



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

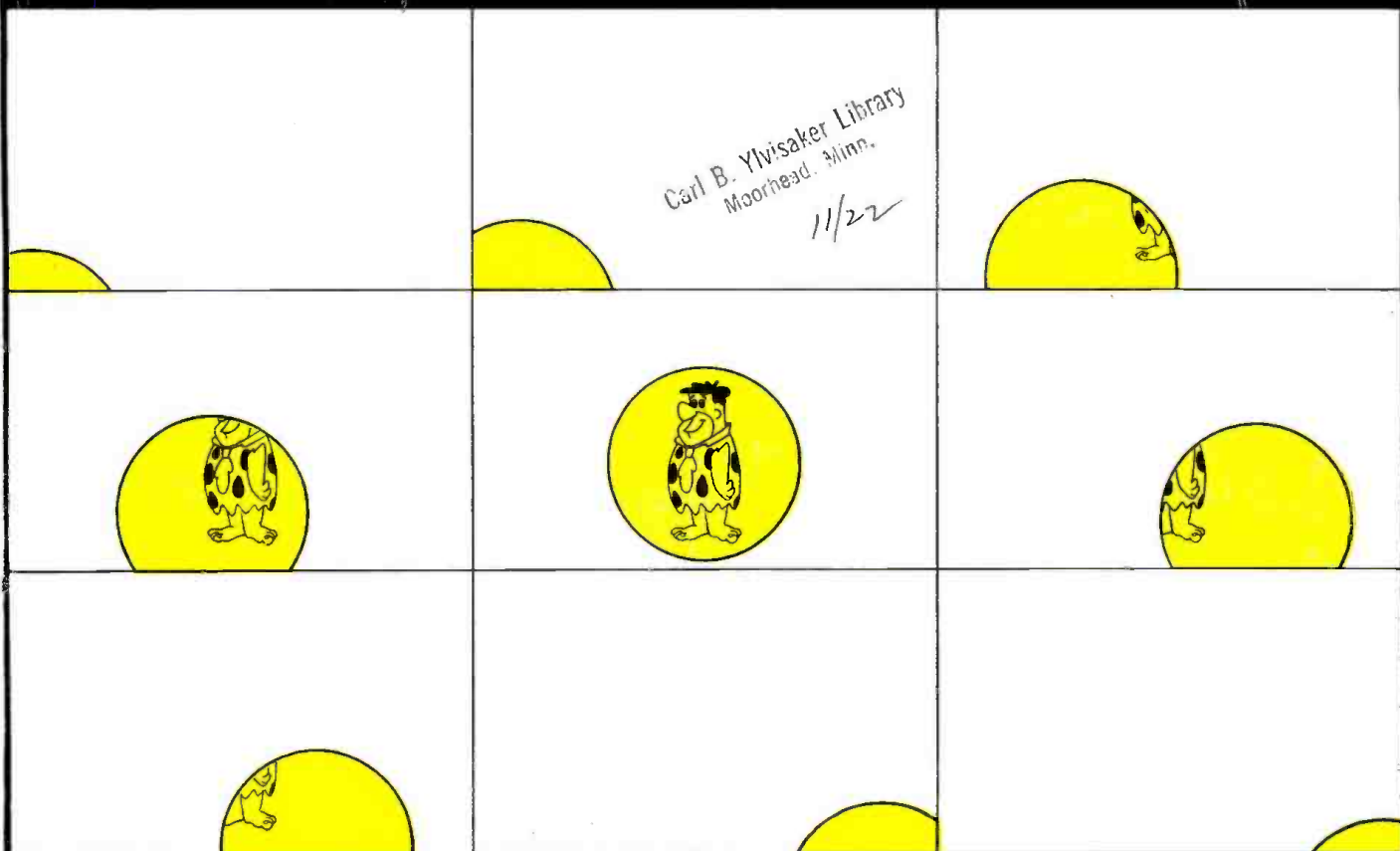
Sharp advice for TV from top admen at TVB meeting. p23
Spot radio's great leap forward: Totals up 11.5%. p30
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CONCORDIA COLLEGE
C B YLIVISAKER LIB
MOORHEAD MN

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56560

**From sunup to sundown,
"The Flintstones" is seen
in more homes than any other
regularly scheduled program
on any New York station.**



"The Flintstones" also reaches more homes than any other regularly scheduled show on WNEW-TV from sign-on to sign-off. In its own time-slot (6:30-7:00 PM, Monday-Friday), it is Number One, out-rating the newscasts on the network flagship stations. "The Flintstones" package offers 166 half-hour, full color episodes.



horns and new products

both improve with

Woodshedding



To a musician, woodshedding is an after-hours practice session.

To a marketing man, WOODshedding means testing a product in Greater Grand Rapids before sending it out in the big time. That's the WOODshed, one of the country's top ten test areas.

Two good reasons why the WOODshed is a good test area are WOOD-TV and WOOD Radio, the preferred stations. WOOD-TV is 2 to 1 over the No. 2 and No. 3 stations combined. WOOD Radio is equal to all other stations combined.*

It's worth a thought—and a phone call. Give your Katz man a blast. He's a WOODshedder from 'way back.

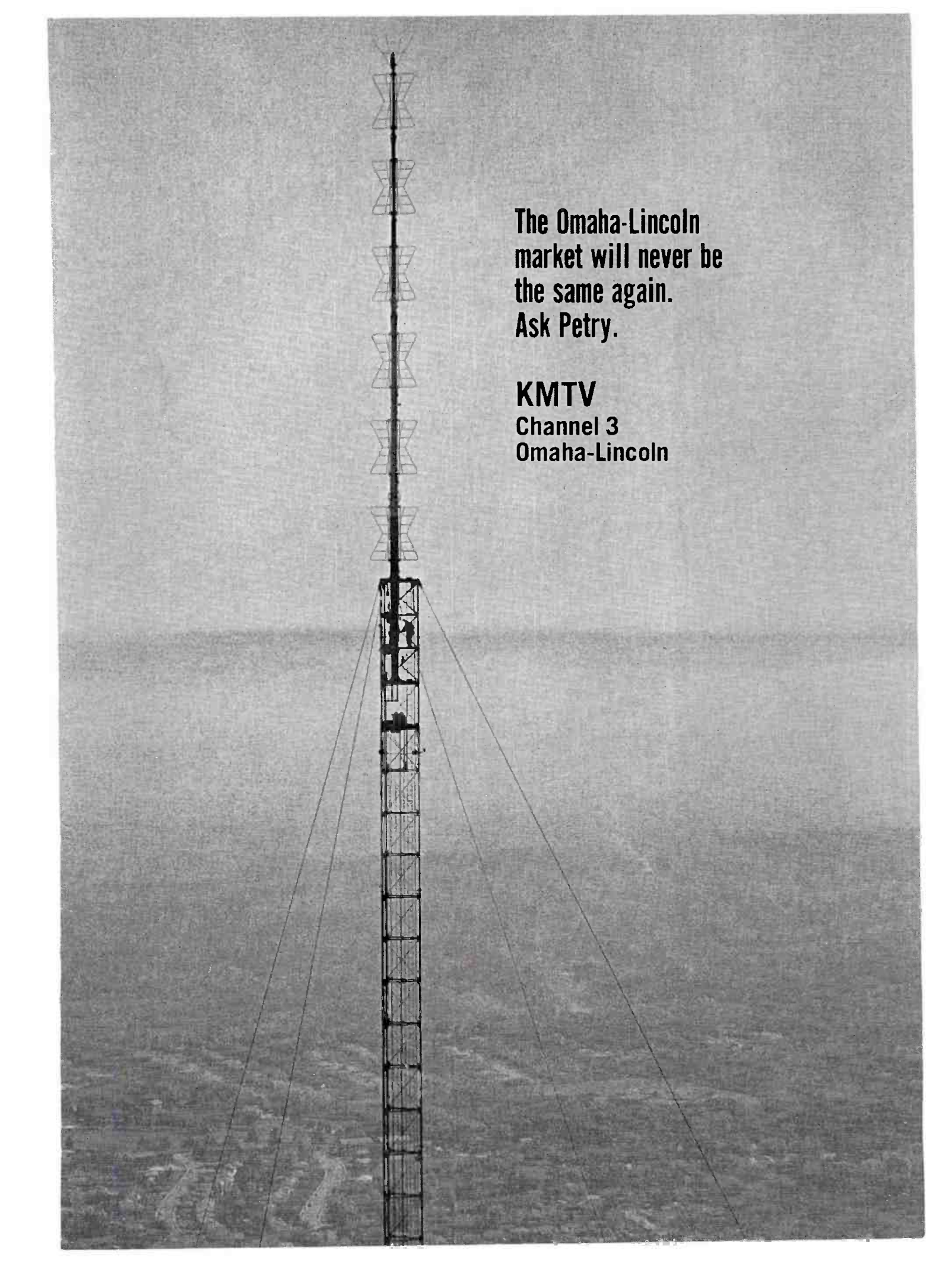
**Northwood Institute Preference Study
(June, 1966)*



WOOD **AM**
Grand Rapids, Michigan **FM**
TV

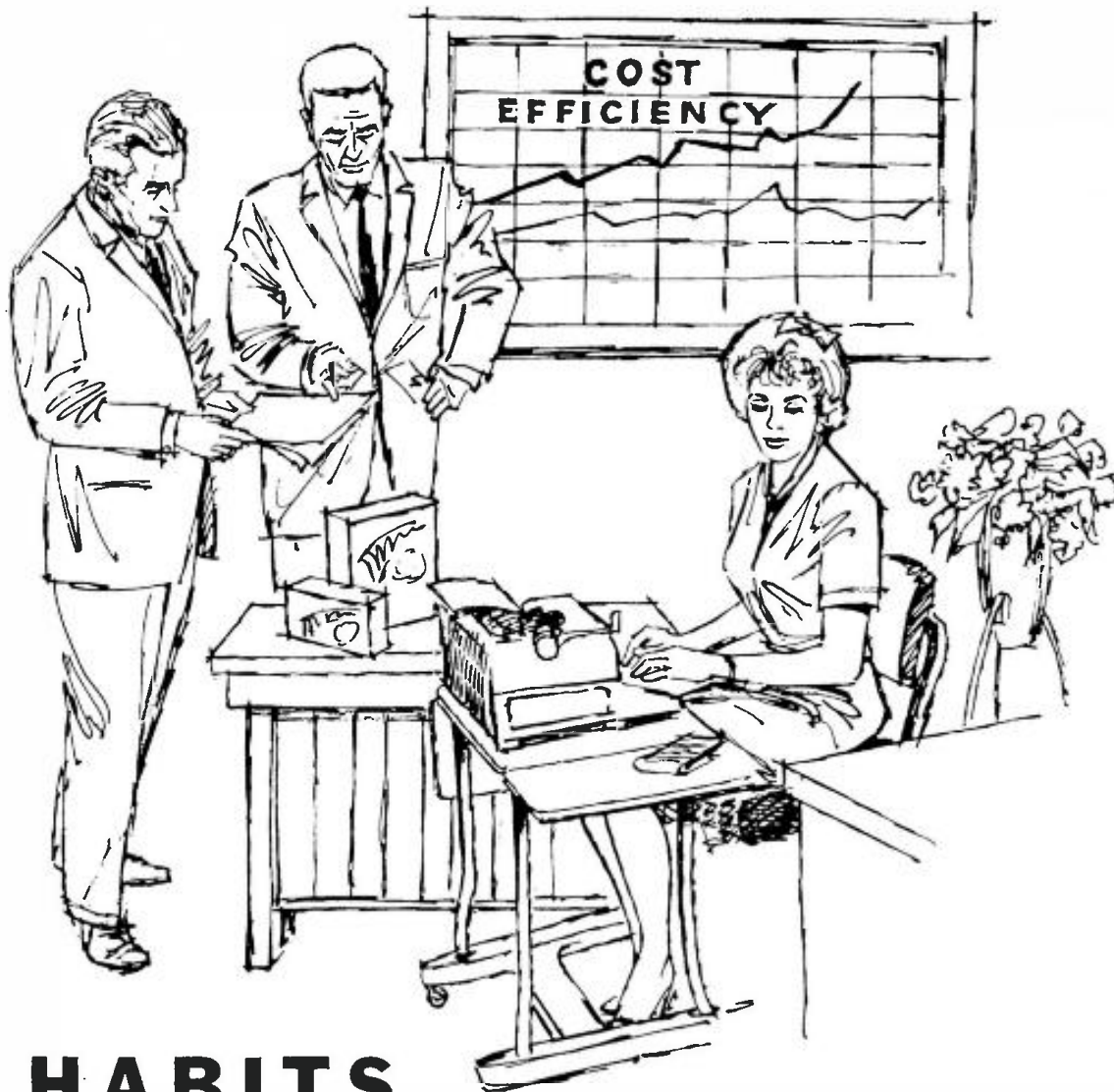
The Showcase Stations of Western Michigan

National Sales Representatives:
The Katz Agency, Inc.



**The Omaha-Lincoln
market will never be
the same again.
Ask Petry.**

**KMTV
Channel 3
Omaha-Lincoln**



HABITS

Viewers in the Dallas-Fort Worth market have the Channel 4 habit — a good habit to develop, since KRLD-TV delivers the finest lineup of entertainment and informational programming available in the great Southwest.

Why don't you get the Channel 4 habit? Start with an inquiry about avails on KRLD-TV — the DOMINANT station.

See your ADVERTISING TIME SALES representative.

represented nationally by ADVERTISING TIME SALES, INC.



KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

One winner last election night was UHF television. Colgate-Palmolive, through Ted Bates agency, presented movie on three UHF channels under *Colgate Theater* title, counter-programming against massive election on other channels. Strategy paid. On WPHL-TV Philadelphia movie made rating of 9, which, it's claimed, is highest figure ever achieved by U in that market. Other stations involved, WDCA-TV Washington and WDHO-TV Toledo, Ohio, got 6.9 and 9, respectively. Ted Bates is said to be especially interested in seeing what UHF can do for its clients.

90-minute cycle?

Next season may become known as year 90-minute series comes into its own. In recent weeks both MGM-TV and Universal TV, among other production companies, have been pitching 90-minute dramatic anthologies to NBC-TV. Same network took look at producer David Dortort's *The High Chaparral*, supposed to be hour outdoor adventure, and immediately decided it has "size" and "scope" to go 90-minutes in 1967-68.

Another inning

Last hasn't been heard on shift of Chicago White Sox telecasts from *Chicago Tribune's* WGN-TV to Marshall Field's WFLD-TV beginning in 1968. WGN is expected to pursue its "first refusal" rights on Sox telecasts which ch. 32 WFLD had contracted to pick up for five years for between \$10-\$12.5 million beginning in April 1968.

Problem with WGN-TV, it's understood, evolved as result of demand by Sox ownership for carriage of up to 162 games (full season). Tribune station couldn't accommodate schedule in light of its contract with Chicago Cubs (National League) for minimum of 86 games under current two-year contract.

Counting spots

North and South Carolina stations, whose renewals are up Dec. 1, are getting break in FCC consideration of their commercial practices and proposals. Some, apparently taking cue from FCC practice begun in April of querying stations proposing more than 20 minutes of commercial time per hour (BROADCASTING, April 11), specified that amount in reporting on their

proposed policy in their renewal application. Exact number isn't known, but reports indicate it may reach 100.

But then, last month came switch in FCC policy, with questionnaire asking radio licensees to justify proposals providing for more than 18 minutes per hour (16 minutes in case of TV licensees). However, commission has asked all Carolina licensees to file new questionnaire promptly; commission will compare past performance with current policy, rather than with promise made three years ago. But in filing new questionnaire, stations with 18-plus proposals can justify them, as provided for in questionnaire, or cut proposals back to 18 minutes.

Rebuttal due

Appearance of Fred Ford, president of National Community Television Association, before New England Broadcast Executives Club in Boston Wednesday (Nov. 23) is being billed in advance as CATV's answer to harsh words about CATV used by Vincent T. Wasilewski, president of National Association of Broadcasters, in talk last week in New York (see page 40). Ford speech has been on schedule for some time, but topic apparently was switched to answer Mr. Wasilewski.

Out and in

If ABC Radio's decision to drop its subscription to Sindlinger & Co.'s radio network audience measurement service holds up—as ABC Radio officials indicate it will, though Sindlinger obviously hopes it won't—ABC Radio's audience figures will still be included in future reports. Sindlinger plans to continue to measure and report ABC radio audiences, no matter what. Reasoning is that other networks, as subscribers, will still want and be entitled to know what ABC Radio's audiences are and that agencies will, too. (see page 40).

No noise

FCC rulemaking proposing deletion of half-dozen FM channel assignments in so-called "quiet zone" of Virginia and West Virginia would protect area where government engages in radio astronomy and other classified work.

Action, proposed in rulemaking announced last week, would be unprecedented in peace time.

None of assignments in remote, mountainous area is occupied. Hence no confiscation of property is involved. But there were applications for one FM assignment which were never processed. Commission vote to issue rulemaking was unanimous, but Commissioner Kenneth A. Cox dissented in part. Text of notice of rulemaking is due out this week, with separate statement by Commissioner Cox.

Make work

Lack of work, with resulting decline in budget appropriation for Radio Laboratories in Boulder, Colo., is given by inside government circles as one reason Department of Commerce wants authorization for full-scale multi-million-dollar spectrum analysis, as recommended by Telecommunications Science Panel (BROADCASTING, Nov. 14, Oct. 24).

Former Central Radio Propagation Laboratories of Bureau of Standards, branch of Commerce Department, once handled radio propagation studies for government agencies, including military. But with burgeoning research and development staffs of Department of Defense, Boulder group has had less and less to do. Because of diminishing workload at Boulder, Commerce officials are anxious to find assignments for its laboratories, and \$10 million to \$50 million spectrum study looks like one answer.

Cooley complains

Sticky issue is being presented to FCC by defeated congressman. Representative Harold D. Cooley (D-N.C.) is asking commission to set license-renewal application of WRAL-TV Raleigh, N. C., for hearing on ground station treated him unfairly in election campaign. Representative Cooley, who lost to James C. Gardner in bid for seventeenth term, claims station engaged in "conspiracy" to defeat him. He said station editorial broadcast 6:30 p.m. election eve constituted "vicious, personal attack" on him, and that he was offered reply time which was broadcast at 11:40 p.m. same night. Mr. Cooley mailed complaint to FCC Friday (Nov. 18).

Last year, a significant number of Cleveland-area viewers began moving to WJW-TV. Cautiously, we labeled this a trend. Now the latest Nielsen Reports and also ARB overwhelmingly validate this trend. WJW-TV is clearly the Cleveland leader. It's no longer a trend. It's a fact. Check into it — then us.*

Thank you, Mr. Nielsen

**for telling us that trend
is now a fact.**

WJW-TV/CLEVELAND

*NSI, June 1966; ARB, March, May, July 1966: 9 AM-Midnight 7 days, subject to qualification described in said reports.

LOS ANGELES KGBS	PHILADELPHIA WIBG	DETROIT WJBL	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WJHN	DETROIT WJBL-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Best advice advertisers have for television is for medium to figure out where it is going and how to get there. In addition they suggest, at TVB meeting, that they be in on plans. See . . .

DRIFTING AND DREAMING . . . 23

ABC Inc. realigns top echelon into four major operating groups. Tom Moore to be group VP for TV; Ralph Beaudin named group VP for radio; Ted Shaker will be group VP for nonnetwork TV units. See . . .

ABC REVAMPS . . . 38

FCC's controversial 'third question' on commercial policies isn't aimed at helping NAB codes get new subscribers or in enforcing code time standards. Broadcast Bureau's Smith sees nothing wrong with question. See . . .

NO PLOT . . . 50

Network program philosophies are blasted by Xerox's Curtin. Says they use movies to offset lack of imaginative programming. Move toward bland programs means loss of audience some advertisers want. See . . .

IS TV LOSING AUDIENCE? . . . 66

Business radio users again toss veiled threat at broadcasters: Help us get more spectrum space or face possible 'undesirable results.' NAB's Anello points to 'inconsistencies' in NAM arguments. See . . .

NAM REPEATS THREAT . . . 52

Largest Broadcasters Promotion Association seminar explores problems particular to their jobs as well as psychological woes facing every executive. Elections, planning also highlight sessions. See . . .

STATION IMAGE . . . 57

Geneen assures FCC that ABC will retain its integrity under merged corporation. Cites ITT's security projects as evidence that company can be trusted to operate radio and TV stations in U.S.. See . . .

ITT CAN BE TRUSTED . . . 42

FCC gets revised estimate of Comsat's expectations for next five years. Report proposes lowering TV rates about 50% on hourly basis. Comsat hopes new figures will deter FCC hearing. See . . .

COMSAT REVISES ESTIMATE . . . 76

Gain of \$8.5 million over 1965 figures is recorded in \$117,103,000 spent by top 100 advertisers in spot radio in first six months of '66. Figure for all spot radio users in period was \$160.6 million. See . . .

SPOT RADIO AHEAD . . . 30

NCTA's charge that AT&T is violating antitrust laws is termed 'confused hodgepodge of allegations and arguments' by AT&T. Carrier tells FCC that there is no substance to cable association charges. See . . .

AT&T COUNTERS . . . 50

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A PLUG FOR TELEVISION

Good show, TV. We especially commend network news operations. News takes a lot of time, talent and money.

Which is why some Radio Networks "plug in" to so much TV news audio and pipe it to their stations as "radio" news. Particularly on expensive-to-cover major events. It's an easy way to write off some of the huge cost of a broadcast news operation.

But it's also cold potatoes, rehash and leftovers. Radio plugged into TV is not radio news.

Words that go with pictures are not words that stand alone.

So the ABC Radio Network does not "plug in" to television news. We field a full force of radio-only, radio-oriented, radio reporters and radio technicians. World round.

And we remain independently healthy because our policy is sound.

THE ABC RADIO NETWORK

It makes a difference. As *Variety* says:

"The situation is completely different at ABC Radio, where Tom O'Brien heads an organization separate from TV both physically and talent-wise. O'Brien has had the budgetary and personnel wherewithal to mount an on-air effort more prolific, in terms of special programming, than either NBC or CBS.

"In some respects, O'Brien's shop has set the pace for the other webs. O'Brien introduced actualities en masse to ABC, winning enthusiastic station response. And... ABC has often been the only radio web providing live coverage to a special event."

Perhaps that's why any news program on ABC Radio is carried by a greater number of stations than either NBC or CBS has in its entire network.

Perhaps that's why ABC Radio has more affiliates to begin with.

A plug for television we're not. Good for us. Good for you.



Capital Cities buys KTRK-TV in Houston

In what could be second highest price paid for single TV station, Capital Cities Broadcasting Co. announced it had bought KTRK-TV Houston for sum "in area of \$20 million." Purchase was announced by both parties Friday (Nov. 18), and is subject to approval by KTRK stockholders and FCC. Price could be close to \$20 million paid by Cox Broadcasting Corp. in 1964 for WHC-TV Pittsburgh.

Since Capital Cities already has FCC-imposed limit of five VHF television stations, it must sell off one of them. Mr. Murphy said Friday he didn't know which one is to be sold. Another hurdle to be overcome is current FCC policy requiring hearing where broadcaster with three VHF television stations in top 50 markets acquires fourth. Capital Cities' five TV stations already are in top 50 markets; Houston is also in that grouping.

Agreement provides that John T. Jones Jr. continues as president and Willard E. Walbridge as executive vice president and general manager. Mr. Jones is principal owner of KTRH-AM-FM Houston, which is not being sold. His ownership of radio station raises question, however, of another conflict with FCC ownership limitations since Capital Cities also owns its full portfolio of seven AM stations. This is not believed to be a major problem, however, since Mr. Jones will have no financial interest in Capital Cities.

KTRK, which began operating in 1954 on channel 13, is principally owned by Mr. Jones with 32.45% of stock; Roy Hofheinz, 16%; and others. Mr. Hofheinz, former mayor of Houston, owns 50% of KBAT San Antonio, Tex. KTRK is ABC affiliated.

Capital Cities stations: WROW-AM-FM and WTEN(TV) Albany, N. Y.; WKBW-AM-TV Buffalo, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WSAZ-AM-TV Huntington-Charleston, W. Va.; WPAT-AM-FM Paterson, N. J. (New York area); WJR-AM-FM Detroit and KPOL-AM-FM Los Angeles. It also owns WDCD(TV) Adams, Mass., UHF satellite for WTEN.

Meanwhile application for FCC approval of sale of Trigg-Vaughn Stations to Doubleday & Co. for \$14,125,019.66 was filed Friday (Nov. 18).

Doubleday Broadcasting, newly formed subsidiary company, will acquire, pending FCC approval, KOSA-TV

Odessa-Midland, KR0D-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio and construction permit for KDTV(TV) (ch. 39) Dallas, all Texas; KHOW Denver; KDEF-AM-FM Albuquerque, N. M., and KRNO San Bernardino, Calif. (BROADCASTING, Oct. 31). KOSA Odessa, owned by Trigg family, is not included in sale.

Filing listed Trigg-Vaughn total assets, as of June 30, at \$5,834,396. Principal long-term obligation was \$4,119,653 to Chase Manhattan Bank, New York.

Doubleday listed assets "in excess of \$27 million" and said combined net income for last two fiscal years was "in excess of \$12 million."

Cecil L. Trigg, president of Trigg-Vaughn, will continue as president of Doubleday Broadcasting. All vice presidents of TV stations will have similar titles under new ownership.

Strike skies brighten Friday

Outlook appeared brighter late Friday (Nov. 18) for agreement between various segments of broadcast industry and American Federation of Television and Radio Artists and Screen Actors Guild on new three-year pact (see page 66).

Though both unions were armed with strike authorizations, prospects improved when reports circulated that tentative agreement had been reached with both talent unions in TV commer-

Joint study of TV advertising seen coming

POSITION AND SEQUENCE OF ADS TO BE SCRUTINIZED

Study of commercial positioning, sequence and other questions bearing on effectiveness of TV advertising may be undertaken jointly by Television Bureau of Advertising, Association of National Advertisers and American Association of Advertising Agencies.

Don L. Chapin of Taft Broadcasting, retiring chairman of TVB, told TVB's annual membership meeting he was confident TVB board would back him in accepting proposal made earlier in meeting for joint discussion of such problems by representatives of all three organizations. Proposal had been advanced by TVB speech by Alfred Plant of Block Drug, chairman of ANA's TV Committee (see page 23).

AAAA reaction was not learned immediately but was generally expected to be favorable.

cial area. In addition, AFTRA separately extended its program codes with networks until midnight yesterday (Nov. 20), permitting them to tape programs.

Concession on taping provides that networks will not carry shows taped during contract extension if union should call strike.

Negotiations were to continue over weekend.

New cable system in N.Y. upsets franchise holders

Franchised CATV operators in New York City think there's interloper in their midst. It's Comtel Division of Bell Television, master antenna company, which is leasing lines from New York Telephone Company to distribute TV signals picked up on top of Americana hotel to surrounding area. This is in midtown section of Manhattan for which Sterling Information Services received CATV franchise. City franchise director says Comtel needs authorization before it can send signals across city streets, and thinks telephone company may be out of bounds in leasing lines for this purpose. Matter has been placed before city's corporation council for review.

Comtel is advertising \$3.95 per month charge to subscribers for service it calls "master antenna television." That's considerably below \$5 per month authorized in city's franchise grants.

WEEK'S HEADLINERS

Thomas H. Wolf, executive producer of *ABC Scope*, named to new post of VP and director of TV documentary



Mr. Wolf

programs, ABC News. Mr. Wolf has 28-year background in journalism and film and TV documentary production, including 10 years with CBS News as writer-producer of science and public affairs specials. He joined ABC News in 1963. ABC's 1966-67 documentary schedule includes 26 original programs.



Mr. Madigan

Thomas F. Madigan, director of international program development for Seven Arts Television, named VP in charge of network programming and sales for company, replacing **Thomas D. Tannenbaum**, who has resigned. Mr. Madigan joined Seven Arts TV last February, and earlier had been director of programming and pro-

gram development for Ted Bates & Co., New York, and manager of nighttime programming at NBC-TV.

Robert F. Jamieson named to newly created post of director of sales administration, CBS-TV network sales department. **George Zurch**, manager, station clearances, succeeds Mr. Jamieson as director, station clearances. **Herbert Gross**, with CBS since 1961, named director of sales development, CBS TV network sales department. Following units will



Mr. Jamieson

report to Mr. Jamieson in his new position: station clearances, sales coordination and rebate negotiations. Mr. Jamieson will remain administrative head of CBS Television Network Sales of Canada Ltd., subsidiary with sales office and staff in Toronto.

Four ABC executives named to new posts as corporate group VP's in creation of four new operating units by ABC Inc.: **Thomas W. Moore**, who also retains title and duties as president of ABC-TV Network; **Theodore F. Shaker**, who heads new group of nonnetwork TV operations; **Ralph Beaudin**, heading

unit composed of radio stations and radio network activities, and **Samuel H. Clark**, heading nonbroadcast activities. **James E. Conley**, president of ABC-TV Spot Sales, named to succeed Mr. Shaker as president of ABC Owned TV Stations, and **Fred L. Nettek** named to succeed Mr. Conley in TV spot sales presidency (see page 38).

Alexander S. Rylander named staff VP, RCA news and information effective Jan. 1, 1967. He succeeds **Sidney**



Mr. Rylander

M. Robards, who retires Dec. 31 after 30 years with RCA in public affairs and press relations activities. Mr. Robards will continue to serve as consultant to RCA Public Affairs. Mr. Rylander joined company on Jan. 1 as staff VP, special projects, after 11 years with NBC. Before that he had been director of special events and manager of exploitation and publicity for Columbia Pictures. Mr. Robards became writer and editor in NBC press division in 1936 and has been staff VP, news and information, of RCA since Dec. 7, 1962.

For other personnel changes of the week see FATES & FORTUNES

troit vice president, W. Eldon Hazard. Spot especially will be better, he said, plus increased local TV spending by car dealers and dealer associations.

In TVB elections, Joseph P. Dougherty of Capital Cities Broadcasting was named board chairman succeeding Mr. Chapin, who becomes chairman ex-officio. Charles B. Brakefield, WREC-TV Memphis, was elected to succeed Mr. Dougherty as secretary, and Frank M. Headley, H-R Television, was reelected treasurer. With president Norman E. Cash, these officers make up new TVB executive committee.

FCC broadcasters' pal Cox tells NAB meeting

Broadcasters actually benefit from having FCC act as referee on fairness doctrine problems, supporter of it said Friday (Nov 18).

FCC Commissioner Kenneth A. Cox, addressing regional meeting of National Association of Broadcasters in Charlotte, N.C., said having federal agency

act as forum for debate on fairness questions, "keeps down public resentment." He noted that decisions on doctrine questions mostly "sustain" broadcasters.

He also commented on questionnaire to stations sent out last month by Senator John O. Pastore (D-R.I.), asking licensees about fairness doctrine and public affairs programming they carry. Results, he felt, will show many stations are "badly out of balance." He did not elaborate.

Commissioner told 192 registrants he was in accord with NAB President Vincent Wasilewski's speech earlier in week calling on broadcasters to continue fight for CATV regulation (see page 40).

Four Las Vegas stations fined for ID failures

FCC has notified four Las Vegas stations they face \$1,000 fines each as result of alleged violation of sponsorship identification rule.

Commission, in announcement Friday (Nov. 18), said KENO, KORK-AM-TV

and KLAS-TV failed to identify sponsor of political spot announcements they carried for period of month last March-April.

Stations have 30 days to contest commission allegation or pay forfeitures.

Commission officials said spots urged "yes" vote in referendum on \$1 million bond issue to expand convention center in Las Vegas. Sponsor was said to be Clark County (Las Vegas) Fair and Recreation Board, government entity which operates convention center.

NBC-TV inch ahead

NBC-TV was out in front by nose in Nielsen Multi-Market ratings report covering 7:30-11 p.m. in week ended Nov. 13.

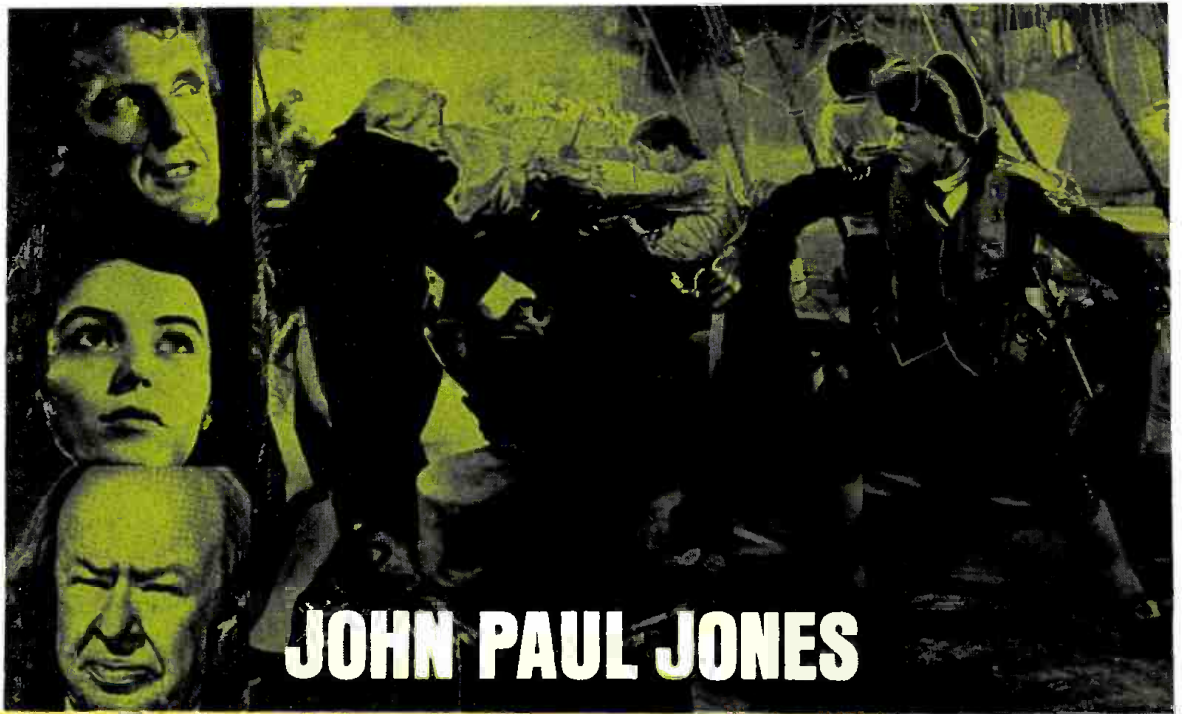
Ratings: NBC—17.4, CBS—17.2, ABC—16.1. Wins by half-hour periods and nights of week: NBC 18 half-hours and Tuesday, Saturday and Sunday; CBS 14 half-hours and Wednesday and Friday; ABC 17 half-hours and Monday and Thursday.

On election night (7:30-11) NBC rated 21.3, CBS 14.0 and ABC 9.3.

Robert Stack

Marisa Pavan

Charles Coburn



JOHN PAUL JONES



MERRILL'S MARAUDERS



Jeff Chandler

Ty Hardin

Peter Brown

Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television

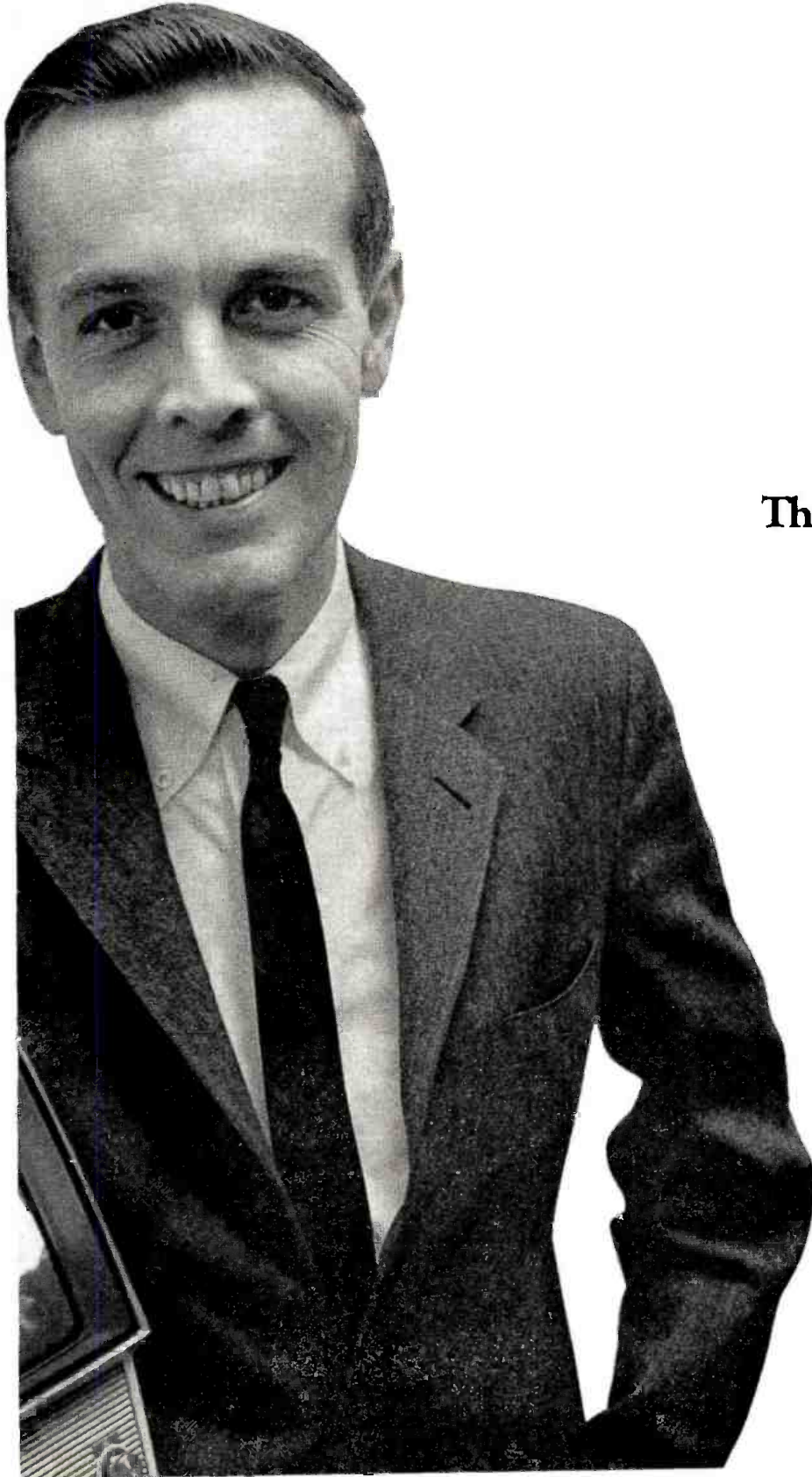


WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000

When Bob Stone on color TV penetration.



needed information fast he called his Blair man.



That's quick thinking, Bob.

Because that's what your Blair man is there for. To help time buyers do a better job.

Sure, we're the leading station representative company. And sure, the stations we represent are tops in market after market.

But we're not about to sit around on our laurels. We provide every useful service and practical tool we can think of. And most of them are designed for the buyer's use.

That's not to say we don't have strong relationships with agency and advertiser managements. We do. But we know very well who does the actual buying. And we're out to give him every bit of help we can.

So when Bob Stone, buyer over at Foote, Cone, & Belding, wanted information, he called his Blair man, Tom Hagner, and got it fast.

Need information yourself? Need the best availabilities in a given market *right now*? Call your Blair man. That's what he's there for.

Blair Television



FIRST

SIGN-ON TO SIGN-OFF AGAIN WSYR-TV is No. 1

Delivered in the Syracuse Market:
*32.3% More Than Station #2
*83.6% More Than Station #3

7-7:30 P.M.
MONDAY THRU FRIDAY
WSYR-TV
is No. 1

Delivered in the Syracuse Market:
*28.4% More Than Station #2
*56% More Than Station #3

11-11:30 P.M. NEWS
MONDAY THRU FRIDAY
WSYR-TV
is No. 1

Delivered in the Syracuse Market:
*79% More Than Station #2
*190% More Than Station #3

*ARB for March, 1966
Data quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WSYR-TV

Channel 3 - SYRACUSE, N. Y. - 100 K W
Plus WSYR-TV channel 18 ELmira, N. Y.

Get the Full Story from HARRINGTON, FIGHTER & PARSONS

SPOTMASTER

RS-25



Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

DATEBOOK

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

■Indicates first or revised listing.

NOVEMBER

■Nov. 21-22—National Association of Broadcasters final fall conference. Robert Meyer hotel, Jacksonville, Fla.

Nov. 24-27—Annual fall meeting of the National Association of Farm Broadcasters. Speakers include Vincent Wasilewski, president of the National Association of Broadcasters. Conrad Hilton, Chicago.

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Nov. 29—Annual meeting of stockholders of Screen Gems Inc. to elect nine directors and to transact other business. 515 West 54th St., New York.

■Nov. 29—Emphasis/Media session featuring media programming for advertising men and women sponsored by Bozell & Jacobs Inc. and Media/scope magazine in cooperation with the University of Omaha. University of Omaha, Omaha. Those wishing to register should write to Emphasis/Media, 700 Kiewit Plaza, Omaha.

Nov. 29-30—Executive committee, National Community Television Assn. Madison hotel, Washington.

Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

DECEMBER

Dec. 1—Third annual New York area Emmy Awards luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Mayor John V. Lindsay will be the guest speaker. New York Hilton hotel, New York.

Dec. 1-2—Foreign policy conference for editors and broadcasters sponsored by the Department of State. Department of State, Washington. Any bona fide representative of the domestic information media can have his name placed on the invitation list for these conferences by writing—or having his superior write—to the director, office of media services, Department of State, Washington 20520.

Dec. 5—New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's, in the top-50 television markets.

Dec. 5—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Robert E. Kintner, secretary to the cabinet and special assistant to President Johnson. Waldorf-Astoria hotel, New York.

Dec. 6-7 — Annual meeting, Mississippi CATV Association. Holiday Inn motel, Jackson, Miss.

Dec. 9—Annual winter meeting and election of officers of the Arizona Broadcasters Association. Speakers include FCC Commissioner Robert Bartley; Douglas Anello, general counsel of the National Association of Broadcasters, and Mike Wallace, CBS newscaster, Del Webb's Town House, Phoenix.

■Dec. 12-13—CATV legal seminar sponsored by National Community Television Association. Featured speakers will be Frederick W. Ford, NCTA president; Robert H. L'Heureux, NCTA general counsel; Bruce E. Lovett, NCTA assistant general counsel, and

Washington lawyers E. Stratford Smith and Harry E. Plotkin. Subjects: regulatory and copyright legislation, litigation on FCC's First and Second Reports and Orders, telephone-company tariffs, copyright litigation, state public utility "threat." Sheraton-O'Hare Inn, Chicago.

Dec. 21—Annual meeting of stockholders of Columbia Pictures, New York.

Dec. 30—New deadline for further comments regarding material submitted to FCC by November 30 on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

■Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

JANUARY

Jan. 3-4—Executive committee, National Community Television Assn. Madison hotel, Washington.

Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: news; entertainment; education; youth or children's programs; promotion of international understanding; and public service. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Jan. 10-12 — 1967 Reliability Symposium sponsored by the Institute of Electrical and Electronics Engineers. Reliability education panel includes H. C. Jones, Westinghouse Electric Corp.; S. R. Calabro, Aerospace Technology Corp.; Dimetri Kececioglu, University of Arizona; Charles Lipson, University of Michigan; and W. H. Von Alven, ARINC Research Corp. Sheraton-Park hotel, Washington.

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

■Jan. 15-17 — Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

■Jan. 16—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

Jan. 16-17 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Toronto.

Jan. 18—Annual winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

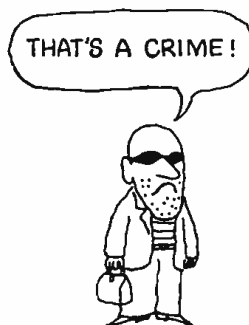
Jan. 23-27—National Association of Broadcasters joint board meeting. Continental Hilton. Mexico City.

Jan. 22-24—Annual winter meeting of Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan. Rackham Memorial Building, Detroit. For further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann

■Indicates first or revised listing.

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Our Gang
Cartoons

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U. N. C. L. E.
Daktari
The Rounders
Jericho
The Man from
U. N. C. L. E.
Tom & Jerry

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FEBRUARY

■Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

■Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

■Feb. 6-8—Meeting of National Community Television Association board of directors. Jack Tar hotel, Clearwater, Fla.

■Feb. 6-8—Ninth annual Conference on Advertising/Government Relations, sponsored by the Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

Feb. 15—New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Feb. 21-23—20th annual conference of the Western Radio and Television Association. Disneyland hotel, Anaheim, Calif.

MARCH

March 1-3—Annual National Association of Broadcasters state presidents conference. Sheraton-Park hotel, Washington.

■March 2-4—Region II conference of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

March 6-7—Executive committee, National Community Television Assn. Madison hotel, Washington.

March 9 — International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president, Waldorf-Astoria hotel, New York.

APRIL

April 2-5—45th annual convention of National Association of Broadcasters. Conrad Hilton, Chicago.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th St., New York 36. Telephone PLaza 7-0695.

■April 17-18—Program meeting sponsored by

National Education Television. Statler Hilton hotel, New York.

■April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 24-27—32nd national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

MAY

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott Motor hotel, Atlanta.

May 22-27—5th International Television Symposium. Speakers include Federal Councillor R. Gnagl, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

■May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Carousel Inn, Cincinnati.

JUNE

■June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Riviera hotel, Las Vegas.

■June 22-23—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 25-29—Annual convention and board of directors meetings National Community Television Assn. Palmer House, Chicago.

AUGUST

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

OCTOBER

■Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

■Indicates first or revised listing.

OPEN MIKE®

Negro markets on the move

EDITOR: Congratulations on an excellent special report on Negro-oriented radio. It was most comprehensive and highly informative. Please send 100 reprints. . . . —Bert Charles, vice president and general manager, WVKO Columbus, Ohio.

(Reprints of the Negro Market Special Report are available; copies are 30¢ each, quantity orders: 100 to 500, 25¢ each; more than 500, 20¢ each plus shipping. Address requests to BROADCASTING, 1735 De Sales St., N.W., Washington, D. C. 20036.)

Anniversary

EDITOR: Few service publications have had such a successful history as that of

BROADCASTING, and as TV advertisers with a very real interest in your magazine, we hope that the next 35 years will bring you an even greater success. —Donald L. Bryant, president, Consumer Products Division, Miles Laboratories, Elkhart, Ind.

(The editors of BROADCASTING thank Mr. Bryant and the many others who have sent congratulations on the magazine's 35th anniversary, Oct. 15.)

'Psychedelically yours . . .'

EDITOR: Our many thanks for the excellent article (Oct. 31) headlined "Psychedelic jingles to turn listeners on."

The overwhelming results of the article left no doubt in our mind that

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 TELECASTING* was introduced in 1946.
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BROADCASTING, November 21, 1966

BROADCASTING equally turns on its read-
 ers in the mass communication of our
 major and vital industry.

Numerous telephone and mail in-
 quiries from as far away as Australia
 began arriving at our offices shortly
 after the article appeared.

That BROADCASTING is the industry's
 source of information and the medium
 of idea exchange is quite evident to us.
 —James W. Panagos, president; Carl L.
 Porter, vice-president, Theme Produc-
 tions Inc., Detroit.

That's the ticket

EDITOR: The successful campaign of
 Jack Williams, KOY Phoenix, and now
 governor-elect, should serve as an ex-
 ample to many broadcasters. All broad-
 casters must "serve the public interest,"
 and "grant equal facilities." This kind of
 training prepares top political leader-
 ship. More broadcasters should try to do
 what Jack Williams has done—Fred A.
 Palmer, sales consultant, Worthington,
 Ohio.

