

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 4/25

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# The new Babe Ruth.

...reaching average to date:

WASHINGTON, D.C., WTTG, (IND), 5:30-6:00 PM., MARCH, 1967.

...reaches more homes than any other program on WTTG's entire broadcast schedule from sign-on to sign-off.

...number one program in Washington reaching out every other show on 5 competitive stations on every day of the week from sign-on to 7:30 PM.

DELPHIA, WKBS-TV, (UHF), M-F, 6:00-6:30 PM., MARCH 1967.

...THE FLINTSTONES reach more homes than any other show on WKBS from Monday-Sunday, sign-on to sign-off—beating such formidable syndicated series as: McHale's Navy, Perry Mason, Alfred Hitchcock, Patty Duke, Superman.

CHICAGO, WKBD-TV, (UHF), M-F, 6:00-6:30 PM., NOVEMBER, 1966.

...THE FLINTSTONES reach more homes than any other show on WKBD's entire broadcast schedule from sign-on to 6:30 PM.

LOS ANGELES, KTTV, (IND), M-F, 7:00-7:30 PM., MARCH, 1967.

...4,150 homes places THE FLINTSTONES number one on KTTV's entire broadcast schedule.

SONOMA, WISC-TV, M-W-F, 5:00-5:30 PM., MARCH, 1967.

...reached more homes than any other program on WISC from Monday-Friday, sign-on to 5:30 PM.

...delivered more homes than any other program on all 3 stations in the market (M-F, sign-on to 5:30 PM).

NEW YORK, WNEW-TV, (IND), M-F, 7:00 PM., JANUARY, 1967.

...reaches more homes than any other program in the market—leading 5 competing stations from Monday-Sunday, sign-on to prime time.

...WNEW's number one show from sign-on to sign-off.

KANSAS CITY, KMBC-TV M-F, 5:00-5:30 PM., JANUARY, 1967.

...reaches more homes than any other show on the station on every day of the week (sign-on to prime time).

...delivers more homes than any other regularly scheduled show in Kansas City from M-S, sign-on to prime time.

MINNEAPOLIS-ST. PAUL WTCN-TV, (IND), M-F, 5:30-6:00 PM., JANUARY.

...reached 122,950 homes—more than any other show on WTCN on any day from sign-on to sign-off.

...THE FLINTSTONES is seen in more homes than any other show in the market from Monday-Friday, sign-on to 6:30 PM.

EVANSVILLE, WTVW. M-F, 4:30-5:00 PM., NOVEMBER, 1966.

...WTVW's highest rated show on every day of the week from sign-on to 5:30 PM.

...reaches more homes than any other program in Evansville from Monday-Sunday, sign-on to 5:30 PM.

PROVIDENCE, R.I., WTEV, M-F, 6:00-6:30 PM., MARCH, 1967.

...THE FLINTSTONES reach more homes than any other program on WTEV from Monday-Sunday, sign-on to 7 PM.

SEATTLE-TACOMA, KTNT-TV, (IND), M-F, 6:00-6:30 PM., MARCH, 1967.

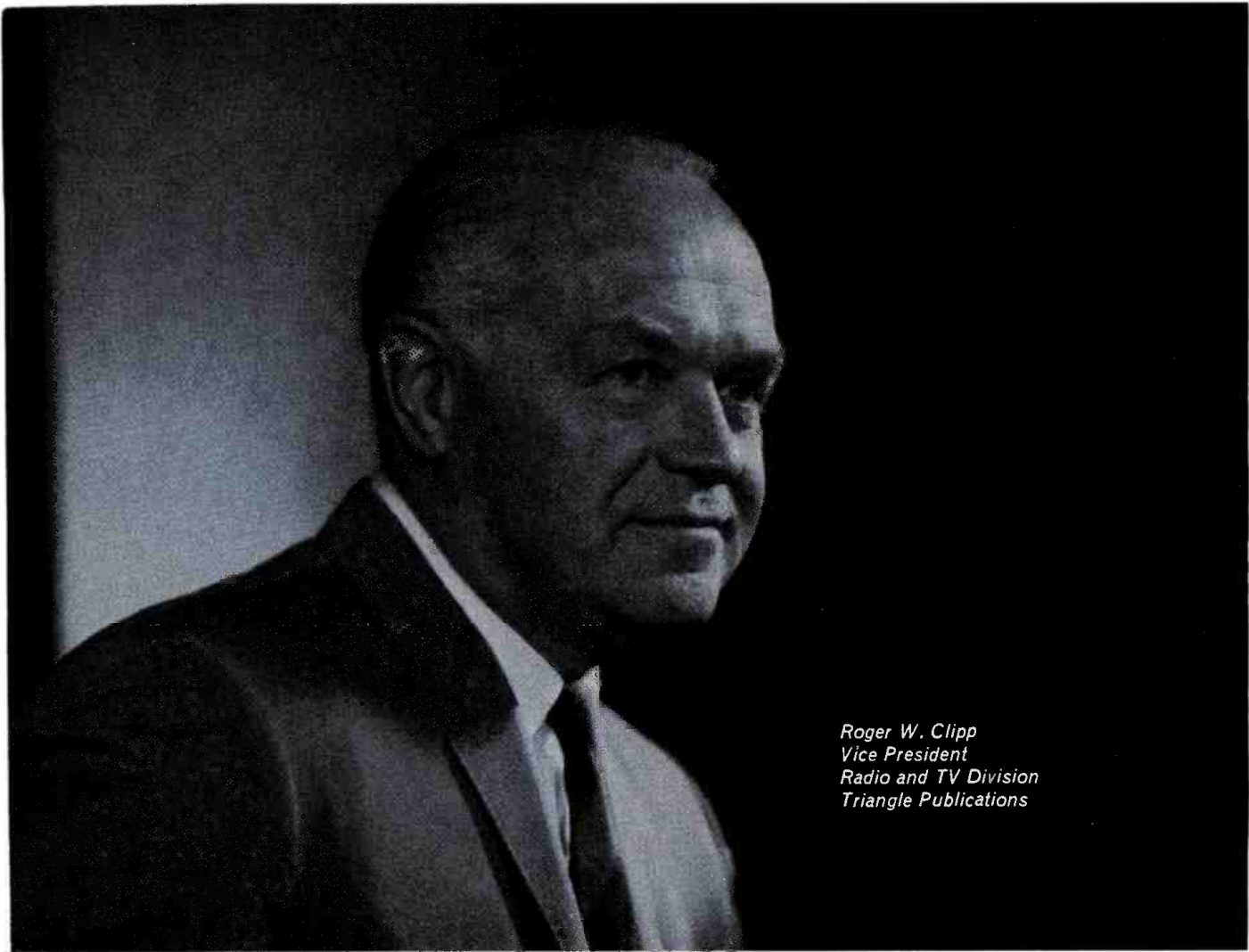
...highest rated program on the station from Monday-Sunday, sign-on to sign-off.



© Hanna-Barbera 1967

Source: Ratings and audience composition estimates are based on ARB reports, and are subject to qualifications published by the ratings service.

SCREEN GEMS



*Roger W. Clipp  
Vice President  
Radio and TV Division  
Triangle Publications*

## **“CATV broadens broadcasting by reaching ‘the unreachables’”**

“In less than two decades, television broadcasting has created a new way of life in America. No other industry, no other technological advancement, has had such a close, personal, even intimate effect on so many Americans. Yet, with all our technology, television has not reached millions of families. It was inevitable that CATV would develop to fill the void.

“Ultimately, television station operators can only benefit from CATV's ability to deliver the goods to more families, to give more families a broader choice. True, it generates more competition for some stations, but that is an asset, not a liability. Contrary to the views of some government leaders and broadcasting

spokesmen, CATV also is a boon to UHF TV stations.

“CATV has become an important segment of the television industry. Broadcasters, the NAB, the FCC and Congress should welcome it, and any other electronic development which enables the station operator to serve more people with a greater variety, a greater choice. It is a principle to which all these organizations are dedicated.”

*Radio and TV Division Triangle Publications*

JERROLD ELECTRONICS CORPORATION



**The  
KTVI  
Wed.  
night  
movie  
-10 p.m. in color**



**Richard Burton  
"Prince of Players"**



**Montgomery Clift & Elizabeth Taylor  
"Raintree County"**



**Rod Taylor & Jane Fonda  
"Sunday in New York"**

KTVI proudly announces the addition of this blockbuster film feature to our prime time schedule, matching the highly successful BIG MOVIE.

*If you're buying prime time in St. Louis look to*

**KTVI<sup>abc</sup> 2**  
**HR ST. LOUIS**





Spring  
 Summer  
 or Winter....

**there's a measurable difference**

Whatever the season of the year, KRLD-TV has consistently delivered a measurable difference . . . more viewers than any other station in the 4 station Dallas-Fort Worth market.

- \*In the Spring: 18.7% more viewers than the 2nd station
- \*In the Summer: 19.4% more viewers than the 2nd station
- \*In the Winter: 22.9% more viewers than the 2nd station

To put the measurable difference of KRLD-TV to work for your advertiser, contact your H-R representative.

\*ARB Market Report  
 Television Audience Estimates  
 9:00 a.m. to midnight  
 Mon. thru Sun.  
 May 1966  
 June/July 1966  
 Feb./March 1967



represented nationally by H-R

**The Dallas Times Herald Station**

CLYDE W. REMBERT, President

New AM transmitters, generating power in millions of watts (as against 50,000 watt limit in U. S.) are latest implements in propaganda wars now springing up, with greatest concern here centered on installations being made in Costa Rica as well as Cuba. Already in use in United Arab Republic is one-megawatt (1 million watt) medium-band (AM) transmitter striking into anti-UAR countries, and with new five-megawatt station under construction. Being installed in Beirut, Lebanon, to counteract Nasser, is three-megawatt station costing \$4 million.

*Megawatt stations can blanket 300 miles day and night and overpower normal local stations. In Lebanon, domestic service is going FM. Use by Cuba of 150,000 watt transmitter is pip-squeak fore-runner of multi-megawatt installations to jump U. S. AM band to hit U. S. and Latin America. Costa Rican station under construction by American is for commercial, rather than propaganda purposes, will use megawatt on low-band "mid-channel" and has not only U. S. broadcasters in know but United States Information Agency deeply concerned.*

### Union of unions

AFL-CIO Los Angeles County Federation of Labor has authorized formation of council of unions involved in broadcasting, television and recording industries. Union officials say that good relationships that developed out of recent American Federation of Television and Radio Artists strike gave impetus to idea for permanent union clearing house to deal with bargaining and other matters.

*This is first time such an alliance has been attempted in broadcasting, but unions concerned with movie making long have had special film council. New coalition is likely to have its first meeting some time next month. Such unions as AFTRA, International Alliance of Theatrical and Stage Employes and Technicians, International Brotherhood of Electricians and Teamsters are expected to participate.*

### Those Peabody's

This may be last year that Peabody Awards committee will use Broadcast Pioneers platform for its annual awards for distinguished programing.

Reason: Tendency of awards committee to criticize commercials and quality of network programing. Pioneers President John Murphy, president of Avco Broadcasting, following last Thursday's presentation, said he would call for prompt reappraisal.

*Until 1961, Peabody collaborated with International Radio and Television Society in awards presentation, but arrangement was severed because of conflict with IRTS's own awards, plus undercurrent of opposition to manner in which Peabody selections were made and of criteria.*

### Easy way to buy spot

One of major items for Television Bureau of Advertising's board meeting this week deals with plan that TVB authorities think will "revolutionize" buying and selling of spot television. Question is how to implement findings of TVB's "systems of spot" (SOS) project, designed to hack through spot buying's paper jungle and now at point where new, simplified forms have been drafted. One question is how to get new forms into widespread use. TVB meeting is being held Monday-Tuesday (April 24-25) at White Sulphur Springs, W. Va., where TVB board members were guests of American Association of Advertising Agencies, and vice-versa, at cocktail party Saturday evening during AAAA's annual meeting.

*Another subject expected to come up is contention of some station reps that TVB ought to be selling spot more aggressively against network TV (BROADCASTING, Feb. 13) Indications last week were that it would come up in general, informal discussion of current state of TV business, not in any formal way. As to state of TV business, general view was that network and local are gaining but spot is still spotty—as it has been since first of year. Some indicators suggest that spot activity in first quarter was about even with year-ago levels, and some spot salesmen say they'll be happy if after-the-fact figures, due next month, show this was case.*

### Moss demure

Representative John E. Moss (D-Calif.) brands item appearing in this column (April 10) as totally irresponsible because he said it implied "103 questions" he propounded to FCC

were not entirely his own. In protesting item, he said he had "been around a long time," that questions stemmed from his independent judgment and that none were "planted". He particularly disclaimed observation that "one trail leads to FCC commissioner who has repeatedly raised questions of who represents public in FCC proceedings—area that Mr. Moss covered in his list."

### Government by computer

Why has FCC's Nicholas Johnson been beating drum for establishment within FCC of its own research and development arm, with multi-million budget? Reason became evident last week when Joseph A. Califano Jr., special assistant to President Lyndon B. Johnson, stated every department and agency needs its own research and development branch. Mr. Califano, addressing Washington chapter of Sigma Delta Chi, professional journalistic society, last Wednesday, used theme "politics of innovation and revolution in government management through systems approach."

*Commenting on how a systems analysis has helped in government, White House aide said Leonard Marks, former Washington communications attorney, had done "remarkable job with it in United States Information Agency" which Mr. Marks now heads. Responsible for innovation is Secretary of Defense Robert C. McNamara for whom Mr. Califano worked as one of team of computer-oriented "whiz kids" prior to White House assignment two years ago.*

### Don Searle sells out

With sale (subject to FCC approval) of KMMJ Grand Island, Neb., to group headed by Rex Lathen, Chicago H-R Representatives, Don Searle will terminate 42-year career in broadcasting. Last week he entered agreement to sell station, established in 1925, to Mr. Lathen and associates, including Willard Morton, vice president-sales manager of KMMJ, for \$450,000. Transaction negotiated by Hogan-Feldmann of Burbank, Calif. Mr. Searle, former ABC network executive, owned half-dozen stations, largely in Midwest, during his career. KMMJ operates on 750 kc with 10 kw, limited time.



**On a good summer day,  
we take half a million Clevelanders  
out to the ballgame.**

Sports are big in any big town. And in Cleveland, we've got the two biggest ones to ourselves. In the summer, baseball's Indians—in color. In the fall, football's Browns—in color. And all along the way, extensive coverage of other sports, both nationally and locally. As you can see, when it comes to sports, Cleveland turns us on.

**WJW-TV CLEVELAND**  
**We're turned on**



LOS ANGELES KCBS	PHILADELPHIA WJRG	DETROIT WJMK	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	<b>CLEVELAND WJW-TV</b>	NEW YORK WJHN	DETROIT WJMK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WGBK-TV	<b>STORER</b> BROADCASTING COMPANY
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# WEEK IN BRIEF

Concern for threats to advertising from Washington appears in speech after speech at AAAA's golden anniversary meeting at Greenbriar. Big projects urged to spike the federal guns along Potomac. See . . .

## AAAA EYES GUNS . . . 23

Six Peabody awards go to NBC, four to CBS, ABC gets two while NET snares one, LBJ's congratulatory telegram to winners singles out Harry Reasoner. John Daly presided but he didn't read all his lines. See . . .

## PEABODYS . . . 78C

Network TV advertisers top \$400 million in first three months of '67 and according to BAR it's best first quarter in network history. Procter & Gamble, perennial number one, tops last year's mark by 43.7%. See . . .

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Antitrust chief Donald Turner's position comes under attack from agency executive who fears implied restrictions on advertising may cause decline in standards of living and future growth of economy. See . . .

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Three may be a crowd in late-night hours with return of Johnny Carson, progression of Joey Bishop and Las Vegas entry of Bill Dana. CBS's future role as well as network and spot placement is muddled. See . . .

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Justice fires its big guns in another chapter of endless ABC-ITT serial. Hardest hit are ABC's capital needs and ITT's broadcast interests. Reporters tell of pressure on their coverage of sessions. See . . .

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No broadcasting czar is foreseen, but more government control over industry dominates annual Canadian Association of Broadcasters meeting. Licensees told they carry responsibility for national welfare. See . . .

## NO CZAR . . . 74

Cox warns that go-for-broke CATV industry coupled with blanket waivers of FCC's CATV rules may transform nation's TV service from free to paid operation. He claims FCC is virtually rewriting top-100 market rule. See . . .

## COX HITS WAIVERS . . . 67

Glorious promises at NET affiliate convention provide hopes for regular networking by October, though cash shortage now leaves some affiliates out of network projects. Question of ETV financing asked. See . . .

## ROSY DAYS AHEAD . . . 46

CBS income up although earnings dip \$1 million because of higher operating expenses, Paley reports at annual meeting. All five broadcast divisions, New York Yankees and pending mergers looking up. See . . .

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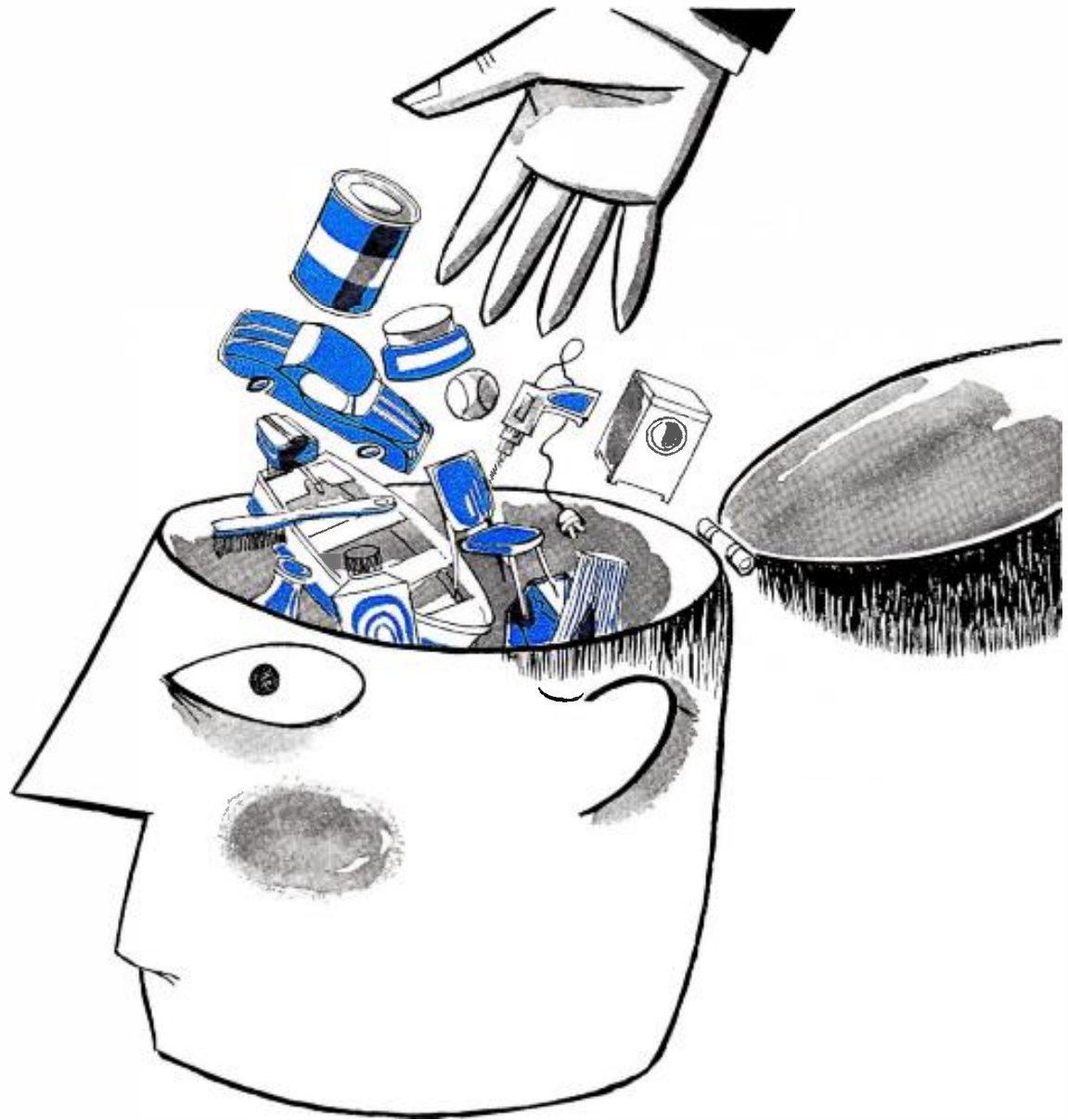
## Broadcasting

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*what is an influencible?* A listener. Specifically, a Storz radio listener. Influencibles are the “in-touch” young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles.<sup>®</sup> On a Storz station you get action where it counts—in sales.

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**STORZ**

**WDGY** Minneapolis-St. Paul  
(Blair)  
**KXOK** St. Louis  
(RAR, Inc.)

**WHB** Kansas City  
(Blair)  
**WTIX** New Orleans  
(Eastman)

**KOMA** Oklahoma City  
(Blair)  
**WQAM** Miami  
(Blair)



## Call to battle by Staggers

Opens with broadside at programing, station sales, desire for profit

House Commerce Committee is wheeling up its heaviest investigative artillery for probes into industry domination by profit seekers, bartering of licenses as though they were private property and programing that "no sane, mature man could wish to take credit for."

In his first talk before broadcasters group since assuming chairmanship of key committee last year, Representative Harley O. Staggers (D-W. Va.) told home-state audience at spring meeting of West Virginia Broadcasters Association in Huntington, Friday (April 21)

### TV critic to House staff

Chairman Harley Staggers (D-W. Va.) has added onetime newspaper TV critic to his House Commerce Committee staff. Terry Turner, most recently director of radio-TV for Peace Corps and for eight years critic with *Chicago Daily News*, last week joined investigative subcommittee. He assumed duties just five days before Chairman Staggers gave his first address before broadcasters group.

that while his committee was not always sure what was in public interest, "we have fairly certain idea of what is *not* in public interest." Scattering grape-shot at over-all structure of industry, chairman noted that former CBS News President Fred Friendly blamed system for industry's ills. Mr. Staggers observed that systems are made by man and "perhaps it is time that we remade one in which we are currently operating."

He told broadcasters that Commerce Committee is taking "very hard and very detailed look at system as it now prevails. We are wondering about many items."

**Second-rate public?** ■ At top of his list he put domination of radio-TV by

economic interests. He asked: "Is there not danger that broadcasting is giving too much emphasis to serving advertisers and stockholders to possible detriment of public?"

Dollar chasing resulted in selective blackouts of Clay-Folley fight, he noted, and declared coverage on "financial checkerboard basis" was not in public interest.

Trafficking in licenses came in for full measure of congressman's displeasure. He cited 1952 amendment to Communications Act that prohibits FCC from considering other applicants in station-transfer actions and noted Commerce Committee report in 1959 calling for repeal of provision. "Perhaps now, seven years later, we should re-examine such proposals and see if time is right for implementation," he ventured.

But, he warned, "now is the time to examine in thorough detail such matters as fairness doctrine, editorializing, pay TV, operations of CATV, and a host of others."

Emphasizing interest in action over oratory, he advised broadcasters: "Make no mistake about it. This committee . . . will be exploring those areas."

## ITT to offer no rebuttal witnesses

FCC hearing on proposed merger of ABC into International Telephone & Telegraph Corp. is expected to end Tuesday (April 25), 12 business days after it began.

That closing, day ahead of target date set by Chief Hearing Examiner James D. Cunningham, appeared possible Friday (April 21) after ITT announced it would offer no rebuttal witnesses.

Marcus Cohn, ITT counsel, said company is confident Justice Department has failed to provide evidence to persuade FCC to reverse its Dec. 21, 1966, decision approving merger.

Justice had asked commission to reconsider approval and hold hearing, claiming that possible anticompetitive consequences had not been adequately considered.

ABC intends to call at least two witnesses today (April 24), Paul Sonkin, head of ABC's research department, and Wilbur Ross Jr., member of New York investment bankers firm.

In another development Friday, Elmer Lower, president of ABC News, said he would resign if, following

merger, efforts were made to influence his news judgment. Question of whether ITT, with its worldwide interests, might try to shape ABC's news coverage to suit its corporate ends has figured prominently in proceeding.

Mr. Lower said he makes final decision on news matters and public affairs programs. Although his budget must be approved by board of directors, he has not had cut in budget request in his 3½ years in job, he said.

ABC-TV President Thomas W. Moore supported Mr. Lower's claim of independence. He said board's discussion of \$1.5 million special on Africa dealt with "practical considerations." Board skipped over desirability of program, as such, he said, because of "complete confidence" in news department.

## Taft radio stations leave NAB code fold

Taft Broadcasting Co. pulled nine stations out of National Association of Broadcasters radio code last week because Taft said code "now considers acceptable radio advertising on behalf of hemorrhoid remedies."

In letter to code director Howard Bell—made public Friday (April 21)—Lawrence H. Rogers II, Taft president, said it is "not within the realm of possibility" to advertise such personal medical products on radio and remain "within minimum standards of taste."

Radio code was amended to allow personal product advertising within bounds of "good taste" almost two years ago (BROADCASTING, June 28, 1965).

### Santa's a little early

Though policy is not uniform and varies by network, payments of different kinds are being made or planned as "tokens of appreciation" to employees who stood strike duty during 13-day AFTRA dispute, which ended April 10. Some employees on duty at ABC and NBC already have received cash bonuses, and reportedly CBS has plan in works. Several ABC staffers have acknowledged they found \$350 bonus check in their mail boxes Friday (April 21).

## WEEK'S HEADLINERS



Mr. Drew

**Leon Drew**, program director, KNXT(TV) Los Angeles since 1960, succeeded **Gene Wilkey** as VP, CBS Television Stations Division and general manager of KMOX-TV St. Louis, effective last Wednesday (April 19).

Mr. Drew was program director of KMOX-TV from 1957 to 1960 and has been associated with various CBS owned stations since 1954. Mr. Wilkey, with CBS for 23 years, announced his relinquishment of duties at KMOX-TV but, by CBS request, will continue his association under special assignments from Merle S. Jones, president, CBS Television Stations Division, and other senior executives at company. **Joe Sand**, executive producer for KNXT, becomes station's program director, replacing Mr. Drew.



Mr. Lambe

**Robert M. Lambe**, president of WTAR Radio-TV Corp. and head of broadcast division of parent Landmark Communications Inc. (WTAR-AM-FM-TV Norfolk, Va. and WFMV-TV Greensboro, N. C.), resigns effective

May 1. Resignation is due to basic disagreement on operating policies, according to statement by Mr. Lambe and Frank Batten, president of Landmark Communications. Mr. Lambe has been with WTAR operations for over 16 years. He was elected president and general manager of WTAR-AM-FM-TV in 1960, succeeding late Campbell Arnoux. Mr. Lambe's successor will be **Lee C. Kitchin**, currently VP and general manager of its CATV division, which operates five cable systems in West Virginia, Alabama and North Carolina.

Mr. Kitchin has served as corporation secretary for Landmark Communications and its broadcasting subsidiary. He also had been assigned to long-range planning. Landmark Communications publishes *Virginian-Pilot* and *Ledger-Star* in Norfolk.

**Frank E. Delano**, senior VP and director, Foote, Cone & Belding Inc., New York, appointed chairman of agency's New York plans board, succeeding **Roland W. Taylor** who remains board member. Comprised of senior FC&B specialists, group makes specific creative recommendations to advertising and marketing development.

**Jack Crosby**, 41, president of Gencoe Inc., multiple CATV owner, has been nominated to be chairman of National Community Television Association in 1967-68. Election takes place at June 25-28 NCTA convention in Chicago. Alfred R. Stern, president of Television Communications Corp., also multiple CATV owner, is current NCTA chairman.

For other personnel changes of the week see FATES & FORTUNES

Mr. Rogers said he had been aware of that amendment but he had been told that such advertising would be decided on case-by-case basis and would not result in hemorrhoid advertising on air. He said he had heard hemorrhoid pre-remedy spot on air few weeks ago and was "frankly horrified" by it.

NAB code office said Messrs. Bell and Rogers had conferred on phone about week ago regarding personal product advertising and that code authorities felt matter had been settled at that time. Code spokesman said resignation came as surprise and that Mr. Bell was in process of drafting reply.

Almost two years ago today, April 30, 1965, Mr. Rogers pulled all Taft stations out of membership in NAB and one of major reasons at that time was said to be that he felt all NAB members should subscribe to code.

Taft's seven TV stations remain members of NAB TV code. TV code bans personal product advertising.

### LBJ salutes AAAA's on 50th anniversary

Advertising in general, and American Association of Advertising Agencies in particular, were hailed by President Johnson Friday (April 21) in message congratulating AAAA on its 50th anniversary.

"Advertising reflects a nation's abilities as well as its achievements," President said in message read at AAAA's annual meeting at Greenbrier at White Sulphur Springs, W. Va., and attended by record 850 members and guests (see page 23).

Noting that "we strive now to give every American an opportunity to gain a fuller share of our national abundance," he said that "all who work with the media of communications can help achieve this goal by proclaiming the promise and making known the ways in which it can be fulfilled."

President's message was read at Friday luncheon addressed—in last minute addition to AAAA's program—by Walt W. Rostow, special assistant to president, who said he was appearing at President's "instructions."

Dr. Rostow reported on broad pattern of national foreign policy.

In earlier appearance James J. McCaffrey, chairman of LaRoche, McCaffrey and McCall, New York, told AAAA that agencies' days as program suppliers were over, and "I for one applaud it" because agencies are thus freed "to concentrate on making commercials and media judgments.

### Ritchie to head CAB

S. Campbell Ritchie, president of CKLW-AM-FM-TV Windsor, Ont.-Detroit, elected president of Canadian Associa-

tion of Broadcasters at annual meeting in Toronto (see page 74). He succeeds Jean Pouliot, CFCM-TV Quebec City.

