he obtained a job interview with Elliott M. Sanger, co-founder of the station.

"At one point in the interview, when I thought it was going well," he recalled, "I asked Mr. Sanger what the remuneration would be. I was somewhat taken aback when Mr. Sanger replied: 'Nothing.' I was to work strictly on commission. I asked to think about it over the

## Success sells in spite of the ratings

weekend. I decided to take it and telephoned Mr. Sanger. But he had had second thoughts and wasn't sure whether he wanted me. I hurried down to the station and convinced Mr. Sanger that I should be working for him."

WQXR considered itself the electronics counterpart of the *New York Times*, even before the newspaper acquired the station from Mr. Sanger in 1944. Mr. McGee points out that WQXR has never deviated from its original objective of providing listeners with the finest music and a steady and consistent flow of news coverage.

"This does not mean, of course, that we have not changed with the times," he added. "We have tried to keep up with the preferences of our listeners. For example, we carry folk music and jazz music today—just so long as it typi-

fies the best of its kind.

"Similarly, in our news coverage we have added over the years segments on business news and on the arts because, more and more, our listeners have sought this type of information."

The WQXR formula of aiming for a highbrow audience, in which is clustered a substantial segment of New York's affluent society, apparently has paid off commercially as well as artistically. Sales reached an all-time high in 1965, surpassing the 1964 volume by 26%.

The station's segmentation approach was not always so effective, Mr. McGee recalls. A few months after he joined the station in 1937, an official of the J. Walter Thompson agency telephoned him and asked him to drop by the office.

"I had visions of a big sale," Mr. McGee recounted. "After exchanging some pleasantries, the Thompson executive came to the point. The Ritz hotel was about to open its Japanese tea garden and the agency wanted to buy one 30-second spot on WQXR to advertise the event. Well, I was crestfallen, but not unbowed."

WQXR's stature grew slowly but steadily during the 1940's, 1950's and 1960's. Mr. McGee assumed widening responsibilities, paralleling the growth of WQXR. When Mr. Sanger relinquished the operating directorship of the station last summer, Mr. McGee was named to the post.

In contrast with those lean, early years, WQXR today carries the announcements of many of the leading advertisers in the U. S. and abroad.

**Success vs. Ratings** ■ "We sell on the basis of success stories rather than on ratings here at WQXR," Mr. McGee noted. "Perhaps the most important ingredient in our sales platform is that our station, our programs and commercials are listened to. We are convinced that what we may lack in ratings we more than make up in providing an audience with 'intent listening'."

In addition, according to Mr. McGee, a number of the station's clients use its facilities to project a favorable corporate image to the financial community.

Mr. McGee is still the businessman-esthete today with no thought of retirement in the immediate future. While WQXR fulfills him occupationally, he maintains an outside interest in such culturally oriented organizations as the Westport (Conn.) Historical Society, the Westport Audubon Society and the Little Cumberland Association, a group devoted to conserving 2,200 acres of unspoiled land in Georgia. He is an active bird-watcher and organic gardener.

"I concentrate on vegetables and I've grown all we need over the past few years," he remarked cheerily. "My wife, Eileen, is the herb gardener in the family."

## WEEK'S PROFILE



**Norman Schoonmaker McGee**—Exec VP and chief operating officer, WQXR-AM-FM New York; b. Sept. 30, 1901, Plainfield, N. J., attended Yale University, 1920-22; various odd jobs, 1922-23; partner, Spanish & Indian Trading Co., Santa Fe, N. M., 1923-33; free-lance actor, 1933-1936; with WQXR since 1937 as salesman; director of agency relations, 1938-45; assistant VP of sales, 1945-48; VP of sales, 1948-65; executive VP since August 1965; member, Weston (Conn.) Gun Club; Saugatuck Shore Club; Westport Historical Society; Westport Audubon Society; Yale Club of New York; International Radio & Television Society; m. Eileen Mayone of Larchmont, N. Y., 1950; children (by a former marriage): Norman S. Jr., a salesman with the 3M Co.; Clifford W. II, a restaurateur on Cape Cod in Massachusetts, and Gerald D., a TV producer with Ogilvy & Mather; hobbies, fishing, organic gardening, bird-watching, swimming.

## The fact machine

As any journalist can tell you, it is the nature of man to wish himself and his ideas presented in a favorable light. It is also in his nature to prefer the sweet to the bitter, the happy ending to the sad. These very human inclinations are being rudely bruised by news coverage of the war in Vietnam.

The military establishment, convinced of its own rectitude, regards as irresponsible the journalist who accurately reports a defeat of friendly forces, a slip-up in command, an excess of retaliation on the battlefield. The political establishment is as quick to reprove reports that question the divinity of current policy. The general citizenry recoils at scenes of combat from a war that it wishes would somehow go away. All of these predictable responses have been accentuated by television coverage of Vietnam.