EDITOR: [Re election story in BROAD-
 CASTING, Nov. 14] James B. Goetz, pres-
 ident of Gem Radio Stations, Winona,
 Minn., owner and operator of KAGE
 Winona, WPOK Pontiac, Ill., and KLOL
 Lincoln, Neb., was elected lieutenant
 governor of the state of Minnesota in
 the Nov. 8 election.

Mr. Goetz, at 30 years of age, is one
 of the youngest Minnesotans ever elect-
 ed to state-wide office. He is a Republi-
 can and also a vice president of the
 Minnesota Broadcasters Association.—
 Jerry Papenfuss, general manager, Gem
 Radio Stations, Winona, Minn.

Shared concern

EDITOR: The response I have received
 to my Monday Memo, "A communi-
 cations job for the electronics media"
 (Oct. 31) has been most gratifying.

Judging from the letters and phone
 calls to my office, broadcasters through-
 out the country are definitely concerned
 about the industry's image.

I can only hope that they take posi-
 tive steps as soon as possible.

Thank you for the opportunity to
 express my ideas.—Sandy Teller, ac-
 count executive, Ketchum, MacLeod &
 Grove Inc., New York.

News fluffs wanted

EDITOR: I will be grateful if those
 around the nation who have perpetrated
 or heard radio news fluffs will send
 them to me for inclusion in a book on
 the subject.—Alan Jay, WPEN, 1032
 Longshore Avenue, Philadelphia 19111.

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 1735 DeSales St., Washington, D. C. 20036

Advertisers are asking reforms, too

It's about time the National Association of Broadcasters and its members stopped biting the hands that feed them and did something constructive about commercial usage on television.

The state of TV today stems directly from our free enterprise system. Advertisers find it economically feasible to use TV to sell their goods and services and this in turn makes it possible for networks and stations to exist. Advertising provides enough money for the networks and stations to produce news and public affairs programming and still return profits to their stockholders.

For many years broadcasters and the NAB have been unrealistic and narrow in their approach to the commercial needs of the advertiser. For example: Is there any reason why a one-minute commercial should be the standard unit? Wouldn't it be more reasonable to adjust commercial availabilities to the needs of the advertiser who is paying the bill?

How Long a Story ■ Some advertisers with products that have complicated and technical information to convey may need a minute and a half or two minutes to tell their stories adequately. Others, whose product stories are simple, may need only 30 seconds to register their key points. The structure of TV commercial formats does not adequately recognize these divergent needs. The minute is the standard unit and the advertiser must conform. Yet there may be a better way.

A few years ago some advertisers discovered a way to use a shorter commercial by introducing piggybacks. The piggybacks also had the effect of making the advertiser's dollar go farther and enabled him to compete with the larger advertisers. The NAB stepped in, however, and now the piggyback user is hemmed in by restrictions on the use of this form of commercial.

More recently the networks and stations have taken a strong position against allowing two separate advertisers the use of an integrated commercial on a cooperative basis. The use of this type of commercial certainly would not add to the so-called clutter problem on TV. Further it would again give smaller advertisers the opportunity to compete more favorably with their larger competitors.

We believe that broadcasters place other restrictions on the advertiser that don't make sense. Consider that the networks run 12 commercial minutes in a daytime hour and only six during

the prime evening hours. Late-night commercial volume is as bad as daytime if not worse. Is the daytime audience or late-night audience better able to cope with advertising than the prime nighttime audience?

Perhaps the number of daytime commercials allowed should be decreased or the number in prime time increased. There doesn't seem to be any logical reason for the disparity other than precedent. In fairness the broadcast association should be doing something about equalizing commercial opportunities in recognition of these great discrepancies.

Adding it Up ■ Stranger still is the broadcaster's approach to how many commercials can be used in daytime programs. If a network advertiser buys a five-minute show he gets one commercial minute. If he buys a quarter-hour he gets three commercial minutes. But if he buys a full hour show he is allowed only nine commercial minutes in the daytime. However, participating sponsors could total up a dozen spots in the same hour.

If an advertiser such as Purex, one of our clients, sponsors a program of special importance in the daytime it is penalized for it. The sponsor of a full-hour special at night suffers no such penalty. The commercial limit is six minutes and the sponsor gets six.

Currently the broadcasters and their association are in the midst of discussing once again what to do about the clutter problem on television. But they are not looking to the networks who use every program break to promote other programs. They are not looking to the local stations who run as many spots as possible, sometimes to the extent that they cut off part of the entertainment portion of a pro-

gram. And they are not looking to the program producers whose endless lists of credits are completely without meaning to most of the audience.

So the NAB in its search to eliminate clutter seems to be focusing on the advertiser's billboard. Yet the proposed NAB billboard plan wouldn't affect all advertisers—only those that are not big enough or rich enough to afford full ownership of a TV program.

Why should the smaller advertiser be so badly used? He is an integral part of the television industry. He also provides advertising revenue to the networks and local stations. His products are just as important to large numbers of the consuming public as are those of the giants.

Yet the NAB and its commercial policies continue to discriminate against the smaller advertiser. We believe he deserves better.

Where to Start ■ Let the networks and stations stop cluttering up the air with their promos and multiple spotting. Let the program producers cut down their long lists of credits. Let the little sponsor get the same consideration as the big one.

The NAB should address itself to the needs of the whole advertising community. It should consider and propose new commercial units and new commercial formats and probably a new pricing structure. It should insure every television advertiser, big or little, of fair treatment.

We do not want more governmental controls in the broadcast industry. We believe it should be self-regulating and self-policing. The NAB should set up a joint committee with representatives of the advertising community and review the state of broadcasting today. It's time for constructive new thinking.



Nathan Pinsoff is vice president in charge of media and programming for Edward H. Weiss & Co., Chicago, and member of the agency's management board. He joined Weiss in 1953 as assistant controller and liaison between the accounting and media departments. He was made associate media director in 1958 and vice president and media director in 1961. Weiss broadcast accounts include Purex, Lipton, Helene Curtis, Mogen David and Mobile Chemical's Plastics Division.

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* ARB/65 TMA (avg. qtr. hr. 9 am-mid., M-S) ** Mar./66 ARB *** ARB/65 TMA (ADC prime-time) **** ARB/65 Coverage Study

Is TV drifting and dreaming?

Top men in advertising give some sharp advice:

TV had better decide where it's going and how to get there—and take customers into its confidence

The Television Bureau of Advertising denied itself the easy luxury last week of talking to itself.

Instead the TVB's 12th annual meeting in Chicago provided the platform for a number of key advertising and agency executives to carefully examine "the business of business." So they did—coming up with specific suggestions for industry action—along with their varied concerns about the continuing health of television and its effectiveness as their prime marketing tool.

Example: Television's failure to come to grips with a long-range comprehensive view of itself, where it is going technically and what it can accomplish, should be corrected promptly by industry action before government or someone else sets the pattern for it.

So TVB was told by Thomas B. McCabe Jr., vice president and group executive of Scott Paper Co. and board chairman of the Association of National Advertisers.

- A plan by Dick Pinkham, senior vice president, Ted Bates & Co., that the TVB hold an annual festival in New York of local TV programming at which agency executives could shop for ideas and properties. TVB also could establish a "line-up" bureau, he said, by which agencies could simplify syndication, experiment and perhaps get new shows on the air in 50 to 100 markets on a spot basis rather than network. It could start with daytime.

- A call for a new formal joint committee of representatives of the TVB, the ANA and the American Association of Advertising Agencies to work toward common solutions of the day-to-day operating problems in the business of television, especially those involved in spot buying and selling. It was made by Alfred Plant, vice president-advertising, Block Drug Co., and chairman of the ANA's Television Advertising Service Committee.

Among highlights of opinions and predictions during the several panel sessions were these:

- Customers warned that the honey-

moon of television and advertisers may be reaching the point of strain. TV's rising costs and other complexities are forcing agency media planners and buyers to look over the alternative media choices more closely now.

- Stations and representatives will have to understand better the marketing problems of the buyer and work more cooperatively as the networks have in providing innovations to meet advertisers' needs if they expect to continue their present profit growth.

- Agencies too will have to amend their ways. Buying purely on the basis of quantitative numbers and efficiency will have to give way to total marketing consideration. Research will move away from emphasis on audience study to broader analyses of the sales and profit impact of advertising.

- Programing is stagnating, getting into format ruts and becoming too dependent upon film from too few sources, chiefly Hollywood. If the audi-

ence gets bored, advertisers fear they will lose their sharpest selling tool.

- The prime commercial unit may soon become the 30-second spot as costs of minutes continue to rise and advertisers scramble to sustain frequency. Piggybacks are here to stay, even increase, with the ultimate seen of six 10's hitched up in a single minute. The 20-second spot is about obsolete.

- There is some interest, though mixed, in expanding the station break to a full minute.

- TV should stop bleeding about its poor public image in the print media. It's time for television to tell its story more positively in the strongest medium of all—its own.

Mr. McCabe pointed out that at a recent meeting of advertisers and agencies which was discussing the long-term technical problems facing television "I was struck by the fact that no one really seemed to agree on the implications of such potentials as the prolifera-

Fowler praises the 60-second commercial

A top official of the Johnson administration, Secretary of the Treasury Henry H. Fowler, took some of the sting out of contemporary criticism of television through his talk before the TVB in Chicago last week. His remarks applauded the role of all advertising.

"I can think of nothing that science has accomplished in this amazing century that has had greater and more beneficial impact on our society than the explosive progress of world communications," Secretary Fowler said. "And much of the credit for all this progress rightfully belongs to you and your colleagues in television advertising."

The secretary continued:

"It is true enough that the electronic miracles that made it all possible were performed in the laboratory. But I think that even the scientists will agree that the 60-second commercial was the genie that brought TV out of the test tube.

"This little 60-second commercial plays a much too vital role in our economy to suffer the disparagement that is often its only lot. It not only finances the conveyance to us of the wonders of television, although that is a large task in itself. The 60-second television commercial goes beyond its own medium and plays a key role—together with the other forms of advertising—in the function and growth of the whole economy."



Head table at the Wednesday luncheon session of the 12th annual membership meeting of the Television Bureau of Advertising to the left of the podium, lower tier (l to r) George

Whitney, KFMB-TV San Diego, Calif.; Howard Stalnaker, WOW-TV Omaha, Neb.; Mary McKenna, Metromedia, New York; and Craig Lawrence, CBS Television Stations. Upper tier Fred

Plant, Block Drug; Joe Dougherty, Capital Cities; Tom McCabe Jr., Scott Paper Co.; Bink Dannenbaum, Westinghouse; Pete Allport, ANA and Don Chapin, Taft Broadcasting.

IS TV DRIFTING AND DREAMING? continued

tion of UHF stations, pay television, communications satellites and cable television. It is of particular interest that no one seems to have a comprehensive view of what all of this means in terms of public interest."

Mr. McCabe felt "that you as an industry should carefully think through these problems and develop some workable conclusions. Or if this is not possible you should at least encourage an institution such as the Ford Foundation to sponsor such a study."

If this is not accomplished on a proper basis, he warned, "I am sure that the government at some stage will do it for you."

Following are highlights of the comments the TVB meeting heard from advertising spokesmen:

Sell the product first

Bern Kanner, senior vice president and director of media management, Benton & Bowles, New York, reviewed the great detail of what goes into the making of media decisions that are not generally known to stations and why they are important to both agency and media. In the increasing complexity of new products, new techniques and new media, he



Bern Kanner

noted, the original purpose of selling a product often is lost in the media buying phase of the marketing process.

"Marketing considerations must guide the selection of media too," he said,

and these decisions can't be made upon quantitative data alone—the qualitative and intuitive factors are important too.

"The plain and simple fact is that no particular media plan, no matter how effective or efficient or whatever it is purported to be, is an end in itself," Mr. Kanner said, "for it is purely and simply a means to an end—a marketing end."

A new trend is to base the media planning upon delivering the messages to users and potential users of a product, Mr. Kanner said.

This is made possible by data from services such as brand rating index, Simmons and Politz, for example, which relate product usage profiles to national media audiences.

"This type of data," he felt, "may yield new insight into the question of maximizing the effect of advertising investments. This too is a step in the right direction but it has its limitations in terms of the technique of gathering exposure data, its applicability to a medium as volatile as television and more importantly it does not answer the major problem of the effectiveness of a TV commercial versus a print advertisement."

Difficult Task — Because of the sheer weight of competition of products in the marketplace as well as the competition of rising advertising volume, fractionalizing audiences, declining efficiencies and rising media costs, Mr. Kanner continued, "we are finding it more difficult and more expensive to get a message across. The concern is real because a recent study shows the consumer is aware of less than 6% of the advertisements he is exposed to in a single day.

The Benton & Bowles executive asked if this position is justified. "It

sure is," he held, "and it must be if you and we are to remain in business in the future."

It's someone else's money

Jack Davis, senior vice president and media director of Honig-Cooper & Harrington, San Francisco, said his agency's basic media philosophy is the "never-to-be-forgotten understanding that we are spending someone else's money. When we deal with media we are representing someone else's interests and we better be doing it right."



Jack Davis

Describing the never ending search for the "best" medium, he noted that while television "is a most dynamic medium, a medium that leaves a lasting impression, it is not always the most efficient way to reach certain groups of people. There are many situations where a combination of media can do a better job than putting the entire budget into TV."

Mr. Davis noted that on the West Coast daytime and late night television viewing is much smaller than in other parts of the country yet rates, especially for Los Angeles and San Francisco, are the highest on a cost-per-thousand basis of any large market.

"What this means is," he said, "that when you go to buy locally on a spot basis you're really up against it."

Honig-Cooper in the past few years has done a lot of research to assist in its media selection and buying, Mr. Davis explained, and this work has included studies of TV versus other media as well



To the right of the podium guests for the TVB luncheon on Wednesday were lower tier (l to r) Gene Katz, The Katz Agency, New York; Dick Pinkham, Ted Bates; Peter Lasker, Broadcast Com-

munications Group, New York; George Koehler, WFIL-TV Philadelphia; and Frank Headley, H-R Television, New York. Upper tier Henry Fowler, secretary of United States Treasury; Nor-

man E. Cash, Television Bureau of Advertising; John Crichton, AAAA; Angus Robinson, NBC Chicago; Tom Adams, Campbell Ewald and Larry Carino, WJBK-TV Detroit.

as combinations of media mix. On the average, he said, the studies concerning the ability of the adult housewife to recall the commercial or ad have found spot TV recall "consistently" running double that of print. "And on recall of the main sales point TV delivers three times the delivery of print."

Radio the Winner ■ Reaching the teen-age male is another matter, he continued, recalling one recent test of spot TV, newspapers (sports pages) and spot radio. Radio came out on top, he said, with TV ranking 70% as efficient as radio and newspapers ranking only 25% as efficient. But, he noted, radio reached the teen-age male and no one else while TV hopefully reached the family too.

"It does seem reasonable to ask you to help us by making your medium easier to buy and easier to live with," he concluded, "for in the long run all will benefit."

Time for automation

Bill Oberholtzer, manager of media planning, Leo Burnett Co., Chicago, suggested that the most important step that can be taken today to make the business of television easier is to automate station rate cards. Rating data on computer tape is already available from ARB or Nielsen, he noted, and some agencies have computer procedures



Bill Oberholtzer

for handling the purchase order details.

"The one remaining piece of information we do not have automated is the station rate card," he said. But, he recognized, there are problems such

as the frequent changes in rates and the individual problems and policies of different stations and markets.

There would be immediate and important advantages if cards were automated, however, he pointed out. "We could produce contract revisions more quickly, calculate and verify corporate discounts with much less effort and estimate costs for various kinds of spot schedules with a greater degree of accuracy," he explained.

Marketing goal is first

Herb Maneloveg, vice president and media director of BBDO, New York, said too many time purchases are made



Herb Maneloveg

on the basis of efficiency alone and without regard to the ultimate marketing goal. "Buys too often are made in a marketing vacuum," he said, and this practice "must be overcome." Reach and frequency are important, he held, "but the broader marketing goals must be considered." He indicated that gross rating points should serve as a guide in the buying, for example, but not be the sole determining factor.

Need Better Understanding ■ Sellers of television time often fail to understand the needs or problems of advertisers and agencies, Mr. Maneloveg said, and this has been particularly true at the station level. Local or spot TV sellers also have failed to understand their own medium in the context of other media today, he noted, and too often compare themselves only with "big brother—the network."

But the innovations most helpful to the advertiser largely have come from the network, the BBDO official explained, as the network worked with the agency and advertiser to find solutions to common problems. Among these he cited the piggyback commercial, billboards, program experimentation and special programs. "Stations just reap the dollars and do little to woo the buyer," he charged.

"The glamour of the television medium is fading," he said, and it's time the seller realized that the buyer has come to see TV as just another "workhorse" among media although it still ranks highest generally in efficiency and impact.

Station population is proliferating, costs are rising and the local TV advertiser can't penetrate as easily as before, Mr. Maneloveg observed, yet the trend in the newspaper medium is just the reverse. Often the paper in a market is the only one, he noted, "and advertisers may look again to the medium they gave up." He cited regional splits in magazines as further adding to the agency buyer's alternative choices.

Is the Piggyback Needed? ■ Defending the piggyback as "not so bad," Mr. Maneloveg explained that this form of commercial was necessary to get frequency in a climate of rising costs. "As prices rise we lose frequency and thereby lose awareness," he explained.

In the present and immediate future, Mr. Maneloveg said, the seller of time or space will have to prove his case for inclusion in the media mix. It will no longer be adequate merely to supply "availabilities," he stressed.

In the new agency, he explained, there are now two levels involved in media decisions—the media planner and the media buyer—and until now television has been talking only to the latter, the buyer. "Another group of broadcast salesmen will have to learn

IS TV DRIFTING AND DREAMING? continued

how to talk to the planner," he said, "and it will take frequent calls, not just a presentation once a year."

"You've had little selling to do so far," he said bluntly, "because we've been buying."

What of trends in programs?

Dick Pinkham, senior vice president of Ted Bates Co., New York, and senior vice president in charge of media and programs of the agency's domestic division, expressed considerable concern over current trends in TV programming today. He noted the new season has not produced one hit "to perk up the interest of the American public. This has to worry us."



Dick Pinkham

Mr. Pinkham is also chairman of the Broadcast Policy Committee of the American Association of Advertising Agencies. But he said he spoke solely "as an individual who is troubled by what he sees on television these days and as an agency television buyer who is concerned about the continuing vigor of the most powerful advertising medium there is."

Mr. Pinkham said he liked the pragmatism of FCC Commissioner Lee Loevinger who said we must recognize TV for what it is, as a mass medium, and not denounce it for failing to be what it is not.

But, he noted, the failure this fall to come up with a single new top show "has got to be a worrying fact for those of us who want television to remain a vital part of the American scene."

The trouble, he suggested, "is that so much of television is film. With the exception of a few variety shows, a game show or two and the news and documentaries which give us all a certain sense of self-respect, television has become a film medium. And it is film which is prohibitively expensive and is confined to the production care of a relative handful of professionals."

"What I am saying, of course, is that in a medium which demands creativity more than any other medium, creativity seems to be in shortest supply. Television programming is stagnant. It keeps repeating itself like a stuck record."

Mr. Pinkham said it is obvious that the networks, which "control programming in spades" today, cannot afford to gamble on experimentation because the

costs are astronomical. Thus it is up to the agencies and stations to initiate the action, he said.

Sees government threat

Lawrence H. Rogers II, president of the Taft Broadcasting Co., told the gathering the television industry must



Lawrence H. Rogers

use its mass communications machinery to preserve the things that made our country great. In a strong speech attacking recent governmental orientation, he urged broadcasters to lead the defense against further government intervention. If the industry doesn't tell the people what makes this "magnificently eloquent" medium tick the "social engineers will put you and me and all the rest of us into a government controlled voice and picture service that will make Orwell's '1984' pale by comparison."

He launched an attack against the poverty war, medicare, automobile safety legislation, the truth in packaging bill and other recent government action and said effective business action could have halted all these programs. And, he warned, government will move to regulate all of advertising and if this occurs it will be because the industry has failed to defend itself and inform the people. "If there is any one among us who feels he doesn't know how or doesn't dare use television as a tool to foster the healthy growth of freedom's business . . . then I suggest you find another means of livelihood. And the sooner the better. You can't afford to be in broadcasting; and God knows, broadcasting can't afford to have you," he added.

Reminding the audience of what he called the recent decline of Britain, he said the same type of "social engineers" could curtail American freedom because of the inaction of business to defend itself. He branded recent government activity as creeping excursions into socialism by do-gooders. "What we don't do in a position of responsibility and power is frequently more important than what we do," he cautioned.

In this area he lauded stations that editorialize and particularly CBS stations' endorsement of political candidates in the last election. He also said the fact that there was no FCC and the Federal Trade Commission interference on television codes was an example of

Involvement TVB theme

The Television Bureau of Advertising unveiled during its annual meeting its major presentation for 1967. It is a 30-minute film, titled "Tel-empathy," which stresses the "involvement" characteristics of TV.

The film consists primarily of segments from national, regional and local commercials (many of which are in color) and from TV's coverage of people and events. It was produced for TVB by Gerald Schnitzer Productions, Hollywood. The presentation was conceived by George Huntington, executive vice president of TVB. The film may be run in its entirety or in two parts: a first half for the public and advertisers, and the second half solely for advertisers.

The presentation will be shown to various segments of the advertising industry during the coming year. It was scheduled to be presented for its first showing away from the TVB annual meeting last Saturday (Nov. 19) at a meeting of the Albuquerque (N. M.) advertising club.

an industry that did something about self regulation before the government forced it down its throat.

Agencies and TV enmeshed

John Crichton, president of the American Association of Advertising Agencies, reviewed the relative roles of agencies and media and cited how deeply enmeshed and interdependent agencies and television have become in recent years.

"TV has greatly affected the cost factor in agency operation", he noted, but agencies have every reason to be grateful to TV for "it is a powerful and intrusive medium and it has carved out a significant chunk of the media market."

News programs vastly better

Thomas B. McCabe Jr., vice president and group executive, Scott Paper Co., felt that the individual stations and networks "are to be complimented on

UP FRONT

WITH BART McLENDON; UP FRONT IN VIETNAM

□ Following his release from active duty as a U. S. Marine, 19-year-old Gordon McLendon, Jr., became broadcasting's first and only teenage war correspondent. Reporting from the very teeth of the savage fighting at Operation Hastings, only 200 meters from the 17th Parallel, from four different air strikes in Air Force O1F's and F100's, reporting as part of the squad in the night patrol ambush at Kim Ding, from the co-pilot's seat of the tiny Piper Cub which is always FAC (Forward Air Controller) accompanying all U. S. air strikes, Bart McLendon is among the war's most adventurous correspondents. □ Undoubtedly, history will assign the name "The Teenagers' War" to the conflict in Vietnam. It is being fought in large measure by tens of thousands of teenagers who have yet to cast their first votes.



McLendon's battle reports, commentaries, and interviews — dramatic, forceful, bitter, arresting, heroic, sometimes unnerving — are one of the brilliant new chapters in the history of war correspondence. □ These radio stations and newspapers across the country are currently broadcasting reports from Bart McLendon direct from Vietnam—WMCA, New York □ X-TRA News over Los Angeles □ WGBS, Miami □ KABL, San Francisco □ KISN, Portland □ KLIF, Dallas □ WIFE, Indianapolis □ KOIL, Omaha □ WDGY, Minneapolis □ KNOE, Monroe □ WNOE, New Orleans □ KXOK, St. Louis □ WHB, Kansas City □ KTSA, San Antonio □ WYSL, Buffalo □ KILT, Houston □ KOMA, Oklahoma City □ WNUS, Chicago □ KGLA, Los Angeles □ WDTM, Detroit □ Plus the Chicago Sun-Times and 53 other newspapers.



BART McLENDON (rear cockpit) IN F-100 FIGHTER JET READY FOR TAKEOFF IN BOMB STRIKE AT A MAJOR VIET CONG TARGET.

IS TV DRIFTING AND DREAMING? continued

the outstanding improvements which you have made in news and public affairs programing in recent years." It has resulted in "tremendous positive public impact," he said, "and it reflects positively and importantly on your industry and business in general."



Thomas McCabe

He hoped, however, that the same creativity and ingenuity will be applied to other aspects of programing to keep a healthy balance. "I get the uneasy feeling that the programing picture is moving more and more toward the replaying of feature motion pictures and sports," he said.

"You appear to be heading toward an imbalance which could result in highly unfavorable advertiser and public response as public expectations enlarge," he said.

Mr. McCabe suggested "a significant step-up in programing research and development." He felt it would be worth it, "particular in view of the fact that advertisers will be prepared to step up their investments in your medium providing you can make available to us the kind of programing environment that it takes to make commercials pay off."

First marketing principles

Peter Allport, president of the Association of National Advertisers, pointed out that to most people it is self-evident that "the effective application of the marketing principle (seek out wants and fulfill them at a profit) and the preservation of the freedom to do so" are in the best interests of the country and business alike today. But, he warned, "if we listen to our critics it is plain that it is not self-evident to them."



Peter Allport

Advertising's government relations problems today "are legion," he said, but this is not surprising. As marketing contributes more to growth and prosperity, he said, it logically receives more public scrutiny.

"In effect we are being subjected to the same examination and public appraisal as was true of mass production

procedures in their day," he explained, "and which the financial community went through in the 1930's."

But the fact that marketing has replaced production and finance as the popular whipping boy underscores the seriousness of advertising's government and public relations problems, he said. Earlier no one could object to the principle that false advertising should be eradicated, he said, but "today we are in a different ball game. It is apparent now that the fundamentals of the marketing concept are being questioned."

The problem is clear, Mr. Allport said. It is that "the critics in their search for solutions may throw out the baby with the bath water."

However, he cautioned, the answers are not so readily apparent "and there is no single one. What it comes down to is that we should do far more than has been done to date to speak up for the consumer benefits of the marketing concept and on the consequences to the consumer of the inevitable alternatives."

Seeks common solutions

Alfred Plant, vice president-advertising, Block Drug Co., and chairman of the ANA's Television Advertising Service Committee, said he was most concerned with the "bread and butter" problems of television today, hence his proposal for a joint committee of representatives of the TVB, ANA and the AAAA to work for common solutions.



Alfred Plant

"We should not be public whipping boys for each other. We should be partners," he said. Referring to television's rapid growth in a few years, Mr. Plant thought some in TV today are still "business adolescents."

Mr. Plant reported on a TV opinion survey he made of the 34 members of his ANA committee, representing some of the nation's biggest advertisers. He said 25 members sent him replies about the 10 biggest issues in TV advertising.

What they consider their most important problem today, he said, is the need for more and better rating information. While national data is considered good, he said, local data is both poor and lacking.

"Overcommercialization or the better term 'interruptions' ranked as the next problem of most concern," he

said. Some cited the image of station clutter piling up on top of network clutter, he noted.

In third order of importance came the cost and handling of local cut-ins, Mr. Plant noted, especially significant in view of the important advertiser need of such local exposure in order to test new commercials or products.

Government involvement

Tom Adams, president of Campbell-Ewald Co., Detroit, felt that government will attempt to become even more involved in regulation of advertising as advertising's economic and social impact grows. It will force advertising to "examine itself and certain issues more realistically than it has in the past," he said, and one of these issues



Tom Adams

"is the important question of taste."

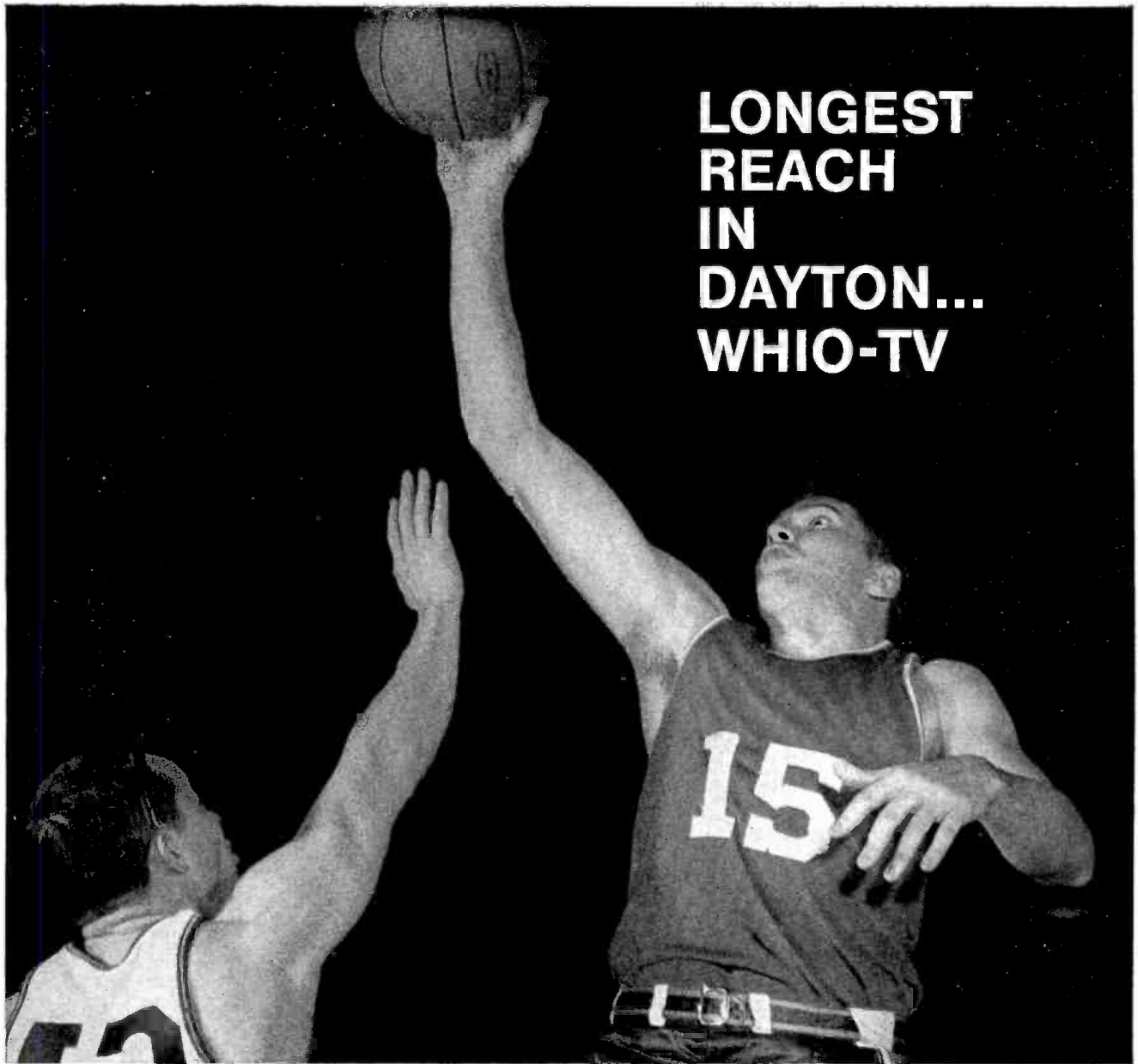
Any audience regardless of social or economic background "is always more receptive if they feel complimented by what is being communicated to them," Mr. Adams said, and "if they feel they can gain something worthwhile from the exposure they give it even greater attention."

Advertising or programing that irritates, insults or even worse, bores, is poor business as well as poor taste, he indicated, while "any element that increases our effectiveness as communicators represents a sound economic business value."

What is in good taste, suitable or acceptable is determined largely "by the public to whom it is directed," Mr. Adams said, for "it is a question of whether or not it violates or denies the audience's basic social mores and standards." Different groups have different standards, he noted, and what is acceptable to the jet set may not be so in Des Moines.

Rep appointments . . .

- WDOH-TV Toledo, Ohio: Eastman TV, New York.
- WGKA-AM-FM Atlanta: Mort Bassett & Co., New York.
- KORI, Honolulu: Savilli/Gates Inc., New York.
- WCQS Alma, WHAB Baxley and WUFF Eastman, all Georgia: Dora-Clayton Agency, Atlanta.



**LONGEST
REACH
IN
DAYTON...
WHIO-TV**

Your money does a lot of talking on WHIO-TV... goes out and reaches 42 surrounding counties versus only 33 for our major competitor. We also outscore him with **more daytime viewers, more prime time nighttime listeners, more color programming.***

If you want your money to talk, talk to WHIO-TV... longest reach in the Dayton area.

*Source: ARB. Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO

WHIO-TV
Represented by Petry



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

Spot radio 11.5% ahead of '65 pace

TOTALS FOR FIRST HALF OF '66 BEAR OUT RAB FORECAST

The top 100 advertisers in spot radio spent an estimated \$117,103,000 in the medium in the first six months of 1966, a gain of more than \$8.5 million over the same period in 1965, the Radio Advertising Bureau reported today (Nov. 21).

RAB also reported that the total for all spot radio advertisers in the period came to \$160.6 million, an 11.5% increase over last year's six-month figure. The percentage increase affirmed a forecast made last month by bureau president Miles David during RAB management conferences in Detroit and Chicago (BROADCASTING, Oct. 17).

Similar top-100 advertiser information on network radio—an estimated \$35,336,000 investment—was reported at the time of the RAB management meetings.

The RAB report:

	est. expenditure
1. Ford Motor Co.	\$13,561,000
Ford cars	11,300,000
Ford tractors	147,000
Ford trucks	168,000
Lincoln-Mercury Div. cars	1,838,000
Lincoln Continental cars	50,000
Autolite division	16,000
Institutional	42,000
2. General Motors Corp.	9,374,000
Buick cars	2,090,000
Cadillac cars	448,000
Chevrolet cars	2,423,000
Delco-Remy Div.	1,000
Frigidaire Div.	131,000
GMAC	340,000
GMC trucks	34,000
Guardian Maintenance	1,010,000
Harrison Radiator Div.	415,000
Oldsmobile cars	1,029,000
Pontiac cars	1,447,000
Soap Box Derby promotion	6,000
3. Chrysler Corp.	9,014,000
Chrysler cars	1,828,000
Dodge cars	2,981,000
Dodge trucks	99,000
Imperial cars	535,000
Plymouth cars	3,189,000
Dealer service	382,000
4. R. J. Reynolds Tobacco Co.	5,007,000
Camel cigarettes	1,560,000
Prince Albert tobacco	114,000
Salem cigarettes	925,000
Winston cigarettes	2,404,000
Day's Work chewing tobacco	4,000
5. American Tobacco Co.	4,212,000
Carleton cigarettes	13,000
Half & Half filter cigarettes	53,000
Lucky Strike filter cigarettes	623,000
Lucky Strike mentrol filter cigarettes	187,000
Lucky Strike regular cigarettes	525,000
Montclair cigarettes	187,000
Pall Mall Gold filter cigarettes	1,345,000
Pall Mall regular cigarettes	1,130,000
Sweet Caporal cigarettes	116,000
Tareyton cigarettes	19,000
Tennyson cigarettes	14,000
6. The Coca-Cola Co.	3,318,000
Coca-Cola Co./Bottlers-Coca-Cola	2,640,000

	est. expenditure
Coca-Cola Co./Bottlers-Fresca	185,000
Coca-Cola Co./Bottlers-Sprite	120,000
Coca-Cola Co./Bottlers-Tab	198,000
Duncan Foods Div. Admiration coffee	96,000
Duncan Foods Div. Butternut coffee	79,000
7. Pepsico, Inc.	2,948,000
Pepsi-Cola Co./Bottlers Diet Pepsi	188,000
Pepsi-Cola Co./Bottlers Mountain Dew	235,000
Pepsi-Cola Co./Bottlers Pepsi-Cola	2,438,000
Pepsi-Cola Co./Bottlers Teem	18,000
Frito-Lay Div. Fritos	54,000
Frito-Lay Div. potato chips	2,000
Frito-Lay Div. pretzels	8,000
Frito-Lay Div. olives	5,000
8. P. Lorillard Co.	2,589,000
Danville cigarettes	102,000
Kent cigarettes	1,036,000
Newport cigarettes	812,000
Old Gold cigarettes	398,000
Old Gold filter cigarettes	120,000
True cigarettes	121,000
9. American Telephone & Telegraph Co.	2,400,000
Combined Bell System companies	2,400,000
10. American Oil Co.	2,389,000
Amoco gas & oil	1,355,000
Amoco heating fuel	11,000
Standard gas & oil	731,000
Standard heating fuel	12,000
Tires, batteries & accessories	280,000
11. Campbell Soup Co.	2,260,000
Campbell's beans	132,000
Campbell's soups	1,840,000
Campbell's tomato juice	3,000
Campbell's V-8 juice	81,000
Franco-American foods	17,000
Pepperidge Farm products	187,000
12. Jos. Schlitz Brewing Co.	2,199,000
Burgermeister beer	414,000
Old Milwaukee beer	334,000
Schlitz beer	1,446,000
Schlitz Malt Liquor	5,000
13. American Home Products Corp.	2,138,000
Anacin	671,000
Anbesol	86,000
Denalan	1,000
Heet	1,000
Momentin	10,000
Neet	8,000

The 10 leading brands

Brand or Service	Estimated Expenditure
Ford cars	\$11,300,000
Plymouth cars	3,189,000
Dodge cars	2,981,000
Coca-Cola	2,640,000
Pepsi-Cola	2,438,000
Chevrolet cars	2,423,000
Winston cigarettes	2,404,000
American Tel & Tel	2,400,000
Buick cars	2,090,000
Campbell soup	1,840,000

	est. expenditure
Preparation H	1,353,000
Sleep-Eze	8,000
14. Anheuser-Busch Inc.	1,832,000
Budweiser beer	1,602,000
Busch Bavarian beer	193,000
Michelob beer	37,000
15. American Motors Corp.	1,601,000
Rambler cars	1,601,000
16. Trans World Airlines	1,575,000
Air travel	1,575,000
17. Equitable Life Assurance Society	1,379,000
Insurance	1,379,000
18. P. Ballantine & Sons	1,325,000
Ballantine beer & ale	1,325,000
19. Beneficial Finance Co.	1,258,000
Loans & financing	1,258,000
20. Colgate-Palmolive Co.	1,200,000
Ajax	44,000
Code 10	13,000
Colgate Dental Cream	14,000
Cue	27,000
Dear Diary	49,000
Fab	26,000
Palmolive soap	5,000
Tackle	343,000
Ultra Brite	6,000
Wash'n Dry	72,000
Wildroot	601,000
20. Warner-Lambert Pharmaceuticals Inc.	1,200,000
Controlax	8,000
Corn Huskers lotion	1,165,000
Listerine	17,000
Three Flowers brilliantine	10,000
22. Rheingold Breweries	1,146,000
Esslinger beer	9,000
Rheingold beer	941,000
Ruppert Knickerbocker beer	196,000
23. Humble Oil & Refining Co.	1,124,000
Esso gas & oil	884,000
Esso heating fuel	206,000
Tires, batteries & accessories	34,000
24. Texaco	1,097,000
Texaco gas & oil	1,022,000
Heating fuel	68,000
Tires, batteries & accessories	7,000
25. Royal Crown Cola Co.	1,068,000
Diet Rite	489,000
Lift	23,000
Quench	8,000
Royal Crown Cola	548,000
26. Falstaff Brewing Co.	1,050,000
Falstaff beer	1,050,000
27. F & M Schaefer Brewing Co.	1,040,000
Schaefer beer	1,040,000
28. Pan American World Airways	1,017,000
Air travel	1,017,000
29. American Airlines	971,000
Air travel	971,000
30. Delta Air Lines	955,000
Air travel	955,000
31. Theo. Hamm Brewing Co.	948,000
Hamm's beer	948,000
32. Wm. Wrigley Jr. Co.	942,000
Wrigley gum	942,000
33. Northwest Orient Airlines	916,000
Air travel	916,000
34. Carling Brewing Co.	894,000
Carling beer & ale	862,000
Heidelberg beer	4,000
Lancers A 1 beer	3,000
Stag beer	25,000
35. Household Finance Co.	875,000
Loans & financing	875,000
36. Keebler Co.	861,000
Bakery products	861,000
37. Liggett & Myers Tobacco Co.	830,000

Kim Fisher had common measles. It's too late for her.

Frequently in the past, WXYZ-TV has pointed out that common measles is a genuine threat to our children. This disease can strike a normal, healthy youngster with a bright future, and leave only a crippled young boy, or a mind capable of operating only at a limited capacity.

The National Association for Retarded Children is one group most concerned about the threat of common measles.

Kim Fisher of Fort Wayne, Indiana, is this year's NARC poster child. You'll be seeing a lot of her. Detroit's Thomas Tucker, President of the National Association for Retarded Children was explicit in announcing why young Kim was selected for this representative role.

NARC's attention this year has turned to an attempt to wipe out common measles. And Kim's story illustrates why all the concern. When she was two years old, Kim was stricken with measles, then measles encephalitis. It left her retarded.

Now 10 years old, Kim is just learning to talk at a special school in Fort Wayne. And, for her, it's even more of a struggle. You can't see it in the picture, but little Kim has lead wires from hearing aids leading to both ears. Measles also left her deaf.

Fortunately, every child isn't affected to that extent. But, in each case of measles, the possibility is there. Measles must be wiped out. Plans now have been announced for a program to enable every child in the Detroit area to receive the one-shot measles vaccine. WXYZ-TV pledges continuing all-out support for this project.

For Kim Fisher, the vaccine came too late. But, it's not too late for your young children."

This editorial was originally aired by John E. Campbell, Vice President and General Manager of WXYZ-TV, Detroit, one of the ABC Owned Television Stations. In the past four years, our five stations have broadcast more than 6,500 editorials on vital community issues.



	est. expenditure
Chesterfield regular cigarettes	196,000
Chesterfield King cigarettes	9,000
L & M cigarettes	526,000
Lark cigarettes	8,000
Red Man chewing tobacco	91,000
38. Plough Inc.	811,000
Black & White ointment	1,000
Coppertone	206,000
Creolin	5,000
Di-Gel	114,000
Mexana Powder	48,000
Moroline	1,000
Musterole	37,000
Penetro	6,000
Q. T. lotion	141,000
Royal Blend	2,000
St. Joseph aspirin	190,000
Solarcaine	60,000
39. B. C. Remedy Co.	800,000
B. C. headache & neuralgia remedies	800,000
40. Shell Oil Co.	742,000
Shell gas & oil	551,000
Shell heating fuel	143,000
Shell Chem Div.—agricultural products	43,000
Tires, batteries & accessories	5,000
41. Armour & Co.	722,000
Appian Way pizza	1,000
Dial soap	9,000
Meat products	98,000
Vertagreen fertilizer	614,000
42. Firestone Tire & Rubber Co.	719,000
Firestone tires and tubes	719,000
43. Seven-Up Co.	715,000
Like	70,000
Seven-Up	645,000
44. National Dairy Products Corp.	671,000
Breyer's ice cream	46,000
Kraft barbecue sauce	17,000
Kraft cheese	24,000
Kraft jams & jellies	126,000
Kraft mayonnaise	13,000
Kraft Miracle margarine	179,000
Kraft pizza	160,000
Parkay margarine	66,000
Sealtest ice cream	12,000
Sealtest milk	28,000
45. Canada Dry Corp.	667,000
Canada Dry beverages	599,000
Wink	68,000
46. Stroh Brewing Co.	658,000
Stroh's beer	619,000
Stroh's Bohemian beer	2,000
Goebel beer	37,000
47. Monarch Wine Co.	656,000
Manischewitz wine	656,000
47. Standard Oil Co. of California	656,000
Chevron gas & RPM lubricants	656,000
49. Pabst Brewing Co.	642,000
Pabst beer	545,000
Blatz beer	97,000
50. Midas Inc.	624,000
Midas mufflers	624,000
51. Water Specialties Co.	623,000
Miracle White soap & detergent	623,000
52. General Mills	619,000
Betty Crocker mixes	95,000
Bisquick	186,000
Cereals	151,000
Flour	107,000
Morton Foods	80,000
53. United Air Lines	596,000
Air travel	596,000
54. Piel Bros.	586,000
Piel's beer	586,000
55. General Electric Co.	583,000
Appliances	24,000
Construction equipment	66,000
Flash bulbs	21,000
Lamps	392,000
Institutional	55,000
Hot Point Div. appliances	25,000
55. Studebaker Corp. (Chemical Compounds Div.)	583,000
S.T.P. additive	583,000

An overworked till

NBC Radio chalked up its busiest sales week since 1960 during the Oct. 31-Nov. 4 period, registering sales of \$3,850,000, according to Stephen B. Labunski, president, NBC Radio Division.

This six-year high was achieved, Mr. Labunski said, through new business and renewals from seven major advertisers that bought schedules on *News on the Hour*, *Monitor*, *Emphasis* and *News of the World*. The advertisers are Glenbrook Laboratories Division of Sterling Drug Co. (Dancer-Fitzgerald-Sample, New York); American Express Co. (Ogilvy & Mather, New York); Plough Inc. (Lake-Spiro-Shurman Inc., Memphis); Schick Safety Razor Division of Eversharp Inc. (Compton Advertising, Los Angeles); Liggett & Myers Tobacco Co. (J. Walter Thompson Co., New York); Miller Brewing Co. (Mathisson & Associates, Milwaukee) and Brunswick Corp. (Gardner Advertising Co., St. Louis).

	est. expenditure
57. Atlantic-Richfield Co.	562,000
Atlantic gas & oil	149,000
Richfield gas & Richlube oil	413,000
58. Union Oil Co. of California	527,000
"76" gasolines & Royal Triton oils	224,000
Pure Firebrand gas & Purelube oil	303,000
59. American Express Co.	526,000
Credit cards	86,000
Money orders	4,000
Travelers cheques	436,000
60. Great Atlantic & Pacific Tea Co.	510,000
A & P stores	510,000
61. Procter & Gamble Co.	500,000
American Family detergent	40,000
Camay	1,000
Cheer	7,000
Crest	60,000
Gleem	52,000
Head & Shoulders	26,000
Hidden Magic	54,000
Lava	10,000
Lilt	22,000
Liquid Prell	30,000
Puffs	3,000
Secret	28,000
Tide	87,000
White Cloud	1,000
Zest	2,000
Swing Ding promotion	73,000
Folger's coffee	4,000
61. Tidewater Oil Co.	500,000
Flying A gas & oil	445,000
Heating fuel	55,000
63. National Biscuit Co.	490,000
Cookies	204,000
Crackers	3,000
Cream of Wheat	263,000
Millbrook bread	20,000
64. Menley & James Labs	482,000
Contact	482,000
65. Beech-Nut Life Savers	464,000
Tetley Tea	464,000
66. Lever Bros. Co.	444,000

	est. expenditure
Breeze	2,000
Dove Liquid	34,000
Lifebuoy	2,000
Rinso	377,000
Wisk	29,000
67. Chas. Pfizer & Co.	443,000
Agricultural products	199,000
Coty perfumes	244,000
68. Eastern Air Lines	440,000
Air travel	440,000
69. International Nickel Co.	434,000
Nickel products	434,000
70. McCormick & Co.	410,000
Spices	404,000
Mayonnaise	6,000
71. Robert Hall Clothes	409,000
Clothing	409,000
72. Blue Cross/Blue Shield	369,000
Hospital & medical insurance	369,000
73. Calo Pet Food Co.	368,000
Calo pet food	368,000
74. Cities Service Oil Co.	364,000
Citgo gas & oil	364,000
75. M J B Coffee Co.	354,000
M J B Coffee	354,000
76. Standard Brands	350,000
Blue Bonnet margarine	40,000
Chase & Sanborn coffee	37,000
Fleischmann's margarine	2,000
Kendall dog food	1,000
Royal desserts	140,000
Royal No-Bake cake	11,000
Tenderleaf tea	119,000
77. Gulf Oil Corp.	347,000
Agricultural products	2,000
Gulf gas & oil	184,000
Gulf heating fuel	8,000
Tires, batteries & accessories	153,000
77. National Airlines	347,000
Air travel	347,000
79. Sterling Drug	344,000
Bayer aspirin	18,000
Campho-Phenique	124,000
D-Con	139,000
Dr. Caldwell's laxative	7,000
Energine	2,000
Ironized Yeast	41,000
Midol	13,000
80. Geigy Chemical Corp.	336,000
Agricultural products	336,000
80. Duffy-Mott Co.	336,000
Apple products	316,000
Clapp's baby foods	9,000
Sunsweet prune juice	11,000
82. Aluminum Company of America	305,000
Alcoa aluminum products	305,000
83. The Borden Co.	298,000
Aunt Jane's pickles & relishes	11,000
Brandywine mushrooms	12,000
Cheese	1,000
Danish margarine	6,000
Drake's bakery products	2,000
Fluid milk	43,000
Ice cream	79,000
Realemon juice	84,000
Realfig juice	12,000
Realprune juice	12,000
Snow's canned clam & fish products	22,000
Wise potato chips	5,000
Chemicals	2,000
Smith-Douglas Div. fertilizer	7,000
83. Kitchens of Sara Lee	298,000
Sara Lee frozen bakery products	298,000
85. General Tire & Rubber Co.	295,000
General tires & tubes	295,000
86. Eli Lilly & Company	288,000
Animal medicines	20,000
Elanco Div. Greenfield fertilizer	268,000
87. Quaker State Oil Refining Co.	285,000
Quaker State oil & lubricants	285,000
87. Union Carbide Corp.	285,000
Eveready batteries	29,000
Eveready flashlights	4,000
Glad Wrap	47,000

On October 23, almost 170,000 'Kim Fishers' in the Detroit area were inoculated against measles.