### Avco, Paul Revere agree to merger

Avco Corp., diversified industrial corporation with group broadcast holdings, and Paul Revere Corp., Worcester, Mass., with insurance and finance holdings, have agreed to merge retaining Avco name, it was announced Friday (April 21).

Agreement calls for exchange at parity of 1.8 shares of Avco common plus one share of new Avco convertible preferred for each share of Revere. Avco's new preferred shares, paying \$3.20 yearly, would be convertible into two shares of Avco common after five years. Following merger, Avco would have outstanding 9.8 million shares of common and 5.2 million shares of new preferred. Avco closed at 43½ Friday. Revere was quoted 161 bid, 166 asked last Thursday.

Proposed arrangement is subject to formal agreement, approval by Avco board and stockholders, and is contingent on exchange of no less than 80% of Revere shares. Also required are approvals by FCC and Internal Revenue Service.

## Just say, “Hello”

For more than ten years WIBG's outstanding air personalities have been building audience with the widest selection of popular music broadcast in Philadelphia, brightened with games, contests and fun. Respected audience measurement services have consistently confirmed WIBG's position as Philadelphia's favorite radio station.\* □ During February, Philadelphia audience measurements began to show substantial short-term variations in individual station performance. Variations unexplainable in terms of program innovations or community service. We concluded the reason to be the revival in the market of an “I listen to . . . .” telephone answering contest offering substantial prizes and backed by massive press and television promotion. Several experts in the audience measurement profession believe that such “contests” distort ratings to the point of unreliability. For competitive reasons WIBG reluctantly initiated a similar type contest. We awarded prizes to those who answered their phones with one word, “WIBBAGE”. WIBG's audience ratings, as compiled by certain services, increased fast—faster, we concluded, than any station's audience could possibly increase. We are convinced that the high ratings we obtained during the telephone answering campaign are unreliable and cannot conscientiously be used as sales tools. We have not and will not use them. □ We are saying “Goodbye” to the “I listen to . . . .” type of contest which does not require listenership. WIBG will continue to program for the largest possible audience. Within the format of Philadelphia's most popular music, we'll keep our fun games created to maintain our responsive flesh-and-blood audience. We leave to others the responsibility for selling on the basis of phantom audiences and for distorting one of advertising's most valuable tools, the reliable measurement of radio audience.

## WIBG • Radio 99

PHILADELPHIA

*A Storer Station represented nationally by Major Market Radio*

\*Pulse and Hooper reports—1957-1966 available upon request.





**Television Education:**  
"American White Paper:  
Organized Crime in the United States."



**Television Youth's Program:**  
"The World of Stuart Little."



**A Special Award in  
Television:**  
"Bell Telephone Hour."



**Radio News:**  
Edwin Newman.

## Proud As A You-Know-What

It's so nice to know you're appreciated.

Last Thursday, NBC was presented with six George Foster Peabody Broadcasting Awards for 1966—the greatest number of such awards made to any broadcaster.

Ever since their inception 27 years ago—"to recognize the most distinguished and meritorious public service rendered each year by radio and television" – the Peabody Awards have been among the most coveted and most respected in the industry.

We're delighted not only by the idea of having won *six* of the Awards for 1966, but by the fact that the variety of categories represented by NBC's winning programs (see left) reflects such a wide *range* of excellence.

To all those connected with these honored programs, our warmest congratulations. You've made NBC proud as a -- well, *you* know.



**Television's Outstanding  
Contribution to  
International Understanding:**  
"Siberia: A Day in Irkutsk."



**Television-Radio Public Service:**  
The Dorothy Gordon Youth Forum:  
"Youth and Narcotics—Who Has the Answer?"



Must reading ...

# NIELSEN NEWSCAST



**FREE**

- Succinct articles on the effective use of TV data and news of the industry.
- Published quarterly.
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## DATEBOOK

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

■Indicates first or revised listing.

### APRIL

■April 24—AP members annual luncheon featuring brief report and question and answer session on war in Vietnam by General William C. Westmoreland, commander of U.S. forces in Vietnam. Waldorf-Astoria hotel, New York.

■April 24—Annual meeting of AP with panel discussion on Vietnam with Senator Charles H. Percy (R-Ill.) and Senator Harry F. Byrd Jr. (D-Va.), Hugh Mulligan, AP news features writer recently returned from six-month tour in Vietnam. Waldorf-Astoria hotel, New York.

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

April 24-28—Seventh annual television newsfilm workshop sponsored by the National Press Photographers Association. University of Oklahoma, Norman.

April 26—Annual convention luncheon of the American Newspaper Publishers Association. Speaker will be James McCormack, chairman and chief executive officer of the Communications Satellite Corp. Waldorf-Astoria hotel, New York.

April 27—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. 625 Madison Avenue, New York.

■April 27—Presentation of professional but "undiscovered" show talent—"New Talent Showcase"—by the New York chapter of the National Academy of Television Arts and Sciences. Jeannie Carson and Biff McGuire, masters-of-ceremonies with Ernest Adler, producer. Lambs Club, New York.

April 27-29—Spring meeting, Kentucky CATV Association. Continental Inn, Lexington.

■April 28—Sixth annual seminar of radio broadcasters and community leaders, co-sponsored by Southern California Broadcasters Association and University of Southern California department of telecommunications. Panel members include Deputy Chief Thad Brown, commander, detectives bureau, Los Angeles police department; Joe Maldonado, executive director, Economic & Youth Opportunities Agency and Dr. Frederick Fox, assistant superintendent of schools, Los Angeles. University of Southern California, Los Angeles.

April 28—Annual meeting of the stockholders of Chris-Craft Industries Inc. to elect directors and to transact other business. 440 Grand Avenue, Oakland, Calif.

April 29—Region 9 conference of Sigma Delta Chi, professional journalistic society. Laramie, Wyo.

April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Elmer Lower, president of news, special events and public affairs for ABC. Washington State U., Pullman.

### MAY

May 1—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 mc through 91.9 mc).

■May 1—Annual meeting of the stockholders of Tele-Broadcasters Inc. to elect directors and to transact other business. Biltmore hotel, New York.

■May 1—Deadline for entries in the annual competition for the Howard W. Blakeslee Awards of the American Heart Association for outstanding reporting in the field of heart and blood vessel diseases. Radio and

### REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

May 10—Hyatt House motor hotel, Burlingame, Calif.

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

May 22—Schine Ten Eyck hotel, Albany, N. Y.

May 26—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

television programs and films produced between March 1, 1966 and Feb. 28, 1967 are eligible for the competition. Entries should be submitted to the American Heart Association, 44 East 23rd St., New York 10010.

May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.

■May 2—Annual spring meeting of Connecticut Broadcasters Association. Yale University, New Haven.

May 2—Annual meeting of Teleprompter Corp. 50 West 44th Street, New York.

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM, and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

May 3-5—1967 Electronics Components Conference sponsored by the Electric Industries Association and the Institute of Electrical and Electronics Engineers. Speakers include Dr. M. E. Lasser, chief scientist of the Army. Marriott Twin Bridges motor hotel, Arlington, Va. Advance reservation forms are available from: Mr. John P. Sheridan, 1967 Electronic Components Conference, Sprague Electric Co., 3900 Wisconsin Avenue, Washington 20016.

May 3-7—16th annual national convention of the American Women in Radio and Television. Speakers include Vincent Waslewski, president, National Association of Broadcasters. Marriott hotel, Atlanta.

■May 4-5—Annual spring meeting of the Pennsylvania Community Television Association. Speakers include James R. Palmer, C-COR Electronics. WBRE-TV Wilkes-Barre-Scranton, Pa. in cooperation with Tektronix Inc. will give a demonstration on the new NBC-TV test standards of transmission. Gus Genetti motel, Hazleton. Registration should be sent to Mrs. Myra Allen, 207 South Fairview St., Lock Haven, Pa. 17745.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters, and Kansas Governor Robert Docking. Ramada Inn, Topeka.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

■May 5-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include Douglas Anello, NAB general counsel. Romada Inn, Topeka.

May 5-6—Distinguished awards banquet and region 11 conference of Sigma Delta

■Indicates first or revised listing.

BROADCASTING, April 24, 1967



THIS ISN'T FORMAL BUT IT'S FAST!

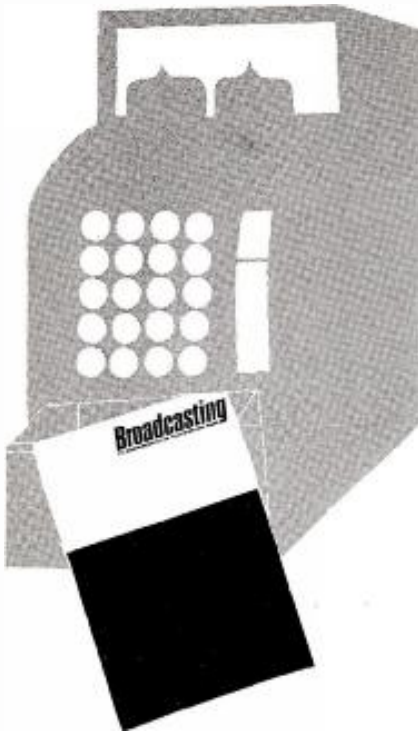
Wheeling-Steubenville

149,343  
COLOR TV HOMES\*

WTRF-TV (WB)  
FULL COLOR CHANNEL 7  
Wheeling, West Virginia

\*NSI Oct-Nov 1966

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Start a subscription for  
your clients, prospects,  
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They'll see the workable  
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and women who lead the way  
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personal copy of BROADCASTING  
means they'll get the news faster  
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Position/Title \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Chi, professional journalistic society. San Francisco.

May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

May 8-11—Special exhibition titled "Successful American Advertising II" co-sponsored by ABC Annonsbyra AB, Swedish ad agency, and the U.S. Trade Center. U.S. Trade Center for Scandinavia, Stockholm. Agencies wishing additional information on the exhibit can contact Mr. Grunberger, ABC Annonsbyra AB, Vasagatan 11, Stockholm C, Sweden.

May 9—Annual meeting of stockholders of Metromedia Inc. to elect directors and to transact other business. Foster and Kleiser New York Regional Operating Headquarters, Maspeth, N. Y.

May 9—Annual meeting of shareholders of the Communications Satellite Corp. Shoreham hotel, Washington.

May 9—Joint meeting of chapters 1 (Binghamton, N. Y.) and 2 (northeastern Pennsylvania) of The Society of Broadcast Engineers. Speaker will be Edward M. Noll, author, editor and broadcast engineer. The Colonial Motor Inn, Vestal, N. Y.

May 10—47th annual stockholders meeting of International Telephone and Telegraph Corp. Atlanta Biltmore hotel, Atlanta.

May 10—Annual meeting of stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

May 11—Annual meeting of the New Jersey Broadcasters Association. Speakers include Sherril Taylor, NAB vice president for radio. Rutgers University, New Brunswick, N. J.

■May 11—Annual meeting of stockholders of Cowles Communications Inc. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

■May 11-13—6th annual convention of the International Broadcasters Idea Bank. Viscount motor hotel, Windsor, Ont.

May 11-13—State convention of the Iowa

#### NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City

May 22-23—Rickey's Hyatt House, Palo Alto, Calif.

May 25-26—Skirvin hotel, Oklahoma City

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott motor hotel, Philadelphia

Broadcasters Association. Speakers include Vincent Waslewski, president, National Association of Broadcasters. Holiday Inn, Waterloo.

May 12-13—Meeting of the Virginia AP Broadcasters. Roanoke,

May 12-13—Region 1 conference of Sigma Delta Chi, professional journalistic society. Featured speaker will be former Governor George Wallace of Alabama. Boston.

May 13—Annual meeting of the Chesapeake AP Broadcasters Association. Baltimore.

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

■May 15—Ninth annual Emmy Awards dinner and telecast of the Chicago chapter of the National Academy of Television Arts and Sciences. (Colorcast by WMAQ-TV Chicago.) Pick-Congress hotel, Chicago.

May 15—Station Representatives Association presents its annual Silver Nail—Gold Key awards luncheon program. Plaza hotel, New York.

May 16—Broadcast Advertising Club of Chicago "Broadcasting Man of Year" award dinner. Ambassador West, Chicago.

■May 16—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

■May 16—Footé, Cone & Belding annual meeting of stockholders. Hotel Commodore, New York.

■Indicates first or revised listing.

## OPEN MIKE®

### Beer-drinking ban justified

EDITOR: The Monday Memo from Kenneth M. Peters (BROADCASTING, April 3) was well conceived and ably, if somewhat flippantly, written. But it proved to be an equally effective indictment of the advertising fraternity among those of us who have been around somewhat longer than Mr. Peters or who have done our research.

What Mr. Peters apparently does not know is that about the time he was in sixth grade I prevailed on the then owners of WNHC-TV New Haven-Hartford, Conn., to propose to beer account agencies that within six months they inject a more mature and discreet method of presentation of beer-drinking scenes in their commercials. We pointed out that in all but one of the many commercials depicting drinking the performers were getting younger and younger. Some of them were in their teens. Only one agency agreed. Simultaneously the *Christian Science Monitor*

and WFIL-TV Philadelphia took the same posture as WNHC-TV.

No one says beer is immoral, not even the NAB. And perhaps the code will one day permit the reappearance of beer-drinking scenes in commercials; but only, I think, when it has the assurance that advertisers and their agencies have developed and enforced an acceptable code of ethics of their own. . . . —Edward C. Obrist, project manager, NBC-International Ltd., Saigon, Vietnam.

### Roper surveys in demand

EDITOR: The prominence your magazine has given the latest [Elmo] Roper studies (BROADCASTING, April 10) again confirms for the Television Information Committee the value of these continuing studies. Sound journalists sense here perhaps the most important phenomenon of our industry development—that while we may appear to be harassed from all sides, the public under-

stands us better and trusts us more than they do our detractors.

This is a real tribute to our medium and to the fair judgment of the American public—but as I said in the introduction of the presentation at the NAB convention, it also points up again the broadcaster's responsibility. A corollary mission of the TIO is to make broadcasters themselves aware of their status of their dialogue with their publics, and we would urge all to study the latest findings carefully.

With this in mind, and hoping for a better total service to the public, the TIO has mailed out a copy of the report to each television broadcaster in the nation, regardless of whether he is a sponsor of our continuing effort or not. The office is swamped with requests for reprints now—but we would like to emphasize again, if any TIO sponsor station needs more copies, contact Roy Danish, TIO, 745 Fifth Avenue, New York (10022).—*Willard E. Walbridge, chairman, Television Information Committee, and executive vice president and general manager, KTRK-TV Houston.*

### Profile brings fan mail

EDITOR: As you can well imagine, this office does not receive an over-abundance of fan mail. Your April 3 profile of me is producing some, and this is gratefully received. . . . I consider it in itself to be a career highlight.—*Howard H. Bell, NAB Code Authority, Washington.*

### Spot-network questions opened

EDITOR: For the fine handling which you gave to our proposal for revisions in the code and in the network/station commercial relationship, I want to thank you, both for the original feature (BROADCASTING, March 27) and the follow-through in subsequent issues. . . . With your stories, you did a great favor to the industries involved. Your features and follow-up gave every segment of broadcasting and advertising a starting point from which to unravel, readjust, and, we hope, finally correct a most complicated situation.—*Martin L. Nierman, president, Edward Petry & Co., New York.*

### Tricks with mirrors

EDITOR: Is it the Conrad Hilton that is backward, or did someone reverse the negative of the Huntley-Brinkley news conference photo on page 52 of your April 10 issue?—*John W. J. Hopkins, Wright Quadrangle, Bloomington, Ind.*

(Neither. A closer look at the picture will show that a pillar covered with mirror is giving a backward reflection of the exit sign.)

BROADCASTING, April 24, 1967

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THE BUSINESSMAGAZINE OF TELEVISION AND RADIO

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His hair fell in ringlets over his shoulders. — Funny? His father-in-law didn't think it was a bit funny.

If you think this might make an interesting story—you're right.

**PERSPECTIVE brings you five different and unusual five minute programs each week.**

**Dick Evans, Sr., WYZZ, Scranton—Wilkes-Barre, Pa. says: "We find it unique and readily saleable."**

If you'd like a different kind of program, write or telephone us today.

**PERSPECTIVE**  
733 Stoke Road, Villanova, Pa. 19085  
(215) 525-9663



Put the middle of the mitten.

in the palm of your hand

**WILX-TV 10**

1. More efficient distribution of circulation.
2. Dominates southern half of circulation. (Lansing and south)
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.



WILX-TV  
555 Stoddard Building  
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## Radio's selective reach rescues plunging transit system

As any watcher of westerns knows, the toughest runaway stage coach to stop is the one running downhill. Wells Fargo and Butterfield got the hang of it in the last century. But as late as 1965 most of the country's metropolitan transit systems, including its largest, were running downhill in the best bell-for-leather financial fashion. Passengers and revenue were in a wildly careening slide that would have curled the hair and cringed the spirit of the doughtiest of the Butterfield boys.

From World War II until 1966, Los Angeles city bus riders had been abandoning the transit system in droves. All along its 2,200-mile daily route, passengers were less and less frequent at the 18,000 bus stops scattered throughout four Southern California counties. Meanwhile, Los Angeles auto registrations galloped up to four million, so many cars that only four of 50 state registration figures were larger—a surfeit of competition for passengers so gluttonous that the Southern California Rapid Transit District forecast its 1966 operating deficit at nearly \$1 million. And privately the loss was estimated to hit \$2 million. The loss estimate was computed on the annual passenger-defection rate that now had climbed to nearly a half-million count.

**The Hero Arrives** ■ Thus was the downhill plunge of the Southern California RTD when “along came Jones”—only his name wasn't Jones. There was no mistaking his identity.

Robert L. Munger didn't drift into the town. He stormed it. At an age when most two-gun admen-to-be are still tossing up tin cans for practice, Bob Munger had founded and sold an advertising agency and had enough gold dust in his saddle bags to quit. But if that idea ever occurred to him it died aborning. Looking around for something to top his former conquest, his eye alighted on the RTD. Anyone, he was told, who could persuade people back into the buses could, so to speak, write his own ticket. He took the job. And, in a way, writing his own ticket was literally what he did.

Putting together his agency experience and more than a little horse sense, Mr. Munger concluded that the commuting public would simply never buy the RTD as the number-one means of transportation. But, they might buy it as the number-two means—before walking, hitching, taxiing and car theft. “In a very strong sense,” said Mr. Munger, “it would have to be the old admission-of-a-weakness technique employed so

well in recent years for Volkswagen and Avis. In effect, we would have to say “next to your car, the bus is the way to make it”—and hammer it home.

In putting together his campaign Mr. Munger had the assistance, through the RTD's newly appointed ad agency, of a transportation pro—Russell R. Rullman (head of his own Russell R. Rullman Advertising shop in Los Angeles). A onetime Caples Co. executive assigned for several years to the Union Pacific Railroad account. Mr. Rullman was the golden spike nailing together youthful imagination and the wisdom born of experience.

**Creating the Campaign** ■ The central theme of the campaign was, and is, “Make the RTD your extra car—it's ready whenever you are.” Next was the choice of media, about \$1 million worth of it. Messrs. Rullman and Munger figured that the time to smoke-signal commuters was either when they were on the move or demobilized at home without a car. The listeners would in both cases be emotionally involved with the subject matter of the message, transportation. And both groups would most likely be suffering transportation frustration—the first group cussing L. A.'s horrendous traffic jams; the second group sulking for lack of any wheels at all.

The medium obviously was radio—with TV backup. For the more complicated messages relating to merchandising devices, such as the Munger-devised student privilege card, school newspapers were chosen. But the lion's share went to radio—the principle being, hit 'em when they're involved.

How involved they were, and how hard hit, was not long in becoming known. In fact, commuters began abandoning their cars and boarding their RTD extra-cars in such numbers that

by Sept. 5 of the campaign year the *Los Angeles Times* was able to headline: “L. A. Transit Buses Running At Profit First Half Of 1966.” The article went on to say that a seven-year trend had been reversed—a cautious way of saying that instead of losing a million the RTD was going to make a buck. Some reversal!

With more increase in student population than perhaps any area in the country, Mr. Munger enticed the youths with student privilege cards reducing fares by 40%. Radio kept them so well reminded of the offer that more than a half-million kids took up RTD and climbed aboard. For housewives he had even a better deal. They could “ride home free when they shopped by RTD.” Taking the bus to the shopping center, women then presented their bus tickets to the merchants as they would parking stubs for validation. That kept a few more cars in the garage and accelerated still more the jingle of RTD cash boxes.

**Multiple Reactions** ■ The response from the public was dramatic. So too was the reaction from the transportation industry across the country. But another effect was being felt. In Los Angeles, Messrs. Rullman and Munger were asked by advertisers for a tailoring of the RTD cloth to all kinds of businesses.

The result was inevitable. What began as an agency-client relationship became Southern California's newest advertising shop. Robert Munger, manager of advertising and customer relations for the world's largest urban transportation system, and ad-agency man Russell Rullman pooled their talents for good. On April 1, Rullman & Munger Advertising made its debut in Los Angeles.

Credit radio and Southern California Rapid Transit as the catalyst and honor them as godparents.



Dale Kusch is advertising coordinator for the Southern California Rapid Transit District. He previously was associated with May Outdoor, Erwin Wasey Inc., and the 'Hollywood Citizen News.' Mr. Kusch received his BS degree from Arizona State University where he produced radio and TV shows and at the same time he also was a feature writer for the 'State Press.' He is a member of the Los Angeles Junior Advertising Club. In addition, he is on the U.S. Bonds Advertising Committee.

# WLIB

*is proud to be the first radio station  
programming for the Negro Community ever to win a*

## PEABODY AWARD

FOR  
OUTSTANDING  
LOCAL  
RADIO  
EDUCATION



"COMMUNITY  
OPINION"  
*Leon Lewis-  
Moderator*

### PEABODY AWARD CITATION

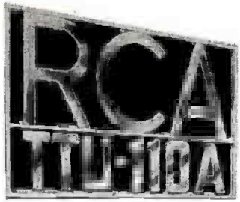
Convinced that tensions of ghetto life could ignite into a holocaust, WLIB, during the hot summer of 1966, gave Harlem a "safety valve." It developed "Community Opinion," a radio program permitting citizens of Harlem to voice their feelings, frankly and openly, via a hot line telephone interview, heard not only by the Negro community but by the entire city. In addition, the station provided details of how listeners could avail themselves of existing vital community services. At WLIB, community involvement is more than just a station phrase. In recognition, a Peabody Award for outstanding local radio education during 1966.

# WLIB

*Harlem Radio Center*

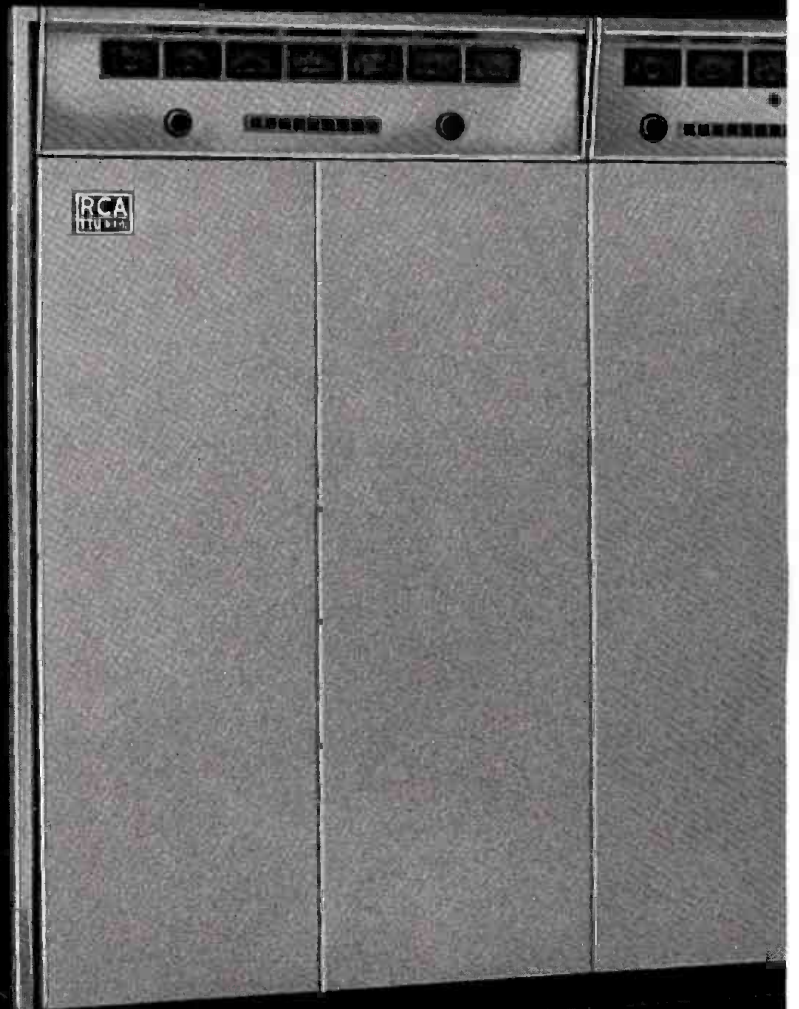
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**"AT WLIB, COMMUNITY INVOLVEMENT IS  
MORE THAN JUST A STATION PHRASE"**



# New transmitter

Up to 5 megawatts  
ERP tailored to indi-  
vidual requirements.



## Diplexed Power Amplifiers...

Our newest UHF transmitter, combined with the right RCA antenna, provides RCA's most powerful transmitter-antenna package, affording up to 5 million watts ERP.

**RELIABLE OPERATION** The diplexed visual power amplifiers assure the utmost in reliability. One amplifier is always ready to back up the other.

**NEW TYPE KLYSTRONS** Unique, integral-cavity vapor cooled klystrons are a high power development of those used in the proven RCA TTU-30A and TTU-50C Transmitters. Reliability and long life are major advantages, with faster warm-up time, less weight and pretuning among other points of superiority.

**VAPOR COOLING EFFICIENCY** Vapor cooling is much more efficient than water cooling. This results in reduced operating expense. Lower input power is required.



# for high power UHF



## More Reliable Operation

**WALK-IN DESIGN** New design techniques and walk-in cabinetry result in smaller size and easy maintenance. This means direct savings in installation and operation and will minimize building expense.

**ANTENNA CHOICES** Only RCA offers a choice of Pylon, Zee-Panel, and Vee-Zee Panel Antennas for use with the new TTU-110A high power UHF Transmitter.

**OTHER UHF TRANSMITTERS** Also in this UHF line are the 30KW RCA TTU-30A and 55KW TTU-50C with integral cavity vapor cooled klystrons. Also a completely air cooled 10KW TTU-10A and a 2KW TTU-2A (easily expanded to a TTU-10A).

For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.

### YOU GET SO MUCH MORE FROM RCA

RCA offers the only full-line of broadcast equipment. RCA's depth and breadth of engineering skills and improved products, ensuring better performance, are your assurance of greater value. From RCA you get matched system design, overall warranty responsibility, single supplier coordination and complete engineering service.



THE MOST TRUSTED NAME IN ELECTRONICS

**HOUSTON**

**APL  
Dgies**

**Sorty**

**DALLAS**

**BOTH  
NO. 1**

**in BOTH of  
Texas' 1 & 2 Markets**

**KILT**

**HOUSTON**

**NO. 1\* AGAIN**

In every measured time segment (7 AM through 10 PM; Feb.-March, 1967) according to C. E. Hooper indexes.

**KLIF**

**DALLAS**

**NO. 1\* AGAIN**

According to C. E. Hooper indexes (7 AM through 11 PM; Jan.-Feb.-March, 1967) and Metro Pulse report (6 AM through Midnight; Oct.-Nov.-Dec., 1966.

\*Audience measurement data are estimates only; subject to limitations of source material and methods.

**TWO MORE TOP-RATED *McLendon* STATIONS**

**SOLD BY JOHN BLAIR NATIONALLY**

# AAAA eyes guns along Potomac

In agency association's 50th year, leaders face mounting threats from government, urge big projects to upgrade image and understanding of advertising

Leaders of the American Association of Advertising Agencies stood at the AAAA's 50-year mark last week and looked back, ahead and all around, and almost everywhere they looked they saw Washington.

Concern over governmental threats to advertising and proposals for countering them was threaded through speech after speech at the association's golden anniversary meeting, held Thursday through Saturday (April 20-22) at the Greenbrier, White Sulphur Springs, W. Va. (also see stories pages 25-26).

The overwhelming view was that the criticisms, both in and out of govern-

ment, would fade if advertising and how it works and what it does were better understood, and the proposals were aimed at providing that understanding.

Thomas B. Adams, president of Campbell-Ewald, Detroit, and retiring chairman of the AAAA's, called upon the association to consider fulltime representation in Washington—and to prepare "an economic justification of advertising."

Leo Burnett of Leo Burnett Co., who has spent the past half century in advertising, proposed that the AAAA, by itself or in partnership with the Association of National Advertisers, follow up the recent ANA-sponsored study by

Jules Backman, which pointed up advertising's contribution to the economy (BROADCASTING, April 3), with a thorough study of "the entire subject of the economic effects of advertising."

**Study of Social Effects** ■ Mr. Burnett also called for a second study, "on the social effects of advertising." This would deal with whether advertising "in any way" contributes "to a debasement of our society, helping to drive it to a lower set of social and moral values, as our critics have charged." Mr. Burnett was confident that "advertising can be employed to improve our social and ethical standards," but cautioned that "mere rhetoric is not enough." Charles

## Three named to guide AAAA for coming year

Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, was elected chairman of the American Association of Advertising Agencies last Thursday (April 20) at its annual meeting. He succeeds Thomas B. Adams, president of Campbell-Ewald, Detroit.

Edward L. Bond of Young & Rubicam, New York, was elected vice chairman and Jack W. Smock of Smock/Waddell, Los Angeles, was named secretary-treasurer. John Crichton continues as AAAA president and a board member.