Never before has an American war been covered consistently and with immediacy in sound-on-film and in living (and sometimes dying) color. Never before has yesterday's fire-fight in a remote battle zone been tonight's observed experience in the American living room.

Never before has there been a war quite like the one in Vietnam. This is not a war of total commitment, though a massive part of the nation's ready forces is committed to it. It is at best a tentative war of cloudy past and cloudier future. It is not the kind of war that summons up a national determination to win at any cost. It is therefore an exceedingly difficult war for television to cover with its new techniques and new tools without incurring distaste and dissent within its audience. If television is to observe its journalistic obligations, it must suffer constant and widespread rebukes from those who prefer to take their reality in milder doses than TV dishes out.

Frank Stanton, president of CBS, stated the problem in a speech reported last week in this publication. "The forthright reporting of unpleasant facts," he said, "has inspired adverse reactions both from the public and from Washington." Yet, he said, "the function of journalism is to furnish the people [who are] ultimately responsible for [national] policy with the facts—the shocking as well as the placid, the ominous as well as the reassuring, the dis-senting as well as the agreeing."

It is an enormous responsibility that is borne by every television correspondent in the field and editor at home, to tell the facts without betraying information of clear military value to the enemy. So far the responsibility has, we are convinced, been borne well.

## Cox's army

Of the FCC's seven members, one of the most affable and forthright is 49-year old Kenneth A. Cox. He is also the commission's foremost critic of broadcasting and is, therefore, the darling of that segment of the FCC staff that is bent upon controlling every aspect of broadcast operations from programing to profits.

Commissioner Cox hasn't received as much attention in the public prints as some of his colleagues, probably because he has played the same tune so long. He'll take on anyone anywhere on what's wrong with broadcasting, as he did a fortnight ago at the annual Radio-Television Institute of the University of Georgia in Athens. He condemned this season's TV programing and noted that profits were rising.

All of which was really none of the commissioner's business. It is not our purpose to deny the commissioner

his freedom of speech as a citizen. But as a commissioner it would seem that his domain is that which the law prescribes and not those areas of programing and business that the law specifically proscribes.

Commissioner Cox is now rounding out his third year as an FCC member. During the preceding two years he had served as chief of the FCC's Broadcast Bureau. It was there that he became the troop leader for the crack-downers who have always regarded the presidentially-appointed commissioners as superannuated souls—unless they followed the recommendations served up to them. In Commissioner Cox they have one of their own and he is their champion at the commission meeting level, although not always alone.

When Mr. Cox went to the FCC in 1961, after having served as counsel for the Senate Commerce Committee, he told the FCC bar that "First Amendment" arguments "will be read . . . and summarized . . . and ignored". Mr. Cox afterward said he was quoted out of context, but we haven't detected any statements since that would indicate he has changed that position.

In 1934 Congress wisely decided that there should be a seven-man FCC. Tough as conditions are, they would be infinitely worse if a smaller, more malleable body were subjected to the devious ways of the crack-downers of Cox's army.

## Once around the track

Great Britain, where television has been even more hampered by government domination than in the United States, is giving pay TV a trial run. From advance accounts, movies and horse races will be a prime fare.

But although movies have been standard on pay-TV tests in the United States, where the British are really lengths ahead is with their horse races. In America the FCC bars regularly scheduled races except for occasional features. Bookmaking here is illegal.

In England, where horse racing is the sport of kings, bookmaking is a legalized institution. Racing vies with cricket as the national sport. Now pay-TV entrepreneurs in England offer full programs of racing for \$1.68. One can sit comfortably in the living room, place bets by telephone, and watch the races for results. There could be no more satisfactory way to be taken to the financial cleaners.

It can't happen here, but it looks as though in Great Britain pay television might have it made.



Drawn for BROADCASTING by Sid Hix  
 "How's this for camp, J. B.? The hero's a cowboy who wears a mask, rides a white horse, shoots silver bullets and has a buddy who's an Indian."

WHAT'S IN THE MIDDLE  
MAKES THE BIG DIFFERENCE



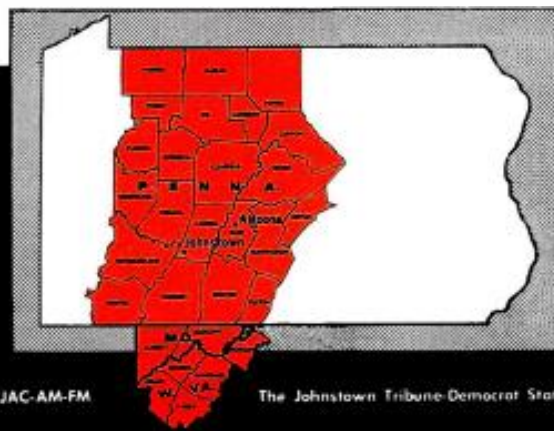
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