The occasion was "End Measles Sunday." It was one of the results of a year-and-a-half campaign originated by WXYZ-TV and its sister station WXYZ Radio.

During that time, the stations not only broadcast editorials warning the public of the danger of measles, but the management and staff personally devoted much of their time to coordinating and implementing the plan to end the disease in Detroit.

They led the way in organizing medical experts and professionals, convincing opposition, and helping to pass State legislation that added measles to the school inoculation program.

October 23 was just the beginning. WXYZ-TV is continuing its campaign with the preparation of a booklet documenting the entire program for anyone interested in putting an end to measles in any other community.

For a copy, write John Campbell, vice president and general manager, WXYZ-TV, Detroit, on your letterhead.

ABC
Owned
Television
Stations



WABC-TV, New York
WBKB-TV, Chicago
WXYZ-TV, Detroit
KABC-TV, Los Angeles
KGO-TV, San Francisco

	est. expenditure
Oil Miser oil additive	197,000
6-12 insect repellent	8,000
89. General Foods Corp.	277,000
Awake	73,000
Barbecue sauce	3,000
Brim	1,000
Certo	6,000
Great Shakes	34,000
Horizon coffee	65,000
Maxim coffee	12,000
Maxwell House coffee	77,000
Post cereals	4,000
Postum	2,000
90. American Honda Motor Co.	276,000
Honda motorcycles	276,000
90. Nationwide Insurance Co.	276,000
Insurance	276,000
92. Beecham Products Inc.	273,000
Brylcreem	15,000
Macleans toothpaste	258,000
93. Miller Brewing Co.	270,000
Miller High Life beer	270,000
94. Seaboard Finance Co.	268,000
Loan & financing	268,000
95. E. I. duPont de Nemours & Co. Inc.	267,000
Cantrace	223,000
Golden 7	21,000
Karmex	14,000
Lorox	7,000
Paint	2,000
96. Universal C.I.T. Corp.	264,000
Loans & financing	264,000
97. Genesee Brewing Co.	260,000
Genesee beer & ale	260,000
98. Sylvania Electric Products	256,000
Appliances	6,000
Flashbulbs	110,000
Lamps	98,000
Institutional	42,000
99. Volvo Inc.	255,000
Volvo cars	255,000
100. B. F. Goodrich Co.	250,000
Farm equipment	10,000
Footwear	3,000
Koroseal products	1,000
Rayco Div. products	2,000
Tires & tubes	234,000

SOURCE: Radio Advertising Bureau

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

Also in advertising . . .

Ad merge ■ Lowe Runkle Co., Oklahoma City, has purchased Watts, Payne Advertising Inc., Tulsa, Okla. effective Dec. 1. Leslie S. Hauger, president of Watts, Payne since 1964, will become a Lowe Runkle Co. vice president in charge of the Tulsa branch. The Lowe Runkle Co., which celebrated its 20th anniversary July 1, will remain at 1313 Liberty Bank building.

Check-out-clients ■ More than 30 advertisers which spent \$13,000 or more on WPX(TV) New York over a 13-week cycle during 1965-66, were supported by the station's Grocery Store Distribution Study. The service checks product availability in more than 2,700 stores in New York's 26-county marketing area.

More tar, less caffeine in TVAR

Annual study compares over 400 brands in 12 product categories, spotting buying trends

Cigarette smoking is up and coffee drinking is down, according to Television Advertising Representatives Inc., which is releasing its 1966 "Brand Comparison Report" today (Nov. 21).

The study, the eighth annual report issued by the station-representative organization, provides market-by-market comparisons for more than 400 brands in 12 product categories for the eight markets in which there are TVAR-represented stations. The report covers beer and ale, cigarettes, coffee, cold remedies, deodorants, dog food, gasoline, hair sprays, headache remedies, margarine, men's hair dressing and carbonated soft drinks.

In the cigarette category, the study shows that smoking rose among both men and women in five of the seven markets surveyed in both 1965 and 1966 (Philadelphia was added this year) and the largest gain was made in Washington, where men smokers jumped from 47.4% to 53.4%. The increases among women were said to be less significant. Filter brands scored gains in each of the markets, accounting for the dominant share of the cigarettes smoked by both men and women.

There were larger purchases of margarine in 1966, reversing a downward trend in effect during recent years. The

biggest advance was in Baltimore, where 76% of the housewives bought the product, compared with 69.3% in 1965.

The study indicates there was a continuing decline in the number of families using both regular and instant coffee. The number of families using both types decreased in six of the seven TVAR markets.

Other highlights of the report: There is a high usage of deodorants, which are used by eight of 10 families in each of the eight markets surveyed; there is a growing popularity in use of hair sprays; there is a dropoff in the usage of cold remedies, except for cold tablets and pills which remain fairly stable; there is a continuing battle for brand leadership among dog-food manufacturers.

The "Brand Comparison Reports" have been issued by TVAR since 1959. The activity is supervised by Robert M. Hoffman, TVAR's marketing and research vice president, and field work is conducted by The Pulse Inc.

The information for the report was obtained by personal, in-home interviews with the member of the family primarily involved in the purchase of the particular product. More than 5,000 families were interviewed in



Inspecting the products that ranked number one in their category in Television Advertising Representatives "Brand Comparison Report" for 1966

are David Henderson, general sales manager, KYW-TV Philadelphia (1.) and Robert M. McGredy, president of TVAR.

DISTINCTIVELY DETROIT



Photograph by Kirsch Studios

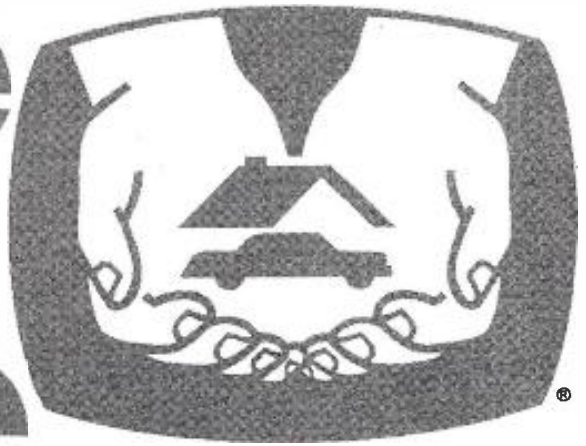
WORLD'S ONLY SEAGOING POST OFFICE brings mail call to the middle of the Detroit River. Dwarfed by the more than 7,000 U.S. vessels and 1,000 foreign freighters it greets each shipping season, this busy little mail boat—exclusive Zip Code 48222—collects and delivers nearly 1,000,000 pieces of mail annually.

Just as Detroiters regard this maritime mail route as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

Atlanta insures with Allstate and Allstate buys waga-tv 5



Allstate Insurance feels it's "in good hands" when they place schedules on WAGA-TV in Atlanta. Allstate spot schedules team-up with Atlanta Falcon Football sponsorship . . . to create a television exposure package that hits as hard as an NFL linebacker!

WAGA-TV's ability to serve a client in the field is also shown in the film commercials featuring Allstate announcer Ed Reimers . . . which were produced by the WAGA-TV Production Center. WAGA-TV crewmen

hit the road with Reimers to localize the Allstate sponsorship of Atlanta Falcon pro football!

If you're looking for greater impact with Atlanta adults . . . more results . . . ask Storer Television Sales for latest avails.



March and May 1966 in the metropolitan areas of the eight TVAR markets. Stations represented by TVAR are: WJZ-TV Baltimore; WTOP-TV Washington; WBZ-TV Boston; KYW-TV Philadelphia; WBTB(TV) Charlotte, N. C.; WJXT(TV) Jacksonville, Fla.; KDKA-TV Pittsburgh, and KPFX(TV) San Francisco.

Copies of the report can be obtained by writing to Mr. Hoffman at Television Advertising Representatives Inc., 90 Park Avenue, New York 10016.

Pfizer accounts drop Doyle Dane Bernbach

Two divisions of Charles Pfizer & Co., New York (Thomas Leeming & Co. and Pacquin) last week reported they will move accounts estimated to bill \$3 million from Doyle Dane Bernbach Inc., New York, in February 1967. A Pfizer spokesman indicated that over half the billing is now in TV.

The move affects Pacquin's hand creams and lotions, its new Rinse Off cold cream, and Leeming's Thermodent dentifrice.

Although Pfizer would not comment on reassignment plans, other sources reported the accounts would go to either or both of the two agencies now handling other Leeming/Pacquin products (LaRoche, McCaffrey and McCall and MacManus, John & Adams).

Pacquin recently embarked on a heavy schedule on CBS-TV, programming piggybacks with a heavy concentration for Rinse-Off cold cream. The shows are *Red Skelton*, *Thursday Movies*, *Friday Movies*, *Hogan's Heroes*, *Mission: Impossible* and *CBS Reports*.

Business briefly . . .

Trans World Airlines, through Foote, Cone & Belding, both New York, will enter network TV for the first time with its sponsorship of NBC's *Golden Globe Awards* show next Feb. 15. TWA, with an estimated budget of \$13.2 million yearly, has been spending about \$4 million in spot television.

Coca-Cola Co., through McCann-Erickson, both New York, will again sponsor *A Charlie Brown Christmas*, a half-hour cartoon special on CBS-TV Sunday, Dec. 11 (7-7:30 p.m. EST). The program was originally presented Dec. 9, 1965.

Xerox Corp., through Papert, Koenig, Lois, both New York, will sponsor Tennessee Williams' *The Glass Menagerie*, a two-hour drama special on CBS-TV Thursday, Dec. 8 (9-11 p.m. EST). This is the second such project for Xerox, which also sponsored *Death of a Salesman* last spring.

BROADCASTING, November 21, 1966

Liggett & Myers, through J. Walter Thompson, New York, is placing Chesterfield menthol cigarettes in national distribution. Heavy network TV begins later this month.

Schick Safety Razor Co., Milford, Conn., through Compton Advertising, Los Angeles, and **Quality Courts Motels**, Daytona Beach, Fla., through the Marschalk Co., Atlanta, will cosponsor MBS' radio coverage of the Army-Navy football game at 1:30 p.m. EST, Saturday (Nov. 26.)

Chrysler Corp.'s Plymouth division, through Young & Rubicam, and the **Bell System**, through N. W. Ayer, will cosponsor the final round of the PGA national team championship at Palm Beach, Fla., Saturday, Dec. 10, on an independent Sports Network Inc. lineup of TV stations.

Roos/Atkins, a chain of 30 clothing stores throughout northern California and Nevada, will sponsor one-third of all the San Francisco Giants baseball broadcasts on KSFO San Francisco and the Golden West radio network next season. The sponsorship, it's said, will be the first one by a clothing retailer for major-league baseball broadcasts. Post-Keyes-Gardner Inc., San Francisco, is the agency for the Giants buy.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Pepper Sound Studios, 51 South Florence, Memphis 38104.

Mayflower Warehouse, Spokane, Wash. (moving and storage); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Virgil Warren Advertising, Spokane.

Mr. Mod, New Orleans (Mod Shops Inc.); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Delchamps Food Stores, Mobile, Ala. (grocery chain); one 60 for radio, jingle. Joe D. Gerolamo, production manager. Placed direct.

Chas. G. Summers Jr. Inc., Lancaster, Pa. (Superfine canned foods); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: Foltz-Wessinger Inc., Lancaster.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Chanel Inc., New York (men's toiletries); one 30 for TV, live on tape, color. Samuel J. Cox, production manager. Agency: Norman, Craig & Kummel, New York. Bertelle Selig, agency producer.

General Foods, White Plains, N.Y. (Horizon coffee); one 60 for TV, live on tape. J. Robert Breton, production manager. Agency: Young & Rubicam, New York. Roger Brann, agency producer.

Suburban plan off and running

A new sales plan offering suburban New York City radio coverage at group rates to national and regional advertisers was reported last week by Mort Bassett & Co., New York, to have met with initial advertiser interest.

Mr. Bassett, president of the station representation firm, said several advertisers already have been using "The New York City Suburban Group" radio plan. They are Esso for gasoline and heating oil, Prestone anti-freeze, Plymouth cars and Whitehall Laboratories.



Mr. Bassett

The stations are WBAB Babylon, WALK Patchogue and WRIV Riverhead, all Long Island; WVIP Mt. Kisco and WVOC New Rochelle, both in Westchester County, N. Y.; WRKL New City, N. Y. (Rockland county), and WGCH Greenwich, Conn. The Bassett rep firm said collectively these stations cover a slice of adjacent New Jersey, all of suburban Westchester, Rockland and Putnam counties and most of Long Island in New York; and a large suburban territory in nearby Connecticut.

The rep noted that normally a sales group has built-in rate advantages, which in the case of its suburban group offers a discount of approximately 28% to 30% off the stations' individual rates.

Under the group plan, the advertiser obtains the station lineup for \$66 per one-minute announcement on the basis of six announcements weekly in Class AA time (Mon.-Fri., 6-9 a.m., 3-6 p.m.) and \$56 in all other time periods (Class A). This would compare to one-minute costs of \$84.50 and \$72.50, respectively, if the stations were bought individually. Additional frequency discounts are given for up to 30 announcements per week. Both 20-second and 30-second announcements are sold at 80% of the one-minute rate; 10-seconds at one-half the one-minute rate.

In addition to pointing up the coverage patterns of the stations when bought as a group, the rep firm's selling points emphasize the relatively higher average family income of the suburbs as contrasted to New York City and the high local audience level reached by suburban stations.

Said Mr. Bassett: "National and regional advertisers spend an estimated \$24.5 million in New York City radio. We think suburban radio can get a bigger share of that money."

ABC revamps its executive suite

Four key men get new titles as group vice presidents as corporation is reorganized into four major divisions

A reorganization of ABC Inc. into four major operating groups, under study for several weeks (BROADCASTING, Nov. 7), was announced last week by Simon B. Siegel, executive vice president.

The changes promoted four key executives to new titles as corporate group vice presidents heading the respective units and also advanced two others in filling vacancies thus created.

■ Thomas W. Moore, president of the ABC-TV network, added the title of corporate group vice president in charge of the ABC-TV network, the largest of the four groups.

■ Ralph W. Beaudin, who has been president of ABC-owned WLS Chicago, was named corporate group vice president to head a new all-radio group consisting of the ABC Owned Radio Stations Division, which is headed by President Harold Neal, and the ABC Radio Network, headed by President Robert Pauley.

Mr. Beaudin's successor as president of WLS was not immediately disclosed.

■ Theodore F. Shaker, president of ABC Owned Television Stations was named corporate group vice president over a new nonnetwork TV unit made up of the owned TV stations; ABC Films under President Harold Golden; ABC Television International under President Donald W. Coyle, and ABC-TV Spot Sales, which has been under President James E. Conley. Mr. Conley

was named president of ABC Owned Television Stations succeeding Mr. Shaker, and Fred L. Nettore, vice president and general sales manager of the TV spot sales unit, was advanced to president to succeed Mr. Conley.

■ Samuel H. Clark, corporate vice president in charge of theater administration, was designated corporate group vice president in charge of all nonbroadcasting activities of ABC Inc. These include, in addition to ABC Theaters, ABC Records under President Larry Newton and other corporate interests such as motion picture production, real estate and manufacturing.

The four corporate group vice presidents will report to Mr. Siegel. ABC News, under President Elmer Lower, will continue to report to Mr. Siegel, as will several other staff and administrative departments. Within each of the four new groups, the component heads will report to the newly named corporate group vice president.

Mr. Siegel said the reorganization means that all of ABC's major operating groups are now represented by a parent company group vice president in a plan intended "primarily to simplify the operating procedures of the various related divisions of our corporation which has grown so rapidly."

He said he was confident the move "will add still further impetus" to ABC Inc.'s growth and that in selecting the new group vice presidents ABC was

pleased to have within its own organization "these extraordinary men who have shown such outstanding leadership in their respective fields."

Mr. Moore has been president of the ABC-TV network since April 1963, before that was vice president in charge for a year. Formerly with CBS-TV for five years, he joined ABC-TV in November 1957 as vice president in charge of sales, then became vice president in charge of programming before moving into the top network spot.

Mr. Shaker joined ABC-TV Spot Sales when the organization was formed in June 1961, became president a month later, and was named president of the ABC Owned Television Stations Division in March 1962. He had been with CBS-TV in network and station sales from 1951 to 1961.

Station Man ■ Mr. Beaudin, president of WLS since March 1960, previously had been manager of another ABC-owned radio station, KQV Pittsburgh, since 1957. Before that he was with KOIL and KOWH Omaha and WBNY Buffalo, N. Y.

Mr. Clark, once one of the largest independent record distributors in the country, joined the ABC organization in 1955 as first president of ABC-Paramount Records, now ABC Records Inc. He was named vice president in charge of theater operations in November 1964.

The selections of Messrs. Conley and Nettore to new posts in the wake of Mr.



Mr. Moore



Mr. Beaudin



Mr. Shaker



Mr. Clark

Television excellence
reflects this land of

culture

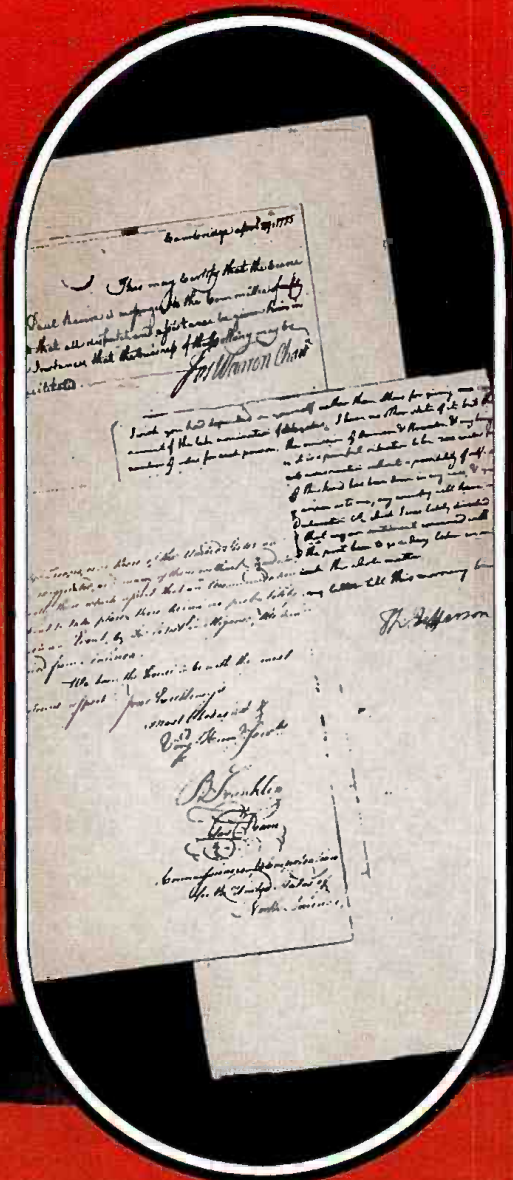
Impressive items at Tulsa's Gilcrease Museum include documents bearing the names of Thomas Jefferson, Ben Franklin and Paul Revere, and the coveted Frederick Remington Bronze Collection.

Gilcrease's continuous flow of visitors reflects the quest for, and appreciation of, culture in Oklahoma and Arkansas.

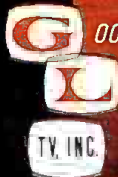
People with this inherent quest appreciate, too, a higher standard of excellence in television. Griffin-Leake Television, Inc., recognizes this fact, and fosters it, in every aspect of its programming.

**GRIFFIN-
LEAKE
TV, INC.**

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



"YOU'RE ONTO A **G**OOD THING"



Shaker's elevation to a corporate group vice president were announced by Mr. Shaker at a meeting of owned-stations executives in Puerto Rico concurrently with sessions of ABC-TV network and affiliate representatives there (see page 48).

Mr. Conley, who moves from president of ABC-TV Spot Sales to president of ABC Owned Television Stations, joined the spot sales arm as executive vice president in 1961 after some six years with CBS-TV in various sales capacities including general sales manager from 1958 to 1961. He was named president of ABC-TV Spot Sales in 1963.

Mr. Nettore, who succeeds him as president of ABC-TV Spot Sales, has been general sales manager of the sales unit since December 1963 and before that was eastern sales manager in 1961-63. He added a vice presidency to the general managership in 1964.

ABC Radio quits Sindlinger Jan. 1

ABC Radio, which was instrumental in getting Sindlinger & Co. into the field of network radio audience measurement some three years ago, disclosed last week that it plans to drop its subscription to the service.

Robert Pauley, president of ABC Radio, said Sindlinger's measurements had been "extremely valuable," especially in getting advertisers and agencies to think of radio audiences in terms of people rather than homes, but that the service does not provide data on radio's cumulative audiences, which many buyers seem to want, and that advertisers seem reluctant to accept the service fully.

"We've spent a lot of time, money

and effort to put it across," he said, "and we've had some success, but not enough."

ABC's decision not to renew the service, Mr. Pauley said, will become effective Jan. 1.

There was no immediate indication that the other radio networks, which followed ABC Radio into the Sindlinger fold, would now follow it out. At least two of the three reported no immediate plans to abandon their subscriptions to Sindlinger.

The networks—ABC Radio, CBS Radio, Mutual and NBC Radio—have each been paying about \$108,000 a year for the service.

Independently from the ABC move, all four have been trying to work out plans for joint support of a further test of the techniques used by NBC in its pioneering research on cumulative radio network audiences in its so-called CRAM study (for "Cumulative Radio Audience Measurement").

Participants said, however, that this joint project, if it develops, would be a "one-time methodology study," not a continuing measurement and therefore not a replacement for the Sindlinger reports, although it might eventually lead to one.

Mr. Pauley indicated that ABC Radio also has some plans of its own under study and that these may be announced soon.

Theta gets permits for three L. A. CATV's

The Los Angeles city council last week awarded three 10-year franchises for CATV's to Theta Communications, a joint operation of Hughes Aircraft Co. and Teleprompter Corp. The franchises will service the Santa Monica mountains, Pacific Palisades and Eagle Rock-

Highland Park sections of Los Angeles. Last summer, Theta bid a total of \$845,100 for the franchises in an open auction run by the city council (BROADCASTING, Aug. 22).

A franchise for the city's Sun Valley area sought by King Videocable Co., Seattle, a division of KING Broadcasting, was postponed until Nov. 23. King Videocable bid \$10,000 for this fourth franchise, a price some council members indicate is "unfair."

Under terms of its newly awarded franchises, Theta will pay the city 3% of its gross intake as well as the more than \$845,000 described as bonuses.

Wasilewski: Watch out for booby traps

Vincent T. Wasilewski issued a report on the state of the broadcasting industry last week and though the president of the National Association of Broadcasters described the past few months as peaceful, he warned that there were incipient problems below the surface.

Mr. Wasilewski told a joint luncheon sponsored by the NAB and the International Radio and Television Society in New York that there have been no recent explosions in the industry, but warned of "time bombs" and "booby traps" that lie ahead. He ticked off these issues that may explode over the next few months: CATV, regulation and control of advertising, coverage of crime news by stations and networks and stations' endorsements of political candidates.

Mr. Wasilewski proposed that newspapers, broadcasting, magazines and agencies hold discussions toward advancing a program of education about advertising, and said the NAB "would be happy to cooperate in formulating such a program if others think it would be productive."

Not in Clear Yet ■ He contended that the CATV issue was far from settled by the series of court decisions and legislation that are pending. Mr. Wasilewski noted there is a disposition on the part of the FCC to grant waivers from its rules and said legislation aimed at clarifying the role of CATV is still in bill form. He added that CATV operators are pressing their demands for unlimited right of origination of programs beyond the copyright bill which would permit CATV's to originate news, weather, religious and public affairs programs, including politics.

Mr. Wasilewski said there is sentiment in high Washington circles for regulation and control of advertising, with one group claiming that this en-

Auto tapes seen as boon for FM

The stereo cartridge now being sold for automobile listening will prove to be a boon for in-auto FM stereo listening. The tape cartridge machine "offers an excellent introduction to car-stereo listening," Lynn A. Christian, WPIX-FM New York manager, told a meeting of the Philadelphia chapter of the American Women in Radio and Television last week.

Mr. Christian, who is chairman of the National Association of FM Broadcasters' "Drive with FM" campaign, said the stereo-tape cartridge, now offered as a major auto access-

sory, can serve the same role as the stereo phonograph in introducing FM stereo listening in homes.

He said the similarity goes further. As in the home, "the inconvenience and expense of buying and storing stereo cartridges will soon create a new and even greater market for FM car-stereo radios." To dramatize his point, Mr. Christian presented a blow-up version of a cartoon depicting a traffic jam at a just-changed traffic light caused by the first motorist in line peering into a trailer to find a new tape cartridge.

Nothing's beyond your reach on Mutual Radio

(Especially the Mutual Tween-agers!
They're between 18 and 49—the heaviest spenders!)



Teen-agers are a great audience—if you sell lollipops. Middle-agers are great, too ...for rocking-chair manufacturers.

But Mutual concentrates on the Tween-agers. They're between 18 and 49, with young, large and growing-larger families. With growing-larger needs. And growing-larger incomes to spend. The Tween-agers are your bread-and-butter audience. And Mutual gives you a larger percentage of Tween-agers in its vast audience than any other network.* If you want to reach listeners at the prime age for spending, reach the Mutual Tween-agers!

*Sindlinger



deavor is "mere waste" and "ineffective" and another group asserting that "it may be the major contributor to economic concentration and monopoly conditions in American business."

Other "booby traps" cited by Mr. Wasilewski were the proposals by a committee of the American Bar Association to restrict coverage of criminal proceedings and soundings in Congress that question the right of stations to endorse political candidates or take editorial positions.

ITT says it can be trusted

Geneen cites top-secret programs it conducts for the government

If the U. S. government can trust International Telephone & Telegraph Corp. on the "most sensitive security programs in the Free World," the company can be trusted to operate domestic broadcast stations in the public interest.

Harold S. Geneen, chairman and president of ITT, expressed this view in a letter accompanying a mass of information ITT filed with the commission last week in response to questions about its foreign holdings.

The questions were asked by Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson in connection with the commission's consideration of the proposed merger of ABC and ITT, and they reflect concern over the possible conflict of interest that might result from such a merger (BROADCASTING, Nov. 7).

FCC action on the merger is being held up at request of the Justice Department, which is studying antitrust aspects of the proposal. Antitrust division attorneys conferred with representatives of ITT two weeks ago. But this was understood to be routine in such cases.

ITT earns 60% of its revenues overseas. And the information supplied by the \$2 billion corporation—on the foreign ownership of its stock, its foreign subsidiaries and their directors and officers, its joint ventures and other relationships with foreign entities, and on the confiscation of its property abroad—served to strengthen the image of ITT as a vast conglomerate company doing business in all parts of the world.

Government Trust ■ In seeking to allay concern over a possible conflict of interest, Mr. Geneen, in his letter to the three commissioners, said that the government has entrusted ITT with assign-

ments "which would be inconsistent with the possible influence of foreign interests upon our company."

He noted that ITT was chosen to install and maintain the "hot line" between Moscow and Washington, to work on the Distant Early Warning (DEW) Line, and to install communications for allied forces in Europe.

He said ITT companies are carrying out "some of the most sensitive security programs in the Free World," and added: "I would submit that these assignments were earned on the basis of the most thorough scrutiny of the personnel involved, their ability to perform and their unquestioned loyalty to act in the national interest. In the light of this record, there can be no question that we are qualified to operate domestic broadcast stations in the public interest."

He also stressed, as he and Leonard Goldenson, ABC president, have in the past, that ITT's far-flung foreign operations would not prejudice or curtail ABC news coverage. "Certainly no foreign interest would be so important in dollars by any other standard so as to affect the ability of ABC to report the news in accordance with our American tradition," he said.

He said it would be "impossible" as well as foolhardy on the part of ITT to attempt to control ABC news gathering and reporting. In view of the considerable competition among news media, he said, ABC could not get away with deliberately not reporting the news objectively. "This fraud would be disclosed almost as soon as it was perpetrated," he said. "It would not only destroy ABC's credibility as a news gatherer, it would call into question the integrity of its management in all respects. The economic effects would be devastating."

Foreign Shareholders ■ In response to one of the questions asked, ITT said 6.85% of its 22 million shares of common and preferred stock is owned by foreign citizens or interests. The largest holding by persons in any one country, 1.46%, is owned by Swiss interests.

If the merger is approved, the percentage of foreign-owned shares of the combined company would be 5.5.

The company also reported the names of the 10 largest owners of ITT stock in each foreign country and of all foreign owners of 100 shares or more of ITT stock, but asked the commissioners to keep the information confidential, in accordance with ITT policy of not making public the names of its stockholders.

The bulk of the company's response was taken up with a rundown on ITT foreign holdings. This included a list of the 187 separate foreign companies in which ITT holds a majority of the voting securities (in most cases, more than 90%) (BROADCASTING, Dec. 13, 1965), and the 11 separate foreign companies

in which it owns minority interests of at least 20%, as well as the names and nationalities of directors of the significant foreign subsidiaries, along with "significant" outside business interests.

Responses to other questions indicated the variety and extensiveness of ITT's foreign operations. ITT reported that it has entered into a copper-exploration undertaking with a Canadian company and that a German subsidiary has an agreement with a German company providing for an integration of operations and a sharing of profits.

In addition:

■ ITT manufacturing companies have various licensing agreements ("many" royalty-free) with foreign corporations, and have entered into "a large number of sales agreements in the ordinary course of business with foreign companies" and governments.

■ ITT's international communications operations have entered into "a large number of routine foreign carrier traffic agreements, correspondent agreements, franchises, licenses and concessions."

■ ITT's telephone operating subsidiaries in Brazil and Chile have long-term operating franchises or concessions, while ITT's telephone operating company in Lima, Peru, has an operating permit and is negotiating a long-term franchise.

The commission also was told that ITT property valued at \$34,192,000 has been expropriated or confiscated by seven countries, all of them Communist dominated. ITT said claims for seizures in three of the countries—Czechoslovakia, Hungary and Poland—have resulted in awards by the Foreign Claims Settlement Commission of about \$9 million. However, ITT has received thus far only \$353,000.

ITT telephone company properties in one Brazilian state were also seized. But the company said that an "interim agreement on payment" had been reached providing for "interim advances," part of which were invested in ITT's manufacturing subsidiary in Brazil. ITT did not state value of the properties involved, but said a Brazilian court in March handed down an award equivalent to \$4 million. Appeal pends.

ITT, in another answer, said neither it nor its subsidiaries have employees whose duties include liaison with foreign governments "other than ordinary activities of sales and administrative personnel . . ." ITT said that in many countries where a subsidiary makes and sells telecommunications equipment and the government-owned telephone and telegraph companies are the principal customers, the duties of the subsidiary's officers and staff "necessarily include in the ordinary course of business frequent contact with their counterparts in the governmental telecommunications entities."

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United Broadcasting
Company...*



*Successful men like Arthur Gordon
of WFAB, Miami, Florida.*

What's to stop a Spanish-language station from faring well in general market ratings? Nothing—according to Vice President Arthur Gordon of United Broadcasting Company. With round-the-clock programming *en espanol*, this station has consistently scored high on the general rating charts. The first station many Cuban refugees hear on arrival, WFAB

scans the city in newsmobiles for traffic reports and latest headlines. Ever mindful of public service, the station has given instruction in voting and preparing tax forms. Translation services at point of purchase in stores throughout Miami keep the WFAB sales force on the move. Great buy? Just ask Arthur Gordon or 275,000 Spanish-speaking Miamians.



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NBC-TV outlines program plans

Bullish affiliates board of delegates meets in Nassau, commends NBC's present prospects and efforts for future

NBC-TV is moving ahead with plans to tie a good many of its future program development projects to a specific group of producers, while continuing to make deals with major Hollywood studios for new programming.

The network's position in program development was outlined last week at a meeting Monday-through-Wednesday in Nassau, the Bahamas, of NBC executives and the NBC Television Affiliates Board of Delegates.

In addition, the affiliates were given a "state of the network" report on the ability this season of NBC to progress in sales and audiences. NBC has shown impressive strength in nighttime ratings since the September start of the season.

Among those reporting on the network's position at the regular winter meeting of the affiliates board were Walter D. Scott and Julian B. Goodman, board chairman and president respectively of NBC; NBC-TV's Don Durgin, network president; Mort Werner, vice president in charge of programs and talent, and Grant Tinker, vice president, programs.

Sydney Eiges, NBC vice president, public information, reported from Nassau that the network, making its presentations from a leading position in ratings, sports and news, was commended by the board for an "outsanding promotion campaign" for the fall season.

The chairman of the affiliates board, A. Louis Read, also president of WBSU-AM-FM-TV New Orleans, seconded Mr. Eiges's report that the Nassau meeting was "the best ever."

Mr. Read, a veteran of many years on the board of delegates, noted that such meetings are not necessarily "happy affairs," but the network's initiative in program development coupled with good prospects for current programming led to a bullish atmosphere for the winter meeting. He expressed particular pleasure in improvements in the competitive situation for NBC daytime programming and complimented the network for its "spirit of give and take" with the affiliates.

Programming Details ■ Mr. Werner said in New York last week that the program presentation to Nassau delegates filled in details on NBC's planning that has been under way for a couple of years, stimulated for the most part by a continuing escalation in costs and risks of major studios in preparing a substantial number of TV pilot programs in advance of a season.

NBC has under contract four independent producers who are developing "by design" various program projects for the network, Mr. Werner explained in Nassau. They are David Dortort (*Bonanza*), Sheldon Leonard (*I Spy*), Norman Felton (*The U.N.C.L.E. shows*) and Bob Finkel (*Andy Williams Show*).

Each has been active in a general programming category, Mr. Werner and Mr. Tinker told the affiliates. Mr. Dortort, in the area of producing adventure, has *High Chaparral*, a western, among his various projects. Mr. Leonard, in the category of comedy, already has two one-hour program projects developing (possibly for 1968-69) plus a half-hour show. In the dramatic series area, Mr. Felton is developing two one-hour and one half-hour series, and Mr. Finkel in the taped show area has the one-hour *Salute* program in preparation.

Mr. Werner observed that NBC is taking the many paths to program consummation in the belief that this guarantees the network at least a crack at the "best prospects available."

Other Shows Cooking ■ Among other high points of the program presentation to affiliates: NBC has deals with Buck Henry (*Get Smart*), the first of which is the new *Captain Nice* series that goes on the network at mid-season; with Harry Ackerman at Screen Gems for comedy, including the half-hour proposed series, *Signed: Anxious* and *The Mad Mad Scientists*, and with Universal TV for motion pictures specifically produced for TV. Among the motion pictures-for-TV: "Ironsides," starring Raymond Burr; "The Outsider," produced by Roy Huggins (*Run for Your Life*) and "I Love A Mystery," a revival of the title from network radio programming years. The Universal productions are being prepared also with a contingency that the program ideas can be spun into one-hour TV series if this becomes desirable.

The program presentation took note of the wide range networks explore in developing future shows and show ideas. NBC has Hanna-Barbera Productions, for example, developing a half-hour *The Further Adventures of Huckleberry Finn* that would be the first series to make use of animation and live characters. (It was explained that an NBC special *Jack and the Beanstalk*, starring Gene Kelly, using this process indicated its feasibility.)

The move to foreign locales begun in recent years at NBC is evident in

Anticlimax at NBC

Last Tuesday (Nov. 15) was an anniversary day that went virtually unnoticed at NBC as the network had celebrated its 40th year six months before at its annual affiliates convention in Honolulu. A special report published last May traced NBC's 40 years, starting with the first NBC radio network broadcast on Nov. 15, 1926 (BROADCASTING, May 9). The historic broadcast originated at the Waldorf-Astoria hotel in New York, employed stars of stage, concert and music hall, included remotes and had a lineup of 25 stations, 21 of them charter affiliates. NBC said last week it started its 41st year with 205 affiliated stations in the NBC Radio Network and 204 affiliated outlets in the NBC Television Network, which now programs fully in color. Two days before the anniversary, NBC Radio broadcast a Chase & Sanborn special that honored NBC's 40 years and starred Edgar Bergen and Charlie McCarthy.

the plan to film *Maya*, a one-hour series, in the jungles of India. (The series will star Jay North and an elephant called Maya.)

In addition to these more specific plans, there are still other projects underway with studio producers such as Universal, MGM, Rich-Mirisch Productions and a number of independent producers.

Commented Mr. Werner: There no longer is a one-season program development but one overall "program development season," with programs developing and pilots being shot during all times of the year.

FCC upholds grant of TV to Vanda

Charles Vanda, long experienced in the creative and production areas of broadcasting, has won what may be the final round in his fight to own a television station. His latest victory came last week as the FCC denied two applications for review of an August decision granting the new TV in Henderson, Nev., to Mr. Vanda and denying the competing application of Boulder City Television Inc. for like facilities in Boulder City, Nev.

The FCC Review Board's decision,

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P. A. Archer
Harrisburg, Pa.

"Your 'Dialing for Dollars' is watched by such a vast segment of the population it certainly provides the best possible publicity that a charitable function like ours could have."

Mrs. A. Kahn
Baltimore, Md.

"Just wanted to say that my husband and I thoroughly enjoyed your telecast. Hope to see more documentaries in the near future."

Mrs. L. Latch
Baltimore, Md.

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giving Mr. Vanda the green light to construct the channel 4 outlet, was contested by Boulder City Television and the community of Boulder City. The board had ruled that Mr. Vanda, who holds no other interests in broadcast facilities, merited a "significant preference" in the comparative category of diversification of control. The president of Boulder City Television, Meyer (Mike) Gold, presently owns and operates KLUC-AM-FM Las Vegas.

Mr. Vanda, creator, producer and director of numerous programs including *Suspense*, *Stars Over Hollywood* and *The Sea Has a Story*, joined CBS Radio in 1935 as publicity director, later became program chief for CBS Hollywood. During the war he was assigned by the network to direct its war programming and also helped develop plans for the Armed Forces Network. He spent 1949-58 with WCAU-TV Philadelphia as vice president in charge of television, then joined J. Walter Thompson as vice president of TV in Hollywood. In addition to his television interests in Henderson, Mr. Vanda is president, director and majority owner of Vanda of TVI Inc., a Hollywood corporation specializing in the production and sales of TV services.

CATV case mix gets FCC action

Antenna removal gimmick bucked to FTC; most cases in week favored cablemen

The FCC was busy grinding out decisions in CATV cases last week—an even dozen of them. The result was a mixed bag, but CATV's won more than they lost.

One CATV that was a winner before the FCC, however, may be called up before the Federal Trade Commission, with serious repercussions throughout the cable industry. At issue is the reportedly widespread practice by CATV systems of offering potential subscribers a discount on the installation cost in return for their rooftop TV antennas.

Springfield Television Broadcasting Corp., licensee of WWLP(TV) Springfield, Mass., had asked the commission to order Pioneer Valley Cablevision Inc., in nearby Ware, to stop making the offer. Springfield contended the

practice violates a commission rule intended to assure subscribers a choice of off-air or cable reception.

The commission, by a 6-1 vote, said it lacked jurisdiction over a CATV system's local promotional activities, and denied the request for a cease and desist order. But it made clear it doesn't approve of the practice, and said it was referring the matter to the FTC, for whatever action that agency deems appropriate (CLOSED CIRCUIT, Nov. 14).

Commissioner Robert E. Lee, the lone dissenter, argued that the commission does have authority over the practice, and said the commission should use it to insure that access to broadcasting channels "not be denied."

Commissioner Kenneth A. Cox supported the majority's action in referring the matter to the FTC, but offered a partial dissent, saying that the commission should not "shrug this matter off." He suggested that the commission institute a study of the practice and propose rules to deal with it. Commissioner Nicholas Johnson concurred in the views expressed in both statements.

Hearing Ordered ■ In another key decision last week the commission ordered a hearing on the petitions of two Lexington, Ky. UHF stations, WKYT-TV (Taft Broadcasting Co.) and WLEX-TV, seeking relief against the proposed operations of four CATV systems. They intend to carry signals from three distant cities in addition to the Lexington stations. But the commission afforded the systems interim relief by permitting them to commence operations pending a final decision in the case. The CATV's will carry the signals of the two UHF stations, the only ones in Lexington, as well as the three network signals from Louisville.

The decision reflects a commission effort to balance two conflicting aims. The commission wants to determine whether CATV's should be permitted to operate as proposed in the all-UHF market. But it also wants to afford the community three-network service and to provide the CATV systems with a reasonably solid financial base until a decision in the case is reached. The CATV systems will be required to afford the local stations carriage and non-duplication protection.

Commissioners Robert T. Bartley, Lee Loevinger and Robert E. Lee concurred in part and dissented in part. Commissioner Nicholas Johnson concurred in the designation for hearing.

Distant UHF's ■ In another case, the commission gave further evidence it would be sympathetic to CATV's wish to import the distant signals of UHF's, at least in cases where the UHF stations' VHF competitors are being relayed. The commission waived the top-100 market rule to permit Greater Television to import the distant signal of

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WIBF-TV Philadelphia, an independent UHF, into several communities near Philadelphia where it operates CATV systems.

The rules require CATV's to request commission permission, in a hearing, to import signals beyond their Grade B contour into any of the top-100 markets. But since the Philadelphia VHF stations put a Grade B contour over the communities involved, their programs are being carried on the cable. The commission felt the UHF's signals should be carried, too.

In other actions, the commission:

- Waived the nonduplication rule for Wilmarth's Television, operator of two small CATV systems in New Milford and Hallstead, both Pennsylvania. The waiver will permit the CATV systems to carry the signals of three Scranton-Wilkes-Barre, Pa., stations without having to install switching equipment, which Wilmarth's said it couldn't afford, but which it would need to give protection to three Binghamton, N. Y., stations. The rules would require the systems to protect the Binghamton stations, since they are closer than those in Scranton-Wilkes-Barre. But Wilmarth's said it wants to carry the in-state signals. In granting the waiver, the commission noted that the duplication by the systems would have little impact, since they have a potential of no more than 200 subscribers each.

- Denied petitions for waiver of the nonduplication rule filed by Durfee's TV Cable Co., operator of a system at Parkersburg, W. Va., and the Lee County TV Cable Co., operator of one at Opelika, Ala. Durfee's was directed to protect the signals of WCHS-TV Charlestown, W. Va., and Lee County was told to protect those of WRBL-TV Columbus, Ga.

- Granted temporary waiver of the carriage requirement of the rules to Bluefield Television Cable, in Bluefield, W. Va., and of the nonduplication requirement to Florida TV Cable Co., which operates systems in Ormond Beach and Melbourne-Eau Gallie, both Florida. Both companies want additional time to acquire the equipment they need to comply with the rules.

- Denied the request of KBOI-TV Boise, Idaho, for reconsideration of a grant of microwave authority to Valley Cable Television Corp., to serve its CATV systems at Mountain Home and Mountain Home Air Force Base, Idaho.

- Granted the applications of Quincy Cablevision Inc. for microwave authority to relay the signals of St. Louis television stations to CATV systems in Quincy, Ill., and Keokuk, Iowa. In the process, the commission denied the petition of Lee Broadcasting Corp. (KHQA-TV Quincy), which had argued that the CATV service would impair the devel-

opment of UHF television in the area.

- Dismissed as moot request for waiver of the nonduplication rule filed by Clear-Pic Cable TV Co., of Easton, Pa. The request became unnecessary after WNEP-TV Scranton, Pa., which had asked for the nonduplication protection, withdrew its request.

- Denied a joint petition of Mission Cable TV Inc., Pacific Video Cable Co. Inc., and Trans-Video Corp., operators of CATV systems in the San Diego, Calif., area, for enlargement of issues in the hearing in which KFMB-TV San Diego is seeking to stop their carriage of Los Angeles stations' signals. However, the commission granted the systems' request for clarification of the phrases "pay-TV operations" and "unlimited CATV expansion," which appear in the issues.

NCTA to get new quarters

The National Community Television Association announced last week that it will be moving its Washington headquarters to one of the capital's newer buildings. The NCTA staff will move on March 1, 1967, to 1 Farragut Square (corner of Connecticut Avenue and I Street). The association has signed a

lease for the entire 12th floor of the building. The floor is presently occupied by CEIR Inc., parent company of American Research Bureau. CEIR is consolidating its offices in a new building in Bethesda, Md.

Shaker expects new records in 1967

ABC-owned television stations are enjoying a record year in both sales and audiences and expect 1967 to be even better, Theodore F. Shaker, newly named corporate group vice president in charge of ABC's nonnetwork interests (see page 38), said last week.

Mr. Shaker, who was president of the ABC Owned Television Stations Division until his promotion to the broader post last week, spoke at a meeting of owned-station management. The meeting was held Nov. 13-17 in San Juan, Puerto Rico, where ABC-TV network executives were meeting with the ABC-TV affiliates board of governors (see page 48).

Participants said Mr. Shaker also reported that the ABC-owned TV stations would make further progress in developing their own programming as a group effort in 1967.

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(Information on these and other stations will be available from our representatives attending the NAB Fall Conference in Jacksonville, Florida, this week.)

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ABC-TV looks ahead to new year

Planning has started for 1967-68 season, daytime schedule nearing sold-out status

ABC-TV network executives and members of the ABC-TV affiliates board of governors met in San Juan, P. R., last week in sessions that appeared to be far removed—emotionally as well as geographically—from the tense showdown that marked their confrontation in Chicago last spring.

The heat and temper evident in Chicago, where the affiliates staved off a network plan to meet “economic pressures” by increasing evening commercial time (BROADCASTING, April 4), were replaced in San Juan by an air of cordiality and good will, according to both network and affiliate participants.

The independent study that the affiliates initiated in Chicago to explore the contractual and economic relationships between network and affiliates was discussed in San Juan, but apparently in a friendly atmosphere.

The nub of the report, according to the only word available from affiliate sources late last week, was that the network “needs additional clearances of daytime programs” to help counteract the “economic pressures” it faces, and that affiliates appeared inclined to cooperate. The “economic pressures” have been attributed primarily to the extra costs of color programming.

Network Praised ■ The affiliates board formally lavished praise on the network, its management, its plans for the “sec-

ond season” starting in January and its sports programming, and on ABC News for its election coverage.

The board also went on record as expressing “shock and dismay that any ABC affiliate failed to carry the ABC election coverage.” It said that “the excellence of the job done by Elmer Lower [president of ABC News] and his staff should guarantee 100% clearance in ABC’s future election efforts.”

Burton B. Ladow of KTVK(TV) Phoenix, chairman of the affiliates’ board, interrupted the ABC-TV management’s presentation to convey the board’s congratulations on ABC News’ election coverage.

Thomas Moore, president of ABC-TV, was also singled out for repeated praise by the board. Roone Arledge, head of ABC Sports, was lauded in another resolution as “the broadcasting business’s outstanding sports executive.”