Designated to serve as the board's operations committee, to meet monthly when the board is not in session, were the four officers and Charles Farran of Griswold/Eshleman, Cleveland; William R. Hesse, Benton & Bowles, New York, and Clinton E. Frank, Clinton E. Frank Inc., Chicago.

Three directors - at - large were elected for three-year terms: Norman B. Norman of Norman, Craig &



Mr. Smock



Mr. Bond



Mr. Seaman

Kummel, New York; Herbert D. Strauss, Grey Advertising, also New York, and Edward M. Thiele, Leo Burnett Co., Chicago.

Directors representing the three AAAA regions were elected for one-year terms. They were:

Eastern region—Louis Benito, Louis Benito Advertising, Tampa, Fla.; Archibald McG. Foster, Ted

Bates & Co., New York, and Charles L. Rumrill, Rumrill-Hoyt, Rochester, N.Y.

Central region—John T. Miller, Alex T. Franz Inc., Chicago; Paul D. Myers, Ralph H. Jones Co., Cincinnati, and Robert Ross, Leo Burnett Co., Chicago.

Western region—Duncan Jennings, Jennings & Thompson, Phoenix, Ariz.



E. Claggett, chairman of the executive committee of Gardner Advertising, St. Louis, felt that adherence to an advertising code might not be enough to quiet the criticisms, and suggested a supplementary set of ethical guidelines ought to be developed.

Samuel Thurm, advertising vice president of Lever Brothers and chairman of the ANA, called for better communications within the advertising community and particularly wanted to know whether AAAA couldn't work more closely with ANA in improving advertising's relationships both externally and internally.

William J. Colihan Jr., executive vice president of Young and Rubicam, New York, and vice chairman of the AAAA's committee on government and public relations, stressed the view—later formalized in Chairman Adams's call for better documentation and fulltime representation in Washington—that advertising people don't spend enough time in the capital and that the people in the capital don't know enough about advertising.

Mr. Adams said efforts were being made to develop an "economic justification of advertising" in response to "friends" in government who felt that if this were done "we would be well on our way to better understanding" between advertising and its critics.

**Difficult Subject** ■ The job is hard, he said, because the questions are so broad and the answers so hard to document: What is the contribution of advertising to the growth of the gross national product? What is the contribution of new products to national growth, and how does advertising help in promotion of new-product introduction? What possibilities are there of cushioning business cycles with advertising expenditures?

Government officials have differing ideas about advertising, some right and some wrong, but although "a few are pathological in their criticism" the overall opinion "in no way" adds up to "a complete antiadvertising syndrome," Mr. Adams asserted.

Since "government is involved with us," however, he felt that "we must become involved with government" to the point of establishing, as he said had been suggested by some government officials, "direct and constant communication with government by means of an office in Washington—fulltime, staffed by the best people we can find."

"I honestly do not believe stepping up the AAAA's staff visits to the Washington scene or increasing the number of AAAA's board of directors meetings in the capital is the answer to the big problem," he said.

In an apparent allusion to the American Advertising Federation's current efforts to enlist all elements of advertising in backing a Washington office to serve all, Mr. Adams said "a rather complex question" is involved as to "the proper plan, the proper utilization of available expertise, the coordination of interested parties and several other such pertinent questions."

Finding the right answer "will take careful planning and a full portion of time and money," he said, "but I firmly insist that this is probably the most important problem facing our business [and] we must make it a part of each agenda of subsequent AAAA's board and operations committee meetings."

**Word for the Critics** ■ Mr. Colihan, taking the position that advertising's critics in Washington are not the ogres that advertising people often think they are, maintained that "generally it is we who don't take enough time, who don't try to meet and understand the whole family of Washington thinking and thinkers."

The problem, he said is not in these people's motives but in their lack of knowledge and understanding of such things as advertising, marketing and consumer attitudes.

He cited preliminary findings from a new Y&R study as a sample of "what I wish government knew about the consumer relationship or was trying to find out in concert with us." Among the

**HHH praises AAAA**

Clearly concerned about their critics in government, advertising leaders found last week that they also had an ally in Washington. In a telegram read at Thursday's opening session of the AAAA's 50th-anniversary meeting, Vice President Hubert Humphrey congratulated the association on its "half-century of growth" and in the process aligned himself squarely with the advertising men.

"Advertising power serves American prosperity," he said. "The cavalcade of achievements of the American Association of Advertising Agencies has contributed amazingly to the flourishing history of American private enterprise . . . your distinguished array of speakers is glowing testimony to AAAA's vital role in our expanding economy."

findings:

■ Almost a third of the women surveyed blame higher prices on increased government spending, one-fourth blame them on labor, one-fifth on manufacturer and store promotions, and only 6% blame them on advertising ("not a big number but one I fear may rise unless we do something about it").

■ Two-thirds of the women think government should "do something" about food prices, and 28% think it should regulate prices ("if we are at the point where 28% feel the government should regulate prices, we got trouble").

■ Some 74% think advertising is helpful or necessary (but this number is "down from our last study in 1964, when 88% thought so"), and "the number who think it not helpful has doubled and so has the number who think it full of lies, from 6% to 12% in both cases."

Gardner's Mr. Claggett also showed the AAAA some survey findings—the answers a group of university students gave when Gardner researchers asked them about advertising.

"The message I get," he said, "is that these young critics dislike or resent advertising when they feel: (1) The advertising is trying to persuade them to conform to an image of themselves that the agency has created; (2) where they feel the advertising is trying to manipulate human values in order to sell the product; (3) where the advertising exalts glamour as of far more value than it really is, and (4) where the advertising over-emphasizes social acceptance."

**Code to Live By** ■ The AAAA creative code, adopted in 1924 and updated in 1962, sets standards that AAAA agencies "are sincerely trying to live up to," he said, but perhaps it should be supplemented with ethical guidelines posing questions such as these:

"Is this campaign serving others, or exploiting them? Does it appeal to the real desires of people to protect the social status or the health of their family and themselves, or does it cheapen these values by creating fear out of proportion to what the situation really is? Is what I am proposing to the consumer right, just and honest, and am I presenting it in a truthful way?"

Advertising ethics and professionalism have shown "great improvement" over the past 50 years, Mr. Claggett said, but if the consumer "rejects our advertising, considers it false, misleading or insulting to our intelligence, we have failed not only in our obligation to him, but in our principal duty to the advertiser who employs us."

In urging better communications between advertisers and agencies, ANA's Chairman Thurm was specifically cri-

## Going public would benefit limited number of agencies

Maxwell Dane, of Doyle Dane Bernbach, New York, whose agency went public in 1964 and is one of five now publicly owned, ventured last week that not many others would follow suit—probably not more than at the present rate of one a year.

"Public ownership is only for the few," he said in a speech prepared for delivery Friday (April 21) at the annual meeting of the American Association of Advertising Agencies. "By my criteria not more than 15 or 20 would qualify."

His criteria included good growth with recent annual earnings high in relation to book value; ownership of a big part of the stock by a few individuals, especially older ones, and inability of younger associates to raise the capital needed to buy them out; volume and profitability big enough to interest a reasonably wide investing group.

**\$20 Million Billings** ■ In general, he thought an agency ought to have billings of at least \$20 million a year and net profits of \$500,000 or more before thinking of going public. He also noted that thus far agencies making the move have offered about 25% of their shares to the public, so that "the public became a partner, but a minor one."

Mr. Dane said that Wall Street's understanding of the agency business has improved since agencies moved into public ownership, and felt that "the judgment of the financial com-



Mr. Dane

munity is establishing a realistic value for the stocks and their growth probabilities" was vindicated by "the fact that the stocks of four of the five 'public' agencies are selling for more than issuance price."

In a rundown he reported that Papert, Koenig and Lois, which went public in 1962, was selling earlier this month at 80% above its original offering price; Foote, Cone and Belding, public since 1963, was up 36%; his own company, up 150%; Grey Advertising, public since 1965,

up 23%, and Ogilvy and Mather, which went public only a year ago, was selling early this month at 30% below offering price but has been making a comeback.

**Method of Paying** ■ Mr. Dane also raised a question common to many agency meetings—that of agency compensation—and answered it as many agencies do in favor of the "media - commission - plus" systems. He described it as "15% commission from media, to which, almost without exception, is added a similar percentage on all purchases made on behalf of the client."

He rejected the idea of a guaranteed profit to the agency with rebates to the client under certain conditions, on grounds that it puts "a ceiling on the agency's profit, but none on the advertiser's." He also rejected the cost-plus system on the ground that it, like profit-sharing, gives the client "a stake in how the agency is run" and also measures the agency's contributions in terms of time spent rather than the quality of the contributions.

Mr. Dane predicted the agency business will continue to expand, "at a very healthy rate." Tracing postwar growth, he noted that in 1946 J. Walter Thompson Co. was high with total billings of \$82 million, while in 1966 a total of 23 agencies surpassed that figure, two billed more than \$500 million and 12 exceeded \$150 million.

tical of what he regarded as agencies' failure to show support for the ANA's Backman study of advertising in relation to competition.

The study has been hailed as probably the definitive answer to government and other charges that advertising is anticompetitive, but when it was unveiled late last month "the agency turnout was disappointing" even though all major agencies had been invited to the presentation, Mr. Thurm said.

"Either the advertising agencies consider this an unimportant subject, or the ANA did not communicate to the agencies that this study was worth reviewing," he said, adding that his criticism of agency-advertiser communication—in this and other cases—was offered only in hope of improving them in the future.

**Industry Problem** ■ Considering the amount of money spent in advertising and its effect on the social mores of our time and the effects on the economy, he asked, "is it not important for

the entire industry to constantly study these problems? Should not the AAAA's resources be harnessed alongside the ANA in determining what recommendations might be made to our respective memberships which would help not only in the relationships with outsiders, but possibly have a value in helping in the internal relationships between advertiser and agency?"

"I think so. There is nothing that brings about closer relationships than an understanding and belief in a common cause."

Mr. Burnett, who called for a follow-up to the Backman study and a new project to assess advertising's social effects, also suggested that advertising's advocates must share the blame for "the disdain of advertising" exhibited by "so many young people."

This disdain, he said, stems from "the bitter critics of advertising, from those who resent the role advertising plays in our economy and our society," but also results "secondly, from the advertising

people themselves, who—in excessive reaction against the critics—have claimed too much for advertising. . . .

"It is just as nonsensical to suggest that we are superhuman as to accept the indictment that we are subhuman. We are merely human, trying to do a necessary human job with dignity, with decency, with competence and with some degree of pleasure."

## Thurm takes slap at Petry proposal

The Petry plan for overhauling television's commercial time standards was given a backhanded slap as "unilateral" last week by the chairman of the Association of National Advertisers.

Samuel Thurm of Lever Brothers, the ANA chairman, was addressing the American Association of Advertising Agencies and stressing the importance



of good communications between advertisers and agencies. He mentioned the AAAA's report on "the ideal agency-client policy on account conflicts," released a few weeks ago, which he said was issued with little or no consultation with advertisers.

"This document," he said, "reminds me somewhat of another proposal recommended to the National Association of Broadcasters. This proposal to recommend network-station commercial structure is titled 'A Proposal to Benefit Stations, Networks, Advertisers and Viewers.' It says that the stations and networks know what is best for advertisers and viewers. No one consulted either the advertisers or the viewers."

The Petry plan calls for a reduction in total TV commercial time but would

give stations longer breaks between network programs and give networks 30 seconds more commercial time in nighttime half-hours to make up the revenue losses from the cutback in total commercial time (BROADCASTING, March 27, et seq).

It was proposed by Edward Petry and Co., station representation firm, whose officials said they didn't consider it "the" answer to current questions about commercial TV standards but hoped it would start "a dialogue" leading to early resolution of the controversy.

Martin L. Nierman, Petry president, said last week of Mr. Thurm's criticism that at least the proposal seemed to be serving its purpose of getting people to think and talk about the time-standards issue.



### Four-state group hears of color TV's power

About 130 advertiser and agency executives from North Carolina, South Carolina, Tennessee and Virginia gathered in Charlotte, N.C., last week for a one-day session on the effectiveness of color TV and what makes a successful commercial.

WBTV(TV) Charlotte was host for the event Wednesday (April 19). The participants were Television Advertising Representatives Inc., New York, dealing with a new color vs. black-and-white study, and Harry McMahan, New York commercial consultant.

Some of those at the session were (l-r): Thomas B. Cookerly, vice president and managing director of WBTV; Carlton Caruso, advertising manager, Sunbeam Bakeries, Valdese, N.C.; Ken Tredwell, vice president and advertising director, Wachovia Banking & Trust Co., Winston-Salem, N.C.; Betty McCowan, Henderson Advertising Agency, Greenville, S.C.; Charles H. Crutchfield, president of WBTV, and Charles Kincaid, president, Kincaid Advertising,

Charlotte.

Robert M. Hoffman, vice president of marketing and research for TVAR discussed "Psy-color-gy", a new study developed by the rep firm with the Institute for Motivational Research. It dealt with three main areas: the effect color has on communication between the commercial and the viewer; what makes color TV different from monochrome, and the difference in impact of color vs. black-and-white commercials.

In a two-hour showing and critique on commercials, Mr. McMahan said he was getting tired of "artsy and crafty commercials." He felt that there is a tendency to overproduce commercials, "to clutter them with extraneous ideas." Agencies have become so "interested in winning festival awards," he added, that they are "forgetting the basics of commercials—talking to the viewers."

The same presentation was also given last week for Florida advertising executives at WJXT(TV) Jacksonville.

## Radio B&B key to leadership

### Founder tells AAAA history of agency's early years in broadcasting

Success with radio is what put Benton & Bowles on its way to becoming one of the biggest advertising agencies, Atherton W. Hobler, founder-chairman of the agency, told the American Association of Advertising Agencies last week at its annual meeting.

"In 1933 and 1934," he said, "we produced three full-hour nighttime shows and four 15-minute, five-times-a-week daytime shows. The three nighttime shows were three of the top four shows, including the number-one show, and the four daytime shows were in the top 10. The amazing results these shows produced I credit with starting us up the ladder."

Mr. Hobler, who was present at the chartering of the AAAA's in 1917 and was the chief speaker at its 50th-anniversary luncheon last Thursday (April 20), said it was radio that taught most advertisers and agencies the value of frequency.

"Radio," he said, "was the first medium in which agency and client were more or less forced by continuity discounts to buy weekly frequency or in the case of daytime, to buy five times a week."

He did not imply any dissatisfaction with the lesson—or with the "revolutionary" effects of television later. Of TV he said: "To the agency, its additional cost factors have been adequately offset by greatly increased billing, and our percentage of profit has remained about the same. For the client, while advertising costs have risen, they too have been more than offset by TV's effectiveness in helping them increase sales and profits."

"The full impact of TV advertising volume has nowhere reached its zenith, with only 16% of television homes owning color sets. Research is indicating that color, as was the case with magazines, is economical and adds to the effectiveness of TV commercials."

### Rep appointments . . .

- KGNS-AM-TV Laredo, Tex.: The Meeker Co., New York.
- WRCP-AM-FM Philadelphia: Adam Young Inc., New York.



Nobody that we know of nails their dial  
 on Channel 7, but these audience  
 figures make us wonder.



**AVERAGE DAILY CIRCULATION**

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL WEEK	376,900	321,400	+ 55,500
DAYTIME	242,300	178,800	+ 63,500
EARLY EVENING	207,200	156,800	+ 50,400
PRIME TIME	247,500	220,600	+ 26,900
LATE EVENING	80,700	68,200	+ 12,500
STATION CIRCULATION	42 counties	33 counties	+9 counties

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



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

# Networks' 1st quarter up 13.2%

P&G, perennial number one, is up whopping 43.7%;

other big gainers: Warner-Lambert; Pepsico;

P. Lorillard; Anderson-Clayton; Reynolds Aluminum

Network TV advertisers in the first quarter of 1967 spent an estimated \$401,016,00, or 13.2% over the like period in 1966. According to Broadcast Advertisers Reports the 1967 figure represents the biggest first quarter in network history.

BAR which is releasing its estimates today (April 24), noted that its first quarterly report was circulated to subscribers "in record time," within weeks after the three-month period ended.

In addition to the totals, BAR pub-

lished estimates of network spending in the first quarter by the 50 top advertisers and brands, showing Procter & Gamble with over \$32 million in network television during the period, an increase of \$10 million, or 43.7%. Anacin tablets, through spending less in the first quarter this year compared with the like period of a year ago, led again in expenditures by brands according to established figures.

During the first quarter BAR counted 269 companies advertising in network

TV for 1,559 products and services compared with 253 companies and 1,170 products and services in the 1966 period. (In 1966, estimates were compiled by Leading National Advertisers and BAR).

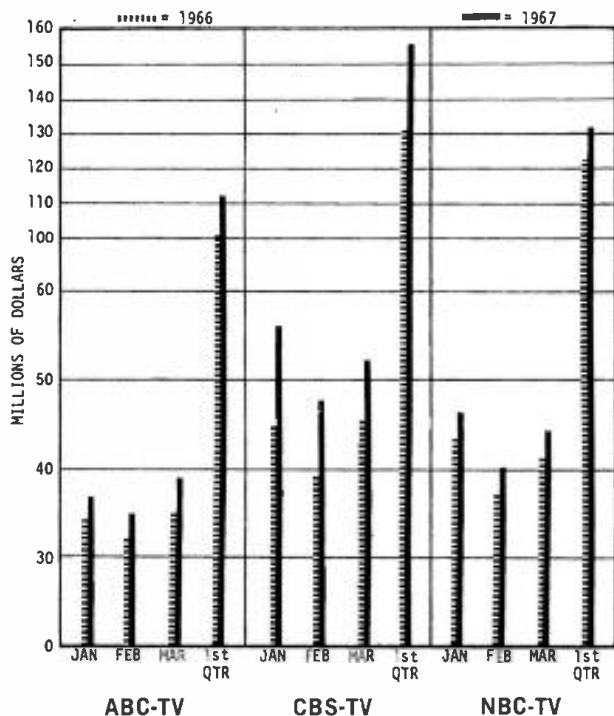
Though P&G's volume increase was substantial, other advertisers showed greater percentage climbs: Warner-Lambert was up 135.8% in the quarterly comparison; Pepsico 87.6%; P. Lorillard 69.9%; Anderson - Clayton 68.1% and Reynolds Aluminum 54%.

BAR estimates of network television expenditures (Net time and talent in thousands of dollars)

The top-50 network TV Products ranked for the first quarter 1967 with comparative first quarter 1966 expenditure estimates shown.

Product Name	BAR 1st Quarter 1967	TVB/LNA-BAR 1st Quarter 1966
1. Anacin tablets	4,373.8	4,529.8
2. Winston filter cigarettes	4,160.9	3,130.6
3. Salem menthol filter cigarettes	3,831.0	3,403.6
4. Pall Mall Gold filter cigarettes	3,645.1	—
5. Alka Seltzer	3,524.8	2,544.9
6. Benson & Hedges 100's filter cigarettes	3,201.8	—
7. Bayer aspirin	2,965.5	2,916.2
8. Kent filter cigarettes	2,951.2	2,159.5

BAR network TV revenue estimates: 1966 v. 1967



Product Name	BAR 1st Quarter 1967	TVB/LNA-BAR 1st Quarter 1966
9. Listerine antiseptic	2,723.7	1,440.5
10. Crest toothpaste	2,611.7	2,398.9
11. Marlboro cigarettes	2,560.6	2,401.0
12. Kool menthol filter cigarettes	2,489.0	2,539.8
13. Colgate Dental Cream	2,361.2	2,440.9
14. Tareyton filter cigarettes	2,346.6	2,696.5
15. Ford passenger cars	2,336.7	2,329.4
16. L & M filter cigarettes	2,287.6	2,282.1
17. Scope mouthwash	2,274.2	—
18. Bufferin tablets	2,249.3	2,678.8
19. Excedrin	2,202.5	1,611.2
20. Vanquish remedy	2,125.2	—
21. Contac cold capsules	2,107.5	1,465.0
22. Bold laundry detergent	2,034.1	41.1
23. True menthol filter cigarettes	1,945.0	—
24. AT&T general promotion	1,848.6	548.2
25. Tide powder	1,765.3	2,436.4
26. Chesterfield menthol filter cigarettes	1,764.3	—
27. Lark filter cigarettes	1,719.4	1,965.2
28. Chiffon soft margarine	1,629.9	—
29. Cheerios cereal	1,613.8	1,322.7
30. Dristan tablets	1,543.5	1,529.2
31. International Coffee Organization	1,521.9	—
32. Gleem toothpaste	1,424.9	1,222.4
33. Playtex Living Bra	1,419.7	3,416.2
34. Newport menthol filter cigarettes	1,356.9	1,231.7
35. Chevrolet Camaro car	1,343.0	—
36. Kellogg Corn Flakes	1,320.3	1,036.3
37. Jergens lotion	1,299.7	797.1
38. Macleans toothpaste	1,274.8	1,029.2
39. Brylcreem hair cream	1,274.5	1,029.2
40. Camel filter cigarettes	1,248.4	—
41. Right Guard deodorant	1,245.5	1,072.1
42. American Airlines passenger service	1,235.5	389.1
43. Aunt Jemima syrup	1,222.0	—
44. Viceroy filter cigarettes	1,217.3	1,935.2
45. Admiral color television	1,193.5	564.3
46. Gillette Super Stainless blades	1,178.4	1,545.0
47. Ivory Liquid detergent	1,129.5	692.5
48. Ford Mustang	1,117.4	1,597.8
49. Pepsi-Cola	1,116.2	20.3
50. Clairol Products Shampoo Formula hair color	1,098.9	—

The top-50 network TV parent companies ranked for the first quarter 1967 with comparative first quarter 1966 expenditure estimates shown.

Parent Company	BAR 1st Quarter 1967	TVB/LNA-BAR 1st Quarter 1966
1. Procter & Gamble	32,055.6	22,306.7
2. Bristol Myers	18,181.1	17,870.8

Parent Company	BAR 1st Quarter 1967	TVB/LNA-BAR 1st Quarter 1966	Parent Company	BAR 1st Quarter 1967	TVB/LNA-BAR 1st Quarter 1966
3. American Home	13,954.3	13,395.8	27. Carnation	3,632.7	4,450.7
4. General Foods	12,945.2	12,347.6	28. Quaker Oats	3,577.7	2,782.8
5. R. J. Reynolds	11,469.2	9,725.6	29. Pepsico	3,453.1	1,840.7
6. Sterling Drug	9,798.8	6,545.2	30. National Biscuit	3,117.7	3,552.8
7. American Tobacco	9,614.6	8,749.9	31. Charles Pfizer	3,038.8	1,994.2
8. General Motors	8,898.2	8,611.7	32. Richardson Merrell	2,935.7	2,445.6
9. Warner Lambert Pharmaceutical	8,457.2	3,586.2	33. Alberto Culver	2,649.1	4,338.4
10. Lever Brothers	8,236.9	8,013.4	34. Beecham Products	2,549.0	2,058.4
11. Philip Morris	7,871.3	6,321.5	35. Campbell Soup	2,538.4	2,518.4
12. Ford Motor	7,714.6	5,324.2	36. Pillsbury	2,529.0	2,180.1
13. General Mills	7,542.7	5,578.4	37. RCA	2,492.3	1,893.3
14. Chrysler	7,438.9	5,880.5	38. Andrew Jergens	2,430.2	2,278.2
15. Gillette	7,433.2	7,907.3	39. Noxell	2,279.1	1,836.2
16. Liggett & Myers	6,966.9	5,278.2	40. AT&T	2,170.8	2,830.5
17. P. Lorillard	6,753.9	3,975.6	41. American Cyanamid	2,117.1	2,355.7
18. Brown & Williamson	6,454.1	6,279.6	42. Anderson Clayton	2,099.9	1,248.8
19. Kellogg	6,083.4	4,836.3	43. Ralston Purina	2,097.5	2,008.0
20. Miles Laboratories	5,689.5	3,988.7	44. Standard Brands	2,010.8	1,383.9
21. International Coffee Organization	5,521.9	— —	45. Shell Oil	1,963.0	1,835.9
22. National Dairy Products	4,654.4	3,538.0	46. Reynolds Metals	1,776.9	1,153.5
23. S. C. Johnson & Sons	4,169.3	4,509.0	47. Eastman Kodak	1,754.4	1,931.1
24. J. B. Williams	4,134.3	3,438.7	48. Armour	1,738.4	2,292.0
25. Block Drug	3,912.1	3,988.3	49. Consolidated Cigar	1,679.0	2,620.3
26. Stanley Warner	3,906.3	4,490.3	50. Norwich Pharmaceutical	1,666.6	1,565.4

## Life-insurance firm set for CBS News shows

The Connecticut General Life Insurance Co., Hartford, Conn., will sponsor 14 CBS News-produced telecasts—10 half-hour and four one-hour—on CBS-TV, starting Aug. 22 (Tuesday, 10-11 p.m. EDT). The series, entitled *Who, What, When, Where, Why, with Harry Reasoner*, will inaugurate the insurance firm's use of TV.

CBS said last week that the new series, with CBS News correspondent Reasoner serving as host and correspondent, will include topical news specials, Andrew Rooney-Harry Reasoner "essays on the lighter side," personality profiles and conversations with people prominent in the news. The series will be presented as part of the regular Wednesday, 10-11 p.m. schedule (CBS News hour) beginning in the fall. Agency for the life insurance firm is Cunningham & Walsh, New York.

## FTC limits 'new' to use during first 6 months

The Federal Trade Commission last week decided that a permissible period of no longer than six months will be allowed during which a new product may be described as "new".

In a ruling to an unidentified company, the commission stated that "the word 'new' may be properly used only when the product so described is either entirely new or has been changed in a functionally significant and substantial respect." Changing a package color or size, etc., does not lend for a specific product being designated as new, the decision said. "Considering the absence of precedence," the FTC noted, "it would be preferable to establish a tenta-

tive outer limit for use of the claim, while leaving itself [FTC] free to take into consideration unusual situations which may arise."

Unless later circumstances alter the general decision, the commission said that it would be inclined to investigate use of any claim that a product is "new" for a period longer than six months.

## NBC-TV signs sponsors for several specials

Complete sponsorship of eight NBC-TV news specials, half-sponsorship of four others and full sponsorship of an NBC-TV special were announced last week.

Ronson Corp., Woodbridge, N. J., through McCann-Erickson, New York, has purchased full sponsorship of *America and Americans*, an adaptation of Nobel-prize winning novelist John Steinbeck's nonfiction book. Produced by NBC News and narrated by actor Henry Fonda, *America* is slated for presentation in the fall.

New York Life Insurance Co., through Compton Advertising, both New York, has purchased half-sponsorship of eight NBC News specials in conjunction with the American Iron & Steel Institute, through Sullivan, Stauffer, Colwell & Bayles, both New York. In addition American Iron will underwrite the first of a series produced by Wolper Productions, division of Metromedia. That program, entitled *Great Explorations*, will star astronaut Colonel John Glenn (BROADCASTING, April 17).

McDonald's System Inc. (Hamburger chain), through D'Arcy Advertising, both Chicago, has purchased half-sponsorship of two news specials, and will co-sponsor a third with the Gillette Co., New York (through BBDO, New

York) and the Insurance Co. of North America (via N. W. Ayer, New York).

In its first use of network TV, Fireman's Fund American Insurance Co.'s, San Francisco, has purchased half-sponsorship in NBC News' *Meet the Press*, and participations in *The Scherer-MacNeil Report* and NBC Sports' pre-World Series game show and postgame AFL football scoreboard program. Cunningham & Walsh, San Francisco, handles the account.

## Florida station contests FCC's commercial policy

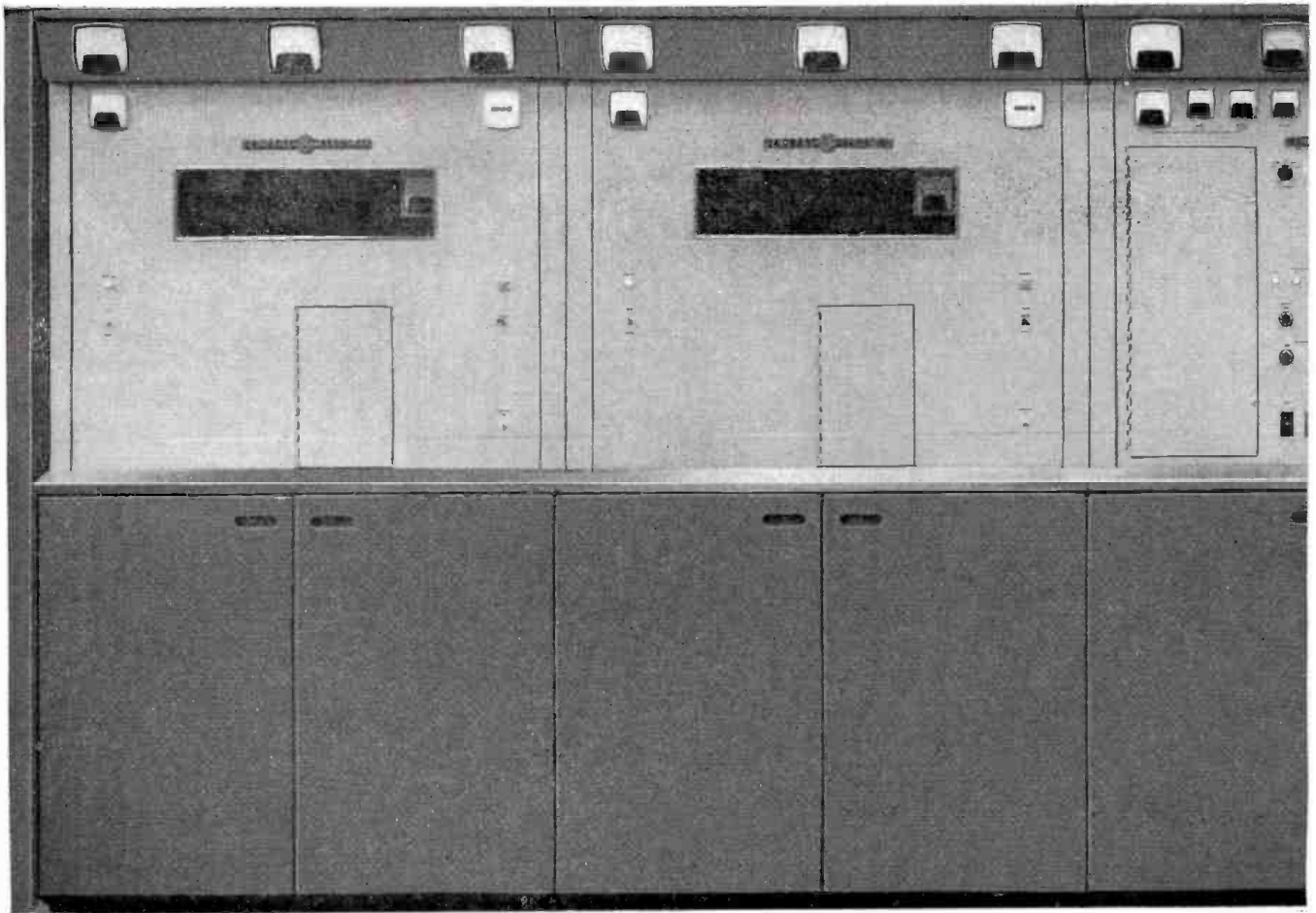
The FCC's commercialization policy, requiring stations whose commercial schedules exceed 18-minutes-per-hour to report half-way through their license period, has been challenged by WCOA Pensacola, Fla. The station, one of five Florida outlets asked to report (BROADCASTING, March 6), called on the commission to revoke this requirement.