Smith to Comment ■ In the network presentations, Mr. Lower disclosed that commentator Howard K. Smith will provide in-depth commentaries on a regular basis on the early-evening *Peter Jennings with the News* program when it is expanded to a half-hour and presented in color starting Jan. 9.

Mr. Smith, anchorman for ABC’s election coverage and for the weekly *ABC Scope: The Vietnam War*, will be presented live and in color from

ABC’s new studios in Washington in his Jennings program commentaries. He will also continue to report hard news from Washington on a regular basis and will continue as anchor man on *ABC Scope*.

James E. Duffy, ABC vice president in charge of TV network sales, told the affiliates that the ABC-TV’s sales position for the second season is “excellent,” with sellouts in diverse areas of programming including *The Invaders*, *Wednesday Night Movie*, *NBA Basketball*, *American Sportsman* and *Professional Bowlers Tour*.

Warren Boorum, director of ABC-TV daytime sales, reported record-high business levels and said he expected ABC daytime to reach the 95% sold-out mark in a short time.

Planning Ahead ■ Len Goldberg, vice president in charge of TV network programming, said ABC-TV not only is ready for the second season but is “well under way” on work for 1967-68 with plans that include *The Guns of Will Sonnett* starring Walter Brennan and *The Perils of Pauline* starring Pam Austin.

He also said that ABC, which plans to introduce a second night of movies in January, has a movie backlog that is “the best in the industry,” including, among others, “Cleopatra,” “The Longest Day” and “The Magnificent Men in Their Flying Machines.”

Edwin T. Vane, director of ABC-TV daytime programming, said the network’s daytime strength is mounting and that six of the last eight daytime shows it has introduced have been hits.

ABC-TV’s general public-relations plans were outlined to the affiliates by Edward Bleier, vice president for public relations and planning, broadcast division.

While the affiliates were handing out compliments in resolutions, ABC-TV network executives returned the favor in official statements. President Moore called the meetings “very constructive, for both ABC and all our affiliates.” John O. Gilbert, affiliates relations vice president, added: “I cannot be more appreciative of the tremendous spirit of cooperation of the entire [affiliates] board and its chairman, Burt Ladow. Both the affiliates and the network were well served by this meeting.”

It opened Sunday (Nov. 13) and continued through Thursday (Nov. 17).

New office opens

Adams Broadcast Services Inc., management consultants, has opened new offices at 485 Madison Ave., New York 10022. New phone is PLaza 3-8700.

Station fights CATV to help unborn UHF’s

Springfield Television Broadcasting Corp., licensee of WKEF(TV) (ch. 22) Dayton, Ohio, told the FCC last week that it did not want the signal of its station used in any way that would “threaten” the development of UHF.

Springfield stated that it “does not want or desire” to have WKEF’s signal carried on New Castle Teleception Inc.’s proposed CATV system in New Castle, Ind., and that it “categorically condemns the pirating of WKEF’s free television service for private profit.”

New Castle Teleception has asked the commission for a waiver of the top-100 rule that requires CATV’s to obtain FCC permission in a hearing before relaying signals beyond

a station’s grade B contour into any of the top-100 markets. Grant of the waiver would permit the CATV to import WKEF’s signal into the community of New Castle, which lies just beyond the UHF’s grade B.

Identifying itself as a “leading proponent of UHF television before the commission for the past 14 years,” Springfield noted that there are UHF channels as yet unapplied for in Muncie, Richmond and Anderson, all in Indiana. “In accord with its established position, Springfield does not now wish to see the signal of its station transported beyond its grade B contour in a manner which may jeopardize the utilization and development of these channels,” the broadcaster said.

If people don't believe in the station, they won't believe it's worth battling the crowds to get to your sale.



A nodding of the head in a vertical direction is not sufficient evidence that people believe you. Not for WIND it isn't anyway.

We produce more active responses from our Chicago audience. We tackled the school dropout problem with a parade down State Street. We got people to unbend their knees and parade. And got 400,000 spectators to come out. That's proof that people believed us when we said that the school dropout problem is serious. And that they could and should do something about it.

When you can get people to lick 15,000,000 S&H Green Stamps, and send them in to the station, you've proved that you get marvelous response from your audience. And also that you have a marvelous audience. One that responds to the need of a very worthwhile cause. Because they believed with us that the Little City Foundation for mentally handicapped children needed help in getting one new school bus. The response was sufficient to buy nearly four school buses. These are the kind of responses all Group W stations try for — and the kind they get. That's because people believe them. Why not give WIND a chance to make people believe in what you have to offer? The people of Chicago respond when they believe and will come through the crowds to your special sale.

WIND RADIO **560** **GROUP W**

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RAR, INC.

AT&T counters NCTA charge

Tells FCC complaint is 'confused hodgepodge of allegations'

AT&T told the FCC last week that the complaint by the National Community Television Association last month has no substance and that nothing should be done about it.

In its answer, filed last Thursday (Nov. 17), AT&T termed the NCTA complaint "a confused hodgepodge of allegations and arguments." The telephone company said the complaint "attempts by innuendo to suggest improper activities by defendant" but fails to support the charges with specifications.

In its formal pleading on Oct. 12, the NCTA charged that AT&T was violating the antitrust laws in engaging in furnishing channels to CATV operators, and that it was attempting to drive independent entrepreneurs out of business (BROADCASTING, Oct. 17).

The CATV organization raised two fundamental issues: that AT&T's activities in the CATV field violate the provisions of a 1956 consent order and that Bell companies have failed to comply with Section 214(a) of the Communications Act.

The 1956 consent decree forbade AT&T from engaging in any service not considered a common-carrier function. It resulted from a Department of Justice complaint aimed at divorcing Western Electric Co. from the Bell systems. Section 214(a) of the Communications Act requires common carriers to secure a certificate of necessity for each of the services they perform.

The NCTA complaint was also filed against General Telephone & Electronics Corp. and United Utilities Inc. Both are major entities in the independent telephone business and both furnish CATV circuits to operators, as well as owning CATV systems themselves through subsidiaries. AT&T does not operate any CATV systems.

Denies Charges ■ Not only did AT&T categorically deny all the allegations and implications of wrongdoing, but it also raised a question as to what interests NCTA speaks for.

At the present time, AT&T said, more than 30 CATV systems obtain channel services under Bell system tariffs and about 60 more are awaiting completion of facilities. If the NCTA's challenge is accepted by the FCC, AT&T said, this would mean that "no CATV oper-

ator would have the privilege of deciding whether to obtain his channels under the defendant's tariff offering rather than constructing his own channels." Since no CATV operator is obliged to take service from the Bell companies, AT&T said, and since this is wholly optional, no violation of the antitrust laws is involved.

The channel services are common-carrier communications services, AT&T declared, as attested to by the FCC last June when it overruled an NCTA contention to the contrary.

AT&T repeated that it has no intention of entering the CATV business, and emphasized that it is in no way involved in the selection of programs, nor does it deal with viewers.

Agreements between CATV operators and Bell companies on pole-attachment arrangements are not a tariff matter under the Communications Act, AT&T said "and they have no relevancy to the issues raised. . ." All such arrangements, the telephone company said, have been fair. By June of this

year, it added, there were over 1,100 pole attachment agreements with CATV systems, up 400 from November 1964. The 1,100 agreements, AT&T continued, cover more than 1,500 communities. The number of these agreements and the increase since November 1964 "provide a blunt contradiction to NCTA's claim of Bell System 'control' of the CATV industry."

As to certification, AT&T said, this is already under investigation by the FCC. AT&T's position, the answer stated, is that CATV channel service is not interstate service, and therefore not subject to regulation by the FCC, but by state and local authorities.

Supporting NCTA in its complaint against AT&T and the other telephone companies have been state CATV organizations, including the New York State CATV Association, the Community TV Association of New England, the Pennsylvania Community Telephone Association, the Southern CATV Association and the California Community Telephone Association.

No plot to aid NAB, says Smith

FCC bureau chief 'astounded' by questionnaire dispute, nothing sinister seen in 3d commercial time question

The chief of the FCC's Broadcast Bureau vowed last week that the FCC questionnaire on commercial time is not designed to help the National Association of Broadcasters get new subscribers to its codes or to help enforce the codes.

George S. Smith, the relatively new Broadcast Bureau chief (he took command Sept. 26) told members of the Federal Communications Bar Association last Thursday (Nov. 17) that comment on the commission's third question in its commercial inquiry "astounded" him.

"I simply cannot find anything sinister about the third question," he said, "and I am unable to understand why it has seemingly caused so much concern to NAB code officials."

Sol Schildhouse, chief of the FCC's CATV task force, also spoke at the luncheon.

The questionnaire that Mr. Smith was talking about was mailed to broadcasters early this month. It asks broadcasters to answer three questions: the maximum amount of time stations intend devoting to commercials in any one hour; how often and under what circumstances they expect to exceed the normal limits, and how they intend to justify exceeding more than 18 minutes per hour on radio or 16 minutes per hour on TV. It is this last question

that has aroused so much controversy. The figures used are the same as those permitted as maximums in the NAB codes, although the TV code maximum is 16 minutes for nonprime time, and 10 minutes, 20 seconds for prime time.

This third question was termed "a lifted eyebrow technique" by Howard Bell, NAB code director. The commission he said, was discriminating against code subscribers, although, he said, he was sure this wasn't the FCC's intent (BROADCASTING, Nov. 7).

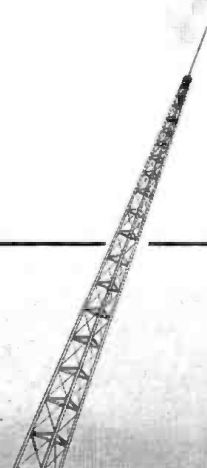
Eight Points ■ Mr. Smith last week essayed to lay the contention directly. He stressed that question number three was not designed to assist NAB in enforcing the codes; does not "finger" code members; does not establish a double standard, one for code subscribers and another for noncode subscribers; does not single out code subscribers who are planning to deviate from the code, neither damages the codes nor does it muddy the waters, and would not, if eliminated, be in the interests of self-regulation.

What the question does do, Mr. Smith emphasized, is to provide a means for a licensee to explain those instances where his proposed commercial practices are greater than the normal hourly maximums.

And, he added, although the codes specifically fix hourly maximums for

LOOKING TO 1967?

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RISING HIGHER — REACHING FARTHER Doubled tower height puts WEHT into 70,000 more homes . . . expands total audience to over ¾-million listeners. Channel change from 50 to 25; new advanced color equipment; CBS network; call Avery-Knodel.

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CORNERING THE \$815 MILLION MARKET Reaching MORE of the rich four-corner market of Missouri, Kansas, Oklahoma, Arkansas — 190,600 TV homes in 31 counties — KODE "Tall-12" does the Big Job with new 1,082 ft. antenna; 316,000 w. video ERP; CBS and ABC networks; sharp local programming; call Avery-Knodel.

KODE-TV-AM
Joplin, Missouri



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KGUN-TV
Tucson, Arizona



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Harrisonburg, Virginia

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KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg

commercial content, the FCC questionnaire does not.

"The licensee is told," Mr. Smith said, "that by specifying a normal hourly maximum of commercial content in excess of the figures mentioned in question three, he must state the basis on which he concluded that his proposed practices would be consonant with the needs and interests of his community. This most certainly is not denying him the right to make his own judgment on a reasonable basis in terms of his particular situation. . ."

Mr. Smith told his audience of lawyers and guests that of the 897 questionnaires so far received from broadcasters, only 36 have specified normal ceilings in excess of 18 minutes per hour.

In other areas of the broadcasting function of the FCC, Mr. Smith said that there is only a two-month backlog of applications for new AM stations, or for major changes in existing AM stations. Six months ago, he noted, the backlog was eight to nine months. He also said that 132 applications for AM stations are already in line awaiting a cutoff date, 114 are under "active study" with 96 in the hands of attorneys. He also disclosed that he had de-

tailed two lawyers from the office of the network study to assist in handling the backlog of AM cases.

Added Staff ■ Mr. Schildhouse told the audience that six more attorneys had been assigned to his office, bringing his total legal staff up to 12. The new six came evenly from the Broadcast Bureau, the office of the general counsel, and the Common Carrier Bureau. The new unit was organized last September.

The real problem in tackling the CATV workload at the commission, Mr. Schildhouse said, is to determine the proper place for CATV in the communications scheme of things in relation to the FCC's Second Report and Order, issued last March.

These problems must be settled, he said, on the basis of public interest. Pending before his office already, he said, are 120 petitions for waiver of the rules involving the top 100 markets, 300 petitions for special permission involving duplication, carriage, etc., and 200 notifications of new CATV systems. Coming in at a rapid pace, he noted, are responses to the FCC's information-ownership queries sent last September to more than 2,000 CATV systems.

"unfair" political advertising and station editorial policy.

Each time, Mr. Anello reiterated the NAB position that individual broadcasters—when faced with issues that do not directly involve a candidate or equal time under Section 315—should themselves determine what's fair and what isn't. He said NAB questions the "fairness doctrine," and believes broadcasters do not need it, because "it's just good business to be fair."

When someone asked about a CATV timetable for regulation by the FCC, Mr. Anello predicted a settlement within three years.

Charles H. Tower, Corinthian Broadcasting Corp., chairman of the All-Industry TV Stations Music Licensee committee, led off an afternoon TV session with a report on his committee's rate negotiations and litigation with the American Society of Composers, Authors and Publishers (BROADCASTING, Nov. 14). Mr. Tower said TV stations stand ready to pay not more than half their present ASCAP rate. He added that TV stations pay more to ASCAP than any other contributor, and yet are the least involved in music selection.

PR Panel ■ At a panel on radio station public relations and promotion, Herbert L. Krueger, WTAG Worcester, Mass., discussed his station's image of "importance," in programing, indoctrination of personnel, community organizations, and in promotional projects, as "an expression of our concern and responsibility as broadcasters."

Director of public relations for Post-Newsweek's WTOP Washington, Roy Meachum swung into a hard-hitting examination of station PR and promotional programs from the thesis of a widespread "sense of unreality in the current prosperity." Public relations in the long run, promotion in the short run are "absolute competitive necessities," he asserted.

Mr. Meachum presented a list of questions by which a station might evaluate its efforts: "Do you have a PR man? Do you pay him equally with your program director? Do you bring him into program planning sessions to advise?"

In reply to questions, Mr. Meachum said that "promotional vitality is directly related to strong broadcast editorial positions," and that "the questions all come down to a definition [of station-image] and commitment."

Dave Pollinger, manager of WTFM (FM) Lake Success, N. Y., made a statistical presentation on the growth of FM radio in a panel titled: "AM-FM separation, or: What are you going to do with your 'new' radio station?"

According to Mr. Pollinger, FM set sales, penetration and average station income all increased significantly in the

NAM repeats land-mobile threat

NAB New York regional meet also focuses on fairness, FM's future after separation day and PR problems

Land-mobile service demands for more spectrum space were back in the spotlight again last week at the National Association of Broadcasters' regional conference in New York.

Broadcasters were warned by Edward Bond Jr., manager of design engineering for Union Carbide Corp., that if they failed to support land-mobile bids for additional allocations "undesirable results may be imposed on you."

Mr. Bond advocated reallocation of some of the lowest UHF channels, preferably the lowest four, to accommodate growing needs of business radio.

Frank M. Smith, committee executive of the National Association of Manufacturers Communications Committee, stressed NAM's position as a representative of broadcasting's friends and customers in urging that land-mobile service be allowed to acquire or share some of broadcasting's allocations.

Both men stressed the rapid growth of land-mobile radio and what Mr. Bond called "intolerable congestion" in its present allocations.

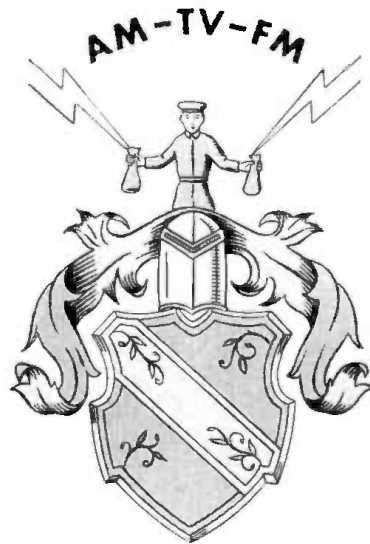
Douglas A. Anello, NAB general

counsel, responded to the demands by pointing to "inconsistencies" in arguments for sharing. His position was that the business interests should seek allocations that would not cause serious dislocation of existing services.

The exchanges over spectrum space, a feature of the TV session, represented to a great extent a replay—but with a different cast, except for Mr. Anello—of similar discussions in earlier NAB regional meetings. The New York conference was held Monday and Tuesday (Nov. 14-15) at the Waldorf-Astoria hotel and drew 275 registrants.

Fairness ■ Broadcasters fresh from election experiences touched off a lengthy exploration of the "fairness doctrine" during a give-and-take session that opened the two-day conference.

Mr. Anello, aided by President Vincent T. Wasilewski and other NAB officials, also fielded questions on such items as double billing, longer license terms, CATV, piggybacks and community involvement. But the issue of "fairness" preempted the time with talks on network-carried "political" news conferences, "open mike" type programs,



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The TR-70 Deluxe High Band Color Tape Recorder is the newest entry in a race where each new design "leapfrogs" the last. RCA engineers designing the TR-70 were not satisfied—dared not be satisfied—just to match the already available machines. They had to make the TR-70 better—much better. And they did. Thus, the TR-70 does everything, has everything (good) that the very best previously available recorder could boast of. But that's just the start. In addition it has a whole host of features and advantages not found in other recorders. Read on.

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Everything you've ever heard of before. The basic machine is High Band color (not monochrome). It's designed, tested, and delivered that way. When you get it, it's ready to go! It's an integrated machine—there's no need to find space for a compressor—everything's built-in. Space is also provided for accessories, and all wiring's in place—no downtime

to install—just plug in modules: Velocity Error Correction, Automatic Chroma Control, Dropout Compensator and Remote Control. (Pixlock, Line Lock, ATC and Color ATC are part of basic machine.)


THE TR-70 HAS MORE

Features not available in other machines, features that make for better, easier, more convenient operation and maintenance. Such as all-front access, eye-level (and ear-level) monitoring, less floor space. Standard modules, all the same type, same extenders—easily removed (you don't need a screwdriver). Test points on front of panels, D-C metering panel, built-in FM test facility. Grouped operating controls, automatic guide positioning, foot-operated brake release. And many more. *To learn the whole story—hear all of the facts—call your RCA Broadcast Representative.*



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five years from 1960. From 9% of radio sets sold in 1960, FM set sales in 1965 totaled 8 million, or 23% of sets sold. There were 6.5 million FM sets in homes in 1960. Last year, there were 30 million, constituting 50% penetration. Mr. Pollinger predicted that penetration might hit 65% this year.

While the number of FM stations increased from 789 in 1960 to 1,381 in 1965, average income per station increased 50%. Mr. Pollinger's answer to the panel-theme question, "What are you going to do with your new radio station?" was a flatly confident "make money."

Lynn A. Christian, manager of WPXI-FM New York and co-panelist with Mr. Pollinger, brought forward the suggestion that AM-FM separation be quite complete—"would you believe 500 miles?" He argued that group owners could sell the poorer facilities of a joint AM-FM operation and buy a better one in another city, and thus acquire "a major voice in 14 markets instead of seven."

With the FCC decree on separation and the rapid, continuing growth of FM he said, "you have to eventually sell against yourself."

"Meeting Future Manpower Needs" occupied much of a joint radio-televi-

sion session on Tuesday morning.

Professor Arthur Hungerford of the State University of Pennsylvania spoke of his experience in broadcast education at the college level, and the importance of supplementary internship training.

He was supported strongly on the question of internship by Paul O'Friel, of Westinghouse Broadcasting's KDKA Pittsburgh, who described his station's experience with interns over the past 10 years. Such programs, he said, attract a higher caliber of student into the industry and enrich their academic training.

Satellite deadline extended by FCC

Acting on a motion filed by the Communications Satellite Corp., the FCC last week extended the deadline for comments on the idea of establishing a domestic, privately owned satellite-communications system to Dec. 16 and reply comments to Feb. 1, 1967.

The commission said that the additional time requested would enable interested parties to file "more thorough

and meaningful responses."

In its motion for more time Comsat had said that meeting the present deadline for submissions would be difficult because of "unanticipated problems" created by the launch last month of the Pacific communications satellite Intelsat II (BROADCASTING, Oct. 31). Intelsat II, like its Atlantic companion Early Bird, is owned by the 54-nation International Telecommunications Satellite Consortium (Intelsat) but is managed and operated by Comsat.

Comsat also stated that the recommendations of the Carnegie Commission on Educational Television (expected early in January 1967) will contain proposals on the "future organization, scope, funding and programing of American noncommercial television which should be studied and considered in the reply comments."

Since the commission issued its first call for help in solving the problems involved in private domestic satellite ownership last March (BROADCASTING, March 7), most of the interested parties have agreed that a domestic space system is feasible and legal. The major disagreements have centered around the question of who should own the system—carriers, including Comsat, or other noncarrier entities.

EQUIPMENT & ENGINEERING

No. 1 FCC problem: technology

Commissioners at the rostrum ponder changes to come:

Hyde on satellites; Lee on computers; Wadsworth on CATV

FCC commissioners in speeches around the country last week indicated that what is uppermost in the commission's mind these days are the regulatory problems and challenges presented by the rapidly developing technology of the industry it regulates.

Chairman Rosel H. Hyde, in a speech in Las Vegas, talked of communications satellites—"New Orbits and New Horizons." Commissioner James J. Wadsworth, in New York, discussed the possibility of wire replacing the electromagnetic spectrum as the principal medium through which entertainment and information are transmitted into the home. And Commissioner Robert E. Lee, in Washington, talked of the brave new world of computer technology.

Chairman Hyde, who addressed the 78th annual convention of the National Association of Railroad and Utilities Commissioners, called the "eventuality of making satellite service available domestically . . . among the most profound matters to face the FCC.

"The decisions we make relating to domestic use of communications satel-

lites will have far-reaching effects upon present carriers, both within states and on a nationwide basis," he added. "They cannot help but have a revolutionary impact on the interest of the public in rapid, efficient and economical service."

But he indicated that, in the international satellite field, a commission initiative aimed at speeding the start of construction of earth stations needed in the developing global system had apparently failed. The commission had asked competing applicants for the stations—the Communications Satellite Corp. and groups of international common carriers—to work out an interim arrangement under which they could build and operate the stations jointly until a final decision on ownership could be made. One station will be in the southeastern U.S., the others in the Puerto Rico-Virgin Islands area. Comsat, in addition, has filed for another station, in Southern California.

No Agreement ■ But, the chairman said, the parties have not reached agreement, and the commission, therefore,

will "be required very soon to take formal action" to resolve the impasse and "expedite the necessary construction."

Commissioner Wadsworth, in addressing the regional fall conference of the National Association of Broadcasters in New York, pursued a theme he dealt with in a speech last summer—broadcasters and the government must prepare for the kind of technological evolution of which the communications industry is capable (BROADCASTING, July 4).

The commissioner, who said that past commission efforts to plan for the future were not too successful, specifically pointed to increasing discussion in the scientific field of the feasibility of employing wideband cable to bring into the home entertainment and news now provided through the air, as well as pay TV, and conventional and videophone service. Such wideband cable might also be used for digital computer service, which would provide "a myriad of services—everything from asking for information from the public library to crediting checks and paying bills," he said.

Commissioner Wadsworth said he wasn't predicting such possible developments would come to pass. But, he said, in view of recent technological progress, the growth of CATV and the

public's apparent desire and ability to pay for such new services, and "the anticipated public demand for multiple communications services in the home, I feel that we must realistically prepare for such an eventuality."

He posed these questions for consideration: Will the incessant increase in the demand for frequencies by mobile users and the military, coupled with the potential of added services available by wire, "do away with the broadcasting through the ether as we know it?" If there is to be single wired system, who will provide the necessary capital for it, who should own the system, and should the FCC regulate it as a common carrier? Should today's broadcasters be permitted to operate on channels on wired system? If so, what equitable arrangement can be made to award such privileges?

Computer Era ■ Commissioner Lee discussed an area in which the commission is attempting to anticipate problems—computers and their relationship to communications services and facilities. The commission two weeks ago issued a notice of inquiry on the

regulatory and policy matters raised by the relationship (BROADCASTING, Nov. 14).

The commissioner, who spoke at an Institute on Data-Communications and Display of Management Information, at American University, Washington, said that rapidly developing technology in the computer industry holds "the promise of profound and fundamental changes in the very fabric of our economic system."

"The idea of massive data centers spawning all types of information to remote terminal stations via wire and radio links would tend to make us somewhat skeptical were it not for the fact that the source of these predictions originates not from science-fiction writers, but rather from acknowledged authorities in both the computer and communications industries."

He said it's expected that by 1970 some 60% of all computers will be tied into the nation's communication network and that by the end of the decade, data transmission will exceed that of voice. Within 10 years, he said, most computers will possess the

capability of being shared by various users virtually simultaneously.

The commissioner said common carriers will play an indispensable role in the development of "the information utility concept." For regardless of who owns the computers, he said, carriers will provide the circuitry needed to permit multiple access to them.

GE ups interest rate on equipment contracts

A higher interest rate on all broadcast equipment contracts that General Electric Co. finances was announced last week by GE's Visual Communication Products department, Syracuse, N. Y.

The rate has been increased from about 4% to 5% "per annum add-on in the time-price differential." This phraseology is explained as the customary pay-out on financing contracts with the buyer paying a yearly interest applied, or added on, to the principal or remaining balance.

GE spokesmen said the higher interest was necessary because of the tight money market. William B. Gaither, the department's marketing manager, said in his announcement that the increase would permit his unit to continue financing equipment contracts both for planned TV stations as well as existing stations switching from black-and-white to color.

The new rate covers all new business. Written proposals that were outstanding on Nov. 14 will be honored by GE through Dec. 12.

GE's VCP department makes and sells live and film cameras, UHF/VHF transmitters and antennas and other associated equipment. GE said its equipment contracts run anywhere from \$5,000 or \$10,000 on up to more than \$1 million. In GE-financed contracts, the pay-out period usually ranges from two to five years.

FCC may waive trials, accept reliability data

The FCC issued a proposed rule-making last week that would amend its AM, FM and noncommercial educational FM rules to permit radio stations with more than 10 kw to operate by remote control without first having to demonstrate transmitter reliability. Current commission rules require that higher power stations submit their transmitters to a 12-month trial period to prove their capability before authority for remote control operation is issued.

The FCC's proposal followed earlier requests for changes in the rules submitted by the National Association of



TK-43's got election night workout

A little known sidelight to election night coverage is that NBC used five of its TK-43 color cameras in covering the senatorial and gubernatorial races from its Studio 8-H in New York—the first time that many of the new RCA color cameras were used together for a single program. Three are shown in use on the platform overlooking the bull

pen of workers tallying returns.

NBC has six of the four-tube TK-43's, each of which sells for about \$80,000, and is scheduled to use two in its New York "instant news" studio. The others will be assigned to other studios.

RCA has sold 100 of the new color cameras, and expects to see more than 300 in use by next April.

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'Broadcast News' celebrates its 35th, too

The October edition of RCA's *Broadcast News* marks the publication's 35th anniversary, a history that parallels that of BROADCASTING which was founded Oct. 15, 1931. *Broadcast News*, published by RCA's Broadcast & Communications Products Division, Camden, N. J., is including with the anniversary issue a copy of the company's first edition.

Among the features in that inaugural issue were stories on how to place one microphone to pick up an entire orchestra and development of a new field-intensity meter. The letter carried the by-line of J. P. Taylor, then an RCA sales engineer and now manager of marketing administration and editor-in-chief of *Broadcast News*.

Regarding the parallel history of the two publications, *Broadcast News* has this to say:

"It was a big month—October 1931. During the same weeks that we were struggling with the writing and printing of our first issue, there were two eager beavers in Washington doing likewise. Names—Sol Taishoff and Marty Codel. Their baby—BROADCASTING. Our first is-

sue and their first issue came out in the same week (Oct. 15, 1931)—and it's hard to say who was the most surprised—they or we. It could have been worse. In our early planning we had intended to use the name "Broadcasting"—only changing at the last minute when we couldn't get copyright clearance. Later Sol told us that at one point he had thought of calling their magazine "Broadcast News." Fortunately the gods of chance and/or copyright prevailed—and we've both been happy ever since.

"BROADCASTING dismisses their anniversary in three short paragraphs. It is the studied understatement of a group that doesn't need to brag. In its 35 years BROADCASTING has done a truly superlative job. Not just by reporting the news of the industry—but by being a part of the industry, by living with it, by supporting it—and by never-faillingly speaking for its best interests. Sol Taishoff, Ed James, Maury Long—and all your cohorts—we salute you. May the tradition you have established live forever—and may the industry keep trying to live up to it."

Broadcasters, WGBH Educational Foundation, licensee of noncommercial WGBH-FM Boston and WFCR-FM Amherst, Mass., and Post-Newsweek, licensee of WTOP-AM-FM Washington (BROADCASTING, July 25, Aug. 29).

The petitioners had previously stated that developments in the art of demonstrating transmitter reliability made the 12-month trial period for higher-power stations unnecessary and all had argued that the restrictions imposed an unwarranted burden on licensees by requiring them to hire additional manpower to keep the performance logs. The NAB had said earlier that the 12-month trial period could be eliminated and the same objective achieved by requiring submission of reliability test data from manufacturers and a simple block system diagram from licensees.

Close call

The FBI and the Stearns county, Minn., sheriff's office are searching for vandals who disconnected three main supporting wires of the new 398-foot FM radio tower at St. John's University. According to Bill Kling, station manager for KSJR-FM Collegeville, Minn., a slight wind would have collapsed the tower.

Technical topics . . .

Transmitting antenna ■ Bogner Antenna Systems Corp., Valley Stream, N. Y., will produce the TV broadcast antenna version of the disc-rod antenna for omni-directional transmission developed and patented by Charger Electronic Systems Inc., New York. The antenna provides precise azimuth and pattern control, high azimuth gain and full polarization flexibility. Polarization flexibility anticipates eventual FCC approval of circular polarization for UHF stations.

Color Captain ■ Jerrold Electronics Corp., Philadelphia, has announced a new series of "Diamond 4" array antennas designed to eliminate interference problems in multi-channel CATV systems. The high directivity of the new "Color Captain" series permits reception of more than one of the channels within the frequency range in each type only if the signals come from the same direction.

Memorex expansion ■ Memorex Corp., a producer of precision magnetic tape for television applications, is completing a 100,000-square-foot addition to its facilities in Santa Clara, Calif. The current expansion, along with another 40,000-square-foot facility still under construction, will more than double

space for Memorex research, development, manufacturing, quality control and tape testing departments. Memorex also has facilities in Hawthorne, Los Angeles and Mountain View, all California.

Expansion move ■ Computing and Software Inc., Panorama City, Calif., a nationwide supplier of data processing and related technical services, has acquired Universal Gribin & Oechsle Co. and two affiliated companies, all headquartered in Los Angeles and principally engaged in servicing color television sets, stereo and various other audio-visual systems.

German venture ■ Zoomar Inc., Glen Cove, N. Y., will acquire Kilfitt Optischewerke, Munich, an optical house, and plans through a newly formed operation, Zoomar GmbH, to produce a series of highspeed lenses for 35-mm reflex and TV cameras. Distribution is planned in North and South America.

CATV system in Maryland being built by Entron

A contract for a \$250,000 CATV installation at Frederick, Md., has been signed between Entron Inc., Silver Spring, Md., and Frederick Cablevision Inc. and construction has begun.

Frederick Cablevision, headed by John Hanley (WFMD-AM-FM same city), received a franchise last year. Plan is for a 12-channel system to bring in TV signals from Baltimore, Washington and Lancaster, Pa., as well as time and weather. A full 80-mile system is planned, but initial construction is for 60 miles, covering a potential of 9,000 homes. Customers will be charged \$10 for installation, \$4.95 monthly for service.

The same group is building a CATV system for Charles Town and Ranson, W. Va., and holds a franchise for Brunswick, Md.

50 kw minimum sought for class-C FM outlets

The FCC requested comments last week on a proposal to amend its rules to raise the minimum effective radiated power of class-C FM stations to 50 kw. The current minimum ERP for such stations is 25 kw.

The commission said that stations presently holding authorizations of less than 50 kw would be permitted to continue with their current power for five years. Changes in the minimum power for class A or class B stations are not proposed, the FCC stated.

Station image more than ratings

Outspoken sessions mark St. Louis BPA meeting; management's expectations stressed as subjects ranged from psychology to trade advertising

The Broadcasters Promotion Association held its largest seminar last week in St. Louis and to mark the 11th annual meeting the 433 registrants delved into some areas that are not overly common to promotion-oriented sessions.

They heard from a psychiatrist and a psychologist on what makes people tick, and they heard management explain what station executives expect from the promotion department.

Running throughout the seminar, almost as a theme, was the idea that a station image is much more than just a set of rating points and shares, and that the promotion manager's job goes far beyond writing ads and on-air spots.

Practically non-existent was any mention of merchandising, which is a key promotion function in many outlets. In the one seminar where it was mentioned, the speaker said he didn't like the concept and the BPA members applauded their approval.

The three-day session also saw:

- Election of new officers, with George Rodman, WKBK-TV Chicago, choice of the nominating committee, elected over Paul Lindsay, WLAP Lexington, Ky. (see page 84).

- Presentation of the first BPA gold-medal awards of excellence (see page 61).

- Presentation of BPA's first honorary membership (see page 62).

- Creation of a new logo for the organization. The winning design was created by Art Rawn, art director of KFDX-TV Wichita Falls, Tex.

- The overwhelming defeat of a motion that would have changed the organization's annual meeting date from fall to spring.

- Approval of Houston as the 1970 convention site.

- BPA membership up to a record 660.

The 1967 seminar will be held in Toronto, Oct. 16-18, with W. Thomas Daley, CFPL-TV London, Ont., general chairman. Promotion for the Canadian meeting was in evidence at all sessions, and the Ontario tourist office had a booth highlighting the attractions of the country and giving away sample Cana-

dian products—not the least of which were bottles of Canadian Club.

Opening Gun ■ For openers, Gene Wilkey, vice president and general manager of KMOX-TV St. Louis, gave the first session a definition of the ideal BPA man: "A good promotion man or woman is a creative sort of human being . . . the one who likes coming up with new ideas to help move the station competitively forward."

Promotion managers, he said, revel in "being in hot demand . . . that feeling of being needed." But, he added, "if the activity gets too frantic and the deadlines begin coming a little too close together, it is wise for the creative promotion manager to back off and con-

sider this matter of the management of time."

The cure for the do-it-all-yourself syndrome, he explained, is to delegate work and responsibility. But among human beings, the "whole process of delegating creative work seems to get mixed up with emotions like personal pride and the sense of security," Mr. Wilkey added.

He felt the continual presence of sales and promotion problems, created a danger of "slipping into cynicism. There's a danger of seeing the whole operation as a sort of numbers game or a series of exercises in verbal sleight of hand."

In so outlining the need of the promotion man to delegate responsibility

Are You running with us, God?

An invocation can be a deadly dull two or three minutes or it can be a few minutes that brighten the day. When the Broadcasters Promotion Association met for its opening luncheon it found a man of the cloth who put the invocation in broadcasters' language.

The following is the text of the invocation given by the Rev. Francis J. Matthews, director of the Catholic Radio-TV Apostolate, St. Louis:

"Almighty God, our Father and Friend—we are well aware that we have a lot in common. You want the same market we want in order to stay in business. You want the same things we want—consumer acceptance, honest feedback and good ratings. Well, since we are in the same type of business perhaps we should get to know each other a little better—there isn't a professional theologian in the crowd, but with Your talent and our know-how, we could corner the market.

"Some people say You're dead—don't feel too bad—almost every-

body in this room, worth their salt, has been declared dead at one time or another. It's part of the game when your target is the fickle market known as man. Besides, You're not dead, it's just Your image that's being refocused. Your contract hasn't been cancelled. it's just being negotiated. We've heard this line before, God, and it's nice to know we have so much in common. So now that we've established contact, discovered our relationship, joined the same fraternity, let's become partners. We really need each other!

"Here's the pitch—

"Help me be a real 'pro' and I'll give you prime time. I know that in your eyes, a real 'pro' is dedicated, seeks perfection, honors others' ideas, tries to be honest, seeks success but admits failure, and above all doesn't live because others die!

"Well now that our script is plainly written for all to see,

"Let's enjoy our meal and pray for the FCC.

"Amen."

and avoid the sleight-of-hand approach, he laid the groundwork for a panel session in which the promotion men heard management speak out on the subject.

Not Ballyhoo ■ Asking each BPA member whether he considered himself "a ballyhoo artist" or "a well-rounded businessman," Laurence E. Richardson, president of the Post-Newsweek Stations, Washington, provided his own answer: "Obviously you should be the latter. Too often I fear it is the former, both in your own eyes and those of your management."

"Promotion people who fail to grasp both the strengths and the problems of their station operation are principally at fault," he added. Too many of this group, he went on, wait for other departments in the station to act "so they can react." He criticized promotion men in general, saying "not enough come to the conference table with well considered, documented plans and proposals or they have failed to convince the general manager they should be there."

Mr. Richardson said that promotion is noted for "running up trial balloons too frequently, forcing the general manager to make all the important decisions. . . . You're paid to tell the general manager what should be done within your area. Make a definite recommendation . . . present plans that can be put into force right away."

In addition, he charged stations are their own worst success stories. "We spend countless hours persuading advertisers of our impact," he maintained. "I wonder if we believe ourselves when I see and hear some station promotion spots."

Not Promotable ■ The idea of taking a deeper interest in the overall station operation was also offered by Alvin G. Flanagan, vice president and general manager of Mullins Broadcasting Co., Denver. He recalled two promotion men who had the potential to make station managers; but he found they were concerned "too much with promotion and not enough with the station as a whole. They didn't make a continuing and forceful effort to improve station product."

Mr. Flanagan said promotion managers should do more than "remain constantly in their own nook and cranny, doing ads for *TV Guide*, supervising on-the-air promotion spots and generally acting as a service organization for sales and programing."

He said the promotion manager must take the initiative in concerning himself with the overall station operation. Take this concern, he said, and "you will find that the job you're doing and the respect you will command will not only be better for the station you're working for, but very selfishly speaking, better for you too."



Dr. Litin

Teamwork ■ Becoming a part of the management team was touched on by William D. Swanson, general manager of KTUL-TV Tulsa, Okla. He suggested two ways in which promotion managers can sell "management on the advisability and wisdom of making you a regular member" of that team. The job is to prove effectiveness and that calls for establishing, between promotion and station manager, the "role you want to play on the management team" and dismissal of "any thoughts of being only a promoter of programs and a connoisseur of clever words and artistic layouts," he said.

The promotion department, he added, has a built-in difficulty. Management can look at other departments, such as sales, programing, engineering, "and see if they are functioning effectively." However, the promotion department "does not keep us on the air, you do not bring in direct revenues, and there are many different opinions on what needs to be promoted the most." With big budgets, Mr. Swanson said, "you have a big job to do in proving to management that you are spending his dollars wisely."

Insider's View ■ A former promotion man, now speaking as management, charged that promotion managers "have a responsibility to . . . consistently and effectively sell management on the value of promotion and the need for appropriate manpower and facilities to accomplish the job. . . ."

Don B. Curran, vice president and general manager of KGO San Francisco, and former BPA president, said a major reason that only a few promotion men

move up in managerial ranks lays with the promotion managers themselves. "They are not selling themselves, in convincing people they are working for that they desire advancement, that they desire the challenge of new jobs and new conquests," he said. "At the same time they are not selling management on the immediate obtainable goals that broadcast promotion can achieve for the station."

He suggested the promotion managers meet with management, present the overall campaign for next year, including goals sought and manpower required, and do it in "a professional manner." You, he charged the BPA, are the people in the station that are supposed to know how to develop a presentation and how to apply graphic arts to a selling job. This, he indicated, is a way of selling yourself to convince others you desire advancement.

During the subsequent question session, Mr. Flanagan was asked why Mullins's KBTR and KBTV(TV) in Denver had generally separate staffs but had only one promotion man. He replied that at a top-40 station, such as KBTR, they have found that "a good top-40 disk jockey is one heck of a promotion man, because he lives on ideas."

Dissent ■ One BPA member, John Hurlbut, WVMC Mount Carmel, Ill., took issue with that statement and called attention to top-40 stations in recent years that have been in trouble with the FCC because of some promotions developed by these "infantile" minded DJ's. Rather than living on ideas, he said, "they live on LSD." And he asked: "How can you leave them unsupervised?"

Mr. Flanagan replied he regretted that some stations had given top-40 a bad name because of difficulties that could have been averted by better supervision, but, he added, "that's a management problem, not a promotion problem." He said supervision is necessary in all areas of promotion.

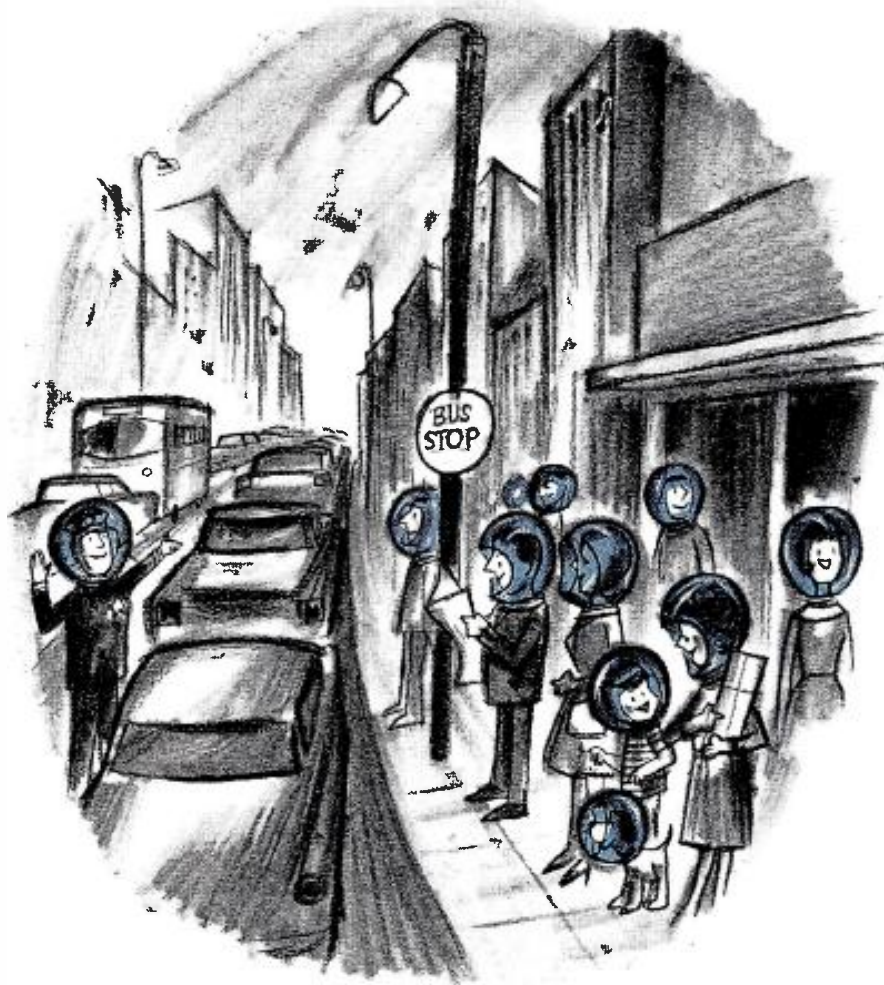
Stress Analysis ■ Although it was not labeled as a "how-to" session, the discussion by Dr. E. M. Litin, chairman of the department of psychiatry of the Mayo Clinic, Rochester, Minn., on "how to live with stress," was probably the most practical "how to" session on the agenda. His talk was a basic presentation on how to understand yourself and the people with whom you have contact.

Dr. Litin noted that "although there may literally be hundreds of individual causes for stress and anxiety in contemporary life, fundamentally it is the clash between man's instinctive drives and the frustrating demands of society."

Two basic methods of dealing with stress, he said, are the attitudes: "nothing ventured—nothing gained" and

(Continued on page 62)

BEELINE[®] COUNTRY... AWFULLY BIG IN AEROSPACE



...and **BEELINE RADIO KFBK** is a proven way to meet this important market

The sky is the limit for your sales in Beeline Country. When you put your message on Beeline Radio KFBK you reach a 21-county market with \$3,449,080,000 in effective buying power . . .

and one of the biggest aerospace centers in the West. KFBK is just one of four Beeline stations and a key to California's rich Inland Valley.

*Data Source: Sales Management's 1966
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McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KFBK • Sacramento

KMJ • Fresno

KBEE • Modesto

KOH • Reno



BPA hits high notes in colorful St. Louis

The 433 registered delegates and others at last week's Broadcast Promotion Association seminar were caught up in the spirit of St. Louis. In fact, it was the strains of "When The Saints Go Marching In" coming out of the trumpet (at left), that told them it was time for a session to start. To keep the show on time, trumpeter David Bailey blew a chorus of "St. Louis Blues" when the sessions were scheduled to end. More than once his horn caught a speaker in mid-sentence.



Left—Talking things over were (l-r): Judd Choler, KMOX-TV St. Louis, general chairman of the seminar; David Crantz, WTAE-TV Pittsburgh; Mary Neal, WTRF-TV Wheeling, W. Va.; Montez Tjaden, KWTV(TV) Oklahoma City, and Dean Linger, Corinthian Broadcasting Corp., New York.



Below—Getting together at the seminar were (l-r): Norman Ginsburg, CBS Radio Spot Sales, New York; Keith Culverhouse, MGM-TV, New York; Chuck Gay, WHIO Dayton, Ohio; Clayton Kaufman, WCCO Minneapolis; Andre Gebstaedt, ABC-TV New York, and Robert Covington, WBTV(TV) Charlotte, N.C.



Four BPA members received the newly inaugurated awards of excellence for their promotions. The awards replace the old presentations that were limited to on-air promotion. Casey Colhemia (l), WFAA-AM-FM-TV Dallas, outgoing BPA president, makes the presentations to (l-r): Keith Moon, KXTV(TV) Sacramento, Calif.; Arnold Katinsky, WNEW New York; Al Korn, WNAC Boston, and Don Peacock, WBAL-TV Baltimore.

Right—Saying hello at the trade press party were (l-r): Kirt Harriss, KPRC-AM-TV Houston; W. Thomas Dawson, CBS Radio, New York; Michael Laurence, NBC Radio, New York, and James Frost, Meredith Broadcasting Co., Omaha.



Below—Taking a break from the sessions were (l-r): Tony Picha, WMAR-TV Baltimore; Caley Augustine, WIIC-TV Pittsburgh; William Davey, KSTP-TV St. Paul-Minneapolis; Thomas Means, CBS-TV Stations, New York; Ronald Sack, ABC Radio Stations, New York; Ben Falber, WTHI-TV Terre Haute, Ind., and Bob Schuessler, Edward Petry & Co., St. Louis.



(Continued from page 58)

"nothing ventured—nothing lost." The user of the first recognizes his limitations and potentials, and "his adaptive capacity doesn't get hung up on his anxiety or hung down on his depression," Dr. Litin noted. "He recognizes he may not always win, but he does not fall into little pieces if he loses the battle."

He said the second type is an "inhibited individual who avoids anxiety by never trying anything lest he lose. It is true he thus avoids anxiety, but pays quite a penalty while daydreaming of what might have been."

Dr. Litin mentioned six "healthy ways" of avoiding stress:

- Taking stock of potentials and limitations. This does not mean that potentials are not stretched and tested—but not beyond the breaking point.

- Find something that can be done well and do it. But don't butt your head on a stone wall masochistically.

- Find outside sources of gratification, such as family work, hobbies, sports, social functions.

- Recognize and handle hostility in

an efficient and socially acceptable fashion.