WCOA contended the commission had no right to act as censor nor tell a broadcaster what his commercial practices should be. The station noted that the FCC had already voted against restrictive commercial rules, and that the report requirement was an effort to coerce enforcement of an ideology it apparently does not support.

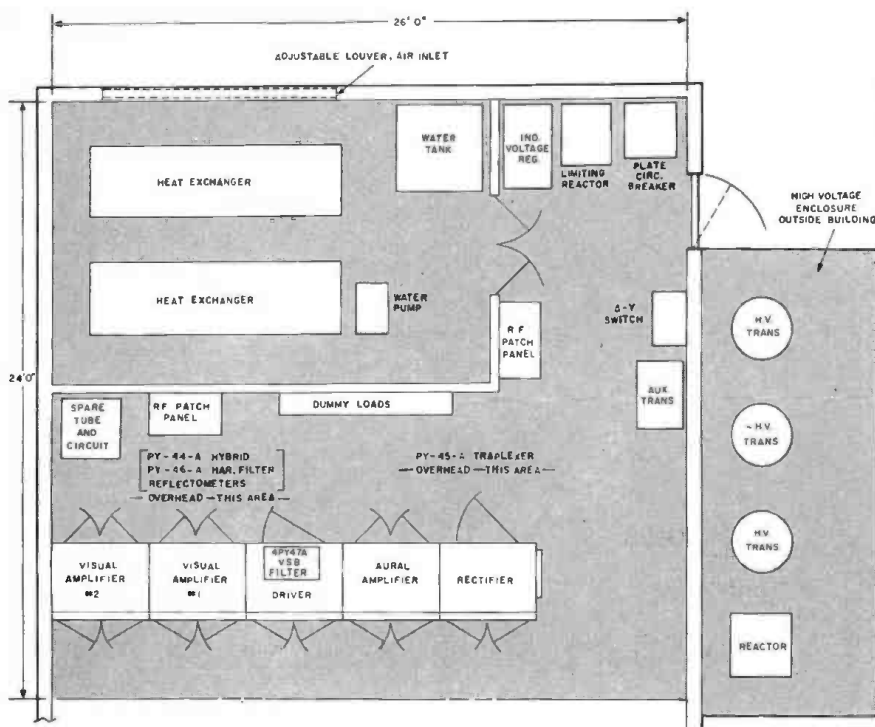
WCOA said it will remain within 30% commercial continuity limitation (18 minutes) hour-by-hour except for specialized programming that forces ad rescheduling. In that event continuity will not exceed 10% of air time.

The station noted its heavy commitment to specialized programming often disrupts commercial continuity. However, the station warned, it would not be in the public interest to sell time and not broadcast it or fail to give advertisers service to which they are entitled.





# Now. A 100 KW UHF-TV Transmitter.

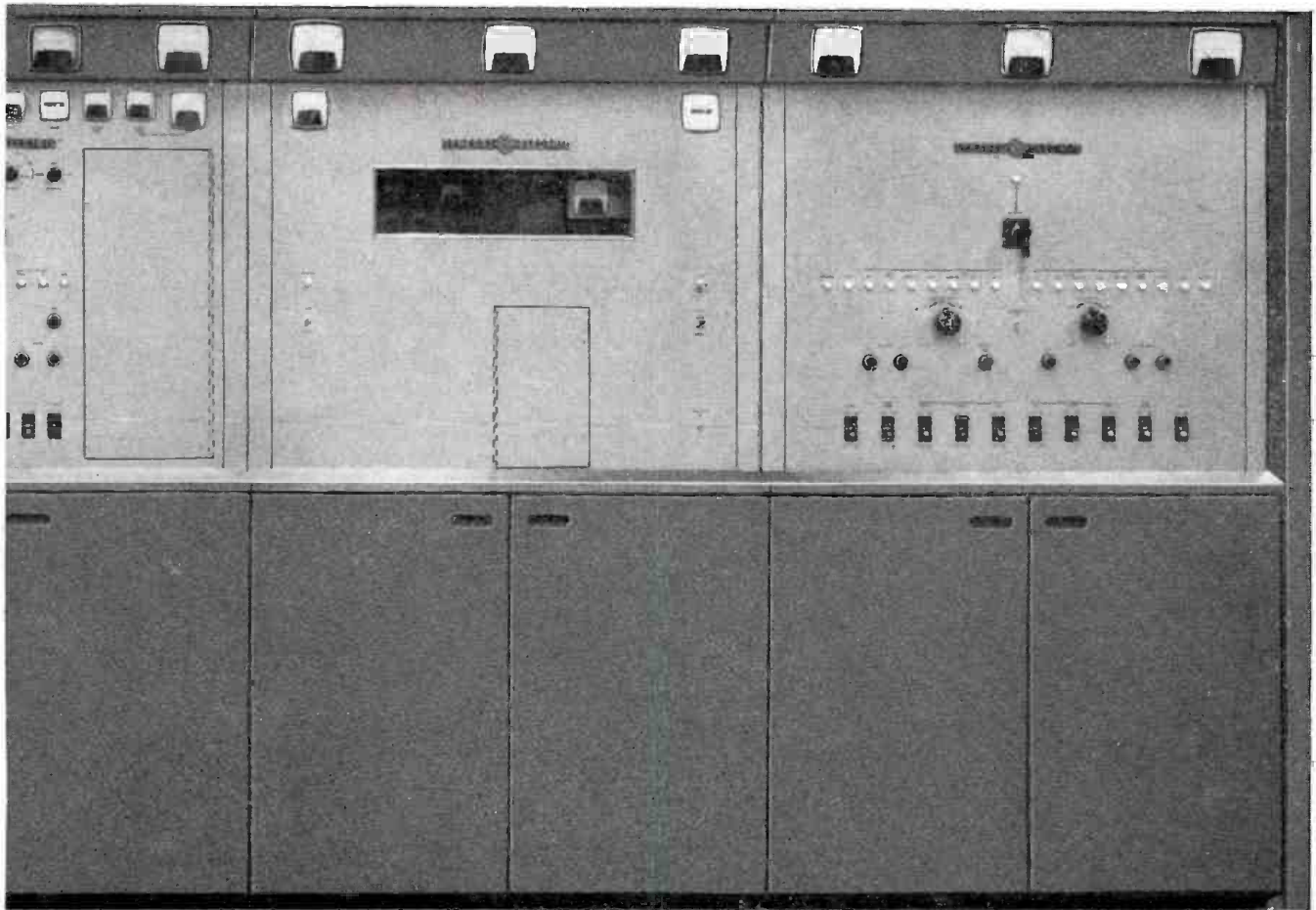


(Inquire how 5 megawatt ERP can be provided with this transmitter.)

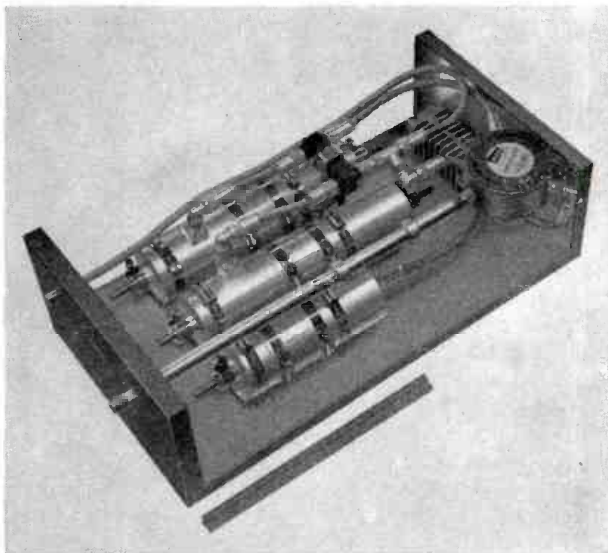
These GE transmitters will meet the most sophisticated requirements for UHF television service.

- 15 KW, Type TT-56-A
- 30 KW, Type TT-57-A
- 50 KW, Type TT-59-A
- 60 KW, Type TT-61-A
- 100 KW, Type TT-62-A

Minimum suggested station floor plan layout, GE Type TT-62-A, 100 KW UHF transmitter.



## Honest.



PY-47 Vestigial Sideband Filter inserted between the driver and the visual amplifiers assures maximum filter stability.

Now you can get a 100 KW transmitter that is a 100 KW transmitter. From the ground up. The GE TT-62-A.

It took all the engineering know-how we keep talking about to package it into five standard cubicles. With a modern 100 watt exciter. And four-cavity klystron tube amplifiers. The 50 KW klystron tubes used in the visual amplifiers have been in broadcast service since 1965. Check the minimum floor space requirement—it's another GE first. Now you can get full 100 KW output on any channel from 14 through 83. Day in and day out. With easier tuning, fewer tubes, more efficiency and easier maintenance. And it will cost you less to install and operate.

If you'd like to know more about it, just ask your GE representative. He has all the answers. Honest.

General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201.

GE-44

GENERAL  ELECTRIC

## Two agency men talk tough about radio

Members of the Southern California Broadcasters Association were hit by sharply critical evaluations handed down by two Campbell-Ewald Co. executives at a luncheon meeting in Hollywood last week. First Bob Pritikin, vice president and western region creative director, tried to establish a true and definitive value of radio by playing tapes of introductions from radio programs of the 1930's and 1940's (*I Love a Mystery, The Shadow, The Lone Ranger, etc.*). He then took issue with Marshall McLuhan, who thinks radio is not a medium in which the imagination is brought to bear.

Mr. Pritikin said he believes just the opposite and offered the tapes of the nostalgic shows as examples of how the medium can be highly visual, highly imaginative and provocative. But, he pointed out, not enough people are using radio the right way to bring out this value and potential.

Mr. Pritikin cited the W. P. Fuller Paint Co. series, "See with your Ears," Rosarita Mexican Foods Co. spots and Best Fertilizers Co. commercials (all products of the Campbell-Ewald shop) as steps taken in the right direction in radio. He singled out the Stan Freberg series on radio as one of the finest examples of how to use the medium the world has ever seen. But he concluded by chastizing radio for not being more selective in its editing of advertising and editorial materials that go on the air.

Then Eugene Stokes, vice president

and director of account services, C-E, Los Angeles, took the stage but didn't relinquish the whip. By shying away from merchandising, he said, radio broadcasters were largely avoiding what was "absolutely and positively" a selling tool. It's the natural bridge to the vitality of their selling medium, he explained, and they ought to join it instead of fighting it.

Mr. Stokes also complained that the Radio Advertising Bureau is not serving a constructive enough function. He claimed that the industry organization "said a lot but never did very much."

The agency executive recommended that radio take greater advantage from television's being. He thinks this can be accomplished by considering television a complimentary vehicle from which radio emerges as a "message multiplier." He indicated that this may be an untapped potential that should be looked at very strongly by radio and suggested that radio and television can develop highly compatible teamwork for one advertiser and one product.

## Spot radio adds punch to TV

The use of spot radio in conjunction with network and spot TV as a means of providing added impact and frequency is highlighted in a new study released by Edward Petry and Co. Called "Spot Radio and Television Work Best Together," the study was produced by Petry and Media Statistics Inc., New York. Using various U. S. markets as examples, the study reports that when spot radio is mixed with network TV and spot TV, the target audience of specific advertisers is increased appreciably.

The presentation is available to advertisers and their agencies from Petry or Media Statistics Inc.

## Bouncing rate cards hit by Quaal

The rubber rate card is the pitfall in the broadcaster's road to professionalism, Ward L. Quaal, president of WGN Continental Broadcasting Co., told the Chicago Advertising Club last week.

Coupled with false circulation and rating data, he said, these malpractices display the immaturity of some broadcasters. They are similar to those indulged in by the newspaper industry in the 1920's and 1930's, but long since overcome in that medium now a fact that has contributed to the national respect in which it is now held.

Mr. Quaal emphasized that most broadcasters are responsible stewards of the licenses granted them: "But the few who take the expedient route hurt the industry and deny it consideration as a profession." He cited especially the importance of local public service as the best incentive.

Too many broadcasting executives today think of sales first, he noted, instead of programming first. "Programming is our product and you can't make a sale without it," he said.

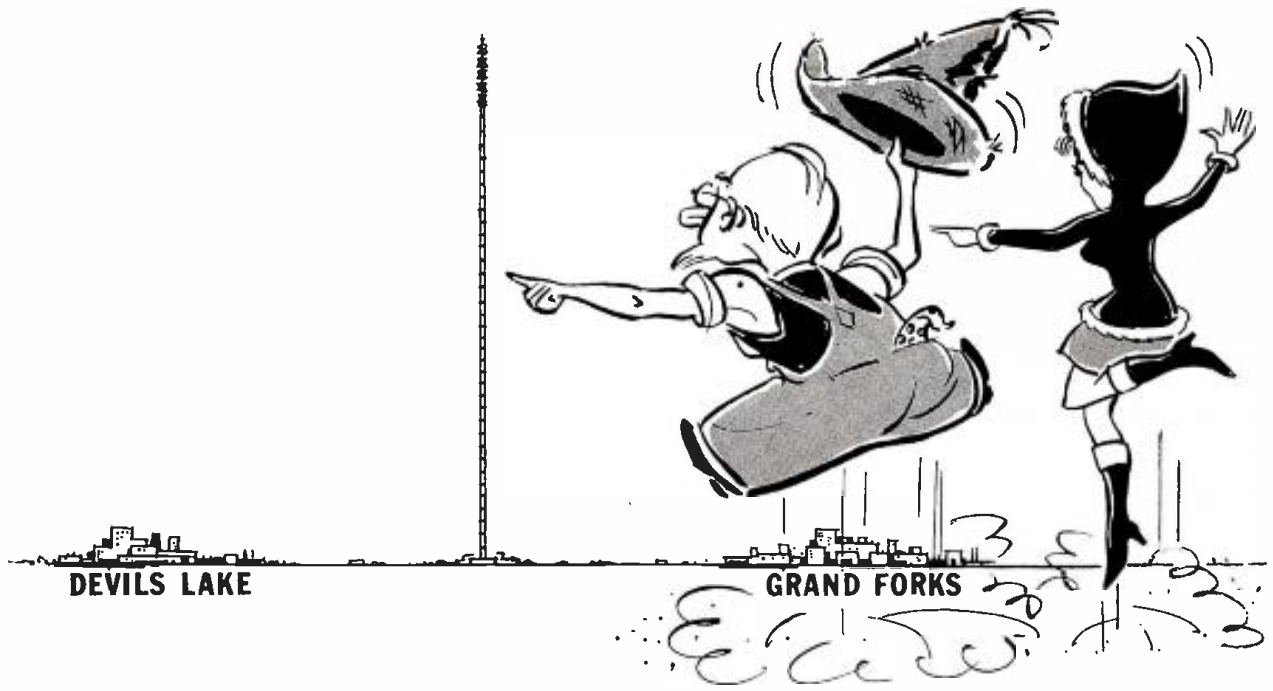
"The station manager sets the tone," Mr. Quaal said, "and broadcasting is only as good as the man at the top." He hoped the National Association of Broadcasters would consider "professionalism" as the basic theme for every event of its next annual convention.

## BAR network billing report for week ending April 16

BAR Network-TV dollar review estimates—week ended April 16, 1967  
(Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended April 16	Cume April 1-April 16	Cume Jan. 1-April 16	Day parts	Networks	Week ended April 16	Cume April 1-April 16	Cume Jan. 1-April 16
Monday-Friday Sign-on 10 a.m.	ABC-TV	—	—	—	Sunday 6-7:30 p.m.	ABC-TV	72.4	193.0	2,289.6
	CBS-TV	\$ 104.7	\$ 197.2	\$ 1,967.3		CBS-TV	203.8	611.5	4,497.1
	NBC-TV	323.6	611.4	4,431.6		NBC-TV	134.8	546.0	3,280.2
	Total	428.3	808.6	6,398.9		Total	411.0	1,350.5	10,066.9
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,377.5	2,563.4	22,827.5	Monday-Sunday 7:30-11 p.m.	ABC-TV	5,266.1	11,853.4	85,768.4
	CBS-TV	3,017.5	6,216.6	52,739.8		CBS-TV	5,531.7	13,055.1	94,964.1
	NBC-TV	1,671.1	3,334.4	27,286.1		NBC-TV	6,187.1	14,687.3	96,874.9
	Total	6,066.1	12,114.4	102,853.4		Total	16,984.9	39,595.8	277,607.4
Saturday-Sunday Sign-on 6 p.m.	ABC-TV	1,123.3	2,895.0	14,311.7	Monday-Sunday 11 p.m.-sign off	ABC-TV	1,061.6	1,192.1	2,058.7
	CBS-TV	846.3	2,892.1	16,014.2		CBS-TV	34.4	103.6	678.9
	NBC-TV	534.2	1,065.4	7,455.1		NBC-TV	402.9	833.6	5,717.1
	Total	2,503.8	6,852.5	37,781.0		Total	1,498.9	2,129.3	8,454.7
Monday-Saturday 6-7:30 p.m.	ABC-TV	286.7	635.2	4,541.0	Network Totals	ABC-TV	9,187.6	19,332.1	131,796.9
	CBS-TV	517.3	1,077.0	9,948.8		CBS-TV	10,255.7	24,153.1	180,810.2
	NBC-TV	554.9	1,127.5	9,055.3		NBC-TV	9,808.6	22,205.6	154,100.3
	Total	1,358.9	2,839.7	23,545.1	All networks		\$29,251.9	\$65,690.8	\$466,707.4





## Lookit the **EXTRYS** you get with this extry **TOWER!**

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

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

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

**EXTRY!** — you now get the *two* major colleges in our state — U. of North Dakota in Grand Forks,

N.D. State College in Fargo, with their 12,000 students, teachers, etc.

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

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

Don’t jist SET there. Ask PGW!



THE “HEAVENLY TWINS”

Covering All of Eastern N. D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



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

# Freedom to sell seen as basic

Commerce's James Morton identifies advertising with freedom of speech

Support for advertising as "one of the basic voices of freedom" was heard during a forum on taste in advertising and marketing sponsored by the Pillsbury Co., and the speaker was not an advertising man or industrialist. A ringing defense of the industry came from James G. Morton, special assistant for public affairs to the secretary of commerce.

Mr. Morton said that advertising goes far beyond selling as a vital force in our society. "It is a freedom we must safeguard and strengthen no less than the other rights we enjoy," he stressed.

"Should the right to sell one's products ever be infringed," he continued, "it would at the same time abridge or limit the right to promulgate one's

ideas. Our freedom would thus be diminished."

Advertising's increasing importance can explain an increase in critical scrutiny of the industry, he ventured, and advertising's extreme visibility ensures that "every blemish . . . receives vivid public exposure." Critics seize upon every lapse and abuse in attacks on advertising, he noted, but "in this imperfect world this might not be fair, and more than it would be fair to disparage music because someone writes a bad tune. . . ."

Nevertheless, he continued, abuses can hurt advertising as a whole, and in this light Mr. Morton defended provisions of the Fair Packaging and Labeling Act signed into law last November. "Business benefits no less than the buyer from measures that ensure fair play in the marketplace and strengthen consumer confidence," he observed. As such, he concluded, the fair-packaging legislation "should be welcome to the advertising industry."

Looking ahead toward the days of a trillion-dollar economy, Mr. Morton projected a key role for advertising and packaging. Noting that a study by the Commerce Department and the Joint Economic Committee of Congress foresees a gross national product of \$1.2

trillion by 1975, he told the forum that "this exciting prospect won't be achieved, however, unless we make it happen."

Mr. Morton spoke April 17 at the start of the week-long forum held in Minneapolis.

## Agency appointments . . .

▪ Laddie Boy Dog Foods Inc., Philadelphia, has appointed Warren, Muller, Dolobowsky, New York. Laddie bills over \$500,000, most of it in TV. Agency previously was Firestone & Associates, New York-Philadelphia.

▪ STP Division of Studebaker Corp., South Bend, Ind., last week named Stern, Walter & Simmons, Chicago, as agency for all media except radio which will continue to be handled by Media Buyers Inc., an STP house agency. STP also uses TV in its media mix.

## Business briefly . . .

Monsanto Textiles Division, New York, through Doyle Dane Bernbach, that city, will sponsor the first of three Carol Channing specials on ABC-TV this fall. Commercials will feature Monsanto's acrilan and cumulofit carpet fibers.

Anheuser-Busch, St. Louis, through D'Arcy Advertising there, plans to use TV spot in selected test markets for Grant's Farm syrup, new table syrup of firm's consumer products division.

Lewis Food Co., Los Angeles, through Rullman & Munger Advertising, Los Angeles, will spend \$19,145 a week over two Los Angeles TV stations in a continuing campaign starting May 1. The campaign, for Dr. Ross Dog Food brand, begins with a saturation schedule of 60-second and 10-second spots in prime evening time on KHJ-TV and KTTV(tv), both Los Angeles. Plans call for from 10 to 15 other stations in major markets to be added before the May 1 starting date.

## Also in advertising . . .

Fine ▪ The FCC has issued a notice of apparent liability for \$1,000 to WABI-TV Bangor, Me., for failure to broadcast required sponsorship ID's. The alleged violation occurred when the station failed to identify on the air the Homestead Division of R.T.V. Sales Inc. as sponsor of 195 spots advertising "100 Paintings."

New Washington firm ▪ Market Dimensions Co. (MDC), 2139 Wisconsin Avenue, N. W., Washington 20007, has been formed. Ormond O. Black, research economist and market counselor, is president and director of the market and consumer research firm.

## The light touch gets more raves

Gold and silver keys were presented to six writers of broadcasting commercials during the seventh annual awards dinner of the Advertising Writers Association of New York last week.

In the over-60-second TV commercial category, Dick Rich of Wells, Rich & Greene, New York, won a gold key for copy for a Benson & Hedges commercial, and Carol Sherman of Doyle Dane Bernbach, New York, earned a silver key for work on a Burlington Industries advertisement. In the under-60-second category, Richard Raboy of Delhanty, Kurnit & Geller Inc., won a gold key for a wallboard ad of the Plastering Institute of Greater New York. A silver key went to Donald

Tucker, N. W. Ayer & Son for his work for Teflon.

For radio commercials, the gold key went to comic Woody Allen and Edwin Hanft of Altman, Stoller, Chalk for Worsted-Tex suits; and a silver key to David Altschiller, Carl Ally Inc., for a Cinzano ad.

Bernice Fitz-Gibbon, one time chief of advertising at Macy's, Wanamaker's and Gimbles in New York, became the first woman elected to the AWANY Copywriters Hall of Fame. The first writer elected to the Hall of Fame posthumously was also named: the late Claude C. Hopkins of the old Lord & Thomas agency.



Plastering Institute of N.Y.  
The grandeur of wallboard

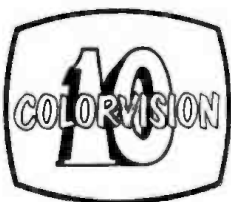


Benson & Hedges  
Hardsell puff



America's newest and finest  
television facility in the  
nation's 16th\* TV market.

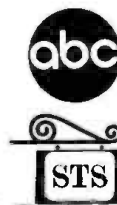
\*April 1967, Television Magazine.  
Based on 50% cut-off figure



**WLBW-TV**

**MIAMI FLORIDA**

AFFILIATED WITH WCKY  
50 KW CINCINNATI, OHIO





**"The Investigation"**



**"The Investigation"**



**"The Investigation"**



**"The Investigation"**



**"The Investigation"**



**"...Must be recognized as one of the most memorable programs ever presented on television."**

— FRANK JUDGE, DETROIT NEWS

**"...NBC's finest hour...NBC Television did a great service in showing it."**

— JOE SULLIVAN, BOSTON HERALD

**"...A valuable telling of a narrative that forever will disturb the world's conscience."**

— JACK GOULD, NEW YORK TIMES

**"...Strong, compelling drama... Quietly understated acting of a uniformly excellent cast..."**

— LAWRENCE LAURENT, WASHINGTON POST

**"A shattering television experience..."**

— KAY GARDELLA, NEW YORK DAILY NEWS

**"...Watching it, I was not only in tears, my hands trembled too much to take notes..."**

— HARRIET VAN HORNE, NEW YORK WORLD JOURNAL TRIBUNE

**"...The sum effect was staggering."**

— HARRY HARRIS, PHILADELPHIA INQUIRER

**The press acclaims  
NBC's presentation of  
"The Investigation"**

**“It is to the great credit of NBC that it brought the play to so many millions virtually intact.”**

— CECIL SMITH, LOS ANGELES TIMES

**“...NBC provided viewers with a remarkable program...it reached into the conscience...”**

—WILLIAM SHRIVER, BALTIMORE NEWS AMERICAN

**“...Unforgettable. The camera work, especially in closeups, was equal to the power of the testimony and the people who authored it.”**

— REX POLIER, PHILADELPHIA EVENING BULLETIN

**“Something to be seen, heard and remembered—and heeded for all time.”**

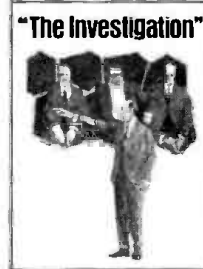
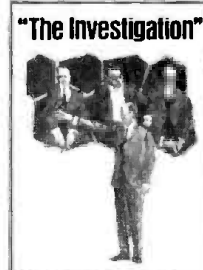
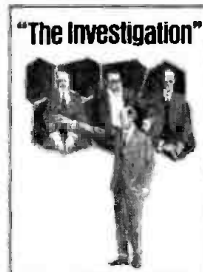
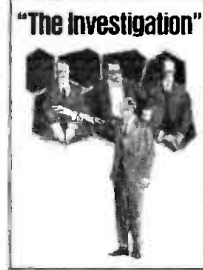
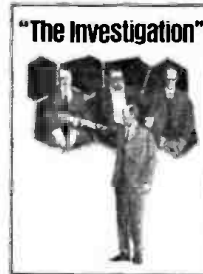
— ANTHONY LACAMERA, BOSTON RECORD AMERICAN

**“...An exercise in theatrical intensity that television has seldom attempted.”**

— PERCY SHAIN, BOSTON GLOBE

**“A compelling 90 minutes...a superb essay in understatement...”**

— ROBERT GOLDSBOROUGH, CHICAGO TRIBUNE



# Turner's thesis is answered

## Goss fears implications of antitrust's position for future growth

A public relations man finally told the controversial Donald F. Turner, assistant attorney general in charge of the antitrust division, why he, and the advertising world, are alarmed at Mr. Turner's remarks about advertising and antitrust. "It's the implications for the future" that worry advertising and marketing men, Bert C. Goss, chairman of Hill & Knowlton Inc., said last week. It's not the "modest" proposals enunciated by Mr. Turner, he added.

Mr. Turner's first remarks about advertising and antitrust last June trig-

gered a wave of alarm throughout the ranks of advertising practitioners. His second comments last February on the subject, an attempt to set the record straight on what he said originally, only increased the tremors.

Mr. Goss and Mr. Turner both spoke at the annual Washington conference on business-government relations sponsored by American University.

Mr. Turner, reiterating principally what he had said before, observed that advertising poses some significant public interest considerations. In some respects, he said, advertising imposes sufficiently adverse effects on competition "to cause concern."

Bolstering this thesis, Mr. Turner pointed to findings by Federal Trade Commission economist Dr. Willard F. Mueller that there has been a heavier concentration over the past 15 years in the consumer goods industry than in industrial industry. Since the consumer goods industry utilizes advertising so heavily, Mr. Turner observed, this becomes a part of the problem.

Mr. Turner questioned the efficacy of the information function of adver-

tising. He doesn't believe that much advertising provides enough information to permit the consumer to make a "rational choice." This is true principally in the consumer durables field, he said.

This leads him to believe the answer is the development of new sources of information for the consumer, Mr. Turner declared. He again expressed the hope that Congress, or a private foundation might provide funds to investigate this area.

Mr. Goss stressed what he called the statistical correlation between the amount of advertising expenditures and the high levels of economy where that occurs. "All people's standards are highest," he said, "in countries where advertising standards are highest."

And, he added, he was unhappy about the many agencies of the federal government asserting an interest in advertising and in consumer education. An agency like the Federal Trade Commission was established to protect the consumer, Mr. Goss said; why now has the Department of Justice suddenly become involved?