- Use drugs judiciously, when needed. The same goes for social alcohol.

- Use your best friend as a sounding board.

Although many tests investigating drive and stimulation have been conducted on animals and humans, psychologists might learn something by studying television advertising and promotion, suggested Frank N. Willis Jr., assistant professor of psychology at the University of Missouri, Kansas City. Discussing the "Psychology of Motivation," he said "psychologists could probably learn a lot by looking at what works and what doesn't work on television." He noted that there had been only rare instances of psychologists looking at the influence of media on behavior.

Numbers and Images ▪ The problems of "selling television without numbers" or with better numbers were explored at a Wednesday morning session.

Gerald N. Moody, vice president and media director of D'Arcy Advertising, St. Louis, noted that the "big, broad,

general statements—such as number one in the daytime—are practically of no value." More meaningful numbers, he said, would be number one in the daytime with young women. "As we reduce the mass to fewer numbers we get more and more meaningful data," he added.

The numbers will be "more detailed and more refined," he said, "because all buyers want it." He felt "uniqueness" among stations is "needed desperately" and he noted that D'Arcy had "clients looking for such audiences."

Mr. Moody offered the promotion men a suggestion from the current advertiser's handbook. Stations might be able to attack the job of creating attitude and image by using the slice-of-life technique now employed by many advertisers, where average citizens discuss the product. "You might be able to film viewers discussing your station" as on-air promotion, he explained.

Thomas J. Stanton, president of Creative Consultants Inc., St. Louis, said that the good image a station wants its viewers to have is not created simply by chance, but by planning. He felt management must "evaluate the station and assess it, look for program and service voids" it can fill, "choose a goal compatible with the market and push it in all promotions."

Victor R. Buzzotta of Psychological Associates, St. Louis, felt that "too often numbers control the personality of the stations." TV stations do have "unique personalities." The feelings viewers have for those stations, he added, are created by several factors: programming; the nature and type of advertising, "which helps to establish the personality, quality of sales representatives and graphics."

How a U Does It ▪ Sterling C. (Red) Quinlan, president of WFLD(TV) Chicago, explained how his new UHF (on the air since January) had attempted to "establish quickly the kind of station we are not going to be. It was easy to do because we started from zero."

He noted that "many times you'll get a sale because of some intangible item that you can't put your finger on." Graphics, he added, are "terribly important" in creating a personality since they open doors and establish the station.

Mr. Quinlan noted when he had been vice president and general manager of WBKB-TV Chicago, the ABC-owned outlet, he had conducted a survey and found that WBKB-TV, along with that of the CBS-owned and NBC-owned stations there had little image save for that of the network. The only local image belonged to WGN-TV as a sports station, he recalled. He used this illustration in explaining it's easier to build an image as an independent.

In elaborating on the WFLD concept



Welcoming BPA's first honorary member

Sol Taishoff (r), editor and publisher of BROADCASTING and *Television* magazines, was honored at the Tuesday night banquet as BPA's first honorary member. Presenting the trophy is outgoing BPA president, Casey Colhman, WFAA-AM-FM-TV Dallas.

Mr. Taishoff was selected as an honorary member for his work in the progress and advancement of

broadcasting, for being "one of broadcasting's most dynamic, effective promoters in support of the industry's public and private interests," for being "the foremost spokesman in the promotion of maximum broadcast freedom with minimum government control," and for recognizing "the importance of professional promotion personnel in broadcast management."

of "what we're not," he said "we're not going to have Oral Roberts, men or women wrestling, the *Addams Family*, *Munsters* or carry Preparation H commercials. "Viewers can point to the station," he explained, "and say it doesn't have a lot of network trash." He added, however, there were some off-network programs like *Alfred Hitchcock* and *Perry Mason*, that he does want.

Money Helps ■ With the money of Field Communications behind the station, Mr. Quinlan said, "we don't have to be hungry. If I owned the station myself I'd have Preparation H all over the place. Thank God I don't have to. . . . We're after the blue-chip clients. We're not good for Procter & Gamble or Lever Brothers and we don't go after that business."

Mr. Quinlan also described the WFLD endorsement process, which works toward image building. He said the station carries endorsements of clients by using a slow crawl with background music saying that the station is happy to endorse its clients. This is followed by three slides giving clients' names. Questioned later, Mr. Quinlan said these endorsements are not logged as commercial, but are carried as station promotions because "we're promoting our image."

He said that if WFLD doesn't feel it can endorse the client, it won't take the account. As an example, the station won't accept advertising from used car dealers, "even with cash in advance."

The sum of all this effort, he pointed out, is that "I've made a quicker image with a U in nine months than in all the years I was with WBKB-TV."

Facts Help, Too ■ You can sell radio without numbers, but don't try it without facts, advised Robert Galen, research director of Blair Radio who said "a station's position in the market from a ratings point of view is not the single most important factor."

More important, he thinks, is the position of the station within its part of the programming spectrum in a market. Addressing the session on "Selling without Numbers" Mr. Galen advised that stations "be marketed today like any other commodity." This, he said, means gathering data on the characteristics of a specific market and then programming a station to fit those characteristics.

Louis Bolton, general manager of WDAF Kansas City, Mo., said: "It's a mistake to make numbers the beginning or end of your pitch," concluding that "the book of numbers never will tell the most important part of radio's story."

C. Kelly O'Neill, vice president and media director of Gardner Advertising, St. Louis, suggested that radio salesmen must make their appeal to those who write media strategies, that is, asso-



Big audiences for "Ask the Man" sessions

Several hundred BPA members took advantage of the "Ask the Man Who Knows" sessions held Monday and Tuesday mornings. Each session, in itself a miniature seminar, featured 10 experts, each in a different area of promotion, answering questions. Typical of the 10 groups was the one above, where Keith Nicholson (seated center), promotion manager for KOGO-TV San Diego, discussed TV program promotion.

Other experts at the sessions were: Dick Paul, WAVY-AM-TV Norfolk, Va., on merchandising; Rich Sinclair,

KABC Los Angeles, on radio-program promotion; Kirt Harris, KPRC-AM-TV Houston, on trade-paper advertising; James Hanlon, WGN Chicago, on public affairs and public relations; Ned Jay, WAGA-TV Atlanta, on station graphics; Joseph Costantino, KTVU(TV) Oakland-San Francisco, on sales presentations; Dr. John R. Thayer, Peters, Griffin, Woodward, New York, on research; Joseph Cook, ABC-TV News, New York, on publicity, and Caley E. Augustine, WRC-TV Pittsburgh, on contests and exploitation.

ciate media directors and media supervisors. These people have actually become more oriented toward marketing than toward media, he said.

Ars Longa ■ An art director who is not recognized today as being the key to the communications process is probably behind the times and should be "moving from the Fibber McGee and Molly age into the Pepsi generation." That's the message John W. Amon, associate creative director, Needham, Harper & Steers, Chicago, brought the BPA.

By now, he said, the art director—even though that label is also out of date—should be enjoying "a high degree of respect, a fair amount of clout and a sizeable regard from his cohorts as the total ad-maker."

The art director's job is communicating, he went on, and the "discipline of believability and good taste" is his spe-

cial area. "He is advertising's taster."

Mr. Amon pointed out that clients have an obligation to good production and they should "seek the best talent, demand the best performance, and support it. Advertising rates have become too high not to put it into skilled hands at the very beginning."

He also had rough words for the displays the BPA members had set up under their "gateway to ideas." He said that generally the promotion pieces looked like a "wallpaper of sameness and dullness."

Seconded ■ Another critic of the BPA member's efforts was Louis Dorfman, director of design for CBS Inc., New York. Noting the "gateway to ideas" theme, he said the "FTC could slap an injunction for false advertising on that one."

Broadcasting promotion is far behind

the field at local station level, he charged, because the talent supply is limited. "It's difficult enough to get good talent in the metropolitan areas," he added.

Broadcasting should be a leader in promoting esthetic values and the "senses of the public should not be offended—at least not by us," he pointed out. Commercials, he went on, are far ahead of what promotion men attempt to do.

Imitation and compromise are devils that destroy creativity, Robert M. Jones, art director of RCA Victor Records, New York, added. Among the major pitfalls are the ads that are "overly gimmicked, overly cute and double entendre."

A good art director, he said, is a "creative man—if he is good he has insatiable curiosity." He also warned that if you have to go to your secretary for reassurance on your work, "you don't belong in the job." Mr. Jones also maintained that the realm of the art director today is too limited and that he should have a voice in planning.

Color Pitfalls ■ Color isn't new, it is an extension of regular program processes, according to Leonard Kaufman, staff assistant, CBS-TV network operations, New York. In discussing pitfalls of color production—particularly for stations changing over to color, he noted that since most homes will still see the programs in monochrome, hues must differ in brightness value to produce sharp black-and-white pictures.

Betty Stilz, promotion and publicity director of WLWT(TV) Cincinnati, described the intensive promotion that preceded the station moving all its news program to color earlier this year. She also showed examples of the daily promotion the station uses for the news program. Using a prerecorded opening and closing, WLWT uses about 20 seconds of local color newsfilm from the preceding day's newscast, with the question "Did you see this story yesterday?"

William P. Davey, advertising and promotion manager of KSTP-TV St. Paul-Minneapolis, showed examples of how color is included in all the station's print, billboard and transit advertising. Carl W. Simonson, account executive, J. Walter Thompson, Chicago, showed examples of how Chicago's four commercial VHF's use color in promotion pieces.

Trade Advertising ■ Joseph St. Georges, director of the data and systems department of Young & Rubicam, New York, advised stations to stay away from statistics that are already in agency computers when they prepare their trade advertising and to stick to information which goes beyond the numbers.

He estimated that 90% of all television spots are now bought by agencies

which have computers available to them. The subject matter of station promotion in the computer age, he said, should be the nature, attitude and responsiveness of the audience it reaches.

In apparent contradiction Marvin Roslin, director of research and sales promotion, Adam Young, proposed that trade advertising by stations can profitably concern itself with audience numbers so long as they are honest. Many stations, he said, are guilty of "indecent exposure" in their trade advertising, that is, presentation of misleading statistics.

Harvey Harkaway of Standard Rate & Data Service, described "a general withdrawal" by radio and TV stations



Mr. Alch

from advertising in the trade press. "Many of you have tended to turn your backs on a basic selling tool," he said, "that could strengthen your sales picture and reduce your sales costs."

Go, or No Go ■ There's growing evidence that a new television show either grabs followers quickly, or not at all.

Apparently knocking the notion that new-season programs may often build audiences gradually over a period of weeks, Keith Culverhouse, director of advertising and sales promotion for MGM-TV, said research points to the contrary.

"Viewers make their minds up very quickly," he explained, "and all pre-season promotion can do is to stimulate maximum sampling. After that it's up to the program to sustain its own audience."

Mr. Culverhouse said a pilot study

conducted last August—one month before new-season programs appeared—showed that the average viewer was familiar with 3.4 of the 35 new programs which premiered. The same research indicated a close correlation between the number of new programs a viewer actually watched and the number he was familiar with before the season began.

It was learned that 78% of those who could name a new show prior to the season were interested in watching it. Mr. Culverhouse also noted the difficulty of stealing audience from established programs, explaining that if 61%, for example, of the new season consists of returning programs, then about 58% of viewing will be of these old shows.

He advised networks, in preparing promotion trailers for new programs, not to waste time with network promotion at the expense of the program itself. He also advised them to direct their sell at the program's target audience, not to try to appeal to every taste within a single promotion, and possibly lose everyone in the process.

Repeat, Pleasingly ■ Robert P. Newman, manager of Newjack Sound Recorders suggested that promo spots ought to pay maximum attention to their "repeatability value." They should not aggravate the viewer after several showings, he said. Mr. Newman thought cartoons, in general, are better suited for repeated viewing than live action.

He went on to suggest that stations make use of the credit-crawl time at the end of a film show for attention-grabbing audio promotion. "Don't just announce over these titles," he said, "but build a miniature gem to expose in this area."

Joseph Lee, 35mm superintendent of Consolidated Film Industries, Hollywood, lamenting the overloaded condition of color film processing labs, said the situation could be eased if networks would use leftover footage from their original program film for promotion trailers so that the expensive and time-consuming job of processing duplicate film cuts from the finished version of the program could be eliminated.

Dialogue Needed ■ Many broadcasters are still doing promotion in the manner established by print media decades ago, the BPA was told. Alan Alch of Alan Alch Inc., Los Angeles, said that "print has made us do things in monologue—in television its voice-over, in radio it's sheer disaster."

Mr. Alch, a specialist in off-beat commercials, was pumping for broadcasters to use more humor in their promotions and he suggested the best way to approach the subject was by discarding the monologue technique.

In its place he advocated dialogue that uses humor, not dialogue that is just "a [monologue] copy platform di-

vided between two people." True dialogue, he added, provides a "relationship between product and audience." The need for such copy is more pronounced in radio, he said, since radio does not have white knights or tigers to illustrate the copy.

Great Outdoors ■ Kenneth Cowan, director of information for WOR-AM-FM-TV New York, in a session on the use of outdoor advertising in radio-TV promotion, said WOR-TV had spent 35% to 40% of its ad budget in outdoor last year. The approach in outdoor, he said, should be simple and strong. "Don't have a lot of things fighting for attention in the same poster," he advised.

The growth of a station is linked to its relationship to the community and what it does for the community, according to Geraldine Freed, sales promotion manager of Plains Television Stations, Springfield, Ill.

She asked if stations carry community service programs because they need them for license renewal or because they are important to the public. Additionally, she asked, "do you fully realize how important community service is in establishing your station image? It's mighty nice when you hear the community blow your horn because of a very worthwhile community service program. . . ."

Television is "limitless," Miss Freed said, "there are no boundary lines. It's up to the individual station to originate ideas that will stimulate the viewer's interest . . . for his own good."

She listed a variety of community service projects undertaken by the Springfield stations in education, religion, music, medicine and other categories.

Wise budget means louder drumbeats

It's not always easy to protect the budget and get the most for a dollar, but H. Taylor (Bud) Vaden, Triangle Stations, Philadelphia, offered 20 tips on how it can be done. Discussing budget problems, he pointed out that the objective "should not be to come in under the budget, but to produce maximum dollar value for every dollar allocated to the promotion budget."

Creating a promotion budget that is realistic to support a "sensible, logical, effective promotion plan," he said, is an obligation of all promotion managers. They must show management that those funds will produce more profit instead of reducing profit. He also noted that "too little budget is the worst waste of all. You might as well have no budget."

"The first sign of a professional atti-

tude," he said, is to work out a realistic budget. This area is one where "we can show true professionalism more than any other."

Do's and Dont's ■ Among his recommendations for wise spending were:

Don't place all your print work with one supplier. He'll get fat.

Challenge bills you think are too high. They may be.

Check bills before approving them.

Coordinate type and art to get many uses of the same material.

Repeat good ads. If they pull once, they'll do it again.

Don't waste studio time. Plan ahead. Be ready to get to work when your time in the studio comes up.

Have realistic deadlines. You pay a premium for speeded-up work.

Gang up type jobs sent to type houses. Type bills can be cut. Get only the required number of repro proofs. Don't ask for more proofs than you need.

Cull deadwood from mailing lists. Direct mail is the most expensive way to advertise and you've got to be careful not to waste.

Keep up with printing advances.

Know what's new in production. Know what production aids are available.

Visit printers, type houses and paper companies so you can learn what it's all about. If you understand the processes, odds are you can save money.

Listen to salesmen. They'll tell you what's new in their end of the business. You can find a way to save money in printing from a paper salesman or a printer or a silk screener.

Read the ads.

Buy photos wisely. You'll often be able to buy good pictures from amateurs. If you buy a stock photo, buy it for unlimited use instead of one-time only.

Sell others on helping you promote the station.

Use trade deals wisely.

Read contracts before signing.

Require syndicators to provide promotion materials along with programs you buy.

Buy the right equipment. Know how to use it. Make sure your operators know how to use it.

What are best radio-TV promotion media?

REPS HEAR PRESS BEST FOR TV, TV BEST FOR RADIO

Major radio and television station-representation companies went to St. Louis last week to trade promotion ideas with the stations they work for and left them with some unsettling ideas.

For example, newspapers are the best medium for promoting television and television is the best for selling radio. Researcher Frank N. Magid told personnel from 28 Katz-represented stations these findings emerged in a 30-market-survey conducted by his research company, Frank N. Magid Associates.

Mr. Magid said radio stations are fooling themselves if they think they can pull audience away from all their competitive stations. He suggested that radio promotion copy give constant listening habits. Without "targeted" audience promotion copy, he warned, radio listeners will likely use a trial-and-error dial-spinning method to find the stations they want.

Thirty-two promotion managers and four station managers from stations represented by Edward Petry & Co. attended the 12th annual Petry seminar titled "Promotion Clicks of '66." Describing promotion techniques at the session were Doug Wells of WMBD-TV Peoria, Ill.; Gordon Gerhardt of KVOO-TV Tulsa, Okla., who noted the importance of keeping agencies advised on latest color-set-penetration figures; Don

Peacock of WBAL-TV Baltimore, who described an all-media promotion strategy, and David McGahey of WFIL Philadelphia.

Also addressing the Petry meeting were Lou Froeb of WTHI-TV Terre Haute, Ind.; David Doyle of WISN-TV Milwaukee; Monte Cook of KVOO Tulsa; Jim Hanlon of WGN-TV Chicago; James Evans of WTAR-TV Norfolk, Va.; James Stevenson of WSB Atlanta; Bruce Pollock of WNBC New Haven; Bruce Robertson of KCRA-TV Sacramento, and Fred Foerster of WBRE-TV Wilkes Barre, Pa.

David Klemm, John Blair & Co.'s marketing director, speaking at the company's promotion seminar, said advertisers are demanding more information to justify purchases of time. Advertisers, he went on, "want to know what responsiveness, what kind of acceptance and what impact their advertising will have on your station."

Mr. Klemm said good promotion is nothing more than getting your station known.

H-R Television's promotion seminar was addressed by J. Dolan Walsh, a media supervisor, and timebuyer Beth Seib, both D'Arcy Advertising, St. Louis. In a presentation called "Is Your Sales Promotion Really Selling?" the agency members were critical of run-of-the-mill promotion pieces and suggested more exciting and factual

materials as a substitute. The three-and-a-half-hour session was chaired by Mel Grossman, vice president and director of TV sales research and promotion for H-R Television. Representatives from 27 stations attended the H-R meeting.

Peters, Griffin, Woodward held separate closed sessions for its radio and television stations and reported its largest attendance yet for these annual meetings. Twenty-six stations participated in the PGW sessions whose theme was described as "involvement" of stations with their audiences and with agencies.

Is TV losing best audience?

Xerox communications chief fears bland programing prompts viewer desertions

The television networks may be running the risk of a "slow creeping atrophy," losing their classiest audience, and alienating sponsors as well, by turning thumbs down on provocative programing in favor of the bland.

Hitting hard at a programing philosophy that counts on movies to offset a lack of imagination, David J. Curtin, vice president of Xerox for corporate communications, said last week that companies such as his own may be losing the very audience they need the most.

Delivering the keynote address to the Broadcasters Promotion Association seminar in St. Louis, Mr. Curtin warned the television networks that a new, young, better-educated and more sophisticated generation is evident in this country, which has better things to do than sit around to see "if there may be something good on television tonight."

He said there is now, for the first time, evidence that the most elite segment of the television audience—the better educated and more affluent—is drifting away from the medium. "It's inconceivable that television could let this happen," he went on, but nevertheless he described a path around the problem.

A recent Xerox program, *Storm Signal*, a case history of dope addiction, Mr. Curtin said, had been turned down by all three television networks but was still available to 92% of U. S. television homes through syndication. And it achieved an average 38 share of audience, he added.

The Xerox vice president chided the

television networks specifically for their preoccupation with movies. He told the BPA delegates that the three major networks erred in dedicating so much time to an entertainment form "originally created for another purpose; some good but most, pretty old and rather tired."

Threat Could Grow — A full-scale defection by a highly selective audience, Mr. Curtin suggested, is "a threat that could become much greater than anyone has yet thought possible."

Borrowing the catch-phrase of Marshall McLuhanists, he noted that for Xerox, "the medium became the message," explaining that the provocative programing with which the company has aligned itself is enhanced by the fact that Xerox is willing to put it on television.

Xerox won acclamation from Bombay to Dublin, Mr. Curtin said, from the controversy that swirled around its sponsorship of four specials on the United Nations. He characterized the \$4-million project as "one of the finest advertising investments any company has ever made."

Noting Xerox's success with its sponsorship of *Death of a Salesman*, he reviewed future programing planned by the company, including *The Glass Menagerie*, *The Crucible*, *An Evening with Mark Twain* and a three-part presentation of *The Rise and Fall of the Third Reich*.

PROGRAMING

Strike halts tape shows

Unions' meetings over weekend preceded by AFTRA action against producers of prerecorded programs

The Screen Actors Guild and the American Federation of Television and Radio Artists scheduled meetings with their national executive boards over the weekend to review the status of their negotiations with networks, advertisers and agencies and commercials producers.

AFTRA began action on Thursday against taped TV shows whose producers would not promise to keep the programs off the air in the event a strike is called. The first show affected was Johnny Carson's *Tonight* program, which was not taped early Thursday evening because NBC-TV, the producer, refused to sign the union's statement pledging not to use the program if a strike occurred.

Other tape shows whose production schedules were canceled were the following daytime programs: *Match Game*, *You Don't Say*, and *Swinging Country*, all on NBC-TV. Reruns of programs

were substituted by the network. AFTRA said the producer of the *Garry Moore Show* on CBS-TV had signed the union's statement.

The present contracts expired at midnight last Tuesday (Nov. 15) but a strike was not called though unions had authorization for such action from their memberships.

Indications were that full-blown negotiations, which stopped early Wednesday, would resume this week in New York after SAG and AFTRA had received guidance from their boards.

Donald F. Conaway, national executive director of AFTRA, called a meeting for last Thursday evening (Nov. 17) for eastern members of the national board in New York. He said similar meetings would be held in Chicago and Los Angeles for midwestern and western members of the board, probably over the weekend.

A SAG spokesman said its national

board had set a meeting for Saturday (Nov. 19) in Los Angeles and a series of membership meetings on Sunday (Nov. 20) in principal cities. These meetings, he said, are intended to review the negotiations and solicit the views of the board and membership.

SAG and AFTRA negotiate jointly in the area of TV commercials. There was a difference of opinion among some union officials on the status of these talks. One said the outlook seemed "favorable," while another insisted "there are still many points to be worked out."

The unions are seeking substantial increases in wages and fringe benefits in both the TV commercial area (both SAG and AFTRA) and in various program and newsmen codes, in which AFTRA negotiates alone.

A troublesome area in AFTRA's negotiations with the three TV and four radio networks is said to be the union's demand that all network newsmen be brought under the AFTRA codes. On Thursday the Federal Mediation & Conciliation services in New York requested networks and AFTRA to appear before it on Friday in an effort to resolve what the FMCS called "an impasse."



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FIRST BY ANY STANDARD

Long gainer for MSU-Irish

ABC, NCAA's fast scrimmage stretched coverage as far as Comsat could take it

ABC-TV and the National Collegiate Athletic Association last week broke with college football scheduling precedent and in the process wound up with the first scheduled TV use of the Lani Bird satellite in a transmission from the U. S. mainland to Hawaii.

ABC extended coverage of the scheduled Notre Dame-Michigan State football contest (on Saturday, Nov. 19) from a regional to a national telecast

with 75% of the country to be serviced live and the rest by delayed tape. This came after the NCAA's TV committee had said ABC could add live feeds to the Northwest and delayed tape feeds to the South and Midwest, thus giving the game nationwide coverage.

The importance of the game between the country's top-ranked college teams had stirred an unusual wave of demands from fans outside the originally planned NCAA regional telecast areas. It had been indicated 10 days ago that action would be forthcoming to make the game available to most of the country (BROADCASTING, Nov. 14).

ABC-TV needed NCAA approval to reschedule the game nationally. Though ABC-TV selects games for regional telecasts, the network follows NCAA committee guidelines and the association sets the regional pattern.

Protects Attendance ■ Under NCAA policy no member college team appears

more than once in a national telecast in order to protect the attendance at small-college games. NCAA, however, can change its policy.

ABC-TV planned to feed the game live and in color (1 p.m. EST) by Lani Bird to its affiliates KHVH-TV Honolulu, KHVO-TV Hilo and KMVI-TV Wailuku, all Hawaii. ABC explained that relays from Comsat's earth station in Brewster Flat, Wash., via satellite over the Pacific to Paumalu in Hawaii were to be distributed by land link there to the three stations.

Comsat had indicated that although Lani, launched on Oct. 26, has not achieved a true synchronous orbit, it would be in correct position for transmission of the NCAA game.

Sources at ABC disclosed that apparently the 13 national advertisers of NCAA games would ride free for exposure time into Hawaii, at the network's expense.

More Expense ■ This wasn't ABC's only added expense. It was learned last week that an independent syndicator of taped coverage of the game, who had lined up 14 stations in scattered parts of the East and Midwest, was being reimbursed by ABC for his expenses.

Castleman DET Chesley Co., Exton-Whitford, Pa., had arranged with Michigan tSate for video-tape rights to the game. Castleman Chesley, owner, sold the game for 11 p.m. showing (Nov. 19) to 14 stations, but through arrangements with ABC last week dropped the 11 that exercised their rights to cancel if the game otherwise was telecast in their area.

The stations affected included three in Texas, one in New Orleans and seven in the region between Norfolk, Va., and Miami. Three more stations as of last Thursday planned to stay with Mr. Chesley: WPIX(TV) New York, WIBF-TV Philadelphia and WFLD (TV) Chicago.

Liberty Mutual to use new outdoor film series

A series of 26 half-hour outdoor films in color will be produced by Foss/Halmi Inc., New York, for sponsorship by Liberty Mutual Insurance Co., beginning in January 1968. The series, titled *The Outdoorsman: Joe Foss*, will feature Mr. Foss, the former commissioner of the American Football League, ex-governor of South Dakota and a Congressional Medal of Honor winner.

Robert Maddox, advertising manager of Liberty Mutual, said the order for the new series was based upon the national acceptance of the company's *Gadabout Gaddis: The Flying Fisherman* film series that Liberty Mutual sponsors in 75 U. S. markets.

Football plans rode on untried systems

Operating officials of the Communications Satellite Corp. were keeping their fingers crossed, looking for lost pennies and keeping close to wood (to knock) at week's end. The activity was a search for favorable fortune as they prepared to relay televised coverage of the college football game of the year (game of the century, according to some sports writers and broadcasters) to Hawaii via satellite. The game, of course was Notre Dame vs Michigan State, broadcast by ABC.

The reasons for the human tremors were two: Lani Bird was expected to come into line of sight between Brewster Flat, Wash., and Paumalu, Hawaii, beginning at 6 a.m. Hawaiian time. The game was scheduled to run from 8:30 a.m. to after 11 a.m. Hawaiian time. Comsat officials weren't exactly sure how long Lani Bird would illuminate Hawaii and the West Coast; they were hoping it would last longer than the two-and-a-half hours for the game but, they were shuddering at the possibility of a fadeout in the last five minutes of a tight game, or the last two minutes, or one minute before the final gun.

And secondly, the earth stations on the U. S. West Coast and in Hawaii were only going to be tested on a sustained basis Friday, just 24 hours before the game.

The game was to be relayed at no cost, since the Lani Bird satellite is

in a test period. Later this month, when the satellite is "optimized" for 12-hour service over the Pacific, it will become commercial. Until then, the TV networks have made plans to use it for U. S.-Hawaiian live TV, the first time the islands will have instantaneous TV. ABC was planning to do a pickup from Hawaii, presumably during half time, to show U. S. viewers the reaction to live TV reception in Honolulu. Later in the day, NBC planned a Vietnam report from the U. S. to Hawaii. On Sunday, both CBS and NBC had asked for permission to relay their pro football games to Honolulu, but no decision had been made late Thursday. All were to be in color.

Next Saturday, NBC plans to transmit the Army-Navy game to its Hawaiian affiliates.

The Hawaiian Telephone Co. was to provide land lines from the Comsat earth station near Honolulu into the city to feed the ABC affiliates; it also was to pickup the tab for landlines from Los Angeles to Brewster Flat in Washington.

The Notre Dame-Michigan State game was also scheduled to be received and seen by personnel at the Australian earth station at Caruarvon, the National Aeronautics and Space Administration crew at Ascension Island in the South Atlantic, and Comsat personnel at Andover Me. All were to be in line of sight with Lani Bird last Saturday.



**Bill sparked his school football team...
now he calls signals on a GM assembly line.**



Bill Geshwiler is a Methods Engineer, quarterback of the engine assembly line for Buick at Flint, Michigan.

He works with miniature men and machines on a three-dimensional board, an actual facsimile of the plant. By moving, changing, arranging and rearranging, he coordinates and balances men and equipment for

peak efficiency and productivity. He evens the individual work load so that a smooth, orderly production flow is maintained all the way along the assembly line.

Bill has always been a quarterback—in grade school and high school at Beech Grove, Indiana, near Indianapolis. The fact is, he made the All-

State football team in 1954. Passing up scholarships at two universities and an appointment to a service academy, he decided instead on the General Motors Institute in Flint, and was graduated with an engineering degree.

He's the kind that could make any team, but we're glad Bill Geshwiler is in the General Motor's lineup.

General Motors is people making better things for you.



MARK OF EXCELLENCE

Stations adept on equal time

FCC notes few decisions went against broadcasters, fairness record good, too

The nation's broadcasters may not like the hobbles of Section 315 of the Communications Act, but the experience of the political campaign just ended indicates that they are becoming increasingly adept at discharging their responsibilities under that law.

FCC officials report that of the equal-time questions that reached the written-complaint stage (many questions were settled in telephone calls to staff members), only one could be considered to have gone against the station involved. Stations did about as well in connection with fairness doctrine matters, officials said.

The book, however, isn't closed. Commission staff members are still knee-deep in post-election equal-time and fairness-doctrine questions. Complaints about sponsorship identification await answers, too. Conceivably, this clean-up work could lead to forfeitures or to letters of reprimand for stations.

No count was made of the complaints received during the campaign. But "more than a hundred" came from members of the public concerned about a particular station's treatment of a favorite candidate or a controversial issue, according to the staff. "Quite a few" complaints were filed by candidates themselves or their managers.

Not Much Policy — Despite the numbers, little new-policy ground was broken, since most complaints were disposed of at the staff level on the basis of previous commission decisions. But one precedent-setting ruling by the

commission resulted in a liberalization of the equal-time law; in a declaratory ruling last month the commission held that licensees preparing a program in which all candidates for an office would be invited to appear could ask those declining to participate to waive their Section 315 rights—and thus protect the station against a future demand for equal time (BROADCASTING, Oct. 31).

The Section 315 decision going against a station, however, stressed the commission's policy that a candidate's appearance on television or radio constitutes a "use" of the broadcast facilities that subjects the station to equal-time demands unless the appearance is explicitly excepted by statute. The case involved the appearance in a film clip promoting Senator Lee Metcalf (D-Mont.) of a candidate for the Montana state legislature who was not a candidate at the time the film was made and who was not identified on the air.

The other opinions ground out by the commission staff indicated that the stations are developing a firm understanding of their Section 315 responsibilities. WTOP-TV Washington, for instance, was upheld in its refusal to grant time to an Arlington county, Va., board candidate. He had asked for time following the appearance of two opponents in interviews on a regularly scheduled news program.

The complainant had held that since the interviews were not "on the spot" news interviews, they did not fall under the Section 315 exemptions specified in the law. The staff, however, held that "the fact such interviews may have involved some prearrangement does not remove them from the exemption."

Knows Its Rights — KYW-TV Philadelphia last month also indicated it knew its rights, as well as its obligations, in refusing to grant a demand of a third-party gubernatorial candidate to participate in a debate with his Democratic and Republican opponents that was to be aired by KYW-TV and 13 other stations. KYW-TV had said it would

CBS leads Arbitrons

CBS-TV regained its lead in nighttime average audience in the overnight Arbitrons, according to ratings covering the 7:30-11 p.m. period in the week Nov. 7-13. CBS had dropped seven-tenths of a point behind NBC-TV in the previous rated week (BROADCASTING, Nov. 14). The ratings: CBS—17.9, NBC—16.2, ABC—13.8. In wins by half hours and nights of the week, CBS had 20 half hours and Wednesday, Friday and Sunday; NBC had 17 half hours and Tuesday (election night), Thursday and Friday; ABC had 11 half hours and Monday, and ABC and NBC were tied in one half-hour period.

give the candidate a half-hour of free time in a comparable time slot and feed the program to the other stations airing the debate. And that, the staff held, discharged the station's obligations (BROADCASTING, Oct. 24).

WCBS-AM-TV New York demonstrated its grasp of the fine points of equal-time law in one of the odder controversies to reach the commission. In handling it, the staff indicated that a name on a ballot doesn't necessarily establish the owner as a legally qualified candidate entitled to Section 315 rights. The staff also made clear its view that the commission, not the candidate, determines what information is relevant in resolving a complaint.

The station in the final days of the campaign had denied an equal-time request of Judith White, gubernatorial candidate of the Socialist Workers Party, on the ground that she was not a legally qualified candidate. The station maintained that even though her name was on the ballot, she lacked the state-constitution-prescribed minimum-age (30) and state-residence qualifications (five years) to be governor.

The commission staff, after receiving a complaint from the party, attempted to get a ruling from state officials on the candidate's qualifications, or lack of them, while at the same time asking the party to reply to the station's arguments in the case. The commission received no answer from the state. And the party officials, asserting that the commission's opinion of Miss White's bona fides was immaterial in view of the presence of her name on the ballot, refused to respond to the station's allegations.

The staff replied that it couldn't rule without the information—and didn't.

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Few radio-TV complaints

Only nine of 68 filed with fair campaign group involve broadcasters

Approximately 13% of all complaints received by the Fair Campaign Practices Committee concerning tactics in the recent election campaigns involved the use of broadcasting.

Of a total of 68 charges filed with the committee, nine involved allegations of improper use of radio and television. The committee is a nonpartisan organization that investigates such complaints and brings them to the attention of the candidates to try to assure a clean campaign. Most of the complaints were filed against candidates by their opponents although some came from the public and most involved campaign advertising or statements although one charged a possible conflict of interest by a station employe.

As a result of these charges, which, according to committee executive director Samuel Achibald, represent a slight increase over previous years, the committee will contact the FCC to try to establish a liaison with the commission on campaigns.

He pointed out that no complaints were received about a lack of fairness or slanted news coverage by broadcast stations.

GOP Films ■ The two most celebrated cases handled by the committee were the charges against the Republican party's doctoring of tapes of President Johnson and on its controversial film "What's Going On Here?" Both the Johnson tapes and the film were withdrawn from use. The film represented the second election campaign in a row that such a GOP production had come under attack and had to be withdrawn.

Among the other cases were complaints against a film in which Governor Edmund G. Brown of California was shown saying "remember it was an actor who shot Lincoln," a reference to his opponent Republican Ronald Reagan who is a former film and television star; complaints that the lack of audio identification made a TV campaign spot for New York Governor Nelson Rockefeller seem like a station editorial or newscast and charges, later retracted that a New Jersey senatorial candidate was misrepresenting opposition voting records.

The other complaints about radio-

TV use concerned routine charges of unfounded accusations common to overzealous campaigners and of exaggerated claims, another occupational hazard during heated campaigns.

One of the more lurid charges and one over which the committee did not act since it concerns itself only with gubernatorial and congressional campaigns was one that a candidate for a state legislature was giving the impression that he was the incumbent when he wasn't and used the sound of a howling dog in the background when referring to his foe in radio spots.

The committee also sent tapes to stations in certain areas warning of racial and religious slurs and last-minute smear campaigns in areas where such tactics were an issue. These announcements are part of an Advertising Council campaign.

Fairness probe's program list hit

The Rev. John M. Norris, owner of WGSB-AM-FM Red Lion, Pa., has objected to the inclusion of certain religious programs on a list of "controversial" programs sent out by the Senate Communications Subcommittee as part of its questionnaire on the FCC fairness doctrine.

The Red Lion Broadcasting Co., which operates WGSB, is currently involved in a court fight with the FCC over the doctrine, and its attorney, Robert E. Manuel, had earlier written to the subcommittee saying it could not answer the questionnaire because of the court action (BROADCASTING, Nov. 14.)

The subcommittee's questionnaire was sent out to broadcast licensees last month (BROADCASTING, Oct. 31) to compile data for a study of the fairness doctrine and Section 315 of the Communications Act. It included a list of syndicated programs "which deal with issues of public importance from time to time," and asked stations about their handling of such shows.

Mr. Norris, in a letter to the subcommittee, however, challenged the propriety of including several religious programs in that list on the basis that they were not controversial and that the First Amendment to the Constitution prohibited Congress from acting on religious matters. Even if it were within the province of Congress, he added, the list would be discriminatory since it fails to include all religious programs. He went on to say "religion not being the business of the Congress, it cannot be said to present a 'controversial issue of public importance.'"

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Musipac announces for the first time a *new* unique classical music service for automated stations.

It is superb. Why?

Because it contains the world's finest classical music recorded on the finest equipment, programmed in brief sections to fit your sponsor's as well as your listener's needs.

Or you may choose from the other five Musipac "middle-of-the-road" categories. Your basic library would contain 105 hours of the finest two-track stereo music of your choice (playable monaurally if you wish), at a price as low as 48¢ per hour of monthly use.

To keep your station's sound fresh and up-to-date, you will also receive 27 hours of *new* music each month. Thus, your entire music library will be replaced every 3 $\frac{1}{4}$ months.

You listen. You be the judge.

When quality costs so little why settle for less.

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Affiliates back new MBS plan

Regional meeting in N. Y. endorses concept to beef up news, sports

Mutual's plan to strengthen its news coverage, commentaries and sports programming was approved last week by New England-New York MBS affiliates in the first of a series of regional meetings. The regional was held in New York, with others to follow in other parts of the country, the meetings scheduled to accommodate the holiday season.

The concept of beefing up MBS's network had received general approval by the Mutual Affiliates Advisory Committee in Washington (BROADCASTING, Nov. 14).

Mutual officials explained last week that the approvals obtained in Washington and in New York were for a general program of "refurnishing" and that specific details would be worked out once the broad concept has gone the rounds of individual regional meetings of affiliates.

Though MAAC did not act on any details in the plan, several suggestions were made by the Mutual management team headed by Matthew J. Culligan, president and chief officer.

Among these were expansion of Mutual's five minutes of news fed on the hour to 15 minutes and on the half-hour to eight minutes. The on-the-hour newscasts are for sale by the stations to advertisers, and on-the-half-hour newscasts are sold by the network. The mid-hour expansion to eight minutes will

give the network one minute to sell to advertisers in addition to the two minutes of commercial time (maximum of one 60-second and two 30-second commercials) it now has available.

Affiliates were told that Mutual seeks to weed out programming that fails to clear at least 60% of the network lineup, in an effort to improve its national service.

Suggestions also included commentaries, such as an *Editor's Notebook*, which would be short features presumably similar to those offered on the other radio networks; an increase in live sports coverage and actualities and the use of experts from outside the broadcasting field such as magazine writers or specialists in various areas. MBS's management voiced its intention to improve clearance in New York where its affiliate WHN now clears only a portion of Mutual feeds—namely, some news and special events.

Court restraints fought in Florida

A broadcaster in Florida has asked the state supreme court to overturn a local judge's order putting restraints on news coverage of a trial due to begin Dec. 12.

The judge has prohibited the publication or broadcast of any background information on the case, and, after the trial begins, has restricted newsmen from reporting anything not presented as evidence to the jury.

The suit was filed by WFTV(TV) Orlando and is directed at the order issued last week by Judge Douglas Lambeth, in Orange county.

Judge Lambeth in effect stated that

the Constitution does not guarantee the public's right to know and does not "grant to the press a freedom of the press." He threatened to invoke the contempt power of the court on any newsman who disobeys his ruling.

The case involves the trial of a woman charged with maintaining a house of prostitution.

Ray Ruester, WFTV's vice president of news, who is also chairman of the Freedom of Information Committee of the Florida Association of Broadcasters, charged that Judge Lambeth is attempting to censor the news media. "Judicial power and American justice," he added, "cannot be exercised in secret. Public opinion has led to our improved system of justice and public scrutiny is necessary as a system of checks and balances."

Judge Lambeth entered his order on motion of attorneys for the defense asking for protection from undue publicity that might interfere with a fair trial.

Citing the U. S. Supreme Court decision in the Sheppard case as well as the Billy Sol Estes decision, the judge noted that his prohibitions were only binding during the trial. After the trial is over, he said, all barriers are lifted.

During his consideration of the motion, Judge Lambeth said, he has heard argument by lawyers representing the news media in the area. In the course of this recital, Judge Lambeth said he had asked "where in the Constitution they find an inherent right in the 'public's right to know' and [has] received no satisfactory answer . . ."

The order also bars the taking of photographs in the courtroom and in the courthouse and prohibits anyone connected with the case from talking to newsmen.

Mr. Ruester said that he has ordered his news staff to abide strictly by the court's order, unless it is overturned by the state appellate court. "We're going to fight this in the courts," he said last week, "we're not going to try to upset the trial."

Christmas rush already started for WBC

One of the fastest large-scale sales in television syndication was chalked up last week by WBC Productions, New York. Only the sales staff wasn't getting the orders in New York; it was getting them in Charlotte, N. C., where it had gone to visit prospects attending the National Association of Broadcasters regional meeting.

The hot product is a Merv Griffin special Christmas show, taped in color two weeks ago. Available in 60- or 90-minute versions, the show had been sold within two days to 30 stations and more than 25 other

sales were pending, according to Jack E. Rhodes, WBC vice president.

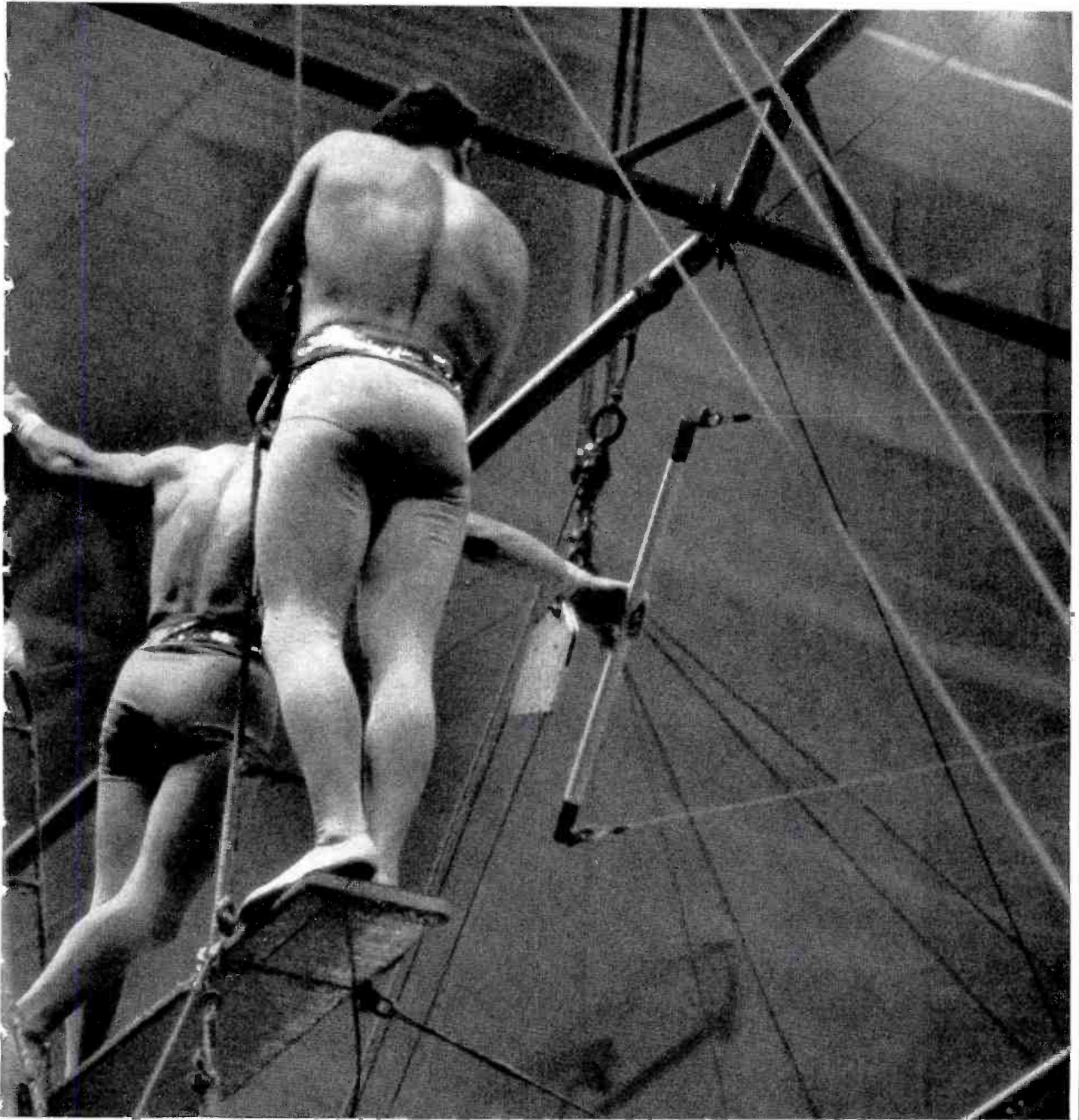
A brochure announcing the availability of the program went in the mails Tuesday night. By Thursday the salesmen in Charlotte had hired extra help to process the orders.

In addition to Mr. Griffin, the show features Garry Moore, Pat Marand, David Soul, Frankie Michaels, and the children's choir from St. Michaels home in New York. MGM Records cut the session and is releasing it as a major item in its Christmas catalogue.

Antismoking group stays under box number

Postal investigators last week still expressed interest in an organization known as the American Antismoking Association which had written broadcast stations throughout the country last month requesting free public-service time on its behalf.

The organization reminded broadcasters of their public-service obligation and said it would report which stations had been cooperative with it in a report to the U. S. Public Health Service when it made its appeal last month



Don't talk to them about "99% perfect." Up there it's 100% or it's no show. Because these men live by the principle of "Zero Defects." Just like ITT.

You'll never convince a flying aerialist that some error is inevitable. His standard is perfection, all the time.

And that's what "Zero Defects" is all about: do it right the first time, all the time.

Many people, intolerant of mistakes at home or in the hospital or by a bank,

allow themselves a certain percentage of error at work.

So, basically, a Zero Defects Program strives for a voluntary change in personal attitude—a rejection of the standard of doing it right most of the time.

Although ITT has always had a "Zero Defects" attitude, official programs are

now being put into effect by ITT's worldwide companies.

Each employee has voluntarily pledged to expect at least as much of himself as he does of his family, his doctor, his bank.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

Everyone loves a television circus

A live-action color-film series of circus acts, produced in various parts of Europe, has been sold in 14 markets by United Artists Television over the past two weeks.

Titled *Circus Parade*, the series comprises 140 segments running between three-and-one-half and four-and-one-half minutes and is being sold to stations on a library basis for integration in their children's programs or within other locally originated shows. UA TV also is providing stations with an animated opening that juggles the words of the title of the show and the station's call letters.

Pierre Weis, executive vice president in charge of sales for UA TV, reported last week that station interest has "run high." He said in the past two weeks the series has been bought by WNEW-TV New York, KTTV(TV) Los Angeles, WGN-TV Chicago, KTVU(TV) Oakland-San Francisco; WTAE-TV Pittsburgh; WTTV(TV) Indianapolis, WMAL-TV Washington, KTVT(TV) Fort Worth-Dallas and six other stations. In addition, the series has been sold to the CBC in Canada for both the English and the French networks and to stations in Japan, Puerto Rico, Mexico, Finland, Italy, Spain, Ireland, Argentina, Brazil, Venezuela and Peru.