Mr. Goss expressed grave doubts that even if the government got into the consumer information business that it would mean much to the consumer. Previous attempts at consumer "regulation," he said, during World War II and the Korean War, failed because the public would not use the material it was given. This type of federal service, he said, hasn't worked in cigarette smoking; despite the warning on each package, more cigarettes are being smoked now than previously. He estimated it would cost \$6 million to \$10 million annually to establish a federal organization to secure information and distribute it to consumers.

Mr. Turner emphasized that he was not urging compulsion and that he was not suggesting information on a large number of products—only on a few items that carry high prices.

Rebutting Mr. Goss, Mr. Turner stated that a principal source of high living standards comes from an industry that makes production machines, not consumer products. And, he added, industrial producers are not large advertisers.

Commenting on the barriers to new entries into a market—a classic legal symptom of monopoly—Mr. Turner pointed to the high advertising levels in the consumer soap industry, where, he said, the top four companies account for 80% of sales, and the relatively low advertising levels in the industrial soap industry where the top four manufacturers account for only 30% to 40% of sales. He also pointed to the drug industry as another example of this viewpoint.

The dialogue concluded with Mr.



## Funny thing happened on the way to the bank

A new, all-media ad campaign built around the comedic talents of funnyman Louis Nye kicks off this month for Citizens & Southern National Banks in Georgia. Theme of the campaign, conceived by BBDO's Burke Dowling Adams Division in Atlanta, is membership in a "one & only club"—a follow-up of last year's campaign inviting Georgians to "make C&S your one and only bank."

Mr. Nye will appear in commercials designed to dramatize the bank's full-service banking facilities. On

television, the comedian will be shown in colorful costumes promoting specific services, while his repertoire of characterizations and dialects will be featured in radio commercials for the "one and only club." Anyone using one of the more than 35 financial services offered by the some 60 C&S banking centers throughout Georgia automatically becomes a member of the bank club.

Discussing the script with Mr. Nye are Al Boam (l) and Sam Landers, both with BBDO-Atlanta.



Turner's reference to *Consumer Reports* and its "slowness" in reporting on new products as one reason it isn't more popular with the public, and Mr. Goss' rejoinder that if the government were involved, it would be even slower!

## 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.

Focus Presentations Inc., 400 Park Avenue, New York 10022.

General Foods Corp., White Plains, N. Y. (Gaines variety); three 60's for TV, live on film, color. Chris Ishii, director. Agency: Benton & Bowles, New York. David Freyss, agency producer.

John LoBuono Productions, 9430 Parklind Drive, St. Louis 63126.

Falls City Brewing Co., Louisville, Ky. (beer); one 60 for radio and TV, jingle. John LoBuono, production manager. Agency: Winfield Advertising, Clayton, Mo. Bob Scott, account executive.

Bardenheier's Wine Cellars, St. Louis (wines); one 60 for radio and TV, jingle. John LoBuono, production manager. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Don Levitan, agency producer.

G.E.M. International Inc., Oakland, Calif. (retail chain); five 60's, 30's, 20's for radio, novelties. Charles Hefti, production manager. Agency: Ray Advertising, St. Louis. Roger Oliver, agency producer.

Keystone Laboratories Inc., Memphis (facial creams); four 60's, 30's for radio. John LoBuono and Charles Hefti, production managers. Agency: Ridgeway Advertising, St. Louis. Ken Bayer, account executive and agency producer.

Missouri bank group (services); eight 60's, 30's, 20's, 10's, for radio and TV, jingles. John LoBuono and Charles Hefti, production managers. Agency: Guild Associates Inc., St. Louis. Jack Dooling, account executive.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va. 22206.

Formula 409 Inc., Norwalk, Conn. (cleaner); seven for TV, on tape, color. Leonard Levin, director. Agency: Wilson Harrell & Co., Westport, Conn. Charles Fagan, account executive.

Conwood Corp., Memphis (Conwood chewing tobacco); three for TV, on tape. Leonard Levin, director. Agency: Tucker Wayne & Co., Atlanta. Frank Ennis, account executive.

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

Pillsbury Co., Minneapolis (pancake mix); one 30 for TV, live on tape. Albert Becker, production manager. Agency: Marschalk Co., New York. John McCullough, agency producer.

Continental Bank, Philadelphia (services); five 60's for TV, live on tape. Albert Becker, production manager. Agency: Ringold/Kalish & Co., Philadelphia. Howard Rice, agency producer.

BROADCASTING, April 24, 1967

# ANA disturbed by movie plan

## Letter to NBC-TV urges it to hold the line on commercial scheduling

A growing uneasiness among major national television advertisers over the idea of an increased number of commercials in network movies was in evidence last week.

The television committee of the Association of National Advertisers last week urged retention of present ceilings on network commercial time. In a letter to Don Durgin, NBC-TV president, the committee noted that it was "concerned and disturbed" over NBC's action reserving the right to increase the number of commercial minutes in its feature movies from 14 to 16 next fall.

The protest was similar in content to that made several weeks earlier by the broadcast policy committee of the American Association of Advertising Agencies (BROADCASTING, April 10). ANA's letter to NBC followed a stiffening attitude toward the issue by Westinghouse Broadcasting Co. The group owner has put the networks on notice that its stations will refuse to clear network movies exceeding the present practice of limiting commercial time to 14 minutes (BROADCASTING, April 17).

**Brief Missive** ■ The letter, signed by the committee's chairman, Alfred L. Plant of the Block Drug Co., was brief. The ANA group's disturbed reaction to the NBC idea was explained to be "in the interest of favorable public and government reaction and [in] the maintenance of commercial effectiveness."

The television committee said it believes "broadcasters should make every effort to prevent further erosion of entertainment program time." Additions of nonprogram elements, commercial or other, the letter continued, "could be expected to result in: (1) increased criticism of overcommercialization or clutter and (2) a reduction in advertising effectiveness."

This substantially was the same argument advanced by the AAAA broadcast group. Copies of Mr. Plant's letter also were sent to NBC Chairman Walter Scott and President Julian Goodman.

The contemplated expansion of commercial time in network features

caught the attention of an ANA TV workshop meeting in New York last month (BROADCASTING, March 27). Criticism was voiced then by agency and advertiser spokesmen including ANA Chairman Samuel Thurm of Lever Brothers, who also touched upon the possibilities of increased station-break time.

Though NBC is on record reserving the right to increase the number of commercials in movies in the fall, both ABC and CBS, while coming out against the idea, have reserved the right to change their minds for competitive reasons, should one network decide to raise the amount of allowable commercial time.

## Radio-TV tax plan expanded in California

California legislators, who would like to impose a tax on radio and television to the exclusion of all other advertising, last week came up with a new wrinkle to worry broadcasters. The original tax bill, introduced in Sacramento last month (CLOSED CIRCUIT, March 27), would levy a 4% tax on the gross advertising receipts of radio and TV stations. A provision added last week would apply the state sales tax to "any and all radio and television commercials."

The California assembly revenue and taxation committee reportedly already has adopted amendments that would place all proceeds of this tax in a special fund "for promotion of better TV and radio, both educational and free."

Before the committee adjourned, attorney Harry P. Warner, representing Golden West Broadcasters, Los Angeles, voiced his opposition to the proposed tax. The committee is scheduled to continue its hearing this week in Sacramento.

## Triple Crown sponsors set

Racing's Triple Crown—the Kentucky Derby, Preakness, and Belmont Stakes—will be fully sponsored on CBS Radio by Whitehall Laboratories, New York (Anacin) through John Murray Advertising Agency Inc., New York, and B. F. Goodrich Co., Akron, Ohio (auto tires) through BBDO, New York.

CBS Radio will broadcast the Derby on May 6, the Preakness on May 20, and the Belmont on June 3. All three races are run on Saturdays.

Broadcast time for the races is 5:15 p.m. EDT.

# New action in the late hours

A returning Carson for first time faces rivals on other networks, as struggle for supremacy begins in after-11 periods throughout television

And . . . he-e-r-r-re's Johnny.

Not to mention Joey and Bill.

And an inventory of feature films.

That is the lineup of new competition that is shaping up in late-night television programing. The competition is certain to be fierce. At stake are nearly \$250 million a year in network and spot billings and an unknown amount of revenue from local advertisers.

The late-night picture came into sharp focus last week as the return of Johnny Carson to his NBC-TV program was announced, as Joey Bishop began his show in the same time period on ABC-TV and as Bill Dana and a production crew were preparing for the entry of *The Las Vegas Show* as the first offering of the new United Network next Monday, May 1. And CBS-TV is expected soon to announce its plans to start programing the same late periods about a year from now.

The entry of other networks into late-night programing could create upheavals in the distribution of national and regional advertising between network and spot placement. NBC-TV, up to last week the only network feeding a regular late schedule, has been taking in some \$22 million a year in gross billings from the Carson show. Gross spot placements by national and regional advertisers in the after-11 p.m. periods on all television stations (including NBC-TV affiliates with positions of their own to sell in the Carson program) totaled \$226 million in 1966, according to the N. C. Rorabaugh reporting service.

Most of the non-NBC stations have been carrying feature films in opposition to the Carson show. The immediate effect of station conversion from feature-film presentations to carriage of the ABC-TV and United Network offerings is a reduction of spot availabilities.

**No Certainties** ■ A sampling last week of opinion among feature film syndicators, agency executives and station representative officials indicated that the late-evening situation was "iffy": if Joey Bishop makes a creditable showing; if *The Las Vegas Show* can out-rate feature films and syndicated product formerly carried in the time slot; if Johnny Carson clobbers the

variety-entertainment competition and persuades stations in a comparatively short time to resort to their old formula of counter-programing with features, off-network series or local programing.

Another potential complication in the late-evening situations is the future role of CBS-TV. That network has disclosed plans to launch its own post-11 p.m. series in the spring of 1968 but has given no indication of the type of show it plans to present.

Bertram Berman, an executive pro-

night."

The trend toward night-time programing by the networks stems in part from the dwindling supply of feature films that can attract satisfactory ratings. Mr. Berman pointed out that affiliates have been stressing the desirability of a network service by CBS-TV because of the generally lackluster features that are available and are economically feasible to schedule in periods after 11 p.m.

The new United Network has reported that about 80% of the stations



Ed McMahon and Johnny Carson  
Together again this week

ducer in the CBS-TV program department, has given the responsibility of developing the network's entry in the late-night competition. He said last week he has been spending the past several months visiting affiliates, learning their problems and obtaining suggestions on the type of programing service they want in late time. He said he has come to no conclusion as yet, but indicated he would make a presentation of the programing format at the annual general conference of CBS-TV affiliates in New York June 6-7.

"We're trying to get together a late night program service that is neither derivative nor imitative of Johnny Carson," Mr. Berman stated. "And there's no truth at all to a report that we're planning to put feature films in at late

scheduled to carry *The Las Vegas Show* are CBS-TV affiliates. If CBS-TV evolves a late-night series of its own and if the Bill Dana-hosted program continues through next year, CBS-TV affiliates will be pressed for a decision—to remain with the United Network, to take CBS-TV's offering for late-night telecast, or to take both and play one at some other time.

The CBS owned and operated stations are movie-oriented in late-night time and have access to large numbers of movies, many of them including the top offerings of major distributors. But among the CBS-TV affiliates in major markets that have cleared for *The Las Vegas Show*, according to the United Network, are KFMB-TV San Diego; WTVJ(TV) Miami; WJBK-TV Detroit; WHCC-TV

Rochester, N. Y.; WCPO-TV Cincinnati; KOIN-TV Portland, Ore.; WPRO-TV Providence, R. I.; KRDL-TV Dallas-Fort Worth, and WISN-TV Milwaukee.

**The ABC Entry** ■ The debut of *The Joey Bishop Show* last Monday on ABC-TV (Monday-Friday, 11:30 p.m.-1 a.m.) arrived after considerable fanfare over the past eight months. The series originates from Hollywood and is telecast live by the large majority of 135 stations reported to be carrying the program.

The Bishop show is in the Carson genre, with the emphasis on chit-chat, interviews and humor, interspersed with rehearsed performances. Guest personalities will tend to be entertainers, mainly from the Hollywood film industry, and the first week's line-up included Debbie Reynolds, Buddy Greco, Keeley Smith, Rowan and Martin, Frank Gorshin, Joyce van Patten, Andy Griffith as well as Governor Ronald Reagan, a former motion picture and television star.

The first available rating report (the New York Nielsen) of the Bishop series for the premier-telecast showed

ABC is selling six one-minute spots on the Bishop program, and stations are offered nine one-minute segments for local sale and two 72-second station breaks. ABC-TV officials declined to reveal the price of the one-minute rate or the amount for full sponsorship, but industry sources placed the Bishop one-minute network rate in the \$6,-300 range.

**The United Entry** ■ Several hundred miles from Hollywood the United network was busily preparing the premiere of *The Las Vegas Show* next Monday (May 1) on a lineup said to include about 125 stations in the U. S. and 32 in Mexico and Central and South America. This effort represents the most ambitious thrust at establishing a fourth television network since the demise of the DuMont Television Network in 1955.

United Network's *Las Vegas Show* will originate from the Hotel Hacienda theater, which seats 300 persons. Acts will also be taped at nine Las Vegas hotels. The emphasis will be on variety-entertainment from the hotels with host Bill Dana and a repertory company ap-

WPIX(TV) New York, Monday and Wednesday, 11:30 p.m.-1:30 a.m. and Saturday and Sunday, 9-11 p.m.

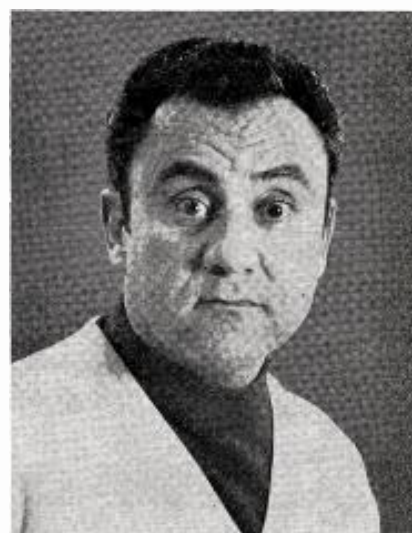
The United Network claims that the stations it has cleared for the late-night series reach about 80% of the U. S. TV households.

Mr. Treyz asserted last week that more than 90 acts already have been taped, covering about 30 hours of color programming. The premiere show next week will spotlight Don Adams, Allen and Rossi, Dave Astor, Billy Daniels, Jackie Gayle, Abbe Lane, Big Tiny Little, Rich Little, the Trombones and Sarah Vaughan.

**Way It's Sold** ■ Under the United Network approach, *The Las Vegas Show* is supplied to stations free of charge, with the network selling 16 one-minute commercials and the outlets eight one-minute spots, plus 70 seconds of station break time at the half hour. A United Network spokesman would not divulge the name of advertisers signed on a network basis, because some advertisers had requested "no publicity," he stated. But he added that about 75% of the commercial schedule



Guest Ronald Reagan and Joey Bishop  
New challenge to the Carson Show



Bill Dana  
Next week's United entry

that it achieved an average 10.2 rating and a 53.1 share of the audience turned to the three network stations in the city. ABC officials acknowledged that while the first rating was "highly gratifying" and "very encouraging," it was attained under unusual circumstances—the long-awaited debut of the program and the absence of Johnny Carson from the NBC-TV *Tonight* series. (Jimmy Dean, who appeared in the *Tonight* slot, drew a 3.0 rating and 15.6 share.)

The Bishop presentation is fully sponsored on the network. Advertisers are Bristol-Myers Co., General Foods Corp., International Latex Corp. and Pepsico Inc., all through Young & Rubicam, and P. Lorillard Co., through Grey Advertising.

pearing in "black-out" skits as interludes between the variety segments. There will be "a minimum of talk," according to Oliver E. Treyz, president of the United Network.

The Monday-to-Friday program is to be telecast for two hours. Though the majority of stations are presenting it in late-evening periods (starting at 10:30 p.m., 11 p.m., 11:30 p.m. and even midnight), some stations are carrying the series or parts of it in prime-time segments. KEMO-TV San Francisco is inserting *The Las Vegas Show* in the 8:30-10:30 p.m. slot; WTTG(TV) Washington in the 8-10 p.m. segment; WGN-TV Chicago, Wednesday-Thursday-Friday, midnight-2 a.m., Saturday, 10:15 p.m.-12:15 a.m. and Sunday, 8-10 p.m.;

has been sold and probably would be announced this week. United Network has set a rate of \$6,000 for each commercial minute.

On a local basis, *The Las Vegas Show* appears to be attracting national and regional advertisers, particularly in large markets. For example, WPIX reported last week that more than one-half of its eight one-minute participations had been sold. It listed such advertisers as General Mills, Kellogg Co., Noxzema, Procter & Gamble, General Foods, Corn Products, Swissair and Burnham & Morrill (bean products).

**Carson Settlement** ■ Meanwhile NBC and Johnny Carson composed their differences and announced that Mr. Carson would return tonight (April 24)



## Griffin is spotted all over the schedule

The rising tide of late-night network variety shows shouldn't upset the current syndication pattern of *The Merv Griffin Show*, which was originally conceived two years ago to counter the successful *Tonight* show.

As stations fitted the format to their schedules, they found the Griffin program more suitable for other periods. At present, the show is in nearly 90 markets in the U. S., Canada and Puerto Rico, telecast predominately (as in Chicago, Philadelphia, Boston and Pittsburgh) in late-afternoon periods and considered generally now as a program designed

for run-of-schedule.

The show still is a late-night entry and competitive with the network variety series in only two major markets—WNEW-TV New York and KRLD-TV Dallas, and, at best, perhaps 10 other smaller markets. On KTTV(TV) Los Angeles, *Griffin* runs at 8:30-10 p.m., considered prime viewing hours, but in Miami, Washington and Detroit it is played at 9 a.m. There have been more than 500 tapings of the show, still in black-and-white though it soon will go to color. The program is produced by Westinghouse Broadcasting Co. and Griffin Productions Inc.

to the *Tonight* program (Monday-Friday, 11:30-1 a.m.; Saturday or Sunday, 11:30 p.m.-1 a.m.).

The announcement by NBC-TV President Don Durgin, and Arnold Grant and Louis Nizer, attorneys for Mr. Carson, stated that "all disputes" between the personality and the network had been resolved. There was no mention of new financial terms attached to the agreement. An NBC spokesman said there was an agreement between Mr. Carson and his representatives and the network not to discuss any terms of the settlement.

Mr. Carson got into his dispute with NBC shortly after the strike of the American Federation of Television and Radio Artists began on March 29. He

insisted that NBC had "rescinded" his contract by carrying taped repeats of his earlier programs without his permission. Though the AFTRA strike against the networks and some of their owned stations ended on April 10, Mr. Carson refused to return to his show, and NBC has scheduled Jimmy Dean as host since taped repeats were halted on April 11.

Under his old contract Mr. Carson reportedly earned approximately \$15,000 a week, out of which half was assigned to cover expenses of his production company which works on *Tonight*. His new deal reportedly gives him an increase in salary and more control over the selection of staff. Art Stark may be replaced as *Tonight* producer.

**Money Maker** ■ The *Tonight* program under Mr. Carson has been a consistent financial success. It is said to bring in about \$22 million a year gross (before discounts) to the network for the sales of six one-minute spots (at approximately \$13,000 per minute) six nights a week. Stations carrying the program have nine local minutes and two 72-second station breaks to sell.

The Carson program has averaged about a 35% share of total audience. The program is said to reach an audience of approximately 4,250,000 homes per night.

Mr. Carson has been host of *Tonight* since October 1962. The program has been on the air since September 1954. Steve Allen conducted the program for two and a half years. From the summer of 1957 until the spring of 1962 Jack Paar was the host. In periods between permanent hosts the program was conducted by various personalities on a temporary basis.

**Movie Angle** ■ The effects of the spurt in network programming in late-evening time was not expected to be significant to the feature film syndication business over the short term. It was stressed by some features distributors that stations already have stockpiles. There was a strong feeling that major distributors with highly prized packages will continue to find acceptance on the networks or in syndication, irrespective of whether the new network contenders succeed or fail. It was conceded that if one or the other of the new late-time programs hits the ratings jackpot, it could depress the market for much of the foreign-dubbed movies and the rerun films that have had frequent exposure. But overall there was no calamity seen in the potential threat to a vital feature-film slot.

Advertising agency officials said they were following the Bishop and Las Vegas presentations with interest. They welcomed the network competition in a time period that was dominated by the Carson show, but some hastened to point out that a further segmentation of the audience could lead—regrettably, from their point of view—to an increased cost per thousand. The next few weeks, they summed up, will be a period of watchful waiting and careful evaluation.

A check with several national spot representatives evolved the opinion that spot TV expenditures are bound to suffer with the telecasts of the Bishop and Las Vegas shows. They pointed out that their inventory of available spots has been reduced for an indeterminate period, depending on the outcome of these network series, but they appeared resigned to the situation.

"There's not much you can do if a station wants to go this route," one executive of a leading rep firm stated. "It may be a station that couldn't com-

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## A letter from Lar

Perennial splinter candidate Lar Daly is writing ABC-TV to ask for "equal time" on the new *Joey Bishop Show* to answer the program's opening night guest, Governor Ronald Reagan (R-Calif.). Mr. Daly says everyone knows the governor is campaigning for the Presidency, as is he. Mr. Daly declared last week in the New Hampshire Republican primary of next March 12. Mr. Daly probably has prompted more legislative and FCC activity over the Section 315 equal-time provision of the Communications Act than any other single candidate.

pete well against Carson with features, and the time period may not have had too much sponsorship support. With Bishop or the Las Vegas program, the station doesn't have to invest in features or syndicated series. It's guaranteed a program service, has network advertising money in the case of Bishop, and in both shows still has a sizable number of spots to sell to national-regional or local advertisers. We'll just have to wait and see how it all turns out."

## Sparger begins testing rock 'n' roll releases

Rex Sparger, former investigator for a House subcommittee who tried to rig the national Nielsen ratings last year (BROADCASTING, March 28, 1966), is now pre-testing record releases for a rock 'n' roll station in Southern California. Mr. Sparger, who after his public tiff with the A. C. Nielsen Co. moved to Hollywood to open his own research firm, is collaborating on the record pretesting project with KRLA Pasadena.

For the last several months, Mr. Sparger's Media Research Associates and KRLA have been conducting a series of tests aimed at projecting hit records via statistical sampling methods and interview techniques said to be similar to those being used to predict shares of audience for national television programs. On-air experiments of the technique were started several weeks ago and now, reportedly, have reached a "point of reliability."

According to KRLA Station Manager John R. Barrett, "newly released records are tested with a nationally weighted sample of record purchasers by categories and should reflect within statistical limitations both the audience acceptability and potential purchase

levels."

Current tests are limited to records released nationally to radio stations that fall generally in the category of top-40 formats. Mr. Sparger and Media Research Associates plan to make the weekly evaluations of record releases available to radio stations, record manufacturers and artists under the name of Record Release Ratings. Previously Mr. Sparger's firm specialized in pretesting television programs.

## Short-term performers may pay union dues

A bill reducing the time performers may work without joining a union has been introduced by Representative James H. Scheuer (D-N.Y.), a member of the House Committee on Education and Labor.

Seeking to apply to performing artists the same standards that are in force for construction workers under the National Labor Relations Act, the bill would reduce the period that a performer could work in situations covered by a union-shop contract without becoming a union member from the present 30 days—the usual exemption in nonconstruction industries—to seven days.

Supporters for the bill cite increases in short-term employment for many performers, particularly in the growing field of industrial shows (where entertainment often accompanies sales meetings and new-product introductions) and in television and radio commercials production. Backers say the 30-day exemption currently in effect allows certain performers who specialize in short-term work to benefit from union activities without paying union dues.

## ABC's 'The Robe' draws 23.8 million homes

ABC-TV's Easter telecast of "The Robe" reached some 23,830,000 homes ranking it second among all films aired by the three television networks this season, officials said. "The Bridge on the River Kwai," presented by ABC earlier this season, reached 28,490,000 homes, making it the most potent draw in television history. Both films were sponsored by the Ford Motor Co.

Ford recently announced renewal of its Sunday night ABC-TV series *The FBI* for next season. The series will continue to be used as the keystone for the company's presentation of specials and "blockbuster" motion pictures. Both "Kwai" and "The Robe" were telecast in *The FBI* time segment and beyond.

## Leder obtains features, plans two productions

The Leder Co., New York, a new company planning to function in motion pictures, television network programming, arena presentations and legitimate theater production, has acquired rights to three feature films formerly in the hands of RKO Pictures Inc., a division of RKO General Broadcasting, New York.

Robert J. Leder, president of the new company, said acquisition of other RKO Pictures assets is still in negotiation. Mr. Leder is now president of RKO Pictures, but leaves that post on May 1 to devote full time to his own company (CLOSED CIRCUIT, April 10).

The three feature films obtained by the new organization are: "They Also Kill" and "White Comanche," which Mr. Leder will present in co-production with International Producers Corp., London, and "It," a film to which he has acquired the U. S. and Canadian rights. Mr. Leder will also produce two new films in association with International Producers: "The Greek Affair" and "The Black Pimpernel." Robert Morin, now RKO Pictures representative in Rome, and Lawrence Merchant in Hollywood will represent the Leder firm in those cities.

## UPI broadcast list up 96 members in '66

United Press International is serving 3,087 broadcast subscribers in the U. S., a net gain of 96 in the past year, according to the news agency's annual report released last week.

Mims Thomason, UPI president, added that the UPI Audio Service, which provides voiced news feeds to stations, has a client list of 320 radio-TV outlets. The service is on a seven-day, around-the-clock basis.

Mr. Thomason reported that the cost of operating UPI in 1966 rose by \$1.6 million over the previous year to a total of \$47,640,000. He noted that this figure does not include the multimillion dollar operation of UPI Newsfilm Inc., a subsidiary producing filmed news reports for TV stations.

In his report to members, Mr. Thomason pointed out that field-testing is now under way in New Jersey on the UPI Sked-4 news network (BROADCASTING, March 20), which is designed to collect and transmit news to broadcast clients more rapidly and efficiently. The agency also is completing plans to provide electronic delivery of newsfilm throughout the U. S. over the facilities of the United Network.



# General Motors is people making better products for people.

## Don Trites's dummies lead a rough life. For your sake.

To Don Trites, these dummies are very special people.

True. Their expressions never change, but they do have feelings. Mechanical feelings that can be measured by Don in moving simu-

lated impact tests. These tests have helped GM safety engineers find and develop automotive designs that are safer for real people.

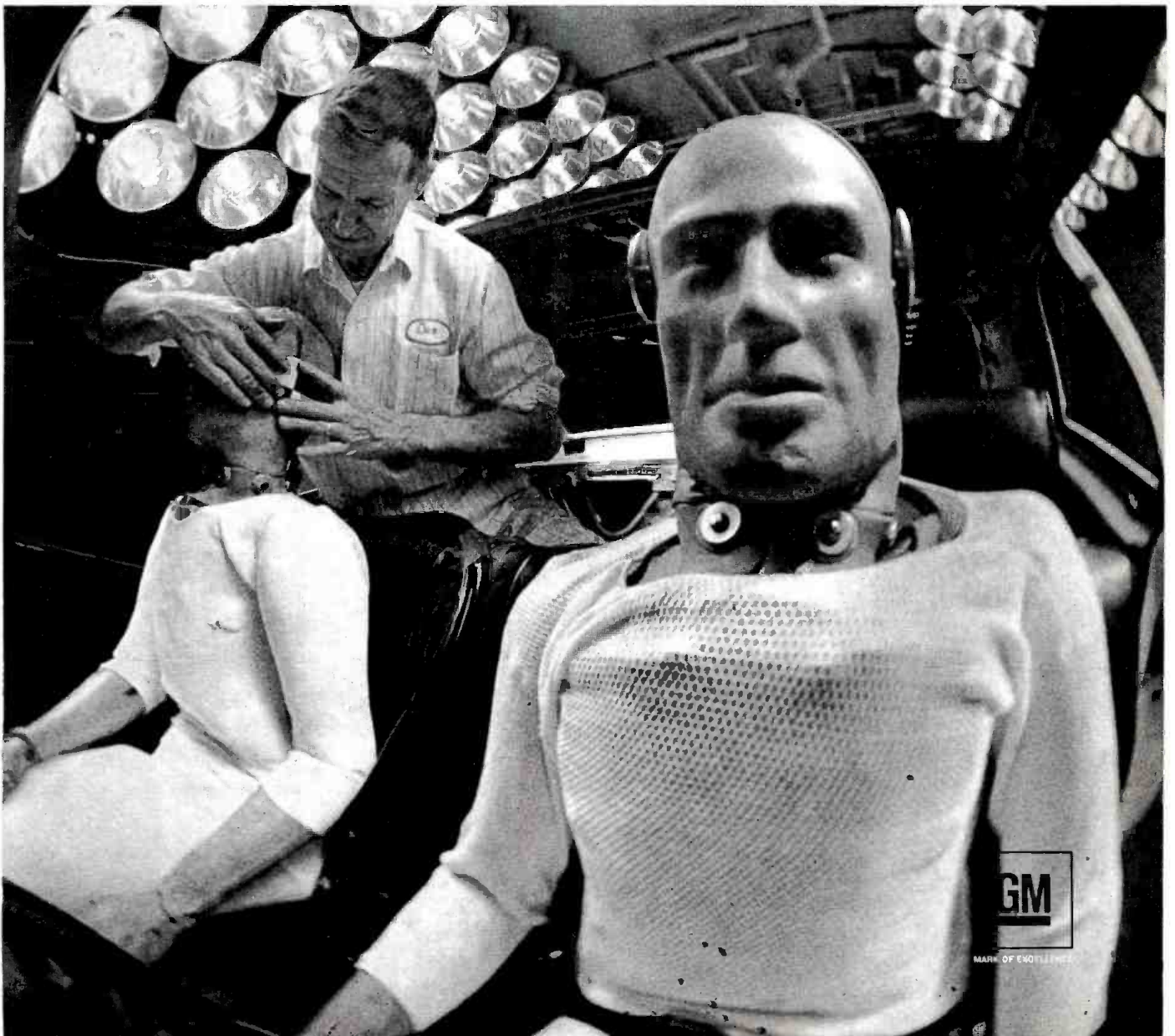
The tests go on day after day, year after year, ever increasing in

sophistication and value.

Safety is an important part of every General Motors car. Maybe that's why Don thinks his dummies are something special.

They're silent heroes.

Don Trites, experimental technician, General Motors Proving Ground, Milford, Michigan.



# Rosy days seen for educational TV

The question remains when ETV will get the subsidies it needs for its big plans

The National Educational Television affiliates' convention in New York last week was full of glorious, if still somewhat indefinite, promise, particularly regarding ETV's major operational weakness, the lack of regular, interconnected networking.

Av Westin, director of the "semi-autonomous" Public Broadcast Laboratory, received considerable applause when he promised to "interconnect all NET affiliates" for the three-hour weekly news and cultural affairs show, to start Oct. 29.

It was the first definite statement of such plans since Mr. Westin's projection that the PBL would provide regular, eight-hour-a-day interconnection for NET programs as well as its own (BROADCASTING, Feb. 13). And it was apparent that PBL plans are still mostly unresolved when Lewis Freedman, director of cultural programming, said a few minutes later, "we are considering alternate-week broadcast."

It was, nevertheless, the affiliates' best offer. NET President John F. White had been able to offer only "a word of gratitude and apology" to affiliates who

had been left out of previous interconnection projects, and who would be left out again June 25, when NET mounts the U. S. phase of the *Our World* international broadcast (BROADCASTING, Feb. 13).

**Cash Shortage** ■ "As you know, there have simply not been enough dollars to interconnect all of you," Mr. White said. "It is important, very important, that there be interconnection of the entire NET network at the earliest possible moment. . . . But, in the meantime, it would be folly for us to assume an all-or-nothing-at-all attitude. . . ."

On the ETV horizon, Mr. White praised in turn the Ford Foundation satellite proposal, the Carnegie Commission report and President Johnson's pledge of support to ETV. He praised Senator Warren D. Magnuson (D-Wash.) for his public television bill too, but with reservations on the unresolved question of how it will be financed.

He was most concerned about "proper and complete insulation of the proposed corporation from political pressures and government control," and

also said that "anyone in a position to observe television around the world will recognize not just the obvious advantages of government support but also, in many places, the prostitution such support can bring with it."

He thought "insulation and courage hold the answer—insulation that guarantees the freedom to experiment—and courage enough to fight for that freedom and be willing to say no to dollars that promise only slavery."

Mr. White made no reference in his speech to the proposal by Ford Foundation TV consultant Fred Friendly to the Senate Communications Subcommittee the week before, that money for news and public affairs programming must not be "appropriated or even approved by any branch of the federal government," because "even the most distinguished and courageous board of trustees could not insulate such programs."

**Poetry, Too** ■ Reached later for comment, Mr. White said that he would "only extend the area of Mr. Friendly's concern to include poetry and drama, which can be as controversial as news. We cannot afford an all-or-nothing-at-all attitude."

NET programming projections are based on the ambitious determination of William Kobin, programming vice president, that "one-tenth of the commercial audience is not enough. We need more viewers more of the time."

Interconnected projects include the *Conversation with Dean Rusk* special, probably May 3, the *Our World* special and the regular PBL show in October.

Color projects in addition to the PBL show include a one-hour special on the Bolshoi Ballet filmed in the Soviet Union, many of the *Spectrum* half-hour science series shows, six-or-more *The World We Live In* half-hours (co-produced with Time-Life Books), a half-hour documentary on Yugoslavia and several one-hour specials.

*NET Journal*, Mr. Kobin said, continues as "our biggest public affairs effort," followed by a "potpourri" weekly hour comprising on various weeks *News in Perspective*, *International Magazine* (produced by NET in London), and two half-hours run back-to-back, the Washington-based *In My Opinion* and a consumer information show, *Your Money's Worth*. The last may be expanded to an hour-a-month in the fall.

The regular PBL show, as described by Mr. Westin and Lewis Freedman, will depend heavily on affiliate participation in the form of ideas and local production, and function like a weekly (or bi-weekly) newsmagazine, with commercial TV presumably playing the role of the daily newspaper.

**A Concept** ■ In his speech to the affiliates, Mr. Westin hit hard on the

## Broadcasting deserves spot as high-school course

If high-school students study English for four years, why shouldn't they study broadcasting? The question was raised by Dr. Robert L. Hilliard, chief of the FCC's educational broadcasting branch, in an address to the fifth annual instructional television conference of the National Association of Educational Broadcasters, the Electronic Industries Association and the Educational Media Council in New York.

Speaking as a private individual, Dr. Hilliard noted that a great deal of contemporary life revolves around the television set and other communications media. It seems logical, he said, that students should be prepared to cope with the influx of sensory data, so much of which

determines the shape of their lives. Contemporary education, built around "Dick and Jane" materials, is still in the 19th century, he said.

In a speech urging educators to make better use of educational and instructional television, he said: "If you accept the privilege of being in the forefront of the modern world potential, then you must accept the responsibility. If you accept the awesome privilege of the television machine, then either accept its responsibility or hie thee to the flannel board. Otherwise you are controlling the means and not caring what the end is. . . . We [educational broadcasters] must take education by the hair, and pull it, kicking and screaming, into the 20th century."

concept of cooperation: "What we are talking about is the concept of a new network, and a new interconnection. A network that does not believe that it is the male plug and all the stations are so many female plugs, to be used and abused as though there were no integrity, taste or intelligence among the persons who make up local station staffs.

"Currently, educational television is filled with talk of local autonomy, regional broadcasting, the option of carrying network newscasts. What we intend to do, all of us, is to give those phrases meaning.

"Local autonomy, with individual stations producing their own reports, will be demonstrated. Regional broadcasting, with reports on the sweep of developments in particular segments of the country, will be demonstrated. And networking—with its power of fusing issues and simultaneously exploding their import in living rooms across the country—will be demonstrated. For we . . . are the Public Broadcast Laboratory . . . the forerunners of what is to be public television."

Mr. Freedman emphasized a topical approach to culture: "Culture is a comment on experience. Culture and public affairs are two sides of the same apple, the opposite sides of the same coin . . . it's all one experience. The climaxes of culture coincide with the climaxes of news.

"When I took this job, it was to handle the cultural 'back of the book.' Let me say now the back of the book is on the march."

The PBL suite in the convention hotel functioned as a kind of network factory between regular sessions. Affiliate personnel who dropped in discussed local conditions and programing ideas with Messrs. Westin and Freedman, finances with Thomas Kennedy, PBL financial director, and interconnection problems and prospects with Gerry Slater, the laboratory's interconnection specialist.

At the end of the process, someone, usually Gerry Slater, popped the question: "Can we count on you for Oct. 29?" The answer was usually an enthusiastic "yes."

## \$1,000 program awards go to six ETV stations

Six educational television stations have been awarded \$1,000 each for programs slated for production this summer and subsequent distribution by the Educational Television Stations division of the National Association of Educational Broadcasters.

The awards, based on program proposals submitted in a nation-wide com-

BROADCASTING, April 24, 1967

petition, went to WMVS(TV) Milwaukee for "Low View from a Dark Shadow," a program that looks at the world of a foster child; KVIE(TV) Sacramento, Calif., for "Secrets of the Brook," which follows a child as he explores a stream; KQED(TV) San Francisco for a program dealing with youth and drug addiction entitled "Drugs in the Tenderloin"; WITF-TV Hershey, Pa., for "Fence around the Amish," a program portraying the simplicity of Amish life; WGBH-TV Boston for "What's Happening Mr. Silver?," a presentation of one man's observations on the complexities of contemporary society, and WQED(TV) Pittsburgh for a "View from the Hill," comments from poet Langston Hughes as he walks through the city's Negro district.

Grants were made by the Reader's Digest Foundation, New York, which has made similar awards in the past two years. Ten such award winning programs are currently being distributed nationally by the ETS program service, Bloomington, Ind. An additional foundation grant was made to ETS to make possible a similar awards competition in 1968.

## Radio series sales . . .

*Boating Tips* (Alan Sands Productions): WBSU New Orleans.

*Perspective America* (North American Television Associates): WJBY Gadsden, Ala.; KDJT Holbrook, Ariz.; KEZU Rapid City, S. D., and KLMX Clayton, N. M.

*Arnold Palmer Show* (Woroner Productions Inc.): WSAI Cincinnati.

*Point of Law* (Signal Productions): WNPV Lansdale, Pa.; WTTM Trenton, N. J.; WCCM Lawrence, Mass.; WPEO Peoria, Ill.; KFAB Omaha, Neb., and WFRO Fremont, Ohio.

*Doctor's House Call* (Signal Productions): KIJV Huron, S. D.; KCSJ Pueblo, Colo., and KDOL The Dalles, Ore.

*The World of Money* (Signal Productions): WICU Erie, Pa.; WIMA Lima, and WAKR Akron, both Ohio.

*Superfun* (Mel Blanc Associates): KVIL Dallas; WBLG Lexington, Ky.; WMEX Boston; WMAK Nashville, and WEMP Milwaukee.

*Jimnie Fidler Hollywood News* (Jimmie Fidler in Hollywood Inc.): WDBQ Dubuque, Iowa; KSGT Jackson, Wyo., and CKAP Kapuspassing, Ont., Canada.

*The Nelson Boswell Program* (Lordhouse Recording & Publishing Inc.): KSET El Paso; WFLM(FM) Fort Lauder-



SUPERFUN is the only radio comedy programming service in the world.

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## Battle-field casualty keeps reporting

ABC newsman David Snell rests after being hit by shrapnel from an exploding mine while covering operations of the U.S. Ninth Infantry Division in South Vietnam. While

awaiting medical evacuation from the combat zone, he taped first-hand impressions of the incident which were featured on ABC Radio. He is now in San Francisco.

dale, Fla.; WADE Wadesboro, N. C.; WBEJ Elizabethton, Tenn., and WNDU South Bend, Ind.

*All Time Heavyweight Championship*

*Tournament* (Woroner Productions): WRAC Williamsport, WRSC State College and WAZL Hazleton, all Pennsylvania; WLOB Portland and WFAU Augusta, both Maine; WHAR Clarksburg, WDNE

Elkins and WMMN Fairmont, all West Virginia; KEX Portland, Ore.; WLNC New London, Conn.; KWBW Hutchinson, Kan., and WWNV Watertown, N. Y.

*Easter the Beginning* (Woroner Productions): KSMB Lafayette, La.

*Grand Ole Opry* (WSM Inc.): Thomasville and WLOP Jesup, both Georgia; WVAL Sauk Rapids, Minn.; KRDR Gresham, Ore.; WKBK Milan, Tenn.; WBRC Birmingham, Ala.; KLBK Lakewood, Colo.; KTIB Thibodaux, La., and WQBC Vicksburg, Miss.

## Vietnam news brings acclaim to radio-TV

Radio-TV newsmen last week collected six awards and several citations in the Overseas Press Club of America's annual recognition of distinguished achievement in foreign journalism. Presentations were made Friday night (April 21) in New York.

Associated Press staffers took three major awards and three citations, and a photographer of the United Press International won an award. The OPC announced winners of 17 awards and 18 citations in the news field, covering radio, TV, daily newspapers, wire services, magazines, photography and book publishers. The awards in electronic journalism were for the Vietnam war coverage.

Ron Nessen, NBC News, won the club's George Polk Memorial Award of \$500, given annually by CBS for the best reporting in any medium requiring exceptional courage and enterprise abroad. His award (specifically for his TV film, "The Plain of Reeds" was shared by his two Vietnamese photographers, Vo Huynh and You Young Sang.

Award winners included Morley Safer, CBS News, for best TV reporting from abroad for his reports on Vietnam; Sam Jaffe, ABC News, for best radio reporting from abroad (Vietnam) for his "Burning of a U. S. Consulate at Hue"; Howard K. Smith, ABC News, for his TV interpretation of foreign affairs—"One Man's Opinion" (on Vietnam), and NBC News for the best radio interpretation of foreign news—"Diary of a Hero." CBS News correspondent Eric Sevareid won an award for the best magazine interpretation of foreign affairs: an interview with Senator J. W. Fulbright (D-Ark.) on foreign policy published in *Look* magazine.

Citations included Dick Reeves, CBS News, radio, for "A Deadly Mistake" on the war in Vietnam (radio reporting from abroad); James Holton and Wilson Hall, NBC news producers, and CBS News and Joseph Dembo, director

# STEERING WHEELS

How important are wives in influencing their husbands in auto buying? Very important—depending on family size. In Philadelphia, for example, the small-family-wife is three times as influential as the big-family-wife. Another one of the many market stories from the Group W Marketing Information Bank.

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# CONGRATULATIONS FROM BMI

## BEST OF HOLLYWOOD



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AND COMPOSER OF A MUSICAL PLAY

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of CBS News, radio, for "The War Within a War" on Communist Vietnam propaganda (both in the category of radio interpretation).

AP's award winners included Hugh Mulligan for his reports from Vietnam and his collaboration with Fred S. Hoffman (citation winner) on corruption in Vietnam; Lawrence Malkin for best business news reporting from abroad in his series on *Gold, the Pound and the Common Market* (\$500 E. W. Fairchild Award), and Henri Huet for photographs in Vietnam (Robert Capa Gold Medal Award). UPI's award winner was Kyoichi Sawada for best photographic reporting (wire service or newspaper) abroad—specifically his pictures of Vietnam warfare.

A special award of the OPC's board of governors went to the late Henry R. Luce, of *Time* and *Life* magazines, "for outstanding work in journalism . . . for enterprise and initiative in an outstanding career in world journalism."

### UA syndicates two more

United Artists Television has placed two current half-hour network series, *Gilligan's Island* on CBS-TV and *Hey Landlord* on NBC-TV, into syndication for a fall start on stations. Pierre Weis, executive vice president for sales, UA-TV, reported last week the *Gilligan's Island* (92 episodes, 62 in color) has been sold in New York, Los Angeles, Detroit, Philadelphia, Boston, Portland, Ore., and Bellingham, Wash., and *Hey Landlord* (31 segments in color) in New York and Los Angeles.

## Copyright front shifts to Senate

With only one more day scheduled for subcommittee hearings, the theater of war for copyright revision is moving to the full Senate Judiciary Committee and on the floor action. The last day of hearings, set for Friday, April 28, is for "rebuttal testimony" with subject matter and time under full control by the subcommittee. The house has already approved the bill.

At the end of last week, the witness list was still in disarray, and subcommittee staff members noted that testimony could possibly spill over to another session. Topics for which rebuttal testimony would be sought were also in a state of flux, but it could be learned that CATV would not be included. The question of fair use of copyrighted matter by educational broadcasters, problems concerning publishers, the area of music and recording rights and performing artists' claims against broadcast users of recordings were subjects said to be under consideration. (The hearing record is scheduled to close May 10.)

The National Association of Broadcasters is mounting an all-out offensive against the possibility of performers winning by legislation the battle they lost in the courts a quarter of a century ago. The NAB is urging state associations to communicate broadcasters' firm opposition to the possibility of stations' having to pay air-play royalties to recording artists as well as to organiza-

tions of composers and publishers.

The NAB notes that if the amendment offered by Senator Harrison Williams Jr. (D-N.J.) granting copyrights to performers and record manufacturers should be adopted by the Senate and accepted through conference negotiations by the House, "it would more than double the payments that radio broadcasters now pay for recorded music."

The NAB also urges that broadcasters push for Senate acceptance of NAB amendments to the CATV section of the bill (eliminated completely in House action). The amendments would limit copyright exemptions to true master-antenna systems and CATV's that do not import distant signals or originate programs beyond a limited format of unsponsored public-service programs.

### ASCAP files suit against KREN

A copyright infringement suit charging KREN Renton, Wash., with using copyrighted music without authorization was announced April 14 by the American Society of Composers, Authors and Publishers. ASCAP said the suit was filed by 13 of its members including Richard Rodgers, Alan Jay Lerner and Frederick Lowe, in the U. S. Northern District Court of Washington, northern division, against Stephen C. Wray and Raymond H. Pounder individually and as co-partners in Washington Broadcasting Co., licensee of KREN.

# LOAN RANGERS

Who's the best customer for a loan?  
Poor man, average man, rich man? In Fort Wayne,  
the more they earn, the more  
they borrow. Another one of the many market  
stories from the Group W Marketing Information Bank.  
Get all the facts from your **GROUP** station.



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WIND CHICAGO • KPX SAN FRANCISCO • KFWS LOS ANGELES

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### Day break for CBS?

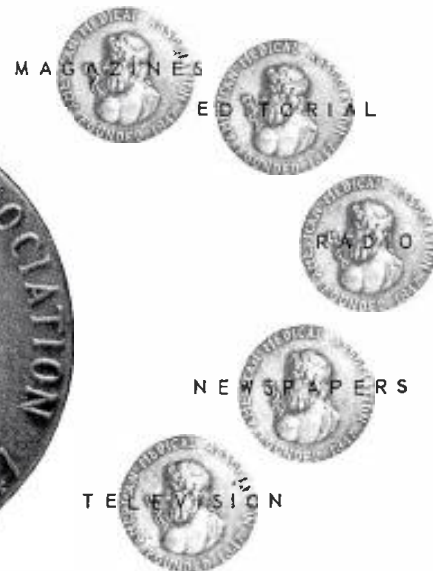
Actress Doris Day, who never has made more than a token appearance on television, may be on the verge of ending her long holdout. According to reports in New York and Hollywood last week, Miss Day, one of the big box-office attractions in movies, is negotiating to star in both feature films and TV programs for CBS. The pending deal, apparently, calls for her to make at least one movie for CBS to be produced by the network's recently established motion picture production and distribution division (BROADCASTING, March 20). This may be the key to the agreement from Miss Day's standpoint. She also reportedly would star in a half-hour situation comedy series in the 1968-69 season or in specials or both.



... to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

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## 1967 MEDICAL JOURNALISM AWARDS



### CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week. Sunday supplements with nationwide distribution will be considered in the magazine category.

2—MAGAZINES: For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—RADIO: For distinguished reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For distinguished reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

### AWARDS AND PRESENTATION

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed

plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

### GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1968, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1967

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and, except for editorials, a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording, a kinescope or a videotape. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1968.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

### JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

---

*All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.*

---







# Are you tuned into color?

Color is the prime reality of television life today. You just can't run a black-and-white commercial on a color show without suffering the marketing consequences. Color adds immediacy, identity and impact to your message. Shouldn't you have the full spectrum going for your product?

Your producer and laboratory rely on the quality and dependability of Eastman color film systems. And Eastman engineering service is continually working behind the scenes to make sure commercials are delivered color-perfect.

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# 9500 miles from Danang, Americans are fighting another enemy.

Inflation is a threat to every family's paycheck . . . to the strength of our nation itself. And while other Americans are engaged in the fight for freedom half way around the world, we must be increasingly alert to the dangers of inflation here at home.

American businessmen can help maintain a stable economy and curtail inflationary pressures through the Payroll Savings Plan for United States Savings Bonds. Money invested in Savings Bonds is actually an investment in the United States. It results in more effective

management of the public debt, maintains the value of the dollar and provides a firm base for family security.

In your plant or office, you can initiate and promote this program for systematic savings. Complete information is available from your State Savings Bonds Director or by writing the Treasury Department, United States Savings Bonds Division, Washington, D.C. 20226.



**in your plant . . . promote the PAYROLL SAVINGS PLAN for U.S. Savings Bonds**



*The U.S. Government does not pay for this advertisement. It is presented as a public service in cooperation with the Treasury Department and The Advertising Council.*

## Bill would label foreign-made films

Attempts to curb runaway film producers by requiring all motion pictures and advertising for them to state the country where they were filmed took a new turn with legislation submitted by Representative Cecil R. King (D-Calif.). Rather than name any foreign countries involved, the new bill would have films made in this country designate the state and city of origin.

According to Wayne Smith, representative for the Committee to Promote American-Made Motion Pictures, a group formed by several Hollywood craft unions, the bill, in advocating what would amount to a "Made in U.S.A." label, is designed to meet technical objections raised by the executive branch to requirements that films made abroad be labeled by country of origin. Mr. Smith said that the bill was in no sense designed to feed intercity rivalries for the film production business.

## Program notes . . .

**New firm** ■ United Communications Corp., new radio-TV production firm, has been opened at 325 West Huron St., Chicago, under direction of Marilyn L. Friedel. Phone: 329-1242.

**Danger men** ■ WPTA Television Film Productions (WPTA-TV) Roanoke, Ind.) in association with Virgil Duncan Studios, Fort Wayne, Ind., has produced a 27-minute color film on stock car

racing and the danger race drivers meet in the sport. The script called for locations in various parts of the Midwest and in New York. The station said the film is to be on 250 TV stations in the U. S. The film was written, produced, and directed by Donald W. Thompson, producer-director at WPTA.

**Films for Canada** ■ Walter Manley Enterprises Inc., New York, reports that 150 of its features will be distributed to Canadian TV stations and theaters by Meridian Films Ltd., Toronto. Among the films in the package are "Cartouche," with Jean-Paul Belmondo;

"Menace of Venice," with Vittorio De Sica and Claudia Cardinale; "The Gypsies," with Peter Ustinov and Abbe Lane; "The Rat Trap," with Charles Aznavour and Marie Laforet, and "The Law of War," with Mel Ferrer.

**Rainbow in N. Y.** ■ Rainbow Productions Ltd., New York, has been formed for the production of full-length feature films for television and for theatrical distribution. Principals are producer Barry Lane and Donald and John Softness, who are in public relations in New York (The Softness Group). Mr. Lane negotiated an agreement with



**YOU MAY NEVER HEAR THE LONGEST HORN\* —**

**BUT . . . WKZO Radio's Sound**

**Reaches Far More Drug Stores in Greater Western Michigan**

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



WKZO's primary service area covers over 2½ times as many drug stores as the next-largest station.

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

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

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

\*The 15-foot Swiss alpenhorn.

## Benchwarmer gets to play

In the spring and summer of 1965, Platus Productions was busy turning out a one-hour series, *Coronet Blue*, which CBS-TV bought and considered for a start that fall. The series did not make the network's fall schedule, but production continued and it was touted as a replacement for January 1966. It failed to wind up in mid-season last year but 13 one-hour episodes about an amnesiac's search for identity were turned over to CBS-TV by Platus. And last week, more than two years after production began on *Coronet Blue* (filmed entirely in New York), CBS-TV announced the color series will begin on the network on May 29 (10-11 p.m.), replacing *To Tell The Truth* and *Password*. Herbert Brodtkin is executive producer of the series.

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*The Folger Stations*

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WPTA-TV CHICAGO-INDIANAPOLIS  
WWSB-TV SULLY ILL. MAINE  
KATV-TV MILWAUKEE WISCONSIN  
KATV-TV GRAND ISLAND NEB.

**WKZO**

CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

CBS-owned TV stations to produce 13 movies on behalf of Associated Film Artists Productions Inc. of Beverly Hills, Calif. (BROADCASTING, March 20). Rainbow's address is at 318 East 53rd Street, New York (PLaza 3-4241).

**AP man of the year** ■ The 1966 AP "Man of the Year" award was presented to Bob Shipley, Associated Press' regional membership executive. Mr. Shipley won the honor for his work with member broadcast stations in Mississippi, Louisiana and Alabama.

## Ford assesses copyright bill

**Calls action 'constructive' but says some parts should have been okayed**

Frederick W. Ford, president of the National Community Television Association, believes that the U. S. House of Representatives action two weeks ago deleting all reference to CATV in the copyright bill (BROADCASTING, April 17) was a "constructive" one. He agreed, however, that there was much in the excised passages that merited approval.

The thing the CATV industry opposed most decisively, he told members of the Southern CATV Association meeting in Asheville, N.C., last week was the provision virtually banning origination by

cable systems. This would have made the copyright law "a device to regulate CATV to the selfish whim of some broadcasters," he said.

He acknowledged that the House-passed version would make CATV fully liable for copyright adding that this was dependent on the New York ruling in the United Artists suit against the Fortnightly Corp.

The CATV industry, he declared, does not seek or expect freedom from all copyright liability. Congress, he added, must "strike a delicate balance" between rewarding creativity and assuring that its fruits are used for public benefit. He expressed the hope that the Senate will be more sympathetic to CATV's needs.

Technology and the market place are racing far ahead of government agencies and departments where CATV is concerned, he stated.

**Protect Rights** ■ "In the case of CATV," he said, "we believe that the rights of those who create and distribute original works can be protected and rewarded without saying that the people are not entitled to clear reception of a large number of television channels and without denying them access to local expression such as CATV origination can provide."

Mr. Ford's Asheville speech was video taped there and flown to Colorado Springs for replay April 18 at the meeting of the Mid-America CATV Association.

The CATV operators were also given words of advice on how to plan for local origination. G. Richard Shafto, president of Cosmos Broadcasting Corp., a group broadcast and CATV

operator, said that broadcasters "have nothing to lose by CATV activities in the field of local program origination, and that CATV may gain less than it expects."

He recalled that broadcasters used to spend hours giving full coverage to city-council meetings, and—when they could—even to state legislatures. However, the audiences never really devoted a great deal of time to those broadcasts so today interviews with legislators and highlights of legislative sessions and summaries of speeches of civic leaders satisfy "the needs of most of the broadcast audience."

From the lessons broadcasters have learned in this area, he added, "no realistic broadcaster holds the slightest fear that CATV origination of public affairs will fractionalize his audience."

**Appealing Shows** ■ If a CATV does adopt local programing, he continued, it must first consider how much it can produce and if it will be appealing enough to make the audience turn away from a network affiliate.

He offered some types of "miscellaneous features" that could be fed on an open channel:

- In a convention city, cablecast the proceedings from the platform.

- In a ski resort, put a vidicon camera on the slopes to show activity.

- In a beach resort, put a camera on the beach or boardwalk and show the water temperature and bikinis.

- In a traffic-snarled city, put a camera in a fixed position and show the bottleneck at the bridge and let another camera show the downtown jams.

CATV's that propose to show local sports events, Mr. Shafto cautioned, should be aware of the cost of attempting a live pickup and the possibility of a very limited audience in a delayed pickup.

TV stations, he noted, as normal procedure would use two or more cameras, a six- to eight-man crew, a microwave truck and spend up to \$2,000 in carrying a live football or basketball game. In addition, the show is spotted in the schedule between programs that provide "well-established audiences."

The CATV that attempts a high-school sports pickup, he added, will probably have to do it with one vidicon camera and a portable tape recorder and will put it on the air several hours after the audience already knows the score. Another drawback to a cablecast, he felt, could be that the "lead-in may be a PTA interview . . . and many of your subscribers did not know you were going to originate" the game.

"If there were no other restrictions upon local public-service originations," Mr. Shafto said, "the economic burden, as related to the limited audience, could alone make the effort unrewarding."

# HIGH FLIERS

In Boston, what income group flies the most?  
Low income or high income? Fasten your seat belt:  
Boston has more air travelers in  
the under-\$10,000 group. Another one of the many  
market stories from the Group W Marketing Information Bank.  
Get all the facts from your **GROUP** station.



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# DAIRY FARMERS URGENTLY NEED GREATER PUBLIC UNDERSTANDING OF WHY YOUNG PEOPLE ARE TURNING AWAY FROM DAIRYING

In recent months much attention has been directed to the cost-price squeeze in which U. S. dairy farmers are caught these days. The point has been made that there continues to be a rapid exodus of farm families from dairying because the long hours of work—365 days of the year—do not produce the kind of rewards that can be earned in many alternative enterprises.

At a time when world food needs are expanding faster than the ability to produce food, the American people have many good reasons to be concerned about whether or not milk production—or any other kind of farming, for that matter—is profitable enough to continue to attract capable young people to carry on in agriculture.

The public does understand the dairymen's problems to some extent at least. A recent nationwide study of public opinion about dairy farmers found 52 percent of all Americans 15 years of age and over agreeing that dairy farmers today do not make enough profit from the sale of milk. But too often people do not know the reasons behind the low returns dairy farmers receive for their labor and investment.

## Imports Create Domestic Surpluses

As a result of the decline in the amount of milk marketed off U. S. farms in 1966, coupled with an increasing commercial demand for milk and other dairy products, the milk surplus, which held down farm milk prices and which was taken off the market under the federal government's price support program, virtually disappeared last year. For the first time in many years, there was a relatively close balance between milk marketed off farms and commercial demand for milk in this country.

The farm price for milk, following the basic economic principles under which the American system operates, improved in 1966 because of this better balance between supply and demand. The farm price of milk rose to the point it had reached in 1952. But now last year's price improvement has been and is being

eroded because of a flood of imported dairy products—coming oftentimes from countries which subsidize exports and which do not meet American pay scales or other production costs.

In 1965 the United States imported the equivalent of 900 million pounds of milk—mostly in the form of cheese. In 1966 these imports increased 300 percent—to the equivalent of 2.7 billion pounds of milk—enough additional milk to put the domestic dairy industry back into a price-depressing surplus situation again and requiring the federal government to use domestic tax dollars to buy surplus butter and cheese displaced in the commercial market by the imports.

## We Believe in World Trade, But...

This sudden flood of additional imports—still climbing in early 1967—has been a prime factor contributing to the inability of dairy farmers to increase their hourly wages and returns on investment to a point comparable with nonagricultural enterprises. More and more dairy farmers, who had been anticipating that day—reached in early 1966—when a balance between supply and demand would improve farm milk prices, now are giving up hope and are moving out of the dairy business as fast as they can.

*Dairy farmers feel betrayed by a system that appears to give them little reason to believe they can ever live as well as other Americans so long as they continue to be dairy farmers.*

Dairymen understand and appreciate the importance of world trade, but in an age when there is no such thing as truly free world trade, when trade is often a government policy rather than an economic venture, they are upset by a trade policy which allows the domestic market to be flooded by products that threaten to drive down drastically the prices paid to U. S. dairy farmers. As taxpayers, they are upset, too, because this flood of imports has meant that U. S. tax dollars are used to remove domestic milk surpluses from the market—surpluses created at the present time not by excessive domestic milk

production but by excessive increases in imported dairy products.