The color series was acquired by



UA TV's International division, and Herb Banquer, vice president, foreign operations. It was produced in various European countries on sites outside of the circus ring or tents—on rooftops, in gardens, streets and parks, providing panoramic views. The acts include aerialists, acrobats, animals, jugglers, clowns and magicians.

WTEN(TV) Albany, N. Y., and WLEX-TV Lexington, Ky.

Firing Line (RKO General): KXTV(TV) Sacramento, Calif.

The Mighty Hercules (Trans-Lux TV): WITI-TV Milwaukee.

Gigantor, Felix the Cat, Top Draw (Trans-Lux TV): WXHR-TV Cambridge-Boston.

The Deluxe 20 (Independent Television Corp.): WYTV(TV) Youngstown, Ohio; KATV(TV) Little Rock, Ark.; WSAU-TV Wausau, and WMTV(TV) Madison, both Wisconsin, and KVTV(TV) Sioux City, Iowa.

The New David Susskind Show (National Telefilm Associates): KTRG-TV Honolulu, KWGN-TV Denver and WFLD(TV) Chicago.

Unger is a principal in new production firm

William H. Unger, a founding partner of TV commercial producer Elliot, Unger and Elliot (now EUE/Screen Gems), announced last week the formation of Dimension Productions Ltd., a TV-production and motion-picture company, of which he is president.

Joining Mr. Unger in the new firm are Len Steckler, still photographer; Maurice Levy, founder and partner of Eastern Effects, New York film optical firm, and Tony Seiniger, EUE/Screen Gems producer.

Dimension Productions Ltd. is located at 157 East 57th street, New York.

(BROADCASTING, Oct. 24). Spokesmen of several government agencies including the health service said they had no knowledge of the association.

The organization's message promised persons who were interested in information on how to stop smoking could get it by writing to a Washington post office number. However, if listeners heard any public announcement broadcast by stations and they wrote to the address given, they received a form letter from the association. The letter tells of a hypnotic cure for smoking. It also asks interested parties to write to the same box number for free booklet explaining the method, which the smoker could record on a home tape recorder and listen to in the privacy of his own home. The smoker would then have to return the booklet to the organization. If he didn't want to go to the trouble of recording the contents of the book for replay or didn't have a recorder available, he could send for a prerecorded phono-

graph lesson for \$5.25 to cover production and mailing costs.

According to postal authorities, the Washington box number is listed to a Washington resident. However, the reply letter to interested parties was mailed from Miami. The secretary of the organization is also listed as a Miami resident.

TV series sales . . .

Carry On . . . (Westinghouse Broadcasting Co.): WJW-TV Cleveland; KDKA-TV Pittsburgh; KVOS-TV Bellingham, Wash.; KYW-TV Philadelphia; WAST(TV) Albany, N. Y., and KPIX(TV) San Francisco.

The Discophonic Scene (Seven Arts TV): WSBK-TV Boston.

The Story of Christmas (Seven Arts TV): WLOS-TV Asheville, N. C.

Out of the Inkwell (Seven Arts TV): WUSN-TV Charleston, S. C.

The Professionals (Seven Arts TV):

30-feature film package offered by Walter Reade

The Walter Reade Organization has placed 30 feature films into syndication and has completed initial sales to WNBC-TV New York, KNBC-TV Los Angeles, KDKA-TV Pittsburgh and KPIX(TV) San Francisco, it was announced last week by Elliott Abrams, vice president, TV, for Reade.

The package is called: "Cinema 200" and includes such features as "Billy Liar," with Julie Christie and Tom Courtenay; "Open City," with Anna Magnani; "Time of Indifference," with Rod Steiger and Shelley Winters and "Shoot the Piano Player," with Charles Aznavour. Two films in the group, "Agent 8¾" and "A Night to Remember," are scheduled for network telecasts prior to syndication release. Mr. Abrams said about one-half of the package is in color.

The case of the unalike look-alikes

(Or why there are no twins in station automation)

Out of the 5,000-plus radio stations in the country, are there any exactly like yours?

Our experience tells us no. We find that regardless of similarity in location, power, personnel, and sound, each station has its own distinctive personality.

At least as far as automation is concerned. And that's why we custom-design ATC automation systems.

We have to consider such things as budget. A good round figure for full automation is \$65.00 per week. It could be less. It could be more.

You can buy outright, finance, or lease the equipment.

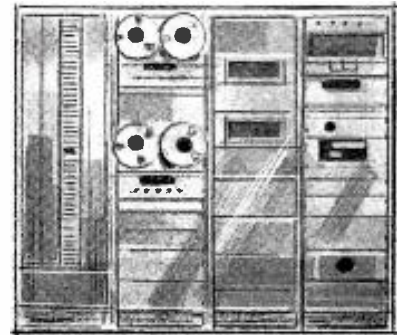
We have to know what you want to accomplish with automation. Free announcers from control

room mechanics for more productive assignments? Make your weekend broadcasts sound as sharp as weekdays without hiring more men? Automate FM around the clock, and AM a few hours a day?

ATC can answer any of these problems, plus many even more complicated.

We can provide three different control methods for automation: (1) punch card, (2) magnetic tape, (3) time/sequence.

We can provide equipment that prints your official log *automatically* as the material is being broadcast. We can provide the original and finest



tape cartridge units. Plus a multiple cartridge handler that plays 55 commercials or program segments in sequence.

The only way you can know for certain what your automation needs are right now is to talk to one of our people. They're all experienced broadcasters. They know your problems. They speak your language.

To hear them speak it, call 309-829-7006. Or write for detailed information on the flexible features of ATC automation.

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Bloomington, Illinois 61702, U.S.A.

GATES
Gates Radio Company,
Quincy, Illinois



Comsat revises 5-year estimate

Files new data with FCC, expressing hope that deferred credit account requirement can be eliminated without FCC inquiry

The Communications Satellite Corp. has filed with the FCC a new report on estimated costs and earnings covering the next five years that the company hopes will persuade its customers that the commission-ordered hearing on its rates isn't necessary, after all.

And in a covering letter, Comsat expressed the hope that the rates question can be sufficiently resolved, short of a hearing, "to justify" the commission's lifting of a requirement that all operating revenues be placed in a deferred credit account pending a resolution of the issue. The account now contains more than \$5 million, earned since commercial service began in June 1965.

The report constitutes an updating of data that Comsat submitted in July to justify its rates. However, it does not take into account the failure last month of the Pacific communications satellite, Intelsat II (Lani Bird), to achieve its planned synchronous orbit (BROADCASTING, Nov. 7).

As was expected, the report does not suggest a reduction in rates beyond

those announced last month. Television rates will be dropped some 50% on an hourly basis. But the report doesn't show much change, either, in rates of return on a five-year basis.

Comsat estimates its cumulative rate of return over the five years will be 11.4%, with its return climbing yearly from 1.8% to more than 19%. Previously Comsat had said its average rate of return for each of the five years would be about 12%. The commission considers 8.5% a bellwether figure for international carriers.

Meeting Set ■ Representatives of Comsat, the common carriers it serves and the carriers' broadcasting industry customers (including the three networks) are scheduled to meet informally Nov. 29 to determine whether the new data provides a basis for scrapping the ordered hearing.

Comsat, which calls the next five years a developmental period in which new markets will be opened and the new service tested for reliability and efficiency, foresees the establishment of a

worldwide system by 1971 of 58 earth stations linked to one another through seven satellites over the Atlantic, Pacific, and Indian oceans.

Comsat last week filed an application for an earth station in Puerto Rico. This replaces an application for a station in the Virgin Islands, but, like that one, is in competition with an application filed by International Telephone and Telegraph. Comsat is also competing with a carriers' group in seeking an earth station in the southeastern U. S.

The report indicates that Comsat expects television to play only a minor role as a revenue producer for it, in the early years, and to cost it money. Comsat estimates that total revenues will rise from \$21,329,000 in 1967 to \$86,478,000 in 1971. Television over the same period will produce revenues ranging from \$980,000 to \$3,029,080, according to Comsat estimates.

TV Revenues ■ Comsat also said the "guideline" television rate schedule will produce a total of \$10,485,120 in revenue during the five-year period—but that estimated revenue requirement for television service will be \$10,927,711. The costs include reimbursement to Comsat for money lost from subscribers to other services who cannot be accommodated on the Pacific satellite at the same time as television users, as well as funds needed to pay for use of a Canadian earth station that would be needed for some television transmissions over the Atlantic.

Comsat expects the new, lower rates to result in a higher proportion of short-duration transmissions than has been the case with the pioneer Early Bird satellite. With the present 10-minute rates of \$3,000 during "peak" periods and \$1,800 during "nonpeak" periods being reduced to a single rate of \$1,100 for all periods, the report said, it is estimated that the average length of transmissions will be 30 minutes. The average transmission now is 55 minutes. All costs are for service between the U. S. and the satellite. Still to be set by Europeans are the costs between the satellite and their stations.

Comsat, in the letter accompanying the report, said its figures show there is

The meaning of ABC in ITT's timetable

The growth of ITT to a \$3-billion-a-year corporation can be reached by the end of 1967, two years ahead of schedule, assuming the merger with ABC is completed before that time, ITT President and Chairman Harold S. Geneen reported last week.

Mr. Geneen told a meeting of the New York Society of Security Analysts that prior to consideration of the ABC/ITT consolidation, ITT had established a timetable for growth that called for an annual sales volume of \$3 billion by the end of 1969, the end of a second five-year company program.

"With ABC, we will be two years ahead of our scheduled growth," Mr. Geneen estimated. "But with or without this merger, the point I would like to make here is signifi-

cant and timely. . . . We expect to grow at approximately \$300 million a year in sales from internal growth and from our already existing product lines and services."

Assuming that ABC will be merged with ITT before the end of 1966, Mr. Geneen continued, 1966 sales of the combined companies should reach more than \$2.5 billion as compared with almost \$1.8 billion for ITT alone in 1965, and earnings per share in 1966 should exceed \$4 up from \$3.58 a share in 1965.

He told the group that ITT "has every hope and expectation of a favorable decision in the near future" on the merger, but pointed out he and Leonard Goldenson, president of ABC Inc., had undergone a "grueling" examination by FCC commissioners last September.

no basis for concluding that its rates are unreasonable or that those it proposes will produce an "excessive rate of return." Furthermore, it said, because of the rapidly changing nature of the communication satellite program, "the evaluation through formal hearings at this time of the reasonableness of the corporation's rates is, at best, a tenuous exercise."

The company, in urging elimination of the deferred credit account requirement, said it "inhibits" the normal reporting of financial matters to the commission and the public. Comsat said the account isn't needed to protect customers "from excessive rates in view of the financial results of the corporation's operations which can be reasonably foreseen for the near future."

Comsat said the real problem is an accounting one, which can only be attacked if the company adopts a uniform system of accounts. And it can't adopt such a system, Comsat said, "in view of the unresolved accounting treatment" of various items such as satellite system development costs, launch failure reserve, and interest during construction.

Columbia beats rebels down

Banque de Paris bolts opposition group, will support management

Columbia Pictures Corp.'s struggle with dissident stockholders brightened last week when the Banque de Paris et des Pays-Bas of Paris withdrew from the opposition group that had demanded control of Columbia, and announced it would support the motion-picture-company's management.

The bank's action was interpreted as a blow to the insurgents' battle for control. It also signals the end of Columbia's suit against dissident stockholder groups since the company is no longer threatened by attack from holders of a majority of the outstanding stock (BROADCASTING, Oct. 31 et seq.). The remaining opposition group, headed by N. M. Clairmont of New York, control only 400,000 shares out of 1,970,000 shares outstanding.

Milton S. Gould, attorney for this group, said he would issue a statement later.

The Paris bank had obtained 680,000 shares of Columbia stock through a tender offer last month but assigned 100,000 shares to the Madison Fund

Inc. and 190,000 shares to the Dreyfus Fund, retaining 20% of company stock. Spokesmen for the funds reported last week that they were not interested in a change of management at Columbia Pictures and were holding the shares for investment.

Stays in Minority ■ A joint statement issued last week by A. Schneider, president of Columbia Pictures and Serge Varangot, representing the Banque de Paris, stated that the bank does not intend to acquire control of Columbia for itself, nor will it join or vote with others to acquire control. It has no intention other than to remain a 20% minority investor in Columbia Pictures, and it will take such action as may be required to safeguard the radio and television licenses of the subsidiaries of Columbia Pictures.

The announcement added that the FCC will be "immediately informed of all the facts with respect to the new investors and the discussions between the parties, and the arrangements will be subject to the views of the FCC."

The FCC had requested information on the French bank's interest in Columbia, since the Communications Act specifies that the commission may, if it finds such action in the public interest, revoke or deny renewal of the license of a station under the control of a holding company 25% of whose stock is owned by aliens. Columbia Pictures' subsidiary, Screen Gems Inc., owns and operates a group of TV-radio stations.

It was also learned last week that Senator Thomas H. Kuchel (R-Calif.) had written to the FCC and the Securities and Exchange Commission when there still existed a threat of a takeover bid by Banque de Paris and the dissidents urging the two agencies to look into the matter. He cited the danger of foreign control over a firm headquartered in his state that has a payroll of over \$24 million and average annual gross receipts of more than \$170 million. He cited the hazard to a company from a possible takeover by foreign interests or by large mutual funds. In the letter to FCC Chairman Rosel H. Hyde he particularly pointed out this threat over Columbia's Screen Gems broadcast holdings. The assistant senate minority leader urged that both agencies assert their jurisdiction in such matters and hold a "full and complete" study.

Trans-Lux 9-month net rises

Trans-Lux Corp. reported last week that net income after taxes for the nine months ended last Sept. 30 rose slightly over the figure for the corresponding period of 1965.

For the nine months ended Sept. 30:

	1966	1965
Income per share	\$0.57	\$0.52
Net income	406,292	376,926

7 Arts buys Warner stock

To purchase one-third interest in Hollywood motion-picture firm

Seven Arts Productions Ltd., Toronto and New York, which has grown rapidly in recent years primarily through the sale of feature films to TV, plans to acquire a one-third interest in the outstanding stock of Warner Brothers Inc. for \$32 million, foreshadowing a possible merger of the two companies.

Eliot Hyman, president of Seven Arts and Jack L. Warner, president of the motion-picture studio, announced last week that an agreement had been reached in principle on the transaction. It calls for the acquisition by Seven Arts of approximately 1.6 million shares of Warner common stock from Mr. Warner and related interests at a price of \$20 a share.

The completion of the transaction is subject to obtaining necessary approvals and drafting instruments satisfactory to all parties, it was said.

Though the announcement stated that Seven Arts was buying the stock for investment purposes, Mr. Hyman later commented that "hopefully and eventually the goal is a merger of the two companies."

Wall Street sources indicated that Seven Arts would raise the funds for the acquisition of stock through a commercial bank loan and a private placement of convertible debentures. The commercial banker for Seven Arts is the First National Bank of Boston and its investment banker is Allen & Co., New York.

The joint announcement pointed out that the transaction was in accordance with Mr. Warner's plan ultimately to diminish his responsibilities, which are to be assumed by Ben Kalmenson, executive vice president. Mr. Warner is 74 years old.

Seven Arts and its predecessor company has had a long-standing association with Warner Brothers. It distributes to TV 122 pre-1948 Warner films. It has made similar arrangements with 20th Century-Fox and Universal Pictures.

It is believed that the transaction will not be concluded earlier than 1967 and Seven Arts may subsequently make a similar offer to public stockholders of Warner for additional shares.

TV profits cited in MGM good report

Metro-Goldwyn-Mayer reports a profit advance of 31% for 1966 with television production and distribution activities contributing to gains along with motion pictures, records and music publishing.

Robert H. O'Brien, president, commenting on the recent deals made with CBS, said the firm would nevertheless "have one of the largest film libraries of network quality movies still unreleased."

The company reached agreement with CBS for the sale of 45 movies for \$52.8 million. It also negotiated with CBS for help in financing 18 new films that will be shown in theaters first, then telecast on CBS-TV.

MGM has television series production plans for the 1967-68 season that indicate still higher profit from its program division, Mr. O'Brien said.

According to the MGM president new UHF television stations are expected to raise revenue and profit from syndication. Year ended Aug. 31:

	1966	1965
Earned per share	2.03	1.56
Gross revenue	184,918,000	162,034,000
Net income	10,221,000	7,809,000

Collins's earnings double last year's

Earnings for the first fiscal quarter have doubled over last year for Collins Radio Co., Dallas. The gain in earnings per share occurred despite a significant increase in the number of shares since the same period last year.

E. A. Williams, vice president, control and finance, said that Collins expected earnings for fiscal 1967 to be "moderately in excess of \$4 per share

on the 2,736,000 shares presently outstanding." He said: "This would represent an increase of more than 50% in dollar earnings on a 10% expected increase in sales."

The company has reported that it had, at the end of October, an order backlog of \$393 million, compared to \$302 million a year earlier.

For the quarter ended Oct. 28:

	1966	1965
Earned per share	\$1.06	\$0.64
Sales	99,200,000	80,952,000
Net income	2,900,000	1,438,000
Capital shares	2,724,000	2,257,300

LIN Broadcasting offers \$1.5-million bond issue

A public offering of \$1.5 million in convertible debentures was made by LIN Broadcasting Corp. last week. The bonds were sold at 100% of face value and are due in 1978.

LIN, headed by Frederic Gregg Jr., will use \$550,000 of the net proceeds to pay part of the cash payment in its \$2-million purchase of WBBF-AM-FM Rochester, N.Y.; \$200,000 for a new tower and transmitter for WAND(TV) Decatur, Ill.; \$265,000 for CATV construction, and the remainder for general corporate purposes.

LIN owns WMAK Nashville, WAKY Louisville, Ky., KEEL Shreveport, La., KAAV Little Rock, Ark., in addition to WAND. The company also owns CATV systems in Alabama, Florida, New Mexico and Tennessee.

Mr. Gregg and his management group control about 35% of LIN's stock. Broadcast Industries Corp., formerly Medallion Pictures Corp., owns 31.72%, but is limited to voting only 25%. Additional stock above the 25% figure may be voted only on the authority of two of three specified directors. Broadcast Industries recently bought WDTV(TV) Weston, W. Va.

The offering is being handled by C. E. Unterberg, Towbin Co., New York.

20th Century-Fox up 4.9% in 9 months

Twentieth Century-Fox Film Corp. has registered a nine-month profit gain of 4.9% with revenues reaching a record level.

Darryl Zanuck, president, said third-quarter operations had yielded profits of \$3.1 million and that a favorable earnings trend should continue through the fourth quarter.

Twentieth Century-Fox currently has nine-and-a-half hours weekly of prime-time programing distributed to the three television networks.

Nine months ended Sept. 24.

	1966	1965
Earned per share	\$3.21	\$3.06
Revenues	160,179,000	110,951,000
Revenues from features to television	19,108,000	12,718,000
Revenues from series produced for television	36,612,000	21,572,000
Pretax earnings	17,501,000	10,867,000
Net earnings	9,210,000	8,773,000

Booming first half reported by Ampex

First half sales and net earnings set new records at Ampex Corp., Redwood City, Calif. Sales for the first six months of fiscal 1967 rose 37% and net earnings were up 30%, it was reported last week. Second quarter sales and earnings also reached new peaks. The upbeat results were said to reflect brisk sales of closed circuit and broadcast video recording equipment, particularly high-band video-tape recorders for color broadcasting.

For the six months ended Oct. 29:

	1966	1965
Earnings per share	\$0.47	\$0.37
Sales	101,265,000	73,715,000
Net earnings	4,453,000	3,437,000

Natco's radio-TV to neutralize decline

TV and radio stations recently acquired by Natco Corp. are expected to contribute to earnings for the last quarter of the year and profits from them will tend to offset the seasonal decline in the company's farm-equipment business.

This was the statement to stockholders by J. B. Fuqua, president of the diversified company that is engaged in the manufacture of structural clay products among other products.

Natco recently merged with the

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES
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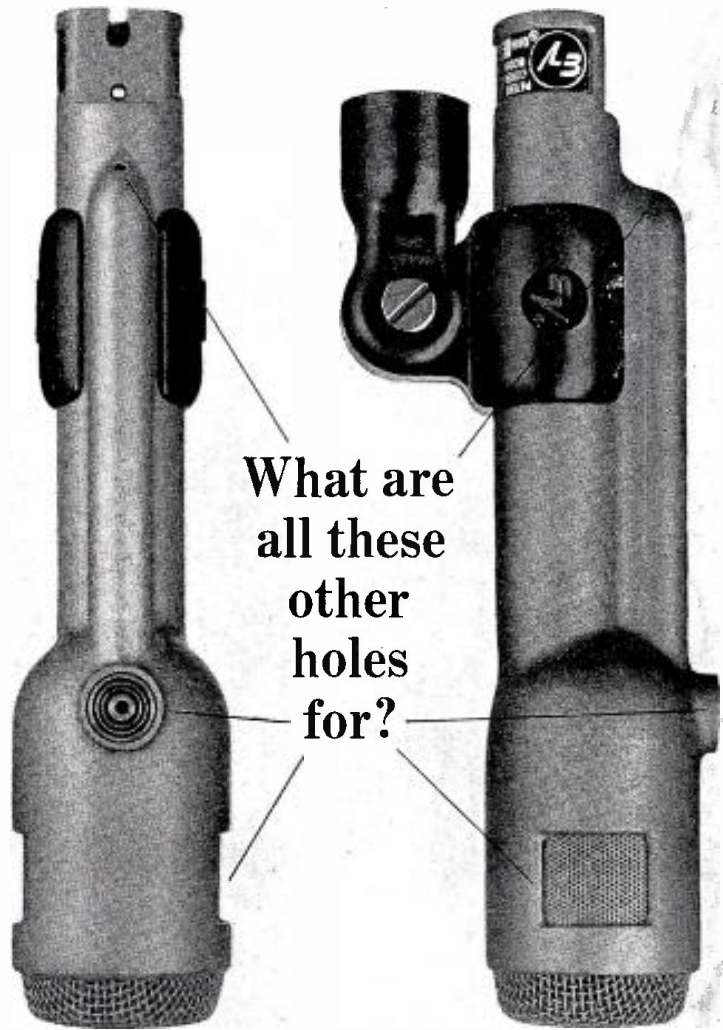
CINCINNATI—

Richard C. Crisler, Paul E. Wagner, Alex Howard
5th/3rd Bank Building, phone (513) 381-7775

TUCSON—

Edwin G. Richter, Jr., 515 Arizona Land Title
Building, phone (602) 622-3336

If the
Electro-Voice
Model 666
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 sound here...



What are
 all these
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 holes
 for?

Ⓔ The holes in the top, sides and rear of the Electro-Voice Model 666 make it the finest dynamic cardioid microphone you can buy. These holes reduce sound pickup at the sides, and practically cancel sound arriving from the rear. Only an Electro-Voice Variable-D® microphone has them.

Behind the slots on each side is a tiny acoustic "window" that leads directly to the back of the 666 Acoustalloy® diaphragm. The route is short, small, and designed to let only highs get through. The path is so arranged that when highs from the back of the 666 arrive, they are cut in loudness by almost 20 db. Highs arriving from the front aren't affected. Why two "windows"? So that sound rejection is uniform and symmetrical regardless of microphone placement.

The hole on top is for the mid-range. It works the same, but with a longer path and added filters to affect only the mid-frequencies. And near the rear is another hole for the lows, with an even longer path and more

filtering that delays only the bass sounds, again providing almost 20 db of cancellation of sounds arriving from the rear. This "three-way" system of ports insures that the cancellation of sound from the back is just as uniform as the pickup of sound from the front—without any loss of sensitivity. The result is uniform cardioid effectiveness at every frequency for outstanding noise and feedback control.

Most other cardioid-type microphones have a single cancellation port for all frequencies. At best, this is a compromise, and indeed, many of these "single-hole" cardioids are actually omnidirectional at one frequency or another!

In addition to high sensitivity to shock and wind noises, single-port cardioid microphones also suffer from proximity effect. As you get ultra-close, bass response rises. There's nothing you can do about this varying bass response—except use a Variable-D microphone with multi-port design* that eliminates this problem completely.

Because it works better, the E-V 666 Dynamic Cardioid is one of the most popular directional microphones on the market. Internal taps offer 50, 150, or 250 ohm impedance output. Frequency range is peak-free from 30 to 16,000 Hz (cps). Output is—58db.

To learn more about Variable-D microphones, write for our free booklet, "The Directional Microphone Story." Then see and try the E-V 666 at your nearby Electro-Voice professional microphone headquarters. Just \$255.00 in non-reflecting gray, complete with clamp-on stand mount. Or try the similar Model 665. Response from 50 to 14,000 Hz (cps), \$150.00 (list prices less normal trade discounts).

*Pat. No. 3,115,207

ELECTRO-VOICE, INC., Dept. 1161 BR
 660 Cecil Street, Buchanan, Michigan 49107





Use Christmas Seals on All Your Holiday Mail!

Fight tuberculosis and other respiratory diseases



Polaris Corp., taking over two TV stations and one radio station. Mr. Fuqua acquired control of Natco last year. Natco stations are WROZ and WTVW (TV) Evansville, Ind.; KTHI (TV) Fargo-Grand Forks, N.D.; KXOA Sacramento, Calif.; and WTAC Flint, Mich. Mr. Fuqua personally owns WJBF (TV) Augusta, Ga., and KTVE (TV) El Dorado, Ark.

For nine months ended Sept. 30:

	1966	1965
Earnings per share	\$1.55	\$0.13
Net sales and other income	14,029,250	10,686,046
Cost and expenses	11,983,955	9,917,208
Depreciation and depletion	431,433	442,779
Provision for income taxes	764,422	150,000

Nonrecurring gains (losses) on properties disposed of, net of related income taxes	232,547	(83,883)
Net income	1,081,987	92,376

Financial notes . . .

■ ABC has declared a fourth quarterly dividend of 40 cents per share on outstanding common stock, payable Dec. 15 to holders of record Nov. 25.

■ Foote, Cone & Belding billings this year will run about \$250 million, board chairman Robert F. Carney reported last week. The FC&B board voted an increase in the common stock dividend from 70 to 80 cents per share. FC&B

earnings are expected to approximate last year's \$1.25 per share.

MCA income slumps

MCA Inc. reported last week that unaudited consolidated net income for the nine months ended last Sept. 30 declined by more than \$1.3 million from the net income of the corresponding period of 1965. The net was computed after provisions for preferred dividends. For the nine months:

	1966	1965
Income per share	\$2.10	\$2.36
Net income	10,368,000	11,593,000

INTERNATIONAL

BBC, independents push competing color systems

Despite the credit squeeze in Great Britain, the British Broadcasting Corp. is continuing with its plans to expand its 625-line BBC-2 service. "Our aim is to bring the program to two-thirds of the population by the time color television starts at the end of next year," a BBC spokesman has announced.

Meanwhile, the independent companies, whose studios are already equipped for color transmission, have been waging an eloquent campaign on behalf of their 405-line system. They contend that they should be allowed to transmit color via this system at the same time that the BBC starts on its 625-line system. But if there's to be no official go ahead, the independents say they are prepared to invest in 625-line transmitters of their own, to operate alongside those of the BBC and using the same antenna masts. The 'share-a-mast' proposal is now being studied by the government.

Intertel plans 9 shows for '67-68

The International Television Federation (Intertel) will produce nine one-hour programs of worldwide interest for the 1967-68 season, it was announced last week by John F. White, president of National Educational Television and this year's chairman of Intertel.

Intertel, a four-nation broadcast organization, will produce 1967-68 the following programs: *Spain on the Threshold* and *The Two Mozambiques* (both in color) from NET; *The Ambassador, Return to Vietnam* and *Four Views of France* from Rediffusion Television of London; *Cities of the Fu-*

ture and *The Road to 2,000* from the Canadian Broadcasting Corp. and *Fiji Moves Toward Self-Government* and *The Future of Indonesia* from the Australian Broadcasting Corp.

Programs produced by members of Intertel are exchanged among themselves. On the 1966-67 schedule are *The Persian Gulf*, *Ethiopia* and *The Lion and the Eagle*, the latter commemorating the 25th anniversary of Pearl Harbor (Rediffusion Television); *The New Germany* and *India*, the latter in color (NET); *Thailand* (Australian Broadcasting Commission); *The Control of Life* and *A Sense of Captivity* (CBC).

Mr. White, who announced Intertel's schedule from Sydney, Australia, during a meeting of the broadcast organization's council, reported the group is continuing to study the possibility of exchanging programs by satellite.

De Gaulle cabinet sets air time for campaigns

A stiffer election rule regulating the political use of government-owned airwaves in France has been established by the de Gaulle cabinet. Subject to ratification by the national assembly, the rule provides for a 50-50 sharing of radio-TV time between the Gaullist majority and the multi-party opposition.

Two weeks prior to spring elections, three radio hours and three TV hours will be made available to candidates—90 minutes on each medium will be allowed the Gaullist Union for the New Republic and the Independent Republican party, who between them constitute the majority, and a similar time period is to be divided among the Communists, Socialists, Radicals, Center Democrats and other groups. With a potential viewing audience of more than 7.3 million, there is lively con-

tention among the opposition for national recognition.

In opposition to the new rule, *Le Monde*, a Paris newspaper, termed the limitation "obviously unacceptable" for a country with several opposition parties.

Wasey international moves to Los Angeles

Erwin Wasey Inc. is transferring its international headquarters from New York to Los Angeles, it was announced Friday (Nov. 18) by Marion Harper Jr., chairman of the Interpublic Group, parent company of the agency. Wasey thus will become the first international agency with headquarters on the West Coast.

Erwin Wasey's Los Angeles office was established in 1948. It currently has billings of \$70 million and employs 600.

Mr. Harper said the move was being made "in recognition of the rapid expansion and accelerated growth of major companies headquartered in Los Angeles and on the West Coast generally. Many of these companies are furthermore expanding their international operations. At the same time, marketers recognize the tremendous current consumer goods market and potential represented by the Los Angeles area."

Marvin Corwin, formerly president of Erwin Wasey in New York, has been named senior vice president of Interpublic Inc.

Charles Mittelstadt, currently managing director of Interpublic GmbH, Frankfurt, Germany, has been named president and chief operating officer of Edwin Wasey, based in Los Angeles.

David Lippincott, creative director of one of Interpublic's British agencies,

has been appointed vice chairman of Erwin Wasey, in charge of worldwide creative services.

Frank Snell has been promoted to executive vice president, based in New York, and Dennis Reader to managing director of the Wasey office in London.

Erwin Wasey's offices in addition to those in Los Angeles, New York and London, are: Chicago, Pittsburgh, Houston, Toronto, and San Juan, Puerto Rico.

Abroad in brief . . .

BBDO's grapevine ■ BBDO's London office has been appointed to handle two new assignments for Grants of St. James's, major wine and spirits merchants in Great Britain; Nicolas Range of French vins ordinaires (imports), and Victoria Wine-Tylers Ltd. (chain of retail wine shops). BBDO Ltd. already handles St. James's Regency sherries and table wines.

Growing rep ■ Western Broadcast Sales Ltd., Vancouver, B. C., has expanded its representation list to five Ontario radio stations: CHEX Peterborough, CKWS Kingston, CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay and CKSL London.

Dividend time ■ Famous Players Canadian Corp. Ltd., Toronto, the largest theater circuit in Canada and in

which Paramount Pictures Corp., New York, has 51% ownership, has declared a quarterly dividend of 27½ cents plus an extra dividend of 10 cents per share, payable Dec. 9 to stockholders of record Nov. 23.

To the polls ■ Canadian Broadcasting Corp. production employees will vote Nov. 23-24 to decide whether they will be represented by the Canadian Union of Public Employees or remain with the International Alliance of Theatrical Stage Employees. The Canada Labor Relations Board ordered the vote after a majority of the 1,584 production employees signed CUPE membership application cards.

Speed try ■ Donald Campbell's try for the world's water speed record during the week of Nov. 7 at Lake Coniston, England, will form the climax to an hour color TV special entitled *The Price of a Record*, which will reconstruct the background and the difficulties that arose out of Mr. Campbell's past attempts. The special is being produced by Four Companies Productions and will be distributed to international markets by Fremantel International Inc.

International TV sales . . .

Man In Space (Seven Arts TV): Venezolana de Television, Caracas, Venezuela; Kokusai Television, Tokyo;

Telebogota TV, Bogota, Colombia, and BZAG Manila.

Marine Boy (Seven Arts TV): The Finnish Broadcasting Co. Ltd., Helsinki, Finland; The Liberian Broadcasting Corp., Monrovia, Liberia; Channel 10, Lagos, Nigeria; The Arabian American Oil Co., Saudi Arabia; CBXT(TV) Edmonton, and CKRD-TV Red Deer, both Alberta.

National Horse Show (Four Star International): ORTF Paris, and Telefís Eireann, Ireland.

NC&K reports on London subsidiary

Norman, Craig & Kummel Inc., New York, reported last week that billings close to \$10 million are being handled this year by its wholly owned subsidiary Crane, Norman, Craig & Kummel Ltd., London. That office recently acquired billings for Chesebrough-Pond's Vaseline petroleum jelly, Q tips and Complex D cough suppressant, formerly with Graham & Gillies Ltd. of London. Crane NC&K already handles C-P's Vaseline shampoos and Cutex lipsticks and nail polishes. It also has acquired the nearly \$2-million Nicholas Products Ltd. account for analgesic products.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Emmett

Donald L. Emmett, account supervisor with Grey Advertising Inc., New York, elected VP.

Paul P. Haynie, VP of John Patrick Starrs Advertising Inc., New York, named executive VP. **Joseph M.**

Rowland, PR director at JPS, New York, named VP, marketing services.

Austin D'Alton, account supervisor and management service director of The Marschalk Co., New York, named senior VP. **James Cole**, creative director, and **Robert Cargill**, associate creative director, both with Marschalk, Atlanta, and **Roger Levinsohn**, senior copy writer with Marschalk, named VP's.

Michael Temares, associate research director, Ogilvy & Mather, New York, elected VP.

Shirley Crowder, media director of Compton Advertising, Los Angeles, named VP. **Peter M. Stanford**, copy supervisor at Hicks & Griest, New York,

joins Compton there as account executive.

Maurice Bowers, media supervisor for Wade Advertising, Los Angeles, joins Hixson & Jorgensen, Los Angeles, as head timebuyer. He replaces **Harriet Weigand Thamer**, who retires.

Maxine Daley, associate creative director and head of Erwin Wasey Inc.'s women's group in Los Angeles, elected VP.

Marjorie R. Robson, copy writer and publicity officer with New Zealand Broadcasting Corp., Wellington, appointed radio-television director of Creamer, Trowbridge & Case Inc., Providence, R. I.

Bob Godeck, with KSPA Santa Paula, Calif., appointed sales manager.

Walt Framer, producer of such shows *Strike It Rich*, *The Big Payoff*, and *Double or Nothing*, joins Barbet & Weigert Advertising Inc., New York, as creative head of new TV/radio department to serve radio and television stations in field of contest promotion.

George L. Baren Bregge, operations VP of Rollins Broadcasting group, named director of regional and local

sales for WSTV-TV Steubenville, Ohio-Wheeling, W. Va.

George R. Newall and **Charles T. Smith**, copy writers at LaRoche, McCaffrey & McCall, New York, appointed copy group heads.



Mr. Fuchs

James E. Fuchs, VP-corporate marketing for Curtis Publishing Co., Philadelphia, and previously with NBC for 11 years, named VP-marketing communications of Mutual Broadcasting System, New York.

Barry Smith, with KFH Wichita, Kan., appointed account executive.

Murray Gans, independent producer, director and writer in New York, appointed sales specialist for WRBG(TV) Schenectady, N. Y.

Leo Parenti, with Post-Keyes-Gardner, Chicago, named copy group head. **Howard Krakow**, copy writer with *Chicago Tribune*, joins PKG there as copy writer.

Rick Drobner, senior art director on Humble Oil account at McCann-Erick-

son, Houston, and Alvin Ako, art director for Campbell-Ewald Co., Detroit, on Chevrolet account, join J. Walter Thompson Co., Los Angeles, as art directors.

Mike O'Boyle, media director, Basford Inc., New York, joins Tatham-Laird & Kudner, same city, as media supervisor.

Kal Liebowitz, with H-R Representatives, New York, appointed account executive, Metro TV Sales, same city.

Donald Garvey, with McCann-Erickson, New York, joins Peters, Griffin, Woodward there as radio account executive.

Robert McDaniel, merchandising director for KTTV(TV) Los Angeles, named account executive.

Gary Levin, with WPHL-TV Philadelphia, joins WCAU-TV there as account executive.

C. L. (Chuck) Williams, local sales manager of KTVH(TV) Hutchinson-Wichita, Kan., appointed account executive at WCPO-TV Cincinnati.

Joseph D. Thomas, with WABI-TV Bangor, Me., appointed account executive.

Martha Jordon, market research director for Anderson-McConnell Adver-

tising, Los Angeles, joins Carson/Roberts Inc., same city, as senior market researcher. Ken Niles Jr., producer at Wilding-Fedderson Productions, joins C/R as television producer. Shirley Bean, copy group head at Jay Chiat & Associates, Santa Ana, Calif., joins C/R as copywriter.

Keith McClellan, with wxyz Detroit, appointed account executive.

Dave Wright, with wis Columbia, S. C., appointed account executive.



Mr. Murphy

Edward Murphy, assistant treasurer for Kenyon & Eckhardt, New York, named financial VP.

Maxwell Arnold Jr., VP and associate creative director of Dancer-Fitzgerald-Sample, San Francisco, named creative director.

James B. Anderson, with sales staff of WSPA-TV Spartansburg, S. C., appointed local and regional sales manager.

David W. Colwes, account executive at WTAE-AM-FM Pittsburgh, named assistant sales manager. Joseph P. Nascone, convention sales coordinator for Hilton Hotels Corp., joins WTAE-AM-

FM as account executive.

Joseph Pascal, head of Virgo Productions, New York, joins W. B. Doner and Co., Baltimore, as senior broadcast producer.

Geoffrey G. Hall and John Katz, both with radio division of The Katz Agency, New York, named sales supervisors.

Dave Ring, sales manager of radio division of Venard, Torbett & McConnell, Chicago, joins sales staff of H-R Television's Corinthian division, that city. George Babbick appointed to Corinthian division sales staff in Chicago, replacing Joe Cacciabauda, who moves to that division's office in New York.

MEDIA

William H. Clark, KFSS Joplin, named president of Missouri Broadcasters Association. Others elected: Bob J. Wormington, WDAF-TV Kansas City, VP; and Sam Burk, KIRX Kirksville, secretary-treasurer.

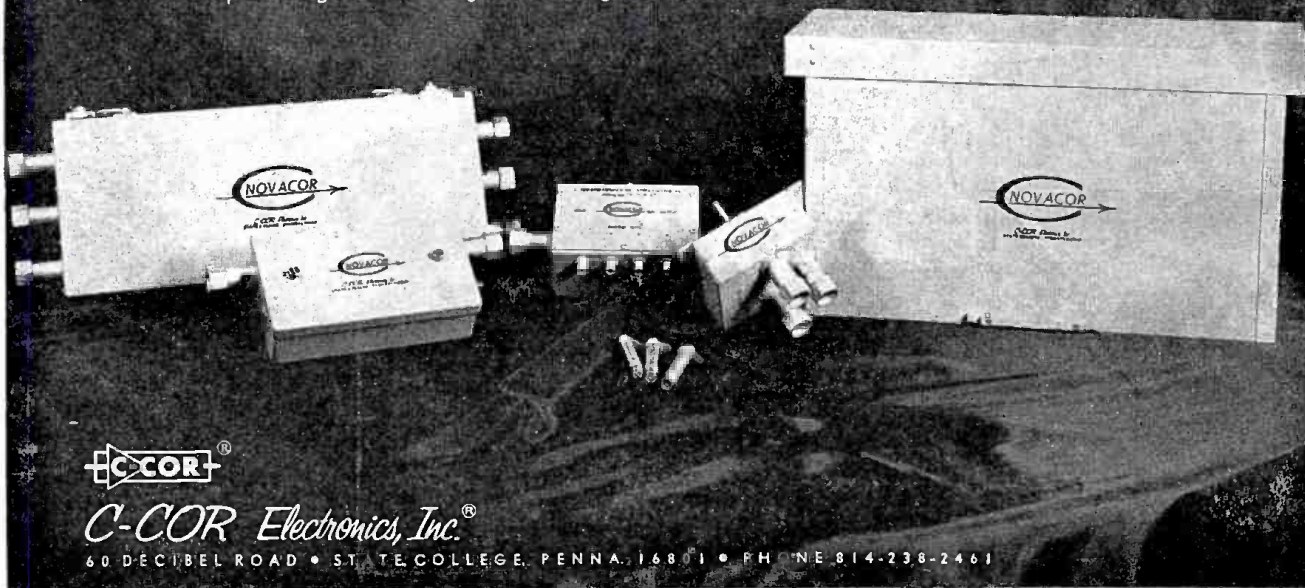
Harry A. Steensen, VP and treasurer of Storer Broadcasting Co., Miami, announces retirement. Although no specific retirement date was given, Stanton P. Kettler, president, said it probably will be near closing of 1966 accounting year. Arno W. Mueller will succeed Mr. Steensen as treasurer, and will retain

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BPA picks George Rodman as president



George Rodman (c), WBKB-TV Chicago, elected president of Broadcasters Promotion Association at last week's 11th annual seminar in St. Louis (see page 67). Other officers elected (l-r): **George Vickery**, WTVJ(TV) Miami, secretary; **W. Thomas Daley**, CFPL-TV London, Ont., 1st VP; **Joseph Costantino**, KTVU(TV) Oakland-San Francisco,

2d VP, and **F. C. (Mike) Strawn**, KCMO-AM-FM-TV Kansas City, Mo., treasurer.

Elected to board were: **Maury Midlo**, WDSU-TV New Orleans; **Dick Robertson**, KRON-TV San Francisco; **E. Boyd Seghers**, WGN Chicago; **Cal Mahlock**, WKJG-TV Fort Wayne, Ind., and **Jack Townsend**, KELO-AM-FM-TV Sioux Falls, S.D.

his title of VP and director of financial planning.

Robert D. Cooper, general manager of KOL Seattle, elected VP.



Mr. Cooper

Robert Lewis, Vu-more Co., Ardmore, Okla., elected president of Mid-America CATV Association (covering Kansas, Oklahoma, Colorado, Missouri and Nebraska). Other officers elected: **Raymond W. Baker**, Manhattan, Kan., VP; **Peter Ruiz**, Trinidad, Colo., 2nd VP; **Kenneth Schuelein**, Elk City, Okla., secretary-treasurer.



Mr. Krieghoff

Robert H. Krieghoff, program director with WTOL-AM-FM-TV Toledo, Ohio, appointed general manager of WOC-AM-FM-TV Davenport, Iowa.

William J. Griffiths resigns as president and general manager of WELM Elmira, N. Y., effective Jan. 1, 1967. No future plans announced.

Raymond E. Carow, general manager of WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla. (Herald Publishing

Co. stations), elected VP.

Robert B. Cheyne, with WHDH-TV Boston, named VP-director of television.

Donald (Rocky) Reich, sales manager of WUNI Mobile, Ala., appointed general manager.

Jack Eisele, with KIXL-AM-FM Dallas, appointed station manager.

Ruth Steele, public service director of WSTO(FM) Owensboro, Ky., also named station manager.

Bill Hart, program director of WPFB-AM-FM Middletown, Ohio, appointed assistant manager. **Tom Hogan** named controller and treasurer.

Ronald Todd, executive secretary of Greater Seattle FM Broadcasters Association, appointed assistant manager of KGEC(FM) Palm Springs, Calif.

Wayne A. Aylward, manager of Blue Mountains Television Cable Co., Walla Walla, Wash., also appointed northwest regional manager for parent H&B Communications Corp., Beverly Hills, Calif.

PROGRAMING

Nick Havinga, staff director for WCBS-TV New York, and **James Mac-Allen**, director for noncommercial WNDT(TV) Newark, N. J.-New York, named co-producer-directors of *Cam-*

era Three series on CBS-TV.

Bob Christian, formerly with WKBW and WGR, both Buffalo, N. Y., joins WMMJ Lancaster, N. Y., as program director.

Mike Wyn, assistant program director of KUDE-AM-FM Oceanside, Calif., named program director.

Mel Berman, director of programming, Radio New York Worldwide, New York, appointed manager, programs, WJAS Pittsburgh.

Jerry Bailey, with KFH Wichita, Kan., appointed program director.



Mr. Wise

Dan Wise, executive VP of Tel Ra Productions Inc., Philadelphia, named president. **W. Wallace Orr Jr.** named VP.

Robert Fuzy, general manager of division of telecommunications of San Bernardino Valley College, San Bernardino, Calif., appointed program manager of noncommercial WTTW(TV) Chicago. **John J. Sommers**, producer-director at noncommercial WGBH-TV Boston, named executive producer at WTTW.

Joseph C. Tirinato, account executive for ABC Films, Chicago, joins Atlanta office as account executive.

NEWS



Mr. Willett

Peter S. Willett, manager of UPI's audio network, named to head newly created Broadcast Services Department, which will encompass both written news wire and voice network for radio-TV stations.

Paul Weissman, associate editor of *Newsweek* magazine, joins WCBS-TV New York, as assignment manager.

Rich Holter, editor at WDGJ Minneapolis, named news director.



Mr. Dunkel

Don Dunkel, assistant news director to Gene McPherson, VP for news and special projects for parent Avco Broadcasting Corp., appointed news director for WLW and WLWT(TV) Cincinnati.

Sandy Stuart, with WSM Nashville, joins KYW Philadelphia, as reporter.

Michael Treps, from KHAS-AM-TV Hastings, Neb., named sports director of WKY-AM-TV Oklahoma City.

Thomas S. Wright, previously with WLSL-TV Roanoke, Va. and WTVT(TV)

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This is the first full page want ad ever run in BROADCASTING. We've taken it because we want to make sure that the extraordinary salesmen see it. If you're not a guaranteed, proven, creative radio salesman, please do not apply. If you are what we're looking for, we'll help you get rich. Because you'll help us get rich.

We are less interested in men who are with top-rated, metro stations, who get billing just by showing the right numbers. We are more interested in smaller market, or smaller station salesmen who have guts and imagination and who are the runaway leaders of the pack . . . men who believe in themselves . . . who have a clear vision of where they are going.

MEDIAmerica operates three great radio stations now . . . will soon have seven. Our managers are all involved in profits . . . all *great* salesmen. Get the picture?

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The **MEDIAmerica** *Company*

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Tampa-St. Petersburg, Fla., named to new position of television-radio news manager for United Air Lines, Chicago.

FANFARE

Shirley D. Smith, in charge of PR and membership for Advertising Federation of America, named VP of Hank Meyer Associates Inc., New York.

Robert T. Lloyd, formerly production manager and director of business development for KNX Los Angeles, and assistant to VP of business affairs for CBS-TV, joins PR and advertising firm of Ace Diamond & Co., Beverly Hills, Calif.

James D. Johnson, promotion director for WAPO and WTVC(TV) Chattanooga, named promotion director for KTVI(TV) St. Louis.

Charles Williams, publicity director and acting director of informational services, WEEI Boston, named director of information services.

Barry Gaston, with KFH Wichita, Kan., appointed promotion and merchandising director.

EQUIPMENT & ENGINEERING

John G. Russell named VP and general sales manager of Entron Inc., Silver Spring, Md. Mr. Russell will be responsible for entire sales, public relations and advertising efforts of Entron, and will oversee firm's district warehousing operations.



Mr. Russell

Dr. Thomas T. Goldsmith Jr., retired director of research, Fairchild Camera and Instruments Corp., Syosset, N. Y., and now physics department head, Furman University, Greenville, S. C., named consultant for research and development, DuMont Television Sales Corp., subsidiary of National Union Electric Corp., Stamford, Conn.

(parent of Emerson Television & Radio Co., Jersey City, N. J.).