## Dairy Farm Families Feel the Squeeze

Dairy farming in this country is largely a family operation. The approximately half million families owning herds of milk cows have worked hard to provide an adequate supply of fresh and wholesome milk. These families, with investments often ranging upward from \$100,000, have to milk their cows twice each day, every day of the year. Their hours are long. Their lives are more restricted than those of other families because of the demands upon their time.

These families select dairying as their occupation because they like dairying. But now fewer and fewer young families are choosing dairying as their business because time after time the hope for improved milk prices has been shattered. The outlook for fair returns for labor and investment is not good.

*This trend away from dairying is a matter of concern for all Americans. We cannot take an adequate supply of milk for granted any longer. Milk is a vital component in the well balanced American diet—being the chief source of calcium, for example. Milk also supplies a large proportion of our protein, B-vitamins, and minerals. These nutrients are provided in a variety of flavorful forms at consumer prices that have been in the better-than-bargain classification through the years. Today American dairy farmers need the understanding of the public, and they need the help of the public in solving these problems which threaten to drive more and more young families out of the dairy business.*

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# Hard attacks on biggest merger

Justice hammers at ABC's capital needs and  
ITT's broadcast interests and news objectivity;  
this week ABC, ITT present their evidence

The Department of Justice let go with its biggest, and final, guns last week in an effort to knock the props from under the proposed merger of ABC into International Telephone & Telegraph Corp.

The department, in concluding its direct case in the FCC hearing on the \$2.4 billion corporate marriage, quizzed ABC officials and other witnesses in an effort to back up its contention that ABC doesn't need ITT's financing in order to compete successfully with CBS and NBC.

The department also put on a former ITT official whose testimony contrasted with that of ITT President and Chairman Harold S. Geneen and at least one other ITT official on whether the company had been interested in entering broadcasting before it decided to acquire ABC.

And, in a surprise move, the department called as witnesses three reporters

who have been covering the proceeding to testify on pressures that ITT and ABC officials allegedly applied in an effort to influence their coverage. This was tied into the department's contention that ITT, with its worldwide interests, might try to influence ABC's news coverage—a contention that ABC and ITT officials have vigorously disputed.

**Schedule Eased** ■ Under a relatively relaxed schedule adopted by Chief Hearing Examiner James D. Cunningham, who has been presiding, the hearing is expected to conclude on Wednesday (April 26), with the presentation of rebuttal evidence by the Justice Department. ABC and ITT are to present their direct cases today and Tuesday.

Examiner Cunningham, citing the commission's order for "expedition," on Monday had laid down a schedule that would have seen the hearing, which began April 10, concluded by Saturday

(April 22). But he relented after Justice and Broadcast Bureau attorneys complained that such a pace would be "unreasonable" and would prohibit them from developing a full record.

In a proceeding in which participants have become somewhat numbed by sessions that generally stretch past 7 p.m. and by hours of talk about technical and economic matters, it was the testimony of three reporters that provided the single most dramatic moment.

But it was the testimony of a Columbia University professor produced by the Justice Department that goes more directly to the heart of one of the issues raised by the Department of Justice in asking the commission to reconsider its Dec. 21, 1966, order approving the merger.

**Financial Need** ■ Throughout the proceeding, dating back to the initial application the parties filed last year for approval of the merger, ABC cited its need for funds. ABC officials in the hearing noted limitations on their borrowing capacity, and the \$124 million they say the network needs to finance its conversion to color and its construction of studio complexes in New York and Hollywood.

ITT, they say, is the only reasonable source of funds. The department disagrees and so does Professor John C. Burton, who teaches securities analysis and is a consultant to several banks. He said that based on ABC figures, the company will run a deficit of \$105 million over the next four years, and he suggested five plans for providing the needed financing.

Two contemplate straight debt financing. One provides for issuance of subordinated convertible debentures plus debt financing. Another involves a combination of borrowing and the issuance of common stock. And the fifth, which he acknowledges is the weakest because of the adverse impact it would have on earnings per share of existing stock, provides for the financing by common stock alone.

Professor Burton, in response to questions from Justice Department's Milton Grossman, said ABC could finance its needs, independent of ITT, because it is "favorably situated in the



Three reporters found themselves in the unexpected role of newsmakers last week, when they were called to testify in the FCC hearing on the proposed merger of ABC into the International Telephone & Telegraph Corp.

They are (l-r) Jed Stout, United Press International; Stephen M. Aug, Associated Press; and Eileen Shanahan, the "New York Times." James C. Hagerty, ABC vice president, is seated in row behind.

economy—in the entertainment business, which is enjoying a substantial growth.”

ABC has contended that it is limited in its further borrowing by a loan agreement with Metropolitan Life Insurance Co. But Professor Burton noted that the restrictions have been waived before and probably could be again. He also said the fact that ABC might lose its competitive position if the funds were not available would be an argument in favor of Metropolitan waiving the restriction.

**Unprepared** ■ ABC attorneys were not prepared to cross-examine Professor Burton since all of his testimony had not been made available until the day he testified, Thursday. Under the ground rules being followed, each side is entitled to a look at the testimony of the other's well in advance. Professor Burton is to return for cross-examination Tuesday morning, and ABC Counsel Herbert Bergson indicated the questioning would be extensive.

Professor Burton testified after Justice Department and Broadcast Bureau attorneys earlier in the week had challenged ABC's asserted need for funds from another angle. In their questioning of Simon Siegel, ABC executive vice president, and Julius Barnathan, vice president in charge of broadcast operations and engineering, they brought out that ABC did not have any firm estimates of its overall needs until well after the merger agreement with ITT had been signed in February 1966.

Mr. Siegel said ABC's "first rough estimate" on total modernization and conversion-to-color needs was developed in response to the company's attorney's request in April or May 1966 for total cost projections over the next several years. The figures, which later appeared in a letter ABC President Leonard H. Goldenson sent to the commission on July 25, 1966, indicated, that ABC in the next five years would, among other things, spend \$34 million on color conversion, \$90 million on the construction of studio complexes in New York and Hollywood, and \$17 million on paying off its new headquarters building in New York.

**Concern over Costs** ■ But the two ABC officials made clear that if no firm estimates were presented earlier, there was concern over rapidly mounting costs. Mr. Barnathan, whose job is to provide facilities needed by the programming department, said he told Mr. Siegel in the fall of 1965 that needed modernization costs would be high, although he had no formal estimate.

And Mr. Siegel said he had discussed the company's capital expenditures problem "at great length" at the Dec. 7, 1965, board of directors meeting at which initial approval of the merger

## Cunningham keeps the pace running taut

If the schedule he has laid down holds, the FCC's chief hearing examiner, James D. Cunningham is almost home with the biggest, probably the most controversial, station-assignment case in history—that involving the ABC-International Telephone & Telegraph Corp. merger.

The hearing, which began on April 10, is scheduled to end Wednesday. And the experience has been a wearing one for all concerned, for the stakes are enormous (the merged corporation would represent some

\$2.4 billion) and the pressures great.

The commission didn't make matters easier when it ordered the hearing to be conducted with dispatch—but with full consideration given to the development of a full record.

Somehow, Examiner Cunningham, with a blend of gentleness and firmness, is obeying the directive. Counsel and witnesses in the case have discovered that 5 p.m. is not a mandatory quitting time in his hearing room—nor is 6 p.m. nor 7 p.m.

He keeps the platoons of lawyers involved working until he feels a reasonable day's work has been done. Is there a witness from out of town who waited all day and had hoped to be able to depart Washington that night? Of course he can testify, says the examiner. What does it matter if it's already 6:30 p.m.?

The counsel are finding ways of doing their part to serve the cause of expedition. There are some questions that don't need to be asked. And Justice, which had originally proposed to call some 20 witnesses, has found that some of them weren't really essential after all, and has dropped them.

There's no guarantee the Wednesday deadline will be met. But before it's missed, there will be planes that will be forgotten, dinners on tables in Washington and its suburbs that will grow cold.



Examiner Cunningham  
Hearing Dispatcher

was voted. He said he had told the board that he believed the costs would be greater than the company's then-existing debt.

The former ITT official who put a different light on ITT's previous interests in the broadcasting business than did present officials was John J. Graham, currently a vice president of General Dynamics Corp. He had been with ITT from 1961 to 1964, and was a director of the company from 1964 until his resignation.

Mr. Geneen, in his testimony before the commission in its oral hearing in September and in the reopened hearing two weeks ago, indicated that ITT had had a general rather than an intense interest in getting into broadcasting before the ABC proposal developed.

**Up to Quota** ■ But Mr. Graham said he had recommended ITT's acquisition of the permissible quota of stations—seven AM, seven FM, five VHF and two UHF. And Mr. Geneen, he said, reacted "very favorably."

He also gave a different version of events surrounding a proposed purchase

of WTIC-AM-FM-TV Hartford, Conn. (BROADCASTING, Feb. 6). Mr. Geneen originally testified that he had turned the deal down in 1963 both because of a \$35 million asking price and his view that ITT should seek to acquire a group of stations rather than a single one. When Broadcast Bureau attorney Thomas Fitzpatrick showed him a copy of a draft letter indicating that it was ITT that had offered \$35 million, Mr. Geneen said he didn't recall it but that he did not think the letter had been sent. He reiterated, however, that, "I killed the idea."

Last week, Mr. Graham said the proposal was dropped after it was discussed at a board of directors meeting in Berlin, Germany, in October 1963. Mr. Graham said he did not know whether a vote had been taken but that "some members felt the price was too high."

Mr. Graham, in addition, indicated there was a livelier interest in acquiring WJIM-AM-FM-TV Lansing, Mich., than Stanley Luke, an ITT vice president, had indicated earlier testimony. Mr. Luke said he had been interested in





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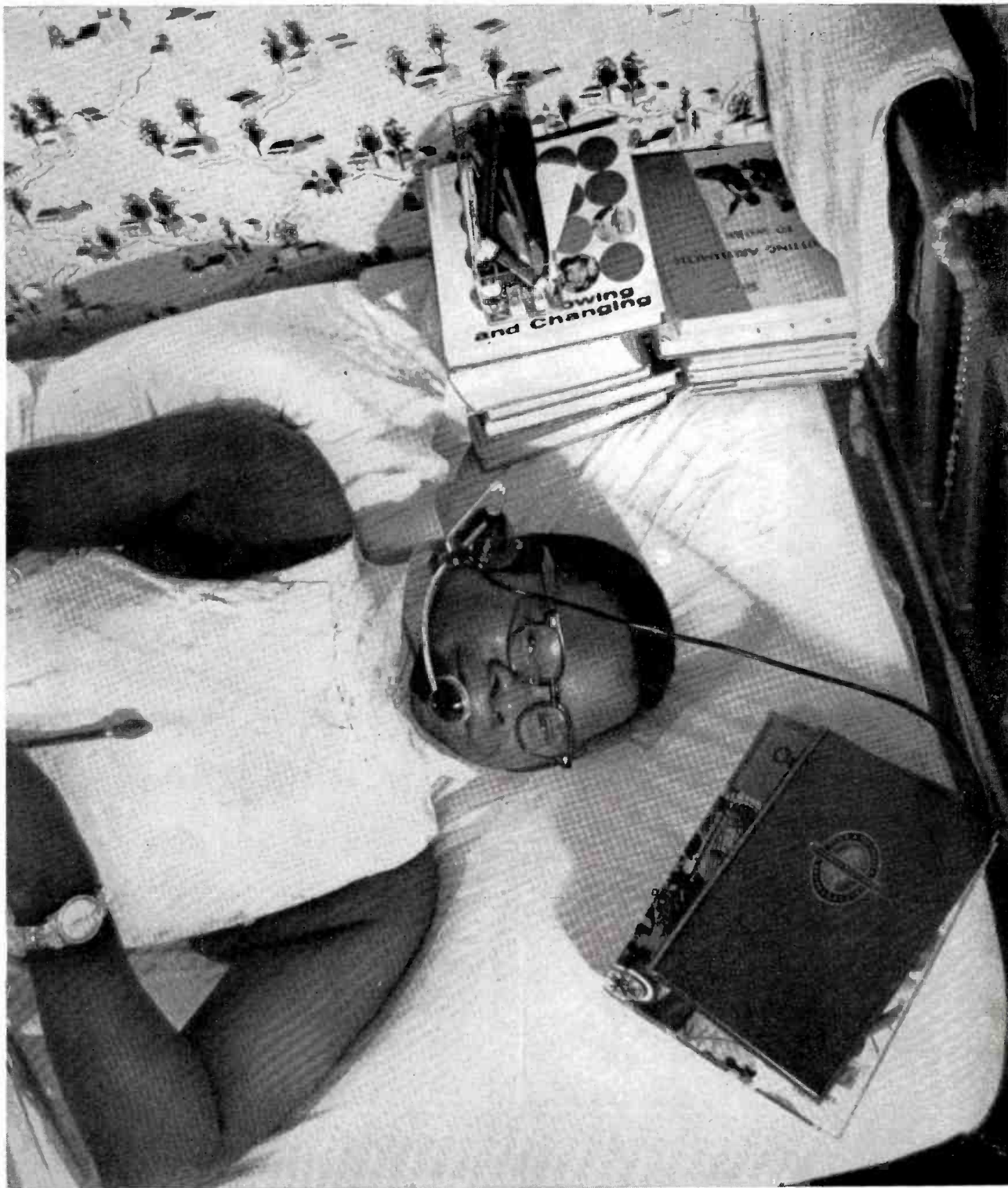
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Kent Codrington went through 8th grade flat on his back. He is now attending High School via Tele-Class, and hopes to be attending in person very soon.



acquiring the property but that the project was abandoned when he was unable to interest anyone else in the company in it.

Mr. Graham, who had been Mr. Luke's superior, said: "We were interested in WJIM. It was an excellent property." He also said he was interested in having Harold Gross, owner of the Lansing stations, join ITT as head of a chain of TV and radio stations. Mr. Graham added that although the idea was still in the "exploratory stage" when his duties were changed at the end of 1963, Mr. Geneen "appeared favorable" to it.

**Additional Competition** ■ Justice has argued that the merger would foreclose ITT's entry into broadcasting as an additional competitor, has said the company might be expected to launch a fourth network. However, ITT counsel Marcus Cohn was able to strike at that argument through another department witness, Howard Stark, a station broker.

Mr. Stark testified that, as a result of a chance meeting with an ITT official who was an old friend, he scouted around for group station operations that might be for sale. He gave up, he said, after drawing negative responses from Corinthian, Capital Cities and Storer Broadcasting.

Did Mr. Geneen or other ITT officials with whom he dealt ever indicate "they wanted to acquire stations to start a network?" Mr. Cohn asked. "They did not," said Mr. Stark.

The department also sought to show that ITT was interested in acquiring an interest in a pay-television business. Arthur Levey, president of Skiatron Co., developer of the pay-TV system that



ABC Inc.'s Siegel

was used by Subscription Television Inc. in its ill-fated venture in California, said ITT officials had appeared receptive to his proposal to have ITT acquire an interest in Skiatron.

This appeared to contradict the testimony of two of the ITT officials, who appeared in the hearing two weeks ago (BROADCASTING, April 17). Mr. Cohn, in his questioning, brought out that in the six months in 1965 during which Mr. Levey had contact with ITT, he received only one "brief" letter from anyone at the company.

He also attempted to indicate by his questioning that Mr. Levey had been

the aggressor in the relationship between him and ITT, and had been trying to find aid for a company which Mr. Levey said had, except for an 18-month period, lost money for the five years preceding 1965.

**Influencing Media** ■ The Justice Department's request for subpoenas for the three reporters resulted from a *Wall Street Journal* story on Monday relating alleged efforts by ITT and ABC officials to influence coverage of the case. Eileen Shanahan of the *New York Times* said Edward J. Gerrity Jr., a senior vice president for public relations, had used "an accusatory and nasty" tone and had "badgered" her in one of "five or six contacts" she said she had with ITT officials on the case.

She said Mr. Gerrity had felt she should have recommended that the *Times* carry the full text of the commission Feb. 1 order directing Justice and the applicant to file the evidence they would present in the event a hearing was held. She said Mr. Gerrity felt the order was important because it was critical of the department.

She also said she had received calls from John V. Horner, ITT's public relations representative in Washington, who claimed her stories on the proceeding had been "unfair." She said she told him she regarded that as not only insulting to her but the *New York Times*, "and I hung up."

The next day, she said, Mr. Horner asked for "headlines" on a development in the case that had put Justice in an awkward light. This followed the headline treatment the *Times* and other papers had given an incident in which ITT had been embarrassed.

Stephen M. Aug of the Associated Press said he or his superiors had been contacted by representatives of ABC on one occasion and by ITT officials on another. On both, requests were made for changes in stories on the ground they were inaccurate or incomplete. He said concerning the commission's Feb. 1 order staying the merger the ABC request was turned down. However, an insert was made in a story of one day's hearing after Mr. Gerrity and Mr. Horner showed his desk a copy of the hearing transcript.

**Correcting Stories** ■ Jed Stout of the United Press International, said ABC officials had complained to his superiors about a story he had written on the Feb. 1 order. He also said his superiors agreed with ABC that the lead sentence stating that the commission had "withdrawn" its approval of the merger had not been accurate.

Miss Shanahan also caused a stir when she said Mr. Gerrity had told her that Commissioner Nicholas Johnson was working with Senator Gaylord Nelson (D-Wis.) on legislation to prohibit newspapers from owning broadcast-

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ing stations. She said he added that she ought "to pass this information" on to the publisher of the Times, which owns WQXR-AM-FM New York, "before you write anything further on Johnson's opinion." Commissioner Johnson was one of the three commissioners opposing the merger and wrote a blistering dissent.

Commissioner Johnson declined to comment on the statement while the hearing is in progress, but the commission issued a statement stating that "neither Mr. Johnson nor any other official commission spokesman has ever talked with any person, at any time, about legislation prohibiting newspaper ownership of broadcast stations." It added that no change is contemplated in the present policy which does not prohibit such ownership. Senator Nelson, when contacted, said he was not working on any such legislation with anyone.

**Satellite TV** - The hearing produced yet more estimates of the technical feasibility of direct-satellite-to-ground television transmission. Joseph V. Charyk, president of the Communications Satellite Corp., said that such a development could be achieved within five years.

However, he said he wouldn't com-

ment on the "economic desirability" of such a development. He also said that Congress and the FCC would have to pass on basic legal and policy matters before such a system were installed.

He had been called by Justice in connection with its contention that the merger would inhibit ITT, one of the largest companies in communications manufacture and research, from working on projects that might adversely affect the present structure of the broadcasting industry.

A. E. Cookson, ITT technical director, said the secrets of direct satellite to home broadcasting are known—and that all that would have to be done is to resolve the engineering problems. He thought the National Aeronautics and Space Administration could do the job, if given enough money, in five to 10 years.

In response to questions from Mr. Cohn, Mr. Cookson recited some of the ITT projects that have rendered obsolete some of its products and services—satellites, which have replaced to a certain extent cables and radiophone service, solid-state devices replacing tube microwave transmitters, and electronic switching centrals, rendering mechanical switching centrals obsolete.

**Scratched** - Another Justice Department witness who had been scheduled to testify on that point was scratched at the last minute on Thursday. Justice Department attorney Lionel Kestenbaum said he was withdrawing Sidney W. Dean Jr., of New York, as a witness because he had released copies of his prepared testimony on the case to the news media.

"It came as a shock and a surprise," said Mr. Kestenbaum.

Mr. Dean is a business and marketing consultant, and had been proposed as a witness to the department by the American Civil Liberties Union, which had been turned down in its request to participate in the hearing.

Mr. Dean intended to state that if the merger were approved and ITT acquired ABC's 17 AM, FM and TV stations, it would have no choice but to withdraw many of its existing services from competition, such as CATV, satellites, cable and telecommunications interests. He also would have said that television and radio broadcasting is headed toward a vast new communications utility system, including over-the-air, cable and satellite, which will distribute to homes and businesses a full range of entertainment, news and other services.

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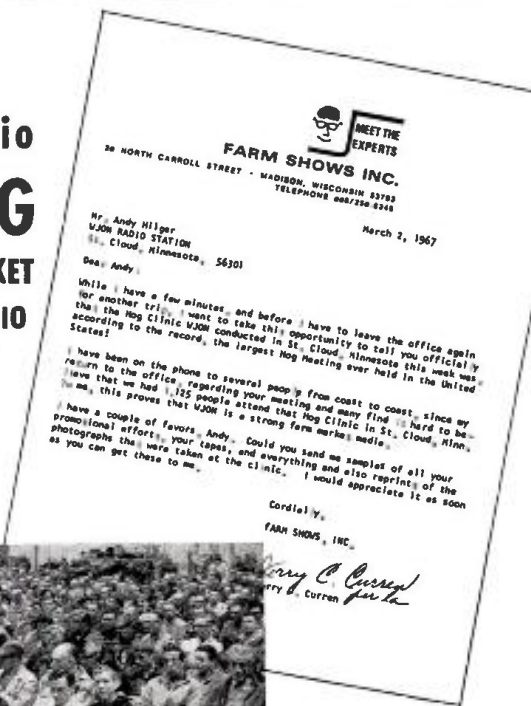
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## ITT producing new radio-TV hardware

The interest of International Telephone & Telegraph Co. in ABC, now the source of a controversy between the Department of Justice and the FCC, is having one fallout that may very well prove beneficial to all broadcasting. That's the several broadcast equipment items that ITT is planning to put on the American market, all the result of ITT's awakening to the needs of ABC, and of all broadcasters, for new and improved apparatus. Some of them were mentioned by A. E. Cookson, ITT vice president and technical director, during his testimony last week in the ITT-ABC merger hearing (see page 58).

Item: A solid-state, UHF transmitter that may well sell at a more competitive price with VHF transmitters of the same power. This transmitter was developed and built by ITT's German affiliate and is be-

ing sold on the continent. Arrangements are being made to sell this gear through Visual Electronics Inc., New York.

Item: A new, lightweight color TV camera capable of "seeing" in extremely low light levels. The heart of this development is a new tube using microminiaturized components. The tube and the camera are now in the design stage.

Item: Solid-state diodes, ready for use in UHF tuners for all-channel TV receivers. ITT is discussing this with TV set manufacturers. The items are capable of being used in tuners no larger than a match box, half the size of current UHF tuners used in all-channel TV sets.

Item: Laser beams for transferring TV programs from video tape to film; this is now under development for ABC, but will become available for the entire industry.

## How ABC worked merger price up

International Telephone & Telegraph Corp. was let in on an ABC secret last week: ITT could have gotten ABC Inc. for a lower price than it has agreed to pay.

Simon Siegel, executive vice president of ABC, spilled the beans while testifying in the FCC's reopened hearing on the proposed \$2.4 billion merger. In talks carried on in several meetings over most of 1965, the price climbed from about \$70 a share to an estimated value of \$85.50 per share.

Asked by Justice Department attorney Lionel Kestenbaum to trace the history of the negotiations, Mr. Siegel noted that the \$70 offer was turned down by Leonard Goldenson, ABC president, who said the company was worth \$100 a share.

In November 1965, when merger appeared near, Harold S. Geneen, ITT president and chairman, offered a stock exchange deal in which ABC stockholders would have received the estimated equivalent of \$83 a share.

"Was this acceptable to you?" asked Mr. Kestenbaum.

"Don't tell ITT," said Mr. Siegel, "but it was."

Mr. Goldenson, however, continued to hold out for \$100—and Mr. Geneen finally offered a stock exchange plan

that, on the basis of stock prices then, would pay ABC stockholders the equivalent of \$85.50 per share—one share of ABC common for 0.57 of ITT common and 0.57 of ITT preferred. ITT closed on the New York Stock Exchange on Thursday, April 20, at 94 $\frac{3}{4}$ , while ABC closed at 81 $\frac{5}{8}$ .

Mr. Siegel said the hard bargaining was the result of a board of directors instruction to get the best possible price. "I'm not sure we did," said Mr. Siegel, who participated in some of the talks with Mr. Geneen. "I don't know how far up we could have driven the price."

ABC won't collect anything from ITT, of course, unless the commission reaffirms the decision it handed down in December approving the merger.

## Networks and NAB rap AT&T's rate charges

Counsel for the National Association of Broadcasters and the three networks carried their case to the FCC last week during oral arguments on the rate structure of AT&T and its associated Bell system companies.

Essentially the broadcasters iterated their proposed findings filed with the commission in March (BROADCASTING, March 27). They called on AT&T to use the accelerated-depreciation method of tax computation rather than the

straight-line method it now employs.

Robert Hankins, Washington attorney for NAB, noted that if AT&T had used accelerated depreciation when it became available by statute in 1954, there would have been a system-wide savings of approximately \$1.56 billion with a "flow through" in savings of reduced revenue requirements by \$3 billion. Further he said that in 1965 broadcasters paid out \$66 million for interstate program transmission costs. If Bell is allowed to institute a further eventual rate hike of approximately 35% in charges to broadcasters, he said, the system would receive about \$85 million from transmission costs. The record showed no basis for any increase in rates, the spokesman cited, but rather a decrease in rates was indicated.

NAB specifically called on Bell to use liberalized depreciation now to pass on savings to its customers. If this were to be accomplished, the spokesman said by 1970 a reduction in interstate revenue requirements and rates would provide a \$134 million savings to consumers with an \$8 million savings accrued to broadcasters.

## As the birds go up, the rates come down

A substantial reduction in rates for television broadcasters using communications satellites between the U.S. and Europe is in view. It started when the Communications Satellite Corp. asked the FCC for permission to reduce the rates. This was followed by a new tariff filing by AT&T.

New fees, which Comsat charges common carriers who are its only authorized users at present, would be \$1,100 for the first 10 minutes, and \$30 for each additional minute for one-way, black-and-white television. Proposed new rate for color TV would be 125% of the monochrome rate. There would be no distinction between peak and off-peak hours.

The new charges, which are for a half-circuit (from the U.S. to either Early Bird or the new Canary Bird) or from the satellite to the U.S., would supersede the present charges—\$1,800 for the first 10 minutes, \$32 for each additional minute for off-peak hours, and \$3,000 and \$48 for peak hours. Peak hours are considered to run from 6:30 a.m. to 3:30 p.m., EST, weekdays. These are considered peak telephone-use hours. The present color TV charge is 150% of the basic fee.

AT&T's charges would reduce one-way monochrome to \$1,600 for the first 10 minutes, and \$50 for each additional minute. This compares to the present \$2,150 and \$45 charged by

AT&T for off-peak hours. Color charges would be 125% of one-way monochrome charges.

Two-way service by both Comsat and AT&T would be double the one-way charge.

## AT&T reduces morning occasional TV rates

Cheaper rates for television interconnection in the wee hours of the morning were promised by AT&T last week when it announced it had filed new tariffs with the FCC.

Proposing a one-year trial, AT&T said that the new early morning rates would be 50% of present charges. Under normal procedures new tariffs become effective in 30 days unless the FCC, or any other interested party, objects. AT&T said it hoped to begin charging the new fees on May 19.

The trial, applying to occasional video channel service only (as opposed to full-time use), would cover 2 a.m. to noon each day, with charges for intercity video channels and video station connections set at half of present rate levels.

As an example, AT&T said a four-point TV network linking Boston, New York, Philadelphia and Washington for 30 minutes a day on four days a month presently costs \$5,402. Under the suggested schedule, the same service would cost \$2,944. Part of these charges are for local channels, not affected by the new Long Lines rate reductions.

AT&T said potential users could be educational and non-commercial broadcasters who might wish to use interconnections so that affiliates might tape programs for broadcast at later times, or commercial stations, production companies, news services and industrial corporations.

The AT&T announcement came during the same week that the FCC heard argument by NAB and the broadcast networks on AT&T's charges (see page 64).

## Three meetings stress training and recruiting

Broadcasting and education were hand in hand last week in three widely separated locations.

■ In St. Louis, Al King, director of state association liaison for the National Association of Broadcasters told broadcasting students that the industry they are aiming for is fast moving and changeable, and that they should keep "fresh, alert and be ready to accept change."

■ In Biloxi, Miss., William Walker,

NAB's director of broadcast management, said fewer young people are attracted to broadcasting today because of its "glamour" and that the stations will get their needed manpower by wooing bright high school students.

■ In Wilkes-Barre, Pa., Roy Morgan, WILK, president of the Association for Professional Broadcasting Education, urged state broadcasting associations to develop a strong liaison committee with APBE member institutions.

Speaking to the convention of Alpha Epsilon Rho, national radio and TV honorary fraternity, Mr. King cautioned the students not to expect the top jobs in the industry when they get their first position. Instead, he suggested, look at

it as a period of internship when "you can put into practice the things you have learned and you will be adding the ingredients of practical experience to your background."

Mr. Walker told the Mississippi Broadcasters Association meeting that broadcasters must encourage high school students to tour the stations, appear on student broadcasts and participate in a broadcasting club. He also called for "more and more scholarships," from state associations and stations for high school graduates who wish to study broadcasting in college.

The young people are there, he went on, "to make contact with them and convince them to enter the industry."

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# AWRT meeting draws the ladies

16th convention in Atlanta schedules Wasilewski and Taishoff for major talks

Some 700 members of the American Women in Radio and Television will be in Atlanta next week (May 4-7) for the 16th annual AWRT convention. Main speakers at the sessions will be Vincent Wasilewski, president of the National Association of Broadcasters, and Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines.

Also on the agenda are five panel sessions, a banquet, business meetings of AWRT and the AWRT educational foundation and installation of new officers.

The business sessions will begin Thursday afternoon (May 4) with meetings of the advisory council and will be followed that evening by the plenary banquet that officially opens the convention.