Duncan M. Freel appointed director of Viking Industries, Hoboken, N. J. **Michael J. Rodriguez** named director of engineering for Viking. **Edward A. Jarzebowski**, director of quality control at Lear Siegler Inc., Melville, N. Y., appointed manager of quality assurance for Viking. **Joseph F. Monette** named director of personnel.

Alvin Chang appointed chief engineer of KGMB-TV Honolulu, succeeding **Ronnie Miyahira**, who joins Hawaiian Telephone Co.



Mr. Chang

Anthony S. Katona, with American Electronic Laboratories Inc., Colmar, Pa., appointed product sales manager, CATV/broadcast transmitter division.

Walter E. Baxter, northeastern area manager for Kaiser-Cox Corp., Phoenix, named general sales manager.

David C. Arnold, executive VP of Hoffman Electronics Corp., El Monte, Calif., elected president succeeding **H. Leslie Hoffman**, who continues as chairman.

Jack Horne, manager of graphic arts sales at Colortran Industries, Burbank, Calif., appointed general sales manager of motion picture and television division of Berkey Technical Corp., that city.

N. A. Bratcher, video-tape field engineer for RCA Service Co., and **Roy Price**, formerly with KTBS-TV Shreveport, La., and KRIS-TV Corpus Christi, Tex., named field engineers for Visual Electronics Corp., Dallas. **Howard G. McClure**, director of engineering at KLYD-TV Bakersfield, Calif., appointed field engineer for Visual Electronics, that city.

Kenneth M. Reichenbach, mainte-

nance supervisor, WNEW-TV New York, named assistant chief engineer.

Henry S. Broughall appointed marketing manager for Teletronix division of Babcock Electronics Corp., Costa Mesa, Calif.

Frederick H. Tribolet, with Jerrold Electronics Corp., Philadelphia, named antenna sales manager for that firm's government and industrial division.

Charles J. Kenny appointed marketing manager of Lloyd's Electronics, New York, manufacturer of home entertainment products.

Vernon DuBois, with Melpar Inc., Falls Church, Va., appointed director of quality assurance for Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill. **Charles B. Radloff**, with American Motors Corp., Milwaukee, named director of production and material control for Oak Manufacturing.

Dudley A. Warner joins marketing staff of D. B. Milliken Co., Arcadia, Calif., as specialist in video film recording.

ALLIED FIELDS

Leonard E. Spector, with Audits & Surveys Inc., New York, elected to newly created post of executive VP for operations and administration.

Harold E. Hill, VP in charge of general administration for National Association of Educational Broadcasters, Washington, resigns effective Dec. 30 to join faculty of University of Colorado, Boulder, where he will be in charge of all radio and television activities.

Martin J. Clancy, news writer and field producer for WCBS-TV New York, appointed to faculty of graduate school of journalism at Columbia University there as assistant to Fred W. Friendly, Edward R. Murrow professor of journalism.

INTERNATIONAL

Stanley Burke, foreign correspondent with Canadian Broadcasting Corp. for several years, named newscaster on late evening 11 p.m. national edition of CBS-TV news. He replaces **Earl Cameron**, who has been assigned to early evening 6:45 p.m. network news.

Maurice Dansereau of CHLN Trois-Rivieres, Que., elected president of Association Canadienne de la Radio et de

Broadcasting

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Edward E. Voynow, retired Petry president, dies

Edward E. Voynow, 63, retired president of Edward Petry & Co., died Nov. 12 after a brief illness. Mr. Voynow had been in advertising for 40 years, the first five years in newspaper and agency work, and the remaining 35 in broadcasting.

Mr. Voynow, born in Chicago on June 4, 1903, had been a member of the class of 1923 of the University of Illinois. For two years he served as a newspaper reporter and was an advertising salesman for the old *Chicago Herald-Examiner*. In 1924 he became a copy writer and account service representative at McJunkin Advertising Agency. The following year he joined King Features Syndicate in New York. He went back to Chicago in 1927 to become associated with National Radio Advertising, where he developed the country's first recorded radio program.



Mr. Voynow

In 1932 Mr. Voynow became associated with Edward Petry to help form Edward R. Petry & Co. He was responsible for opening offices in Chicago, Detroit and elsewhere. He retired in September 1964.

He joined the U. S. Air Force as a lieutenant in June 1942, serving in China and India and rising to the rank of colonel.

Mr. Voynow has been active in work for Brandeis University and the Francis Parker School and began the Voynow Family Fund for various charities. He also was on the national board of the Arthritis and Rheumatism Foundation and served as trustee on the La Rabida University of Chicago Institute.

Surviving are his wife, Romola, and a son and daughter. The family said gifts of remembrance may be made to La Rabida Foundation for Heart Disease, Chicago.

la Television de Langue Francaise. Others elected: Paul L'Anglais of CFTM-TV Montreal, VP; and Tom Burham, CKRS Jonquiere, Que., secretary-treasurer.

James Butler, director on Rediffusion Television's *This Week* show, London, appointed head of features, with responsibility for features and current affairs programs.

Walter W. Bregman, with Leo Burnett Co. Ltd., London, joins Crane, Norman, Craig & Kummel Ltd. there as joint managing director. Mr. Bregman also elected senior VP of CNCK.



Mr. Bregman

Patrick Campbell, formerly program controller, Border Television, Carlisle, England, resigns. No future plans announced. James Bredin, managing director, and Ronald Watts, company secretary, take on additional duties as program controller and station manager, respectively.

DEATHS

Charles V. Dinges III, 34, VP and executive art director of Post-Keyes-Gardner, Chicago, died of leukemia Nov. 13 at Passavant hospital there. Mr. Dinges joined PKG in 1961 and became VP in 1962. He had previously been with R. R. Donnelley & Sons, Bert Ray Studios, and Young & Rubicam. He is survived by his wife, Ricka, and two sons.

Cecil W. Barker, 50, former producer of *Red Skelton* and *I Love Lucy* shows, died Nov. 11 at Beverly Hills Emergency hospital following heart attack. Mr. Barker's latest TV credit was as producer for *Branded* series. Former program director for KNXT(TV) Los Angeles, he also worked for KABC-TV Los Angeles and CBS-TV, West Coast. He is survived by his wife, Dorothy, and two daughters.

James V. Kern, 57, television and motion picture director and writer, and former musician and actor, died Nov. 9 of pneumonia following short illness. For last five years, Mr. Kern had di-

rected Don Fedderson Productions television series, *My Three Sons*. Mr. Kern also directed some 500 hour and half-hour TV programs, including three seasons for *I Love Lucy*. He is survived by his wife, Ethel, and three daughters.

James H. Crawford Jr., 35, president and general manager of WBTV Danville Va., died Nov. 17 of leukemia in Danville. He is survived by his wife, Mary, and three daughters.

William C. Tucker, 52, president of koko Warrensburg, Mo., and editor and publisher of *Daily Star-Journal* there, died Nov. 11. He operated station since 1959 and newspaper since 1947. Former AP editor, he is survived by his wife, Avis.

Larry E. Gubb, 74, former chairman of Philco Corp., Philadelphia, died Nov. 10 in Rydal, Pa. He became executive VP of Philco in 1940, and was made chairman following year. He resigned in 1948 but remained as director until 1956. Philco is now subsidiary of Ford Motor Co. Surviving are his wife, Helen, son and two daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 10 through Nov. 16 and based on filings, authorizations and other FCC actions.

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. kw.—kilocycles. kw.—kilowatts. LS.—local sunset. mc.—megacycles. mod.—modification. N

—night. SCA.—subsidiary communications authorization. SH.—specified hours. SSA.—special service authorization. STA.—special temporary authorization. trans.—transmitter. UHF.—ultra high frequency. U.—unlimited hours. VHF.—very high frequency. vis.—visual. w.—watts. *—educational.

New TV stations

APPLICATIONS

Sioux City, Iowa—Medallion Broadcasters

Inc. Seeks UHF ch. 14 (470-476 mc); ERP 325 kw vis., 64.45 kw aur. Ant. height above average terrain 1149 ft.; ant. height above ground 1000 ft. P. O. address: 711 Frances Building, Sioux City, 51101. Estimated construction cost \$827,318.35; first-year operating cost \$461,400; revenue \$323,000. Geographic coordinates 42° 30' 53" north lat.; 96° 18' 14" west long. Type trans. GE TT-57-A. Type ant. GE TY-97-A. Legal counsel Hogan & Hartson; consulting engineer Silliman, Moffet & Kowalski, both Washing-

ton. Ann. Nov. 16.
 *Baltimore, Md.—Maryland Educational-Cultural Television Commission. Seeks UHF ch. 87 (788-794 mc); ERP 648 kw vis., 129 kw aur. Ant. height above average terrain 816 ft.; ant. height above average ground 728 ft. P. O. address: 1101 St. Paul Street, Baltimore 21202. Estimated construction cost \$2,689,154; first-year operating cost \$983,700. Geographic coordinates 39° 26' 47" north lat.; 76° 46' 48" west long. Type trans. RCA TTV-50C. Type ant. RCA TFU-30V. Legal counsel Krieger & Jorgensen; consulting engineer Jansky & Bailey, both Washington. Ann. Nov. 10.

FINAL ACTION

Monterey, Calif.—Monterey-Salinas Television Inc. Broadcast Bureau granted UHF ch. 46, ERP 43.3 kw vis., 8.6 kw aur. Ant. height above average terrain 2,500 ft., above ground 200 ft. P. O. address: c/o Stoddard P. Johnston, Box 1271, Monterey 93940. Estimated construction cost \$338,845; first-year operating cost \$290,000; revenue \$250,000. Studio to be located in Monterey, trans. on Baldy Peak. Geographic coordinates 36° 32' 05" north lat., 121° 37' 14" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DL. Legal counsel Cohn and Marks, Washington; consulting engineers, A. E. Towne Associates Inc., San Francisco. Principals: Stoddard J. Johnston is sole owner but prior to or during construction stock will be available to others. Mr. Johnston is sole owner of KMBY Monterey and KMBY-FM Pacific Grove, both California. Action Nov. 7.

OTHER ACTIONS

■ Review board in San Bernardino, Calif. television broadcast proceeding, Docs. 16394-5, granted petition for leave to amend to reflect changes in broadcast interests of its stockholders, filed on Sept. 22 by Marbro Broadcasting Inc. Action Nov. 15.

■ Review board in San Bernardino, Calif. television broadcast proceeding, Docs. 16394-5, granted petition filed on Nov. 10 by Marbro Broadcasting Inc. and extended to Nov. 18 time within which to file exceptions to initial decision (FCC 66D-56, released Sept. 14). Action Nov. 16.

■ Review board in Battle Creek, Mich. television broadcast proceeding, Doc. 16895, granted petition filed on Nov. 7 by Broadcast Bureau and extended to Nov. 17 time to file responses to motion to enlarge issues filed on Oct. 24 by West Michigan Telecasters Inc. and extended time to file replies to such responses to Nov. 28. Action Nov. 9.

■ By order, commission denied applications of Boulder City Television Inc. and City of Boulder City, Nev. for review of an Aug. 2, decision of review board, which granted application of Charles Vanda for new television broadcast station at Henderson, Nev. and denied application of Boulder City Television Inc., for such facility at Boulder City, Nev. (Docs. 15705-7), Commissioner Johnson concurred. Action Nov. 16.

■ Review board in Albany, N. Y. television broadcast proceeding, Docs. 16737-8, granted petition filed on Nov. 7 by Northeast TV Cablevision Corp. and extended to Nov. 23 time within which to file responsive pleadings to petition to clarify or enlarge issues filed on Oct. 25 by Adirondack

Television Corp. Action Nov. 9.
 ■ Review board in Albany, N. Y. television broadcast proceeding, Docs. 16737-8, by memorandum opinion and order, denied petition to enlarge issues as to financial matters against Northeast TV Cablevision Corp. filed Sept. 28, by Adirondack Television Corp. Action Nov. 9.

■ Review board in Buffalo, N. Y. television broadcast proceeding, Docs. 15254-5, granted motion filed on Nov. 8 by Ultravision Broadcasting Co. and extended to Nov. 23 time within which to file responsive pleadings to petition to reopen record filed Nov. 2 by Broadcast Bureau. Action Nov. 15.

■ Review board in Buffalo, N. Y. television broadcast proceeding, Docs. 15254-5, granted petition for extension of time filed Nov. 2 by Broadcast Bureau and extended time within which to file exceptions to initial decision in Doc. 15254 until Board has ruled upon petition to reopen record filed on Nov. 2 by Broadcast Bureau. In event petition is denied exceptions shall be due 7 days subsequent to issuance of such order of denial. In event said petition is granted exceptions shall be due in accordance with regular procedures following issuance a supplemental initial decision. Action Nov. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Nov. 15 in proceeding on TV application of Mary Jane Morris and James R. Searer, d/b as BCU-TV, Battle Creek, Mich., postponed hearing scheduled for Nov. 21; by separate order, granted motion of West Michigan Telecasters Inc. for extension of time from Nov. 15 to Nov. 23 to file responsive pleadings to petition for leave to amend filed by BCU-TV (Doc. 16895).

■ Hearing Examiner David I. Kraushaar on Nov. 15 in proceeding on TV applications of Chapman Radio And Television Co., Homewood, Ala., et al., granted petition of applicant Birmingham Broadcasting Co. to amend financial qualifications (Docs. 15461, 16758-61).

■ Acting Chief Hearing Examiner Herbert Sharfman on Nov. 7 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on TV applications of Kansas State Network Inc. and Topeka Television Inc., both Topeka, Kan.; scheduled prehearing conference for Nov. 29 and hearing for Dec. 29 (Docs. 16606, 16970).

■ Office of opinions and review on Nov. 8 granted motion by Midwest Television Inc. for extension of time to Nov. 16 to file responsive pleading to petitions by Video Service Co. and Danville Community Antenna System Inc. for reconsideration of commission's order designating for hearing applications of Video Service Co. for CPs for new fixed (video) radio stations at Lafayette and Waynetown, Ind. (Doc. 16865.)

CALL LETTER ACTIONS

■ Custom Electronics Inc., Melbourne, Fla. Granted WPCT(TV).

■ Stoner TV Inc., Des Moines, Iowa. Granted KSO-TV.

■ University of Vermont, Rutland, Vt. Granted *WVER(TV).

■ University of Vermont, St. Johnsbury, Vt. Granted *WVVB(TV).

■ University of Vermont, Windsor, Vt. Granted *WVTA(TV).

Existing TV stations

APPLICATIONS

*WGTV(TV) Athens, Ga.—Seeks to make following changes: aur. ERP to 56.43 kw; trans. location to top Stone Mountain, Stone Mountain, Ga.; and decrease ant. height above average terrain to 1132-ft. Request waiver of Sec. 73.610 of commission's rules. Ann. Nov. 10.

WLVA-TV Lynchburg, Va.—Seeks to make following changes: ERP to vis., 240 kw aur., 48 kw; change TL to 2.8 miles south southwest of Thaxton on Flat Top Mountain, Va.; type of trans to RCA TT-25DH; type of ant. to Alford 1030G-R, and increase ant. height above average terrain to 2348 ft. Request waiver of Sec. 73.610(b)(1) of commission's rules. Ann. Nov. 10.

FINAL ACTIONS

WJYV-TV Jacksonville, Ill.—Broadcast Bureau granted mod. of CP to change ERP to vis. 648 kw aur, to 89.3 kw; ant. height 690 ft. Action Nov. 9.

WXHR-TV Cambridge, Mass.—Broadcast Bureau granted mod. of CP to change ERP to 648 kw vis., 97.7 kw aur. Action Nov. 10.

WOLO-TV Columbia, S. C.—Broadcast Bureau granted CP to change ERP to 398 kw vis., 39.8 kw aur.; and increase ant. height to 620 ft.; condition. Action Nov. 10.

WLAC-TV Nashville — Broadcast Bureau granted mod. of license to reduce aur. ERP to 10 kw. Action Nov. 9.

KXIX(TV) Victoria, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 17 kw vis., 1.91 kw aur.; decrease ant. height to 280 ft.; condition, and granted extension of completion date to April 6, 1967. Action Nov. 10.

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KGMB-TV Honolulu, KMAU-TV Wailuku, KPUA-TV Hilo, all Hawaii and *WILL-TV Urbana, Ill. Action Nov. 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied request of Springfield Television Broadcasting Corp., licensee of WWLP(TV) Springfield and WRLP(TV) Greenfield, both Massachusetts, for issuance of cease and desist order against Pioneer Valley Cablevision Inc., operator of CATV system in Ware, Mass. Commissioner Lee dissented and issued a statement; Commissioner Cox concurred in part, dissented in part and issued a statement; Commissioner Johnson issued a separate statement. Action Nov. 15.

CALL LETTER ACTION

■ KBAY-TV, D. H. Overmyer Communications Co., San Francisco. Granted KEMO-TV.

New AM stations

APPLICATIONS

Bayard, N. M.—George L. McFarland. Seeks 950 kc, 1 kw-D. P.O. address: 5 Crestway, Silver City, N. M. 88061. Estimated construction cost \$21,685; first-year operating cost \$23,500; revenue \$18,000. Principal: Mr. McFarland is 98% owner, with wife Elizabeth, under N. M. community property laws, and president of Mogollon Mountains Telephone Co. Ann. Nov. 15.

Camden, S. C. — Epperson and Barry Broadcasting Co. Seeks 1130 kc, 1 kw-D. P.O. address: Selma, N. C., 27576. Estimated construction cost \$45,000; first-year operating cost \$56,000; revenue \$58,000. Principals: Buford D. and Robert H. Epperson, Charles F. Jr. and Charles F. Sr., Barry (each 25%). Mr. Buford Epperson is VP-general manager and has interest in WBZB Selma, N. C. Mr. Robert Epperson is self-employed consulting radio engineer. Mr. Barry Jr. is director of fund raising association, president and 55% owner of WBZB Selma. Mr. Barry Sr. is executive secretary of Florida

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 17

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,072	21	78	398
FM	1,519	45	250	185
TV-VHF	475	19	24	175 ¹
TV-UHF	93	30	109

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 17

	VHF	UHF	Total
Commercial	519 ²	233	752
Noncommercial	70	86	156

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1966

	AM	FM	TV
Licensed (all on air)	4,071 ³	1,514	567 ⁴
CP's on air (new stations)	22	49	46 ⁵
CP's not on air (new stations)	75	245	127
Total authorized stations	4,170	1,808	746
Applications for new stations (not in hearing)	299	146	109
Applications for new stations (in hearing)	81	42	66
Total applications for new stations	380	188	175
Applications for major changes (not in hearing)	175	41	26
Applications for major changes (in hearing)	33	0	9
Total applications for major changes	208	41	35
Licenses deleted	0	0	0
CP's deleted	1	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, two AM's operate on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

Baptist convention. Ann. Nov. 15.

Sioux Falls, S. D.—John L. Breece. Seeks 1000 kc, 1 kw-D. P.O. address: 605 Sixth Street, Rapid City, S. D. Estimated construction cost \$42,769; first-year operating cost \$40,000; revenue \$50,000. Principal: Mr. Breece owns record and hi-fi equipment store. Ann. Nov. 15.

FINAL ACTION

Beverly, Mass.—WKOX Inc. Broadcast Bureau granted 1550 kc, 1 kw D. P. O. address Mount Wayte, Framingham. Estimated construction cost \$28,693, first-year operating cost \$55,000, revenue \$65,000. Applicant is licensee of WKOX Framingham. Action Nov. 9.

OTHER ACTIONS

Review board in Prattville, Ala. standard broadcast proceeding, Doc. 14878, Board Members Berkemeyer, Kessler and Nelson, by memorandum opinion and order, denied petition for reconsideration filed Aug. 29 and petition to reopen record and remand to hearing examiner filed Oct. 27 by Prattville Broadcasting Co. Action Nov. 9.

Review board in Prattville, Ala. standard broadcast proceeding, Doc. 14878, dismissed as moot petition for extension of time to file responsive pleadings filed on Nov. 4. Action Nov. 16.

Review board in Las Vegas standard broadcast renewal proceeding, Doc. 16864, by memorandum opinion and order denied appeal from hearing examiner's denial of applicant's petition for postponement of publication and broadcast requirements, filed Oct. 19 by Arthur Powell Williams. Action Nov. 16.

Review board in Wilkesboro, N. C. standard broadcast proceeding, Doc. 16311, granted petition filed Nov. 8 by Wilkes Broadcasting Co. (WKBC) and extended to Nov. 22 time within which to file reply to oppositions to petition for enlargement of issues filed by Wilkes Broadcasting Co. on Oct. 14. Action Nov. 16.

Review board in Bowling Green, Ohio,

standard broadcast proceeding, Docs. 16290-1, by memorandum opinion and order denied joint petition for approval of agreement, filed June 30, by WMGS Inc. and Ohio Radio Inc. Board Member Nelson dissenting with statement. Board member Slone joins in majority opinion with additional views. Board Member Pincock dissenting. Action Nov. 10.

Review board in Loiza, P. R. standard broadcast proceeding, Docs. 16890-1, granted three petitions for extension of time filed on Nov. 4 by Augustine L. Cavallaro Jr. on Nov. 7 by Broadcast Bureau, on Nov. 7 by Luis Prado Martorell to extent that time within which to file responsive pleadings to following petitions, all filed on Oct. 24, is extended to Nov. 18: pleading, petition to enlarge issues filed by Luis Prado Martorell; pleading, petition to modify issues filed by Augustine L. Cavallaro Jr., and pleading, petition to enlarge issues filed by Augustine L. Cavallaro Jr. Action Nov. 9.

Review board in Port Arthur, Tex. standard broadcast proceeding, Docs. 14597 and 15203, by memorandum opinion and order denied petition filed Sept. 19 by Woodland Broadcasting Co., which requested addition of issues relating to multiple ownership, financial qualifications and character qualifications against KWEN Broadcasting Co. Ordered that any grant of KWEN application be made subject to appropriate condition with respect to KWEN's relationship to KFAZ Liberty, Tex. Action Nov. 15.

By memorandum opinion and order, Commission denied petition for reconsideration of designation for hearing filed Sept. 28 by Radio Oshkosh Inc. which requested dismissal of application of Fox River Broadcasting Co. (Docs. 16824-25). Acting Chairman Bartley concurred in result. Action Nov. 16.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Frederick on Nov. 8 in proceeding on AM applications of Monroeville Broadcasting Co., Monroeville and Miners Broadcasting Service

Inc., Ambridge-Alliquippa, both Pennsylvania, extended time for filing proposed findings from Nov. 8 to Nov. 29 and replies from Nov. 22 to Dec. 13 (Docs. 14082, 14088).

Hearing Examiner Walther W. Guenther on Nov. 8 in proceeding on AM applications of Brown Broadcasting Inc., Jacksonville, N. C. and Dixie Broadcasting Corp., Aurora, N. C. extended time for filing proposed findings from Nov. 8 to Nov. 10 (Docs. 16465-6).

Hearing Examiner Chester F. Naumowicz Jr. on Nov. 8 in proceeding on TV applications of Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co., all Yakima, Wash., scheduled certain procedural dates and hearing for Feb. 13 and March 6, 1967 (Docs. 16924-6), and on Nov. 15 in proceeding on AM applications of Audubon Broadcasting Corp., Westwego, La., et al., granted petition to intervene and made KCIL Inc., a party to proceeding (Docs. 16879-81).

Acting Chief Hearing Examiner Herbert Sharfman on Nov. 7 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on AM applications of Du Page County Broadcasting Inc., Elmhurst, Ill. and Howard L. Enstrom and Stanley G. Enstrom, d/b as Central Du Page County Broadcasting Co., Wheaton, Ill.; scheduled prehearing conference for Nov. 30 and hearing for Dec. 28 (Docs. 16965-6), and designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on AM application of Beaverhead Broadcasting Co., Dillon, Mont.; scheduled prehearing conference for Nov. 30 and hearing for Dec. 28 (Doc. 16969).

Hearing Examiner Herbert Sharfman on Nov. 15 in proceeding on AM applications of Tri-State Broadcasters Inc., Sioux Center and Emmet Radio Corp., Estherville, both Iowa, rescheduled hearing from Nov. 17 to Dec. 19 and indefinitely postponed other procedural dates (Docs. 16698-99), and in proceeding on AM application of American Home Stations Inc. (WVCF), Windermere, Fla., scheduled certain procedural dates and hearing date to remain Dec. 12 (Docs. 16922).

Office of opinions and review on Nov. 8 granted petition by C & H Radio Broadcasting Corp. for extension of time to Nov. 21 to file responsive pleading to Broadcast Bureau's opposition in Superior, Wis. AM proceeding (Docs. 16476-8).

RULEMAKING ACTION

Broadcast Bureau on Nov. 10 granted motion of Charles R. Banks and extended to Nov. 23 time for filing replies to opposition of Shelby County Broadcasting Inc. to petition for rulemaking requesting assignment of a first class A FM to Rushville, Ind. (RM-1035).

CALL LETTER APPLICATION

Mid-Ocean Broadcasting Corp., Columbia, Mo. Requests WBMJ.

CALL LETTER ACTIONS

Robert P. Shepard Jr., Jackson, Ga. Granted WJGA.

Clay Broadcasters Inc., Liberty, Mo. Granted KBIL.

Tioga Broadcasting Corp., Tioga, N. D. Granted KTGO.

A-C Broadcasters, Annville-Cleona, Pa. Granted WAHT.

Holladay Broadcasting Co., Salt Lake City. Granted KRSP.

Existing AM stations

APPLICATIONS

WLLL Lynchburg Va.—Seeks CP to increase power from 1 kw to 5 kw. Ann. Nov. 15.

FINAL ACTIONS

Broadcast Bureau granted renewal of license for El Centro Radio Inc. (KAMP) El Centro, Calif. Action Nov. 10.
KPO Wenatchee, Wash.—Broadcast Bu-

(Continued on page 97)

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
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- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

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Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytime. . . . Top salary. Box H-247, BROADCASTING.

General sales manager—Immediate opening at #1 station in good eastern market. To head three man staff. Excellent salary plus override. Best working conditions, benefits. Proven track record required. Reply in confidence with full details. Box L-136, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

High caliber, salesman for station brokerage. Substantial commissions. Established, reputable firm. Box L-78, BROADCASTING.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel & entertainment expenses. No cut rates. No trade deals. Good future in expanding corporation. Box L-142, BROADCASTING.

Sales manager, experienced, aggressive. N.E. large market independent FM, good music. Salary open. Send complete information. Box L-146, BROADCASTING.

Wanted: Experienced salesman to sell specialty radio station in metropolitan Chicago. Salary plus commission. Box L-170, BROADCASTING.

Salesman for high volume station Houston, Texas, management capability, 5 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

Salesman-sales manager for leader, two station market. Active account list, Heart of "Big Sky Country." Contact Ed Peiss, KXLF, Butte, Montana.

WGEE-AM/FM, Indianapolis, would prefer well rounded radio and sales background in medium market, ready to move up. Salary plus commission, vacation, insurance and retirement program. Your opportunity to join a 7 station, group operation. Call: Arnold Johnson 317-359-5591 collect.

Lansing, Michigan—No. 2, and climbing adult music/news station has career opportunity for young, creative type salesman on way up. 7 station midwest group seeks man (woman) with management potential. Present sales staff can't handle increased volume. We offer best pay, opportunity for management and stock interest. WITL, Lansing, A Midwest Family station.

Sales manager for metro Buffalo station. Modern country music format. Aggressive with proven record. Salary, commission, benefits. Write: WMMJ, Lancaster, N. Y.

Ambitious, experienced radio time salesman for upstate N. Y. metro-market. Good account list, plenty of presentation and production help. Good base salary, incentive and expenses. Send resume and complete details to sell yourself. All inquiries confidential. WOKO, P. O. Box 1520, Albany, N. Y. 12201.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Announcers—(cont'd)

Top-rated contemporary music station needs top-rated personality who's looking for top pay and good working conditions in beautiful western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Announcer with first phone. Send tape and resume. State salary. Box L-51, BROADCASTING.

Need immediately—Afternoon or evening rock jock with 1st ticket, no maintenance, for midwest swinger. Experience preferred, beginners considered. Box L-69, BROADCASTING.

Announcer for AM, FM stereo outlet in central Wisconsin broadcasting 24 hours. No drinkers or floaters. . . . Send tape, picture and resume. Box L-111, BROADCASTING.

Have immediate opening for experienced top-40 dj. Power station in metropolitan market, No. 1, 24 hours a day. Send resume, snap shot, starting salary expected. Apply to multiple owner, Box L-140, BROADCASTING.

Zany morning man wanted. Modern format—top rated station—midwest. Send tape, resume to Box L-145, BROADCASTING.

Immediate opening for first phone who would like to live a year round exciting resort area in the mid-west. . . . Have his own evening rock show—Progressive station with the latest and newest in equipment. . . . Good working conditions, wonderful opportunity for right man. Box L-149, BROADCASTING.

Great medium-market Florida, top 40 needs first ticket announcer. Good pay, benefits, and working conditions. Growing group. Box L-155, BROADCASTING.

Have pleasant working conditions and good pay for top 40 jock. Must have experience. All new downtown studios and equipment. Box L-167, BROADCASTING.

Morning announcer needed by 40 year network affiliated station in midwest college city of 55,000. Starting salary \$130.00 per week for good, stable employee. Middle of road music—Major network news. Send news and dj audition tape and picture. Box L-187, BROADCASTING.

Immediate opening for announcer at MOR station in NE. Prefer man with experience but good beginner acceptable. Good salary and benefits. Send tape and resume. Box L-192, BROADCASTING.

Wanted immediately: 1st phone-announcer or announcer with 3rd. for small market radio. Contact Jay Bagwell, KBJT, Fordyce, Arkansas . . . phone 501-352-2170.

Wanted: Announcer. Immediate opening. Some experience preferred. Send tape to KDAK, Carrington, N. Dak. Dial 652-3151.

Two announcers needed at once for radio-TV station. One for radio shift plus some TV. One for work in news department doing on-the-air TV & Radio news. TV experience not necessary, you will get that here. Send tape audition, resume & picture to Will Shaner, KFBC, AM-TV, Cheyenne, Wyoming.

Engineer-announcer. Must be good at both. Complete charge 250 watt directional. 24 hours. Plus dj show modern C&W format. Send air-check and resume to KHOS, P. O. Box 5945, Tucson, Arizona.

Immediate opening for experienced announcer who might like opportunity in sales. A good, small, midwest market. Excellent salary, plus commission. Call Manager: Ralph Meador, KLEX, 816-259-3232.

Announcers—(cont'd)

Immediate opening for young man who wants to be "Mr. Sports" in a 4-state area. Must also be qualified dj. MOR station emphasizing news and high school athletics. Send resume and tapes to Manager, KMA, Shenandoah, Iowa.

Competent, experienced announcer for progressive station. Above average salary and benefits. First opening in years. Real permanence. KMHT, Marshall, Texas.

Opportunity plus security for alert, bright personality. Respected small market AM/FM station. Competent staff. Gracious living, away from metropolitan jungle and pressure, yet near big city. Require loyal, responsible man with 3rd license. Announcer and handle program operations. Adult emphasis. Mail tape and complete details re education, employment experience. R.B. Cupp, KOFO, Ottawa, Kansas.

Montana, MOR, NBC station needs first phone announcer. Excellent advancement opportunities. Call collect 406-265-7841, KOJM, Havre, Montana.

Needed immediately—midday slot for middle-of-the-road. Experienced only. Beautiful city on Texas coast. Only 24 hour station. Picture window control room. Company benefits. If you like to work with good people and good sounding radio send tape, resume, picture to Joe Ethridge, KRY5, Corpus Christi, Texas.

Immediate opening. Experienced announcer. Third class endorsed ticket necessary. First phone preferred. Send tape and resume to KSYL, Box 1489, Alexandria, La.

Radio-TV announcer. Daily 3-hour air shift. VTR and live color commercials and weather. Top salary to right man. Send short music-commercial tape, resume and pix to Bill Baldwin, KWWL-AM-TV, Waterloo, Iowa.

Wanted: Announcer with third ticket, call WATM, Atmore, Alabama. . . . Tom Minlard, 368-2128.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, Station WBSB, Bennettsville, S. C.

Immediate opening-announcer with first phone. Call manager—WBUD, Trenton, N. J.

Florida—first phone announcer, no maintenance, for NBC good music, AM-FM operation, in beautiful Florida vacation-land. Opening December 12. Send resume, tape and requirements first letter to WCOA, Pensacola, 32502.

Immediate opening for experienced announcer. No collect calls. Send picture and tape to George Bissell, WEAU, Plattsburg, N. Y.

Looking for man who can handle three to four hour morning show; also take over as Traffic Manager. Can train for latter position if you have some typing ability. Need to start January 23. Send resume and tape to Bob Thomas, WGAI, Elizabeth City, N. C. Salary, commensurate with experience and ability.

Staff opening mid-January for experienced announcer with first phone at WGNV Radio, Newburgh, N. Y. (60 miles from N.Y.C.). Engineering experience helpful, not essential. MOR music-news-talk format. Salary open. Send tape and complete resume to C. K. Thompson, WGNV Radio, P. O. Box 591, Newburgh, New York.

Wanted for brand new FM operation in Springfield Mass. Cultured voice, with musical knowledge. Send resume to Z. Land, WHYU, 1300 Liberty Street.

Announcers—(Cont'd)

Announcer-PD with first phone—Must have experience, good voice. No maintenance, better than average pay, 5 kw AM—50 kw FM—Call Monroe MacPherson—General manager—8:00 to 8:30 EST. 616-527-4400. WION, Ionia, Michigan.

Announcer wanted by smart, established, Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deejay. Best working conditions, sparkling, upbeat programming, advancement opportunities, generous increases, pleasant, prosperous community near Chicago. Station part of prestige group. Write WKAN, Kankakee, Illinois, details of experience, references.

Florida's southernmost city has an opening for first phone announcer. Top 40 experience helpful. Start \$120.00 weekly. Send resume to WKIZ, Box 1487, Key West, Fla. Phone 294-2523 area 305.

Announcer-program director: Earn more money if you are above average announcer, strong on production, good administrator and detail man. Great opportunity to advance. Need man by January 1st. Send tape and resume to Bruce Underwood, WKUL, Cullman, Alabama.

Alert, aggressive radio announcer wanted for middle of the road station in midwest. Excellent working conditions, all benefits, outstanding place to work. Send audio tape, full details and salary expected to Program Director, WKZO Radio, Kalamazoo, Michigan.

Central Penna. 24 hour station will add new staff announcer. Applicant may combine work with classes at large university located here. For further information contact Croy Pitzer, Program director, WMAJ, State College, Pa.

Wanted announcers with 3rd phone—with experienced adult approach to radio, by new station broadcasting stereo. Send complete resume and tape to Bob Templeton, Operations Manager, WMKC, 40 W. 9th, Oshkosh, Wisconsin.

Middle of road pop format. Radio Station WRBN, Warner Robins, Georgia. No collect calls accepted.

Man experienced in all phases of AM and FM stereo operation. 3rd class with endorsement required. WSAC AM & FM, Box 70, Fort Knox, Kentucky.

Wanted: 1st phone for announcing & production. Small market with middle of road format. Call Station Manager, WSER, Elkton, Md. 301-398-3883.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

Immediate opening—experienced announcer, good salary. Contact S. Lubin, WVOS, Liberty, N. Y.

First ticket announcer, medium-small Ohio market. "middle of road" music, must be experienced. Good salary, other benefits. Call 1-419-586-5134, Norb Poepelman.

Ohio market needs good deejay, first or third phone, middle of road, news and sports, good pay, phone Oscar Baker 1-513-773-3513.

Contemporary sound, east coast daytime needs dj/announcer with third endorsed immediately. Call 919-398-4111, Mr. Burnett.

Excellent opportunity for dj with first ticket (no maintenance) who can swing on night rock show on Kansas' most powerful radio station. Good salary and opportunity for advancement. Call area code 316 AD-1-7200.

Personality for top forty. Complete details with first tape. Box 909, Portsmouth, Ohio.

Technical

Chief engineer for east coast major market top 40 directional. Excellent salary. Good living conditions. Box K-353, BROADCASTING.

Technical—(Cont'd)

Cable TV system in northern Illinois has immediate opening for technicians. First or second class licensed radio or TV engineers can qualify for starting salary of \$140 a week plus overtime. Excellent opportunity for advancement in rapidly expanding business in fast growing area. List age, marital status, experience, references. Box L-18, BROADCASTING.

Chief engineer—lite announcing. Southern Virginia AM-FM. Job security, good pay, medium market, fringe benefits. Open now. Box L-58, BROADCASTING.

Chief engineer television & radio; excellent starting salary increased as ability demonstrated; Exceptional fringe benefits; large market on Florida's west coast; Thorough experience in studio and transmitter operation required; All replies confidential. Box L-128, BROADCASTING or phone collect Tampa (813) 949-4404.

Engineer first phone with strong maintenance and construction capability wanted for directional daytime medium-sized mid-west market. FM in future, desirable conditions for right man. Box L-157, BROADCASTING.

Experienced engineer needed for well equipped station. CP for television. Get in on ground floor. Announcing, sales or programming helpful but not necessary. Experience is what we want. Box L-173, BROADCASTING.

Engineer for transmitter. Will train beginner. WAMD, Aberdeen, Md.

Experienced engineer 1st phone. Openings in studio and transmitter positions. Send complete details. Contact Chief Engineer, WIBC, 2835 N. Illinois St., Indianapolis, Indiana.

First class engineer required for 5 kw directional daytime in major Ohio market. Good opening for young man desiring experience. Top employee benefits and valuable training to right man. Contact Chief engineer L. S. Bushfield, WOIO Radio, Canton, Ohio. 216-477-8585.

Chief engineer, 1 kw daytime directional. Contact Jack Sullivan, WOKW, Brockton, Mass.

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Opening soon for reliable chief engineer with some announcing experience. Send resume and reference to WROY-AM-FM, Carmi, Illinois.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Opportunity in south Texas for qualified second man to move up to chief engineers. Must be qualified in VTR, studio maintenance, microwave and capable of installing full power, tall tower operation. Send resume and salary requirements to Personnel, P. O. Box 1359, Ft. Smith, Arkansas.

First phone . . . experienced transmitter operator and maintenance engineer. Night shift; car needed. Midwest regional AM-FM operation. Immediate opening. Phone 316-282-4491.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Young man wanting to learn all phases of radio/TV news operations. Prefer journalism school background. Experience not required but must type. Chance to join busy six man staff in a progressive medium market. Send full background & salary requirements. Box L-21, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Join our staff for an exciting challenge in medium market programming. 1st phone, announcing experience required. Send resume to Box L-130, BROADCASTING.

NEWS—(Cont'd)

Radio correspondent wanted to join actual news staff in Germany. Must translate German to English. Brush-up course might be arranged for right man with international newsability. Send complete resume, tape. Box L-132, BROADCASTING.

Broadcast newsmen for major radio-television operation in a top-ten eastern metropolitan community. College graduate preferred. Must have proven ability to report, write, and broadcast news. Send resume and taped newscast. Box L-180, BROADCASTING.

Newsmen who can read crisp, brisk newscast with confidence and authority. Will pay for experience—but writing ability and eagerness to work for go-getting medium-market news operation will count heavily in absence of formal news training. Send short news tape, samples or writing, and complete resume. Durham Caldwell, News director, WHYN Springfield, Mass.

News editor positions now open in Madison, Oshkosh, and Rockford with the Mid-West Family. Independence and incentives. Action and acutality-oriented news departments. Phone or write WISM, Madison, Wisc. 608-256-3167.

WNYR, Rochester, N. Y. is expanding top news department. Opportunity to join progressive four station chain. Immediate opening for professional newsmen to gather, write and air news. Rush tape and resume.

WVOX, Whitney Communications Radio, has immediate openings for aggressive, imaginative, special, investigative reporters with dynamic on-the-air delivery. Excellent salary, benefits, hospitalization. Opportunities now with the bright new "Voice of Westchester." Write immediately to Bernard Dilson, Whitney Communications Radio, Pershing Square Building, New Rochelle, New York.

Production—Programming, Others

Experienced and creative copywriter for network station in beautiful Texas resort city. Box K-381, BROADCASTING.

Copywriter wanted, excellent opportunity for growth and advancement with multiple owner, operating radio and TV in Alabama's fastest growing metro area. Top salary for right person. Send resume, photo, and samples of creative work. Box L-141, BROADCASTING.

Program director for growing group owned Pennsylvania market. MOR with rock at night. Third largest university in state. Man sought will pull morning shift and must be creative. Send air check, resume, and sample production. Box L-151, BROADCASTING.

Production chief-copywriter — Versatile, imaginative, with good sense of punch-writing and spot production. Exceptional salary, with benefits. Leading adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

We have an immediate opening for imaginative production man with a good voice and a first ticket. If you would like to settle down in a pleasant college town and work with a growing and aggressive radio station (and make some money) send tape and resume to Marv Leuhers, WJIL, Jacksonville, Illinois.

Top midwest CBS affiliate desires copywriter with initiative, intelligence and imagination to work in creative 3 man continuity department. Salary will match experience and ability. 40 hour week. Start immediately. WMBD Radio, J. Aylward, Continuity director, 212 Southwest Jefferson, Peoria, Ill.

RADIO

Situations Wanted—Management

Experienced metro market general manager with outstanding record of upgrading stations to highest income, profit, and ratings. Sales increased 96%; Ratings tripled to #1 position. Presently employed. Desire management or sales management with aggressive group operation. Call 214-826-6028 evenings or weekends, or write Box L-116, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Manager—Outstanding gross small market station. Want management with investment opportunity, Midwest or west, Box L-133, BROADCASTING.

Rated number one! Station or sales manager. Excellent on programming. Hot! Hot! on presentation sales. Let's both make more money. Box L-135, BROADCASTING.

Radio executive—11 years management experience all phases radio, also TV, ad agency experience. Forte: Sales. Seeking position in management. Will consider well paying sales position with definite chance for advancement in Los Angeles, area. Now employed. Box L-147, BROADCASTING.

General manager—20 years experience, all phases. With present Carolina station since 1960. First phone, announce, sales—36 years of age—family. Some CATV experience. Finest references. Would like stock options. Box L-169, BROADCASTING.

Situations Wanted—Announcers

Negro dj-news caster. 24, married, third phone. Draft exempt, no floater. Box L-75, BROADCASTING.

Announcer-dj: Young, experienced, ambitious, presently employed. Third endorsed working on first. Draft exempt. Prefer MOR or rock in college city. Write Box L-82, BROADCASTING.

Young beginner—Negro. Hardworking R&B dj-announcer. Authoritative newscaster, tight board, third license. Married, draft exempt. Will relocate, 212-789-6152 or Box L-94, BROADCASTING.

Flexible, mature voiced, 3rd class, draft free, recommended, formerly 5 kw AM-FM. N.Y.C., N. J. only. Box L-131, BROADCASTING.

Negro announcer. Third phone. Year experience with all around ability. Tight board. Take any offer. Box L-134, BROADCASTING.

20 yr, old draft exempt dj seeks first position. Salary no problem. Eager to learn. Radio graduate. College. Top 40 or MOR. Box L-156, BROADCASTING.

Owners & Managers: Low ratings? Go country! Nationally known pd available. 1st phone. Box L-161, BROADCASTING.

Groovy deejay—35, family, top experience, first phone. Now living in New England, if you call that living. Help me escape by sending for my tape and resume. They'll prove I'm worth at least \$175 plus the move. Box L-163, BROADCASTING.

Announcer—college student to fill weekends needs draft deferred—6 months experience—3rd endorsed MOR or easy listening N. Y. metro area—"let me practice what professors preach." Box L-164, BROADCASTING.

DJ-announcer-news caster experienced sales, personable, family man, college background. Third endorsed, draft free. Will relocate. Box L-165, BROADCASTING.

Commercial recording announcer-writer in Chicago area needs base 50 mile radius of Chicago. Several decades experience, first phone. Write Box L-171, BROADCASTING.

Right now-top 40 talent! Proven teen & young adult appeal, I do the things you want done . . . Right? Right! Experienced, ideas, production, moxy . . . The whole thuck! Take the "Jay Train." Box L-177, BROADCASTING.

Mature experienced dj. 3rd phone tight board, MOR preferred. Any format, married, reliable. Box L-179, BROADCASTING.

DJ, announcer, newscaster, well trained beginner. tight board. will relocate. Box L-181, BROADCASTING.

Energetic, aggressive, young, 12 years announcing & selling. Now sales manager. Write Box L-182, BROADCASTING.

3 star . . . Top 40 talent . . . now! Box L-184, BROADCASTING.

DJ-announcer—Brite, happy sound seeks immediate position anywhere. Box L-186, BROADCASTING.

Announcers—(Cont'd)

Announcer-dj, production and good voice; first phone. College drama, speech and music. Midwest. Experience more important than salary. 507-532-5472 or Box L-191, BROADCASTING.

Disc jockey-announcer-producer-20 yrs. experience—Jazz-Blues—Rock and Roll—spirited. Award winner-syndicated columnist—age 39—Negro—Mannie Mauldin, Jr., 4659 Drexel Blvd., KE 6-7676 Chicago, Ill.

Country DJ, married . . . Looking for permanent location. Draft exempt. Two years experience. 3rd phone endorsed. Elmer Swartz, Bernville, Pennsylvania. 215-488-1694.

Announcer—third phone endorsed. Beginner, good voice, alert, ambitious, reliable, draft exempt. Will relocate. Walt Sanders, 55 Adams Avenue, Dover, New Jersey 07801.

Technical

Top-flight engineer/announcer. Professional! Heavy maintenance. Excellent references. Presently chief engineer major station. Available January 15th. Box K-351, BROADCASTING.

1st phone technician, experience control room operation and maintenance. Available immediately. Will relocate for good offer. Box L-105, BROADCASTING.

Broadcast Technician with 1st phone seeks job in operations. Some maintenance experience. Available immediately. Will consider relocation. Box L-106, BROADCASTING.

Broadcast technician with first class license available now. Will consider relocation for good offer. Box L-150, BROADCASTING.

NEWS

Change of ownership makes news director available to MOR and top 40 majors. A.B., M.S. Earnings in five figures. Box L-154, BROADCASTING.

Brains, talent, big voice for news-talk oriented station. Married, family, financially independent. Sincerity, must match mine. No kid operations. Box L-162, BROADCASTING.

News director. Negro, college background. Twelve years eastern market experience. Presently working Atlanta market. Will consider lesser position. Top recommendations. Third class license. Married. Write: Bill Baker, 2800 Gordon Road, Apt. 10D, Atlanta, Georgia.

Production—Programing, Others

Experienced sports director, strong on sales, news, dj. relocate . . . Box L-148, BROADCASTING.

Programing—Personality. Midwestern pro-ready to go—for more dough. Box L-172, BROADCASTING.

PD, southern NBC. Former traffic, news, music, promotions director for various stations. 25, 1st phone, college RTV, married, veteran. Talented in rock, standard, RB, production, copy, maintenance, sports. \$150 up, some moving expenses. Present job can't meet creative, monetary desires. Medium markets or larger. Want permanence with advancement. Box L-189, BROADCASTING.

TELEVISION

HELP WANTED

Announcers

Good opportunity for intelligent, interested, aggressive announcer in radio and/or television. Advancement opportunities in a fine area to work. Complete details to Box L-35, BROADCASTING.

Experienced on-camera announcer for mid-west NBC affiliate. Excellent opportunity. Please send resume to Box L-139, BROADCASTING.

KWTV-TV seeks mature, experienced on-camera announcer for staff duties. Prefer man with southwest background and adequate knowledge of area sports. Mail letter of application and recent photo along with audition tape and/or sound on film to Ralph Webb, P. O. Box 7128, Waco, Texas.

TELEVISION

Help Wanted—Announcers

Continued

Have immediate opening for on-camera TV announcer who is capable of doing all types of commercials. Please send resume and VTR to Howard Frederick, WIRL-TV, Peoria, Illinois.

On-camera announcer/copywriter wanted. Congenial surroundings, excellent benefits, home office station of group. Send picture, tape, details and salary expected to Program director, WKZO-TV, Kalamazoo, Michigan.

TV staff announcer needed for booth and on camera air work. Production experience desirable. Send VTR audition tape and resume to Harry R. Wakner, Program Manager, WLCY-TV, P. O. Box 14,000, St. Petersburg, Florida.

AM-TV announcer needed by regional AM-FM-TV station. Upbeat MOR evening radio shift. TV talent also. Position open now. Send tape, pix, resume and salary requirements to WSWA-AM-FM-TV, Harrisonburg, Va.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station. experience not required. Write Box J-123, BROADCASTING.

Who says you can't make money in south Florida? We need a good studio man with a first phone, and first class experience which includes VTR, some color and remotes. Send references, resume & salary requirements to Box J-295, BROADCASTING.

Midwest area—studio video, videotape recording and maintenance engineers. Good salary, fringe benefits and excellent working conditions. FCC 1st class ticket and previous experience required. Box K-347, BROADCASTING.

We want a chief engineer who wants to move up to a medium market or a strong #2 man who is ready. Send us your complete resume. Stable VHF station in midwest looking for progressive, knowledgeable man to run department. Send full information and salary requirements, Box L-33, BROADCASTING.

Chief engineer television & radio; excellent starting salary increased as ability demonstrated; Exceptional fringe benefits; large market on Florida's west coast; Thorough experience in studio & transmitter operation required; All replies confidential. Box L-129, BROADCASTING or phone collect Tampa (813) 949-4404.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembian, N. D. Telephone: 701-825-6292.

A first class engineer for mountain top transmitter installation needed now. Located in the beautiful Lake Tahoe area. Send resume and salary requirements to Jim Bull, KOLO-TV, Reno, Nevada.

Immediate opening Binghamton, New York, UHF station for studio/transmitter technician with first class license. Experience helpful but not necessary. Send resume to Chief Engineer, WBJA-TV, Box 813, Binghamton, N. Y. 13902.

Sarkes-Tarzan Broadcasting stations are in need of technical people with 1st class licenses for various locations in Indiana. Contact Elmer C. Snow, Engineering Director, WTTV, 3490 Bluff Rd., Indianapolis, Indiana. Phone 317-787-2211.

Chief engineer position—Immediate opening. The Studio Broadcasting System will establish the 2nd television facility in Topeka, the state capitol of Kansas, on channel 27, with full power. We seek an energetic candidate who will ultimately assume complete administrative responsibility for the technical operations associated with a group of video facilities. The Topeka, plant will be "total" color operations (network, live, film and video tape). All video taping will be in high-band. The Studio Broadcasting System will emphasize quality in its' acquisition of technical facilities as well as accentuate sophisticated local programming. Submit resumes to Mr. Alan B. Bennett, Studio Broadcasting System, 1 Woodward Ave., Detroit, Michigan. 48226 or telephone 313-962-8700.

NEWS

Need experienced newsmen to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Young man wanting to learn all phases of radio-TV news operations. Prefer journalism school background. Experience not required but must type. Chance to join busy six man staff in a progressive medium market. Send full background & salary requirements. Box L-22, BROADCASTING.

Wanted a number two man for a fast growing news operation in major northeastern market TV station. Must be experienced news editor, assignment editor with knowledge of TV news film techniques. Send resume and samples to Box L-160, BROADCASTING.

Newsman needed to write and film local news. Must be strong on air work. Fringe benefits. Ideal climate. Send tape to: News Director, Dean Orton, KCEN-TV, Temple, Texas.

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

Alert personable newsmen to gather, write, and air news as part of 10-man radio-TV news operation. Successful applicant will handle substantial TV writing and radio duties, work in field, and as emergency replacement for regular TV newscasters. Send audio tape or VTR, picture, full resume, writing samples, Durham Caldwell, News Director, WHYN-TV, Springfield, Mass.

TV news assignment editor—We have an opening in Cincinnati, Ohio, for an experienced TV newsman capable of directing the gathering, reporting, filming and writing of the news for an hour long, all color, highly visual local news program. Applicants must be capable supervisors, thoroughly knowledgeable in TV news graphics, writing and production techniques. Excellent starting salary, fringe benefits and opportunity for advancement into the management of news operations. Send confidential resume of experience and current income to Employment Manager, WLW-TV, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer (male/female).

Production—Programing, Others

Immediate opening for experienced director at VHF network affiliate, mid-Atlantic market. Send picture & salary requirements to Box L-127, BROADCASTING.

Promotion manager: Medium size group owned VHF in midwest has immediate opening for aggressive young pro. Excellent opportunity for a number 2 man to move up to an ideal situation. Department now staffed with assistant and secretary. Send complete resume, references, samples, photo and salary requirements: Box L-190, BROADCASTING.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mangus. Mail resume of experience and salary requirements or phone 219-483-0584.

Film editor needed by mid-Atlantic VHF station. Should be young, and experienced in editing. Please send resume and expected salary in first letter. Bob Kennedy, Film Supervisor, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

TELEVISION

Situations Wanted—Management

General Manager of station or group. Thoroughly experienced in administration, sales, programing, production and promotion in small and large markets. Television—13 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, quality, prestige station or group anywhere. Box K-7, BROADCASTING.

Successful program-operations manager wants new challenge with opportunity to move up. 12 years TV experience, all phases. \$12-\$15,000 bracket. Box L-26, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed earning high five figure income. Box L-88, BROADCASTING.

Announcers

Energetic, aggressive, young, 12 years announcing & selling. Now sales manager. White. Box L-183, BROADCASTING.

Newscaster, presently broadcasting live TV in small market, wants to spread his wings. Box L-185, BROADCASTING.

Technical

Experienced radio & TV technician. Now operating with maintenance in midwest all color station. Would prefer operating. Box L-137, BROADCASTING.

NEWS

Experience broadcaster-reporter. Solid all around background. Employed. Box L-81, BROADCASTING.

Production—Programing, Others

8 years technical, 3 years directing. Experienced all phases of operation and production. Married. Wish responsible production position in mid-Atlantic. Box L-138, BROADCASTING.

Over 10 years experience in television. Seek permanent programing position. Now at five figure salary. Capable administrator. Box L-158, BROADCASTING.

Number two man on National Award winning promotion team seeks advancement. 26. Draft exempt. College graduate. Central state now, but would relocate. Your inquiry brings all particulars in my first reply. Box L-166, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

250 watt FM transmitter, antenna, and frequency monitor. Will buy package or separate. Box L-153, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helixax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pickoff. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYS-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Houston Fearless LM16R 16 mm film processor, good condition, presently in use, switching to color. Write Box L-63, BROADCASTING.

Check our listings for your equipment needs. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

McMartin TBM-3500 Modulation monitor; 2 magnecord M-90; full track recorders; Gates Sta Level, all excellent condition; WMRO, Aurora, Illinois 60507.

FOR SALE—Equipment

Continued

Heavy duty utility tower—FM—268 ft. high. Three years old, fully equipped with photocell. Contact WRFV-FM in Reading, Pennsylvania. Will accept highest offer.

For Sale: 1 kw FTR transmitter recently removed from service and Gates Dualux console now in operation. Also two sections Andres type 451 coax. Reasonable. Box L-117, BROADCASTING.

Auricon Cine-voice sync/zoom door Houston Processor k1A 16 mm \$1200 both, \$650 each. L. R. Berry, 511 7th Ave. Ne., Hickory, N.C.

RCA TK30, TK31 field cameras. Mobile unit, complete with three RCA TK31's, switcher, sync equipment, monitors. Excellent condition. Sony PV100 tape recorder and other items of excellent value. Box L-144, BROADCASTING.

Fulton film processor—black & white. Up to 40 feet per minute. Used less than a year. Comes complete—nothing else to buy. Best offer. Contact J. T. Nolan, WKBS-TV, 3201 S. 26th St., Philadelphia, 19145.

For sale: 200 (two hundred) feet of Helixax coaxial transmission line HJ 750 A 1 1/4". Slightly used, excellent condition. \$400.00. F.O.B. Jacksonville, N. C., WJNC.

For sale: Fairchild Stereo Conas for FM control of modulation \$350. KPEN, 1001 California, San Francisco, California.

For sale—used equipment: 2 Schafer 800 control units, best offer over \$1500 each. 6 model 2408 carousels, best offer over \$500 each. Box L-178, BROADCASTING.

Tower maintenance materials. Wiring, hardware, guy cable, lighting parts, etc. Swager Tower Corp., Fremont, Indiana.

Ampex, Neuman, Telefunken, Rek-O-Kut, JBL, Electro-Voice Sony and more. G. Chapekis 6500 S. University Blvd., Littleton, Colo.

Overhauled & rewired 250G, RCA 250 watt transmitter—\$350. Add \$50 for crating charge. F.O.B. Sam Dudas, Box 211, Moultrie, Georgia.

Color VTR's, Two (2) RCA type TR22C with mono and color ATC. Spare heads, nearly new, make offer. Box L-193, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickdee" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months, ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave. Hollywood, Calif.

INSTRUCTIONS—(Cont'd)

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. 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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

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 January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 16. Write now for information, Northeast Broadcasting School, F.C.C. Course, 883 Boylston St., Boston, Mass. 02116.

See our display ad under Instructions. Don Martin School of Radio & TV.

Help Wanted—Management

RADIO SALES MANAGER

in fast growing Pacific Northwest area where living is one of the best in U.S. 5KW fulltime station. A real opportunity for a good producer with track record as successful sales manager. Opportunity for further advancement. Send resume with full details concerning past experience, education, family status. All replies strictly confidential; screening for client.

Richard P. Doherty
1735 DeSales St., N.W., Wash., D.C. 20036

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

BROKERS WANTED:

To sell custom produced radio commercials & singing or instrumental jingles for radio and stereo-FM. Also sell film color commercials in 16 or 35mm. industrial films, travel, and slide and filmstrip productions. Tremendous amount of talent and scenery here plus lower cost allows good commissions and very competitive prices.

Contact:

Charles E. Harder
Sales Manager
H and H Productions
112-114 East Euclid Avenue
Tampa, Florida 33602
(813) 229-0373
TELEX 52-300

Announcers

TOP 40 DJ

Experienced—First phone necessary. Send tape, resume & photo:

Dick Drury
Program Manager
WOHO
Toledo, Ohio

IMMEDIATE OPENING

Two announcers—and One Newsman

To work in San Juan, Puerto Rico, for English-language radio station. Excellent working conditions with pleasant people, transportation paid, benefits, paid vacations . . . and superb weather.

Announcers must: Have good voices, be strong on copy, handle music shows. Newsman will head up news operation.

Send resume, audition tape, recent informal picture and salary desired to:

Art Merrill
Box 9986
Santurce, Puerto Rico 00908

TELEVISION—Help Wanted

Management

General Manager for AM-FM-TV Station

In top 100 TV market. Long established leader with many area firsts.

Send complete resume and salary requirements to:

Box L-168, Broadcasting.

Help Wanted—Technical

BROADCAST FIELD ENGINEERS RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera 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: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

ENGINEERS

Over-seas Opportunity

International television organization is presently seeking engineer applicants for near-east and far-east projects.

Minimum 5 years maintenance and operating experience in such positions as Chief, Transmitter, Mobile Van and Studio engineer.

Professional challenge with growth opportunity; Overseas benefits and congenial associates.

Box L-188, Broadcasting.

TV-RADIO PRODUCER

With Creative Flair

Growing broadcast volume has created need for additional producer. Excellent opportunity for budding hustler with enough years experience to prove you know your way around. Your job is to produce film and tape commercials for local, regional and national advertisers. You will collaborate with capable broadcast writers and art directors; work with other experienced broadcast producers.

We're a substantial 4A agency located in the East, not New York. In addition to salary, we offer liberal year end bonus plan, fully paid retirement and life insurance plans. Also major medical insurance.

Send resume, background material and salary requirements. Adeline Fraley, Snelling & Snelling, Inc., 1530 Chestnut St., Phila., Pa.

Television Help Wanted

DIRECTOR OF ENGINEERING
Construction experience required for this opening with expanding UHF group. Starting salary up to \$25,000 per year.

Ron Curtis
**NATIONWIDE BROADCAST
PERSONNEL CONSULTANTS**
645 N. Michigan Ave., Chicago, Illinois
NO PLACEMENT FEE!

TV and RADIO PERSONNEL CLEARING HOUSE

CONFIDENTIAL RECRUITING & PLACEMENT ALL POSITIONS—ALL LEVELS

Nationwide Broadcast Personnel Consultants



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Area code 312 337-5318

EXCLUSIVELY COMPANY PAID FEES



TELEVISION

Situations Wanted

Management

Challenging Job Wanted

TELEVISION STATION MANAGER

If you think your station is capable of better things, I'd like to talk with you about four basic principles. No soft barths, please. Half the fun is doing the impossible.

Your confidence respected.
Write Box L-159, Broadcasting.

BUSINESS OPPORTUNITY

Franchise Distributorships for Background Music Systems

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box L-10, BROADCASTING

MISCELLANEOUS

WHERE IS HE? MAX MOORE

If you know his whereabouts, contact Charles Philips, President WCKT Employees Federal Credit Union, P.O. Box 1118, Miami, Florida.



INSTRUCTIONS

Obtain
**YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS (or Less)**
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**DON MARTIN SCHOOL
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(America's Foremost School of
Broadcasting est. 1937)

- * Learn Basic Comm. Electronics
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FOR SALE—School

Broadcast School For Sale

1965 Gross over \$76,000

Cash flow over \$30,000

Priced at \$75,000. 29% down—terms

Box L-175, Broadcasting.

WANTED TO BUY—Stations

REPUTABLE COMPANY
seeking to purchase AM Station or
AM/FM combination in Middle At-
lantic States. Seeking operation net-
ting \$100,000 or more per year.
Ample cash available for right situa-
tion.

Box L-152, Broadcasting.

FOR SALE—Stations

CHANNEL #3 VHF TV PERMIT

Salem, Oregon presently only possible
operate as non-network good possibility
for future as network or Pay TV. In-
terested parties contact our agent:
C. H. Fisher, 6100 N.E. Columbia Blvd.,
Portland, Oregon 97218

SOUTHWEST

daytimer with real estate. Gross \$110,000.
Excellent growth market. Principals only.
\$195,000.00.

Box L-143, Broadcasting.

(Continued from page 90)

rear granted CP to use 250 w. nondirectional antenna. Action Nov. 14.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Nov. 10 in proceeding on AM applications of Nebraska Rural Radio Asso. (KRVN) Lexington, and Town & Farm Inc., Grand Island, granted amendment to application of Nebraska Rural Radio Asso. to show acquired control of Western Nebraska Broadcasting Co., licensee of KEYR Terrytown, all Nebraska (Docs. 15812-13).

■ Office of opinions and review on Nov. 8 granted request by Seven (7) League Productions Inc. (WIII) South Dade Broadcasting Inc. and Redlands Broadcasting Inc., all Homestead, Fla. for extension of time to Nov. 28 to respond to commission letters of Oct. 5 (Docs. 16342-4).

CALL LETTER APPLICATION

■ KCGM, Tiger Broadcasting Co., Columbia, Mo. Requests KTGR.

New FM stations

APPLICATIONS

Marshalltown, Iowa—Marshall Electric Co.—Seeks 101.1 mc, ch. 226, 27.4 kw. Ant. height above average terrain 312 ft. P. O. address: 133 E. Main Street, Marshalltown 50158. Estimated construction cost \$34,243; first-year operating cost \$10,000; revenue \$10,000. Principals: Herbert G. Anderson, chief engineer, Paul G. Norris, general manager and William P. White, station manager. Applicant presently owns KFJB

FOR SALE—Stations

Continued

LOS ANGELES AREA
5KW DAYTIMER
ABSENTEE OWNED
EXCELLENT POTENTIAL
ASKING \$230,000 WITH TERMS
Box L-194, Broadcasting.

METROPOLITAN WEST COAST AM

Substantial 5kw fulltime facility licensed to dynamic growth market of one million. Valuable plant and real estate. Good cash flow. Priced at approximately twice annual gross. \$1,200,000 on terms. Less for all cash.

Box L-176, Broadcasting.

FM: -----Top ten market.
EAST: -----Full-time, doing \$300,000. \$75,000 cash flow. Own land and building. \$500,000
FLORIDA: -----Day-time. Excellent frequency and coverage. \$275,000—Terms. FM available.
TOP TWENTY Will do \$700,000 this year.
MARKET: Depreciable assets \$300,000. Asking \$1.5 million.
EAST: -----Over one million in coverage area AM and FM. \$140,000 fixed assets. Asking \$550,000.

LaRue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

N.E.	small	daytime	\$150M	terms
Gulf	medium	fulltime	130M	cash
N.Y.	medium	profitable	125M	terms
M.W.	metro	AM-FM	1.3MM	cash
South	chain	CATV	1.5MM	cash

CHAPMAN ASSOCIATES

8048 PEACHTREE, ATLANTA, GA. 30309

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare:

Fargo, N. D.—*KFME (ch. 13). \$176,293 for expansion and improvement. Other funds provided by North Central Educational Association Inc. will bring total cost to \$352,586.

Marshalltown (250 w., 1230 kc). Ann. Nov. 10.

New Iberia, La.—Sugarland Broadcasting Co.—Seeks 99.1 mc, ch. 256, 100 kw. Ant. height above average terrain 268 ft. P. O. address: 133 Woodcrest Circle, New Iberia. Estimated construction cost \$18,090; first-year operating cost \$38,130; revenue \$48,000. Principals: John H. Coco and Floyd Bernard (each 50%). Mr. Coco has interest in KSMB Lafayette, La. (to be disposed of when FM CP is granted.) Mr. Bernard is employed at Acadian Television Corp., Tung Broadcasting Inc. and, Atlantic Refining Co. Ann. Nov. 10.

FINAL ACTIONS

Crossett, Ark.—Radio Station KAGH Inc. Broadcast Bureau granted 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 275 ft. P. O. address: 900 Main St., Crossett 71635. Estimated construction cost \$12,250; first-year operating cost \$4,000; revenue \$4,000. Principals: Julian F. Haas (98%), Rose Marie Haas and W. P. Switzer (each 1%). KAGH is licensee of KAGH Crossett. Action Nov. 7.

St. Johns, Mich.—Ditmer Broadcasting Inc. Broadcast Bureau granted 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 125 ft. P. O. address: c/o Robert D. Ditmer, Box 276, St. Johns 48879. Estimated construction cost \$13,659; first-year operating cost \$7,600; revenue \$12,750. Ditmer Broadcasting is licensee of WJUD St. Johns. Action Nov. 7.

Traverse City, Mich.—Great Northern Bcstg. System. Broadcast Bureau granted 97.3 mc, ch. 247, 17.22 kw. Ant. height above average terrain 296.8 ft. P. O. address: 8005 East Shore Rd., Traverse City. Estimated construction cost \$30,433; first-year operating cost \$35,000; revenue \$45,000. Principals: Robert L. Greige and Roderick C. Maxson (each 50%). Mr. Greige owns electronics firm; Mr. Maxson owns motel and auto firm. Action Nov. 10.

Utica, N. Y.—Mohawk Valley F.M. Inc. Broadcast Bureau granted 94.9 mc, ch. 235, 25 kw. Ant. height above average terrain 660 ft. P. O. address: c/o John T. Dowdell, Box 950, Utica 13503. Estimated construction cost \$36,797; first-year operating cost \$20,000; revenue \$24,000. Principals: John T. Dowdell, Ralph C. Allinger, William J. Heiderich, Everett A. Radley (each 23.5%), WIBX Inc. (6%). Principals are all employees of WIBX Inc. (WIBX Utica). Action Nov. 7.

*KSVM-FM San Antonio, Tex.—Broadcast Bureau granted license covering new non-commercial educational FM station. Action Nov. 10.

Warsaw, Va.—Northern Neck and Tidewater Broadcasting Co. Broadcast Bureau granted 100.9 mc, ch. 265, 2.4 kw. Ant. height above average terrain 330 ft. P. O. address: c/o Mrs. Lee Williams, Warsaw 22572. Estimated construction cost \$14,439; first-year operating cost \$1,800; no revenues anticipated. Applicant is licensee of WNNT Warsaw. Action Nov. 7.

OTHER ACTIONS

■ Review board in Valparaiso, Ind. FM broadcast proceeding, Docs. 16627-8, granted joint petition for approval of agreement filed on Oct. 7 by Porter County Broadcasting Corp. and Northwestern Indiana Radio Inc., approved agreement, dismissed application of Northwestern Indiana Radio Inc. with prejudice, granted application of Porter County Broadcasting Corp., with condition and terminated proceeding. Action Nov. 9.

■ Review board in New Philadelphia, Ohio, FM broadcast proceeding, Doc. 15430, granted petition filed on Nov. 10 by Broadcast Bureau, and extended to Nov. 21 time within which to file responses to petition to reconsider and reopen record, filed on Oct. 21 by Tuscarawas Broadcasting Co. Action Nov. 16.

ACTION ON MOTION

■ Broadcast Bureau granted petition by Halifax Broadcasting Inc. for extension of time to Nov. 15 to file reply to opposition

by George G. Beasley and James Harrelson to petition by Halifax for FM rulemaking involving Goldsboro and Roanoke Rapids, N. C. (RM-1034). Action Nov. 8.

RULEMAKING ACTIONS

■ By notice of proposed rulemaking, Commission invited comments on various proposals to amend FM table of assignments. Seven first Class A assignments are proposed: Thomson, Ga. add 269A; New Richmond, Wis. add 296A; Chippewa Falls, Wis. add 288A; Rochester, Ind. add 221A; Shell Lake, Wis. add 237A; Hardinsburg, Ky. add 232A; Oneonta, Ala. add 249A. In addition, it is proposed to assign ch. 224A at Prince Frederick, Md., by substituting ch. 221A for 224A at Pocomoke City, Md.; to substitute ch. 300 for 224A at Magnolia, Ark.; to add ch. 276A at Aurora, Nebr., and to add ch. 285A at Lima, Ohio. On its own motion, commission invited comments on a proposal to substitute ch. 228A for 244A at Hudson, N. Y., where there would be a site problem, by substituting ch. 249A for 228A at Amsterdam, N. Y., and also on proposal to delete ch. 221A at Tucson, Ariz. to remove a mixture of class A and class C assignments. The notice also denies a request to delete ch. 243 from Grand Island for addition at York, Nebr. Action Nov. 16.

■ By notice of proposed rulemaking, commission proposed to amend its standard, FM, and noncommercial educational FM broadcast rules to delete present requirement for showing that transmitters with power in excess of 10 kw are reliable and capable of being operated by remote control as a pre-requisite for issuance of authority for remote control operation. Action Nov. 16.

■ By notice of proposed rulemaking, commission invited comments on a proposal to amend Sec. 73.211 of rules to raise minimum ERP for class C FM's from present 25 kw to 50kw. Stations presently authorized for less than 50kw will be permitted to continue with their present power for a period of five years. No change in minimum power for class A or class B stations proposed. Action Nov. 16.

■ By memorandum opinion and order, commission denied a petition for rulemaking to add a second class C FM channel at Lebanon, Mo. (RM-1038), since it found that Lebanon is too small to warrant second class C assignment, and proposal would preclude needed assignments elsewhere. Action Nov. 16.

■ The commission denied, by memorandum opinion and order, petition for rulemaking (RM-1027) which requested assignment of FM ch. 221A at Livingston, Tex. and waiver of minimum spacing rules. Proposal would violate "go-no go" principle of FM allocations and would have an adverse impact on availability of channels in top three channels (218, 219, and 220) of noncommercial educational FM band. Action Nov. 16.

CALL LETTER APPLICATION

■ C. P. Broadcasters Inc., Auburn, Ind. Requests WIFF (FM).

Existing FM stations

FINAL ACTIONS

WNHC-FM New Haven, Conn.—Broadcast Bureau granted license covering changes in ERP to 3.5 kw and ant. height to 950 ft. Action Nov. 10.

WTC-FM New Brunswick, N. J.—Broadcast Bureau granted CP to increase ERP to 3 kw and ant. height to 300 ft. Action Nov. 9.

WLWM(FM) Nashville.—Broadcast Bureau granted CP to increase ERP to 100 kw, ant. height to 340 ft. Action Nov. 9.

KFWT-FM Fort Worth, Tex.—Broadcast Bureau granted CP to increase ERP to 100 kw, and ant. height to 960 ft. Action Nov. 9.

■ Broadcast Bureau granted licenses for following FM's: WZFM Charles Town, W. Va. and specify type trans.; WTCA-FM Plymouth, Ind. and specify type trans.; KFYZ-FM Bismarck, N. D. and specify type trans., and KLPW-FM Union, Mo. Action Nov. 8 and on Nov. 9 granted WQXY-FM Baton Rouge, La. and specify type trans., and WBBA-FM Pittsfield, Ill. and specify type trans.

CALL LETTER APPLICATION

KEEN-FM, United Broadcasting Co., San Jose, Calif. Requests KBAY (FM).

CALL LETTER ACTIONS

■ KDES-FM, KDES Inc., Palm Springs, Calif. Granted KGEC (FM).

■ KAHU-FM, Royal Hawaiian Radio Inc., Honolulu. Granted KFOA (FM).

■ WNFO (FM), Hickory Broadcasting

Corp., Nashville. Granted WKDA-FM.
■ KSET-FM, Rio Grande Broadcasting Inc., El Paso. Granted KPAK (FM).
■ WCOD (FM) Roy H. Park Broadcasting of Virginia Inc., Richmond. Granted WTVR-FM.

Translators

ACTION

■ Broadcast Bureau granted CPs for following UHF TV translator stations: San Bernardino County Superintendent of School, Big Bear Lake, ch. 80 to rebroadcast programs of KVCR-TV, ch. *24, San Bernardino, both California. (BPTT-1509) (Action 11/3); Union Telephone Inc. Lyman, ch. 70, 72 and 74 to serve Opal and McKinnon, Wyoming, by rebroadcasting programs of KUTV-TV, ch. 2, KCPX-TV, ch. 4 and KSL-TV, ch. 5, all Salt Lake City, Utah (BPTT-1511-3).

CATV

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition for reconsideration by Desert Empire Television Corp., an applicant for a new UHF TV at Palm Springs, Calif., directed against the commission's prior action granting microwave applications to furnish Los Angeles TV signals to CATV system at Desert-Hot Springs, Calif. Commissioners Lee and Cox dissented. Action Nov. 9.

■ By memorandum opinion and order, commission denied request of Springfield Television Broadcasting Corp. (WRLP-TV Greenfield, Mass.) for issuance of cease and desist order to Mohawk Valley TV, operator of CATV systems at Athol and Orange, Mass. and granted Mohawk Valley's petition for waiver of the non-duplication rules. Commissioners Lee and Cox dissented, latter with statement. Action Nov. 9.

■ Hearing Examiner Herbert Sharfman on Nov. 15 in proceeding in matter of petition of Ultravision Broadcasting Co., Buffalo to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc. granted petition to intervene and made WBBN Inc., a party to proceeding (Doc. 16921).

■ By memorandum opinion and order, commission granted until Nov. 24, petition of Southern Television System Corp., operator of CATV systems at Cisco and Eastland, Tex., which requested waiver of non-duplication rules. Commissioner Bartley concurred; Commissioner Cox concurred in result with statement. Action Nov. 9.

■ By memorandum opinion and order, commission granted until April 1, 1967, a petition for temporary waiver of non-duplication requirements filed by Cableview of Selah, operator of a CATV system at Selah, Wash. Commissioners Bartley and Cox concurred in the result. Action Nov. 9.

RULEMAKING PETITION

Westinghouse Broadcasting Inc., New York—requests commission either to adopt rule of procedure or to issue statement of policy governing procedures to be followed in designating for evidentiary hearing, pursuant to rule 74.1107, CATV proposals for communities within the country's top 100 television markets, Ann. Nov. 10.

REQUEST FOR WAIVER

Broadway Maintenance CATV Corp.—Seeks WNYC-TV New York, noncommercial to bring signals to villages of Centereach, Selden, Medford and Farmingville-Long Island, N. Y. (Hartford, New Haven, Conn.-ARB 13, New York, N. Y. ARB 1).

Calhoun Telephone Cable Television Co.—Seeks WXYZ-TV and WKBD-TV, both Detroit, CKLW-TV, Windsor, Ont. and WSPD-TV, Toledo, Ohio, MPATI Lafayette, Ind. to bring signals to Homer, Mich. (Lansing, Mich.-ARB 47).

Newchannels Corp.—Seeks WPIX-TV, WOR, WNEW, all New York, and WNJU-TV, CKWS Kingston, Ont., and CJOH Ottawa, Ont. to bring signals to Camillus, N. Y. (Syracuse, N. Y.-ARB 35).

Lorain Cable TV Inc.—Seeks WSPD-TV and WDHO-TV Toledo, Ohio, WKBD-TV Detroit, and WAKR Akron, Ohio to bring signals to Lorain, Ohio (Cleveland, Ohio-ARB 8).

Tele-Mark Communications—Seeks WTIC-TV Hartford, WNHC-TV New Haven, both Connecticut, WFIL-TV, KYW-TV and WCAU-TV, all Philadelphia to bring signals to Oakland, Pompton Lakes, and Butler, all New Jersey (New York, N. Y. ARB 1).
Valley Video Cable Co.—Seeks KYW-TV,

WFIL-TV, WCAU-TV, and WKBS-TV, all Burlington, N. J.-Phila. to bring signals to Derry township, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 33).

Valley Cablevision Corp.—Seeks WFLD-TV, WGN-TV, WCUI, and *WTTW, all Chicago, MPATI Lafayette, Ind. to bring signals to Elkhart, Indiana (South Bend-Elkhart, Ind.-ARB 97).

Ownership changes

APPLICATIONS

KMPG Hollister, Calif.—Seeks assignment of license from Howard C. Miles and Dick Logan (also known as Richard L. Zook) db/as Miles and Logan to Milo Communications Corp. Stock transfer. Milo is owned by assignors. Ann. Nov. 10.

WVOP Vidalia, Ga.—Seeks assignment of license from Margaret Brice Ladson and R. E. Ledford db/as Vidalia Broadcasting Co. to R. E. Ledford, John E. Ladson Jr. and Citizens and Southern National Bank, db/as Vidalia Broadcasting Co., executors of estate of Margaret Brice Ladson, deceased. No consideration. Ann. Nov. 10.

WPYB Benson, N. C.—Seeks assignment of license from George G. Beasley to Sinco Enterprises for \$125,000. Principals: Joe S. and Fred O. Sink, members of the Sink family which own all of stock of the licensees of WGCN Chester and WCRE Cherow, both South Carolina, through Dispatch Publishing Co. and The Dispatch Broadcasting Inc. Applications for renewal of licenses are pending for two stations. Ann. Nov. 15.

WBME Belfast, Me.—Seeks assignment of license from Mid-Coast Maine Broadcasters Inc. to Belfast Broadcasting Inc. for \$67,500 (plus 6% interest for 7 years). Principals: David F. and Dorothy J. Milligan, joint tenants (92%) and Richard W. Glass (8%). Mr. Glass is lawyer and main state senate. Mr. Milligan is president of Belfast and his wife, Dorothy, has had no business interests in past five years. Ann. Nov. 10.

KWHW Altus, Okla.—Seeks transfer of control from Wimberly Investments Inc. (formerly Altus Times-Democrat Inc.) to Frank E. Wimberly. Stock transfer (60 shares at \$600 each, total \$36,000). Principal: Mr. Wimberly is stockholder, president and general manager of the Altus Broadcasting Co., licensee of KWHW. Applicant's brother, Harrington Wimberly, is 90% owner of Wimberly Investments Inc. and sister to Margaret W. Childress, 20% owner of KWHW. Ann. Nov. 16.

WTRA Latrobe, Pa.—Seeks assignment of license from Gerald N. Ziskind to WTRA Broadcasting Co. for \$45,000, in cause of bankruptcy. Principals: Louis Rosenberg, Paul W. and Henry J. Mahady and Kenneth E. Rennekamp (each 25%). Mr. Rosenberg is U. S. district judge for western Pennsylvania. Paul Mahady is attorney and state senator. Henry Mahady is attorney. Mr. Rennekamp is attorney and has interest in WKRZ and WDJR-FM, both Oil City and WKBI-AM-FM St. Mary's, both Pennsylvania. Renewal application is pending. Principals of applicant were principals of Latrobe Broadcasters Inc. Ann. Nov. 16.

KUKA San Antonio, Tex.—Seeks voluntary acquisition of positive control of licensee corporation, Por Favor Inc., by Alex A. Coe and A. Marshall Coe, as family, through purchase of stock by A. Marshall Coe from Mary B. Oberer. Mrs. Oberer's husband was killed in hunting accident in 1956 and she wants money from sale of

stock paid to her in monthly installments. Consideration \$15,000. Ann. Nov. 10.

ACTIONS

KPOL-AM-FM Los Angeles — Broadcast Bureau granted assignment of license of Coast Radio Broadcasting Corp., 100% owned by Capital Cities Broadcasting Corp. to Capital Cities. No consideration. Action Nov. 9.

KLEO Wichita, Kan.—Broadcast Bureau granted transfer of control of licensee corporation, Swanco Broadcasting of Kansas Inc., from George A. Bolas, Gilbert C. Swanson et al (95% before, none after) to Swanco Broadcasting Inc., owned by W. Clarke Swanson Jr., Gerock H. Swanson (each 42%), Kenneth R. Greenwood (10%), Carol Swanson Rhoden (5%) and Webster E. Pullen (1%). Clarke Swanson is owner of Highland Cable Television Co., Sebring-Avon, Fla. Gerock Swanson is student. Mr. Greenwood has been executive VP of licensee corporation and also stockholder. Mrs. Rhoden is housewife. Mr. Pullen has 50% interest in consulting firm in Puerto Rico and also owns real estate. Consideration for KLEO, KQEO Albuquerque, N. M. and KRMG-AM-FM Tulsa, Okla., \$1,359,360. See KQEO and KRMG-AM-FM below. Action Nov. 9.

KQEO Albuquerque, N. M.—Broadcast Bureau granted transfer of control of licensee corporation, Swanco Broadcasting Inc. of New Mexico, from George A. Bolas, Gilbert C. Swanson et al to Swanco Broadcasting Inc., Action Nov. 9. See KELO Wichita, Kan., above.

WEVD-AM-FM New York—Broadcast Bureau granted assignment of license from Debs Memorial Radio Fund Inc. to The Forward Association Inc. Debs Memorial Radio Fund was consolidated with The Forward Association, resulting in change in name. No ownership change. Action Nov. 8.

KHRT Minot, N. D.—Broadcast Bureau granted involuntary assignment of license to Rodney P. Kephart, trustee in bankruptcy. Action Nov. 9.

WCSM-AM-FM Celina, Ohio — Broadcast Bureau granted assignment of licenses from WCSM Radio Inc. to Central Broadcasting Corp. (J. Robert Quigg, Lester G. Spencer, et al.). Consideration \$71,000 plus \$32,500 for agreement not to compete in radio broadcasting for 10 years within counties of Mercer and Auglaize. Assignee is licensee of WKBV-AM-FM Richmond, Ind. and owns stations WBAT Marion and WBIW Bedford, both Indiana. Action Nov. 9.

KRMG-AM-FM Tulsa, Okla.—Broadcast Bureau granted transfer of control of licensee corporation, Swanco Broadcasting Inc. of Oklahoma, from George A. Bolas, Gilbert C. Swanson et al to Swanco Broadcasting Inc. Action Nov. 9. See KELO Wichita, Kan., above.

WTID Big T Corp. Newport News, Va.—Broadcast Bureau granted acquisition of negative control by Milton Q. Ford and Alvin Epstein through purchase of stock from Barry Winton. Consideration \$9,250. Action Nov. 9.

KOWB Laramie, Wyo.—Broadcast Bureau granted assignment of license from KOWB Radio Inc. to Curt Gowdy Enterprises Inc., 100% owned by Curtis E. Gowdy, for \$94,000. Mr. Gowdy is television sportscaster and owns WCCM-AM-FM Lawrence, Mass. He is also minority stockholder in Frontier Broadcasting Co., licensee of KFBC-AM-FM Cheyenne and KVR5 Rock Springs, both Wyoming, and KSTF-TV Scottsbluff, Neb. Action Nov. 9.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 16. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Campbell, Calif.—San Jose Cable Television Service has been granted a franchise. Glendora, Calif.—Bert Stolpe Co. and International Television Inc. have applied for 25-year franchises.

Lenox, Mass.—Pittsfield-Dalton TV Cable Co., a subsidiary of Television Communica-

tion Corp. (multiple CATV owner), has applied for a franchise.

North Hempstead, N. Y.—Inter-City Television Corp., Mineola, N. Y., has applied for a franchise. Company will charge \$25 installation and \$5 monthly and offer four channels.

Lebanon, Pa.—Lebanon Valley Cable TV Co. Inc. and H. B. American Corp., Beverly Hills, Calif. (CATV multiple owner) have each applied for a franchise. Installation fee will not exceed \$11 with a \$5 monthly charge. Companies will pay an annual fee of \$2,000.

Murfreesboro, Tenn.—Ridley and Bouldin, a local law firm, has withdrawn its bid for a franchise because the terms stated in the city ordinance were said to be prohibitive.

Buckhannon, W. Va.—Bettlevision Systems Inc., which is purchasing the local CATV system from Community TV Inc., has applied for a franchise.

CARL W. Nichols Jr. moved ahead rapidly by staying in the same place for more than 20 years.

The same place is Cunningham & Walsh Inc. in New York where he applied for a position as a copy writer in the spring of 1946 following a three-year stint in the Marine Corps. Instead, Mr. Nichols was hired for what he calls "a low-totem-pole" job in the research department.

But in comparatively short order, Mr. Nichols not only realized his ambition to become a copy writer but was advanced successively to account executive, vice president, senior vice president and, in 1961, president of C&W, at the age of 37. Even a second tour of duty with the Marines for two years during the Korean conflict failed to decelerate his forward march at C & W.

Part of the reason for Mr. Nichols's success may be that he knew even as a youngster what he wanted to do in life and nothing swerved him from his goal.

"Even back in high school, I knew I wanted to be in the advertising business," he recalls, "I was interested in commercial art at the time and later, in college, my inclination was to become a copy writer. But I knew I wanted the advertising field."

Creative Management ■ Colleagues explain his meteoric rise by saying he combines a creative skill with an ability to *manage* which, they say, makes Mr. Nichols "an all-around advertising man and businessman." He is adept at defining a problem, assigning it to the proper individual at the agency and evaluating the solution.

Mr. Nichols credits the five years he spent in the Marine Corps with having nurtured and sharpened his skill as an organizer and administrator. He explains that he was involved at the time in the handling of considerable amounts of paper work and in the delegation of responsibility among members of his staff. "In many respects, the writing of a good market plan is similar to the writing of a good battle plan," Mr. Nichols observes.

As the chief organizer at C&W for the past five years, Mr. Nichols has played a key role in a gradual but steady emphasis on television and radio at the agency since 1961. He points out that Cunningham & Walsh's broadcast ratio has grown since that period to 60% from 40% and he attributes this rise to "a keener appreciation" of the broadcast media in the present marketplace.

"Our upward movement in broadcast has been a planned transition," he reports, "and our accent in broadcasting will be even more marked in the years ahead."

He explains that Cunningham & Walsh recently signed a new lease on

C&W chief puts accent on broadcast ratio

its offices on Madison Avenue and is reshaping the space to accommodate expanded broadcast facilities. C&W, he adds, is buying an assortment of broadcast equipment to be used for experimentation and testing within the office on projects and techniques that may have future application in the TV industry.

Mr. Nichols is pleased with the progress of billing at C&W over the past five years. He estimates that overall billing in 1966 will be in excess of \$57 million, which he describes as a 17% in-

crease over last year.

The rise in C&W billing, he says, has resulted from "orderly increases" from old clients, new business and additional assignments from long-established clients. Leading broadcast advertisers in the C&W fold include Sunshine Biscuits Inc., The Folger Coffee Co., American Home Products Corp., Sterling Drug Inc., Block Drug and Schlitz.

Mr. Nichols is chief executive officer of a company with a staff of about 450 located in New York, San Francisco and in Hartford, Conn., which has a service office. He describes the staff and top executives as "young, hard-working and creative."

"We have a strong emphasis here on individual performances in the creative area," he reports. "Many of our department heads are under 40 and our management group is only slightly over 40. We feel for too long we have hidden our light under a bushel. Our agency is growing and it is not through growing."

His principal interests are his family, his job and his church activities. He relishes doing things with his four children and they often accompany him on ski jaunts near his home in Darien, Conn., or to various parts of New England.

Trustee and Elder ■ Mr. Nichols is an elder of the Noroton (Conn.) Presbyterian church and also serves as a trustee. He was once superintendent of the church's Sunday School and said that he found working with children "particularly rewarding."

"I believe that principles that make good sense in religion make good sense in business too," Mr. Nichols remarks quietly.

For relaxation, he likes to paint and sketch (a throwback to his teen-age penchant for commercial art); read current novels, and play golf. He is a handy man with tools and recently he has been busy fixing up an old colonial house he bought in Darien.

Mr. Nichols is convinced that both TV programming and TV commercials will be headed for distinct changes in the next few years. He added that he personally could not articulate these changes, but said that from the quest for innovation and the emphasis on experimentation, producers and networks would find forms and techniques to use more effectively the inherent vitality of TV.

As a former copywriter, Mr. Nichols still maintains a keen interest in copy. He is no longer an active writer but still exerts what he calls "quality control" in this area. He adds with a touch of pride: "We have assembled a very talented group of artists and writers here at C&W. And there is a greater emphasis than even before on the quality of our work."

WEEK'S PROFILE



Carl Wheeler Nichols Jr. — president and chief executive officer, Cunningham & Walsh Inc., New York; b. Ottawa, Kan., Oct. 9, 1923 (raised in Kansas City, Mo.); attended Baker University, Baldwin, Kan., 1940-41; University of Missouri, 1941-42 and University of Michigan, 1942-43 (received BA in journalism and English from Michigan, 1943); U.S. Marine Corps, 1942-46, released as second lieutenant, April 1946; research department, Cunningham & Walsh, 1946-49; copywriter, C&W, 1949-51; captain, Marine Corps; 1951-53; copywriter, C&W, 1953-57; appointed VP and creative director, 1957; senior VP and account supervisor, 1959; president of Cunningham & Walsh, July 1961; m. Joan Henderson of New York, 1949; children—Christine, 14; Carl III, 11; Nancy, 8; Matthew, 7; Memberships: governor of eastern region of American Association of Advertising Agencies; executive committee of the National Outdoor Advertising Board; Woodway (Conn.) Country Club; Sales Executive Club of New York; elder and trustee Noroton (Conn.) Presbyterian Church.

In and out together

THE need for modernization of U.S. election procedures was demonstrated more clearly than ever on Nov. 8. Somehow this country must improve its methods of voting to match its methods of reporting the outcome, or probable outcome, of the vote.

The common, 24-hour voting day, starting and ending at the same moment in all time zones, presents the most promising solution. This would considerably enhance the convenience of the electorate, would give the individual voter more time in the voting booth, would eliminate the chance, however slight, that reports or projections from one time zone could affect results in another, and would, in short, improve both the quality and size of the vote.

Essential to the 24-hour system would be a requirement that no precinct could count its votes until the official closing hour for polling. This would eliminate all opportunity for projections to be broadcast while there were still votes to be cast. No projection, right or wrong, could affect the actual returns.

It is to the broadcasters' advantage to support the 24-hour system. Although the only research on the subject discounts the possibility that reports or projections of early returns have any influence on the voting, the nagging suspicion that there can be cause and effect will persist as long as polls stay open in some places later than they do in others. A common hour of closing would probably also make it possible to shorten the election-night program reporting the returns.

But this is not special-interest legislation for the broadcasters. It is the public's interest that would be served by an extension of the voting period. Throughout the country on Nov. 8 there were reports of voter inability to complete balloting within the time allowed. Even the voter who had carefully studied the ballot in advance was pressed for time in many precincts to mark the X or push the lever on the host of choices for candidates and issues. In the circumstances it must be assumed that many choices were made incorrectly, unintelligently or not at all.

Here is a clear coincidence between the broadcasters' interests and the general citizens'. The broadcasters, however, are better organized, and it is they who ought to take the lead in persuading the Congress to establish the common, 24-hour voting day for all national elections.

Turning on the steam

THE happy upturn in radio business this year is a matter of record. No broadcaster, and for that matter no other reader of the news in this publication, can fail to be aware of it. The latest evidence, reported elsewhere in this issue, is the Radio Advertising Bureau's report on leading spot radio advertisers in the first half of this year and its corollary estimate that total spot spending rose—as predicted—11.5% above 1965's first-half totals. All the subsequent signs make clear that this was not just a first-half phenomenon, and that the gains are continuing.

This didn't just happen. Years of hard salesmanship helped generate it, successful tests stoked it, evidence of radio users' success brought nonusers into it. But the question is not what caused the resurgence, but how to keep it going.

The best way, of course, is to keep up the hard work. Now that the business bounce is back, it would be easy for radio men to relax and hope the momentum will sustain itself. But momentum doesn't work that way—not for very

long. It must be fed.

One extra effort that many broadcasters are making, in addition to their own sales work, is in rallying new support for the RAB and its top-level sales programs. The RAB currently has a membership drive under way, designed to make possible an expansion of its sales force. The drive has already enlisted the backing of important new stations and station groups. Those that remain unconvinced or uncommitted should at least take a new look at their positions, review RAB's record and its plans and decide whether, as of now, they might not help themselves—and perhaps all radio—by joining up.

It's unlikely that any one thing done by any one station will by itself push radio to new heights. But it's certain that every little bit helps, and no possibility should go unconsidered.

Curiouser and curiouser

DOING business in a country with proliferating governmental powers can at times be like following Alice through Wonderland.

It was only a few years ago that the government sued a number of Philadelphia radio stations that had agreed not to sell advertising at other than their quoted rates. The charge was filed by the Justice Department, which won a consent decree.

Now Paul Rand Dixon, of the Federal Trade Commission, says it is an unfair practice for stations to sell off their rate cards, and he is threatening prosecution of any offenders his agency turns up.

The distinction between legal and illegal acts gets pretty fine. The offense of the Philadelphia stations was that they jointly agreed not to vary from their published rates, although all reserved the right to set whatever rates they individually desired. The antitrust laws that the FTC administers differ from those in the Justice Department's jurisdiction, but all aim at a common purpose, the preservation of a competitive marketplace. What Mr. Dixon has proposed the government do—enforce adherence to published rates—is what the Justice Department, backed by a court's consent decree, has said the industry cannot do for itself.

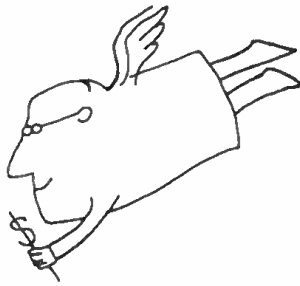
Maybe it's legal, but it's also confusing.



Drawn for BROADCASTING by Sid Hix
 "We should have diluted the stuff!"

price (*prīs*) *n.*

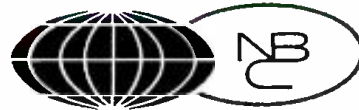
- *n.* **1.** sum or amount of money or its equivalent for which anything is bought, sold or offered for sale. **2.** value: worth



No, Mr. Webster. Price is what you *pay*.
Value is what you *get*. We sell value . . .
to people who know the difference.

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CHANNEL 2

If a 5/10 KW AM transmitter has all these features

1 Solid state r-f exciter (± 5 cps guaranteed)	5 Unequaled compactness — only 69" high, 67 $\frac{1}{16}$ " wide, 32" deep.	9 Loading control of power output.
2 Solid state audio driver.	6 Solid state rectifiers.	10 Automatic tuning of PA.
3 Variable vacuum capacitors in tuning and loading.	7 No external power components.	11 Remote control circuits incorporated.
4 Designed for automatic operation.	8 Extended operating con- sole for metering and control.	12 All components acces- sible; easy maintenance.

IT HAS TO BE COLLINS

(Only Collins' 820E/F has all of them)

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