On Friday (May 5), Mr. Taishoff will offer the keynote address, "Local Live or You're Dead." This will be followed by a panel on "The Image Scrimmage" to be moderated by Don Heald, WSB-TV Atlanta. Panelists will include representatives of TV, pay TV,

## Survey details facts of AWRT careers

It must have been mildly disconcerting for Mrs. Esther Peterson, an assistant secretary of labor, and former special assistant to the President for consumer affairs. Staring her right in the eye was her successor, Betty Furness, late of CBS, and since March Mrs. Peterson's replacement in the consumer hot seat.

An eyeball-to-eyeball confrontation? Not quite. Mrs. Peterson happened to be the first recipient of a booklet entitled "Women in Broadcasting," published by the American Women in Radio and Television. On page seven of the 16-page booklet, getting the biggest play of any broadcast personality in the pamphlet, was Miss Furness, until just recently an AWRT member in good standing. Her photo, printed in mosaic fashion, appears opposite a headline reading "the composite career broadcaster."

Whatever Mrs. Peterson's reaction, it was she who was presented with the first copy, a report of an AWRT

survey recently made of its membership employed in creative, administrative and executive capacities in broadcasting and allied fields. The pamphlet contains statistics on membership by AWRT members by jobs (21.1% are on-air types); salaries (16.8% earn between \$10,000 and \$15,000 per year); and even the occupations of their husbands (10% are in sales).

Published jointly by AWRT and its Educational Foundation, the booklet, Mrs. Peterson said, "makes it more obvious than ever that the new industries, where there is no carry-over of old prejudices, provide fertile fields for the talented and imaginative young women on the verge of starting their professional careers."

To be offered to high schools, colleges and libraries, the pamphlet costs \$1 and may be obtained from AWRT Inc., 75 East 55th Street, New York 10022.

CATV and educational TV; Terry Lee, Storer Broadcasting Co., Miami Beach; Bill Daniels, Daniels Enterprises, Denver; John H. Pinto, RKO General Phovision Co., New York, and Dr. Lois V. Edinger, University of North Carolina, Greensboro.

The Saturday (May 6) agenda opens

with an address by Mr. Wasilewski. The following panel, "Strip for Action," will look at problems from the viewpoint of the producer, talent, the critic and the client. It will be moderated by Don Barber, WAGA-TV Atlanta. Panelists will be: Forrest L. Fraser, WBC Productions, New York; Lee Jordan, WBS New York; Cleveland Amory, New York, and John K. Hanson, Burlington Industries, New York.

Three concurrent panels will take up Saturday afternoon. Carolyn Harris, Harris & Weinstein, Atlanta, will moderate the session "Imitators or Innovators." Panelists will be F. William Free, Marschalk Co., New York; Elmo Ellis, WSB Atlanta, and Maurie Webster, CBS Radio Spot Sales, New York.

The "Advertising Is so Daily" session will be moderated by Ruth Trager, Tucker Wayne & Co., Atlanta. On the panel will be Herbert Maneloveg, BBDO, New York; Stan Torgerson, Miami; Mike Shapiro, WFAA-TV Dallas-Fort Worth, and Martin Nierman, Edward Petry & Co., New York.

Moderating the panel, "Behind the 8-Ball," will be Ruth Kent, WSB-TV. Panelists will include: E. Boyd Seghers Jr., WGN Continental Broadcasting Co., Chicago; Alan Bell, Bell and Stanton Inc., New York, and Bill Thompson, Union Oil Co. of California, Los Angeles.

The convention will conclude Sunday (May 7) with installation of new officers.

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# Cox hits CATV waivers

Fears FCC actions may  
bring change of TV system  
from free to subscription

FCC Commissioner Kenneth A. Cox warned last week that a commission unduly generous in granting waivers of the CATV rules combined with an aggressive, go-for-broke CATV industry may, between them, transform the nation's television service from a free to a paid basis.

The commissioner, who has frequently criticized his colleagues in dissenting to waivers they have granted CATV's seeking to relay signals into the top-100 markets, sounded his warning in a speech at a communications colloquium

at the Annenberg School of Communications, in Philadelphia.

He said the commission has granted a series of waivers that virtually rewrite the top-100-market rule. The result, he said, is that many of the markets are being flooded with distant signals without hearings being held, as required by the rule, to determine the impact of such a development on existing stations.

"There are so many imponderables in these cases about which we know very little—possible shifts in viewing habits . . . impact on the usefulness of television as an advertising medium . . . —that I am afraid we may be encouraging an irreversible shift from a basically free to an essentially paid television service," he said.

**Copyright Bill** ■ He conceded that if a copyright bill similar to that reported out by the House Judiciary Committee is enacted in the current session, market forces will be brought to bear in support of objectives of the commission's rules. This is the hope.

But, he said, the CATV forces,

## Latest Christmas-tree bill may get stripped

It was an off-again, on-again, off-again week for attempts to scuttle the presidential campaign-financing plan voted in haste toward the close of the last Congress. Critics have repented at leisure since the plan, originally sponsored by Senate Majority Whip Russell Long (D-La.), was passed as a rider to a bill so heavily loaded with not-particularly germane amendments that it became well known as the "Christmas-Tree Bill of 1966."

The bill, now the law of the land, holds promise of considerable revenues for broadcasters. If all taxpayers earmark a dollar each for the campaign fund, the total kitty could reach \$60 million, with a major part going for purchase of radio and television production and time.

Opponents—many in favor of the campaign fund in principle but differing on perceived defects in the Long legislation—found their chance when the administration's bill to reinstate the 7½% investment tax credit seemed a suitable vehicle for a repealing amendment. An attempt earlier in the month was successful, and the Senate voted repeal. At this point, House approval and the President's signature would still be needed to overturn the law already on the books.

**Complications** ■ However, the anti-

campaign-fund forces' Senate victory had two somewhat unforeseen consequences: It rallied supporters to an effort to push for perfecting amendments (some of which would extend campaign funds to congressional and even local candidates, or, conversely, deny presidential campaign organizations from using their financial power under the Long bill to dominate state and local groups) and the attachment of a controversial rider to the investment tax credit bill inspired other Senators with pet legislative projects to do the same. By last week, debate on the investment bill had stretched three weeks with no end in sight, and the measure had been festooned with amendments ranging from tax credits for parents of college students to limits on meat imports.

On Thursday (April 20) Senator Long gained Senate approval (46-42) for a revised campaign-fund plan meeting many of the objections to the existing law. But the investment tax credit bill was placed in doubt as a vehicle for the Long improvement when Majority Leader Mike Mansfield (D-Mont.) moved to send the amendment-laden bill back to committee for removal of amendments. It was reported that Senator Mansfield would prefer a new campaign-fund measure to be reported as a separate bill within six weeks.

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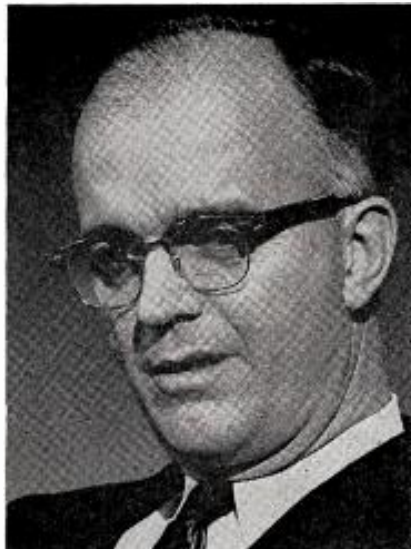
"while unable to win exemption from copyright liability, were apparently able to eliminate Section III, which spelled out certain exemptions for them but imposed varying degrees of liability in different situations."

This leaves them facing the risk of full liability for all use of broadcast programming, he said—"but it is a position of their own choosing."

"Can it be that they hope to rush construction of the systems authorized under the waivers of our rules in order to exert increased leverage for complete—or nearly complete—exemption from the charges all other users of copyrighted material must pay?" he asked.

He noted that CATV forces, in their opposition to the commission's proposal to adopt CATV rules last year, were able to generate more mail to Capitol Hill than Congress had ever received on a comparable issue. The mail didn't block the commission's action, but, the commissioner said, it affected the outcome.

**Running Risks** ■ "One thing seems clear—they are running these risks, in large part, to avoid any limitation on their ability to originate programming and to sell commercials, which would bring them into direct competition with the broadcasters not just for audiences, but for program product and commer-



Commissioner Cox

cial support as well," he said, adding:

"I don't know how far they can push their wired approach to television without serious damage to the fabric of our present broadcast system, both television and radio," he said.

Pay television—the old-fashioned, pay-for-program variety—is the subject of a rulemaking proceeding on which the commission is expected to act soon.

And Commissioner Cox, who is a member of a committee of commissioners preparing a recommendation, said that pay TV "may be a worthwhile addition to the structure of television" if it offers some opportunity of added program choice for the public.

Commissioner Cox, who spoke on "Current Regulatory Issues," took issue with Commissioner Lee Loevinger in a passage dealing with an "accelerating trend" toward multiple ownership and the absorption of the "largest broadcast operations into conglomerate entities with a wide range of interests." Specifically at issue was Fred Friendly and the reasons he gave in his book, "Due to Circumstances Beyond Our Control. . .," for resigning as president of CBS News.

Commissioner Loevinger, in a speech scornful of Mr. Friendly's views on programming, had derided the former CBS executive as having made a "discovery" that a principal function of commercial television is to make a profit (BROADCASTING, April 3). Mr. Friendly always knew this, Commissioner Cox said, but had become disturbed over "just how much the interest in profit had come to affect the network's schedule," particularly its willingness to pre-empt commercial programming for informational programming considered important by the news department.

The commissioner, who frequently tilts with Commissioner Loevinger on programming and other matters before the commission, added this barb: "I could understand defensive rationalization from those in the industry—though so far I've seen practically nothing. It is a bit surprising to find the response coming from the agency charged with seeing that the network serves the public interest—but that's the subject for another speech."

Commissioner Cox stressed, as he has in the past, his view that the commission legally can and should develop standards to assure programming in the public interest by broadcasters.

He also went a step further. The commission, he said, "can even remind the networks of the substantial interest in more serious entertainment—without either censoring or creating a situation in which the government controls the programs presented to the public." He said the alternative is to agree with Commissioner Loevinger that most programming is bad—"but that it is none of our business."

One type of programming that the commissioner feels is in need of curbing is the open-mike show, particularly in connection with its impact on the commission's fairness doctrine. He said he favors open-mike programs that are designed to inform, and if they are

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But "I think we need to devise rules to control the excesses, about which we are getting more and more complaints," he said. He said the moderator on open-mike shows is "often a partisan" and the callers, who are usually anonymous, "frequently attack named individuals, organizations, and racial or religious groups, substituting sheer name calling for argument on the issues."

## Changing hands . . .

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

■ **WAFT-TV Cleveland:** 50% interest in channel 61 sold by Frank V. Mavec to Kaiser Broadcasting Corp. New corporation will be formed to be jointly owned by Superior Broadcast Corp., present permittee, and Kaiser. Each party will contribute \$200,000 to new corporation for its half interest. Kaiser also will provide \$1 million and arrange financing for \$1.5 million from other sources. Mr. Mavec, who is 98% owner of Superior, will be reimbursed for expenditures for not more than \$50,000 he spent in securing grant. Station is not yet built but will be activated by new owners. Kaiser, a subsidiary of Kaiser Industries Corp., owns and operates UHF television stations WKBG-TV Boston, in ownership with the publishers of the *Boston Globe*; WKBD-TV Detroit; WKBS-TV Burlington, N. J. (Philadelphia); and KMTW-TV Corona, Calif. (Los Angeles). It also holds a construction permit for KHJK-TV San Francisco.

■ **WIFI(FM) Philadelphia:** Sold by Melvin and Fred Gollub to McLendon Corp. for \$490,000 plus covenant not to compete. Melvin Gollub will remain with WIFI as general manager. McLendon Corp. is group broadcaster, owns KLIF and KNUS(FM) Dallas, KILT and KOST(FM) Houston, KABL-AM-FM Oakland-San Francisco, WYSL-AM-FM Buffalo, N.Y., WNUS-AM-FM Chicago, WDTM(FM) Detroit, KADS(FM) Los Angeles and KCND-TV Pembina, N. D. Since McLendon already owns limit of seven FM's, acquisition of Philadelphia requires that McLendon dispose of one FM station. Company is negotiating to do so. WIFI operates on 92.5 mc with 20 kw. Broker: Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 84).*

■ **WVCG-AM-FM Coral Gables, Fla.:** Sold by George W. Thorpe and others

to Theodore and Elizabeth Niarhos for \$800,000 with agreement not to compete for 10 years, during which time Mr. Niarhos will be employed as consultant for which he will be paid \$200,000. Buyer is licensee of WDBN(FM) Medina, Ohio. WVCG is daytime on 1080 kc with 10 kw. WVCG-FM operates on 105.1 mc with 160 kw.

■ **WFEA Manchester, N.H.:** Sold by William Malo Jr., Frank E. Pellegrin and others to Milton Herson, Marvin Kempner and Mitch Leigh and others for \$315,000. Mr. Herson is president of Mark Century Corp., and Mr. Kempner is president of Mark Century Sales Corp. Mr. Leigh is composer and creative chief of Music Makers (musical commercial production) and of Mark Century. This is group's first acquisition. WFEA is fulltime on 1370 kc with 5 kw.

## Walton gives KFIF to educators

The FCC has granted group-owner John B. Walton Jr. a transfer of license for his daytimer KFIF Tucson as a gift to the Arizona Board of Regents for noncommercial educational use at the University of Arizona, and an assignment of license from the Catalina

Broadcasting Co. to the broadcaster for fulltime KTAN Tucson.

Mr. Walton acquired control of KFIF (1550 kc, 50 kw-day) from R. E. Pruitt Jr. for \$215,000 on Aug. 19, 1965. His new station KTAN (580 kc, 5 kw-day, 500 w-night) was bought for \$300,000. Mr. Walton's other stations are: KVKM-AM-FM-TV Monahans, KVII-AM-FM-TV Amarillo, KJJJ-TV Lubbock, KERP-AM-TV El Paso and KCUL-AM-FM Fort Worth, all Texas; KQOD Albuquerque and KAVE-TV Clovis, both New Mexico.

## Connecticut court gets CATV appeals

Two unsuccessful candidates for Connecticut CATV franchises last week asked the state Superior Court to reverse the Public Utilities Commission's decision in that state's CATV awards, particularly its decision to deny grants to broadcast-affiliated applicants. And a third appeal, by a successful applicant, claimed he was given territory that is not economically viable.

Target of the appeals is the Connecticut PUC decision last month awarding

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## Hill questioners send more homework to FCC

The FCC got another assignment from Capitol Hill last week in the form of questions from Representative John D. Dingell (D-Mich.). But the commission may find Mr. Dingell's queries less troublesome than the batch submitted a month ago by Representative John E. Moss (D-Calif.) if only because there are fewer of them.

Mr. Moss's questions numbered 103. Mr. Moss deemed the FCC's answers unsatisfactory and sent them back for another effort (BROADCASTING, April 17, March 27). Mr. Dingell has but 10 questions for the commission, and three of these are rhetorical, but several of the remaining are contrived to provoke faster action by the FCC on providing more spectrum space for land-mobile users. Both sets of questions are sequels to an orientation hearing (BROADCASTING, March 20) that brought into the open unexpected hostility on the part of the chairman and many members of the House Commerce Committee toward the FCC and all its works. Representatives Moss and Dingell agreed in March to submit detailed questions in writing in order to keep the hearing to a



Rep. Dingell — Rep. Moss

reasonable length.

Two of Mr. Dingell's questions concern telephone and telegraph matters and all of them, taken together, imply that the commission has been focusing inordinately on broadcast matters to the comparative neglect of other areas of FCC jurisdiction. The congressman specifically noted that in the FCC's 1965 annual report the tabulation of broadcast dockets took up about three-fourths of the total space, while all the other dockets "were combined into just four lines in the table."

**Wants Action** — "The use of radio by the people of this country has changed a great deal in the last few years," Mr. Dingell noted, and said

that the problems of two-way radio are central to his thesis. He placed particular emphasis on requesting the commission to embark promptly on a rulemaking proceeding looking toward land-mobile relief.

The congressman noted that by the FCC's own record, "only a few inquiries" had been received concerning establishment of a new FM translator service, and for this reason an inquiry rather than a rulemaking proceeding was instituted. He asked the commission: "Have you received 'only a few inquiries' or a good many inquiries concerning the need for more spectrum for the land-mobile radio services? Is there any doubt in your mind that a sufficient interest has been shown to warrant your commencing a proposed rulemaking proceeding?"

"I think the time has passed," he emphasized, "when we need more long studies to get this sort of rulemaking started. . . . There is no point in starting out with some sort of notice of inquiry because no one knows the specific case they have to make or meet until everybody's attention is focused on a proposed rule anyway."

CATV franchises to 17 applicants for 83 communities (BROADCASTING, March 27).

The law suits were filed by Triangle Publications Inc., group broadcaster, under the name New Haven TV Cable Co.; WHNB-TV New Britain-Hartford, under the name Connecticut TV Inc., and by Ducci Electric Co., owned by E. John Ducci, an electrical contractor.

Triangle and Connecticut TV were denied because of their broadcast affiliations. Triangle owns WNHC-TV New Haven; Connecticut is owned by the same principals as the New Britain-Hartford television station.

Triangle charged that the utilities commission made no comparison of its qualifications with other applicants, and no finding regarding the public service rendered by WNHC-TV in the New Haven area. It also attacked the qualifications of two of the chosen applicants—Matthew Jenetopolous, a TV service and master-antenna businessman, who received the franchise for New Haven and environs, and Community TV Inc., principally owned by the estate of the late William Schlank and for which Rollins Broadcasting Co. holds an option to acquire an 80% interest, which received a franchise for other New Haven area communities.

**Unraised Question** — Connecticut Tel-

evision charged that at no point in the 30-month-long proceedings had the PUC raised the question of cross-ownership.

It also claimed that the utilities commission had made no comparative finding on the relative abilities of the applicants, or on the various needs for CATV service of the communities granted.

Both Triangle and Connecticut Television observed that one grant had gone to the Outlet-BT Co., half owned by Outlet Co., a Providence, R.I., department store that owns WJAR-AM-TV in that city, as well as WDBO-AM-FM-TV Orlando, Fla.

The Ducci appeal claims that the territory it received (Barhamstead, Goshen, Harwinton, New Hartford, Winchester, with a population of 21,700) was rural area with so few people that it is "economically unfeasible."

The three plaintiffs asked the court to overturn the PUC's decision and to order the state commission to grant them what they applied for in the original proceedings.

The PUC's stand on cross ownership, it appeared at the time and still does, was at variance with the affiliations of some of those who were given franchises. Among these: Meredith-Avco Inc., Time-Life Broadcast Inc., Julian Gross, as well as the Outlet Co.

## Hyde again backs subsidized TV

FCC Chairman Rosel H. Hyde used the forum provided him in an award ceremony last week to make another appeal for support of a viable noncommercial broadcasting system that would serve as a competitive prod to the commercial service.

Chairman Hyde was being honored by the Volunteers of America, a national social welfare organization, for his devotion to the advancement of electronic communications, and for his leadership in the development of educational television.

He said that the present system of communications—by telephone, telegraph, television and radio—"have created a new, aware man: a man in touch with his fellow man." He called this a "social contribution of the greatest magnitude and for which there is no adequate historical parallel."

And broadcasters, he said, have participated in an "electronic renaissance" which has helped expand man's knowledge, by devoting increased time and effort to public-issue programs. He noted the coverage given to state and



national elections, and the time provided for the debates of presidential candidates.

**New Challenges** ■ But "the tremendous advances which have been made in communications technology" together with the country's expanding economy present new opportunities, he said. He cited the proposal for "a national commitment to improve educational non-commercial broadcasting."

Two weeks ago he endorsed the administration proposals for aiding non-commercial television (BROADCASTING, April 17). And last week, he said: "Diverse as our present commercial broadcasting system is, there is room for innovation, for more diversity; in short, for a viable, supplemental noncommercial service."

"Such a service could provide a further and differently based competitive spur to the commercial system. It would provide a place where new ideas and experimental techniques could be easily tested."

The chairman spoke at the conclusion of the Volunteers of America meeting, in Portland, Ore. General John F. McMahon, commander in chief of the organization, presented him with the Ballington and Maud Booth Award, given annually by the Volunteers for outstanding service to the nation.

## Voters approve CATV Daytona Beach grant

Halifax Cable TV Inc. was given the go-ahead last week to build a \$1.6 million system in Daytona Beach, Fla. A 20-year nonexclusive franchise was approved by a vote of 2,467 to 565.

The system, which will require over 200 miles of CATV cable, will serve a minimum of 15,000 subscribers and a maximum of 30,000. The city will receive a minimum of \$56,300 or 7% of the annual gross revenue, whichever is greater.

Viewers will receive three regular channels (WESH-TV Daytona Beach, WFTV-TV and WDBO-TV, both Orlando), three educational channels (WUFT-TV Gainesville, WJCT-TV Johnsonville, and WMFE-TV Orlando), and one service channel which will provide weather information and FM radio.

Owners of the firm are president of the Florida CATV Association, Harry W. Bennett (30%), Frank Pellegrin (30%), Bernard Karlen (30%), Philip Elliot (5%), and Kermit Coble (5%).

The group also owns Communicable Inc., Cocoa Beach; Five Beaches Cable TV Inc., Cape Canaveral; Arcadia CATV Inc., Arcadia, all Florida, and Oakridge Cable TV, Oakridge, Tenn.

## CPTV hearings jump to second stage

Commercial broadcasters and the common carriers are set to testify this week during the second round of the Senate's hearing on the administration's bill to establish a Corp. for Public Television.

Dr. Frank Stanton, CBS president, will be lead-off witness for the broadcasters on Wednesday (April 26). CBS is on record of favoring the CPTV concept; on the day the Carnegie Commission report initiated the proposal for a Corp. for Public Television, Dr. James R. Killian Jr., Carnegie Commission chairman, read a telegram from Dr. Stanton pledging \$1 million from CBS toward a \$25 million private endowment for CPTV. Dr. Stanton called the report "a balanced, realistic and practical approach to a most adequate noncommercial television service" (BROADCASTING, Jan. 30).

Other network presidents are scheduled to appear Wednesday: Julian Goodman, NBC, and Leonard Golden-son, ABC. Also on Wednesday, Dore Schary will testify as a council member, The Dramatists Guild Inc., and FCC Commissioner Robert E. Lee will appear as the second witness from the commission. FCC Chairman Rosel Hyde appeared during the first round of hearings two weeks ago.

**NAB Plan** ■ Vincent Wasilewski, president of the National Association of Broadcasters, is expected to bring substantial reservations to a proceed-

ing described as "a labor of love" by Subcommittee Chairman John O. Pastore (D-R.I.) at the close of the first week's testimony. At the NAB convention in Chicago April 2, Mr. Wasilewski warned that the CPTV "has the potential of becoming a government propaganda agency" (BROADCASTING, April 10).

The NAB has an alternative plan that would seek a decentralized CPTV with federal funds disbursed to the states and passed on to local ETV operations, which in turn would channel financial support upward to a production and networking operation.

Lineup for the first day of resumed testimony (Tuesday, April 25): General James D. O'Connell, director of telecommunications management, executive office of the President; General James McCormack, chairman, Communications Satellite Corp.; Joseph V. Charyk, Comsat president; Kenneth McKay, vice president, engineering, AT&T; Earl Hilburn, vice president, Western Union Telegraph Co., and Lester Markel, associate editor, *New York Times*.

The hearing is to continue Thursday and Friday (April 27-28) with witnesses to be announced.

## Dangers are seen in microwave system

The National Association of Broadcasters has joined a growing chorus of broadcasters who voice fears that a 22-hop CATV microwave relay system

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proposed by American Television Relay Inc. threatens the present carefully developed system of broadcasting. In fact, the NAB said, the most alarming prospect of ATR's plans is that of a ready-made pay-TV network.

ATR has proposed to relay the signals of four Los Angeles independent TV stations to CATV systems in Texas and has presently before the FCC 139 applications seeking construction permits for facilities in its planned point-to-point microwave system (BROADCASTING, Feb. 20). Objecting to the proposed system the NAB said the commission should consolidate all applications for a full evidentiary hearing because ATR's plans show a "potential for undermining" not only CATV service but broadcasting service as well.

The NAB noted that the proposed microwave route wanders throughout Texas near or through many communities where CATV systems are located and close to a number of large cities. Though ATR has indicated four Texas drop points in Odessa, Midland, Raymondville and McAllen, the association claims that the construction and operating expenses of the system far exceed the estimated income from the projected drop points. There is a clear implication, the NAB said, that ATR will soon have to add other communities to its list of customers.

Furthermore there are many small market TV stations in the path of the proposed system; at least 30 existing or potential UHF stations in Texas will be directly involved, the association noted. The small-market station "can least withstand the importation of numerous distant signals . . . because many of these outlets have small net weekly circulation and when an already small audience is fragmented, the impact of distant signal CATV operation can be disastrous."

Should ATR be authorized to construct its system, the NAB said effective FCC regulation of CATV could be frustrated and CATV itself could never again be considered a supplement to free over-the-air TV service.

### New Wichita council reverses CATV grant

A newly elected Wichita, Kan., city council last Tuesday by a vote of 3-2 rescinded a franchise that was granted to H&B American Corp., Beverly Hills, Calif., last March (BROADCASTING, April 3).

According to city officials, the commissioners felt that Wichita would not be ready for cable television until Congress passed new copyright legislation.

Had the franchise not been rescinded, the system would have re-

quired a \$5 million-plus investment including 800 miles of new CATV cable.

H&B planned on serving some 40,000 subscribers out of a total population of 280,000 people.

H&B American is 23 1/3% owned by RKO General Inc., a multiple CATV owner and group broadcaster.

### Philadelphia ETV sets sights for \$2 million

Noncommercial WHYY-TV Philadelphia announced its 1967 fund-raising goal as \$2 million, which would accrue \$500,000 from the Ford Foundation's 25% matching grant program.

WHYY-TV Chairman Albert J. Nesbitt said last week he anticipated contributions of \$300,000 from viewers and hoped for \$1,700,000 from business and industry, foundations, and municipal and state agencies. Last month the city government, for the fourth consecutive year, made an unrestricted grant of \$250,000 to the station.

Mr. Nesbitt emphasized the outlet's increased color programming and the planned start of the Public Broadcast Laboratory's three-hour news and cultural affairs weekly program in September.

### Los Angeles ETV aims for second UHF outlet

At its April board meeting, Community Television of Southern California, licensee of noncommercial KCET(TV) Los Angeles, approved a resolution authorizing the filing for the only other available channel reserved for educational television in Los Angeles county. As a result the educational group will file with both the FCC and the Department of Health, Education and Welfare for channel 58, assigned to Los Angeles and designated as an educational outlet. The HEW application would be for a matching grant to construct a new transmitter and other facilities.

The application reportedly puts KCET (TV) in competition with the Los Angeles city school system. This institution currently produces some 35 programs, which take up about 14 hours of air time a week on KCET.

According to Community Television of Southern California, application is being made for the second UHF educational channel so that service to school systems throughout the area can be greatly increased. There are plans also to provide double the amount of noncommercial evening and weekend TV service to the general public.

## 46 states line up for daylight time

Broadcasters' recurrent problem of keeping network and local programs on a regular schedule when various states, counties and even communities did or didn't go on daylight saving time, or went on at different dates, seemed considerably closer to a solution when Congress passed the uniform time act last year.

It provided for national uniform daylight saving time to start the last Sunday of April. It was a careful step to bring order out of chaos, but it had a loophole: The states could exempt themselves, if they did it on a statewide basis. That would, at least, dispense with confusion on less than a statewide basis. But groups of determined broadcasters and others across the nation, who went to work on the idea that a whole pie was better than half, fought exemption.

Their main opponents were farmers, operators of drive-in movie theaters and dedicated states-righters.

Last year only 19 states observed daylight time statewide, another 17 by local and county consent.

This year, as the result of campaigns to educate legislators and citizens on the issue, and some discrete lobbying, all but Missouri (which was at last report considered a "probable"), Michigan, Kentucky

and Florida, will be on the uniform time standard.

**Michigan's Problem** ■ A petition for a plebiscite next year is currently being circulated in Michigan, whose problem involves the division of the state into upper and lower peninsulas. Kentucky and Florida legislatures have simply been unable as yet to meet on the question.

Broadcasters were key figures in many of the state campaigns.

Owen Saddler, executive vice president and general manager of KMTV(TV) Omaha, cut informational spots on the exemption bill in the state legislature, and distributed them free to other stations in Nebraska. He argued that it would be impossible for a station to tape 15 hours a day of network programming, even if it wanted to, and that if people desired their programs at the time they were used to them, they ought to write their legislators.

In Indiana, the legislature passed a bill that became law without the governor's signature, stipulating that while towns and cities must display a clock with the official time, the actual time used would be locally decided. Thomas Hamilton, vice president and general manager of WNDU-TV South Bend, was heavily involved in the uniform time campaign. Cur-

rently, the Indiana bill is being challenged on constitutional grounds and will probably be repealed.

New Mexico legislators were visited by the state's broadcasters, organized by Jerry Danziger, general manager of KOB-TV, and Bob Pettingell, manager of KOB both Albuquerque. During a four-month period, they spoke with every one of New Mexico's senators, explaining the effect on broadcast programming if the state were exempted, but they were unable to line up the votes for defeat of the bill.

Three days before it came to a vote, KOB-TV, and the other Albuquerque TV stations, KGGM-TV and KOAT-TV went on the air with explanations of what would happen to schedules if the bill passed. The reaction was overwhelming and the bill was defeated by a 2-to-1 margin.

Among the many other broadcasters actively involved in the achievement of uniform time standards were: the Texas Television Broadcasters Association, and WBAP-TV and KRLD-TV both Dallas-Fort Worth; Bob Brown of KARK-TV Little Rock, Ark.; Irving Waugh of WSM-TV Nashville; Bob Villar of WSFA-TV Montgomery, Ala.; Don Heald of WSB-TV Atlanta, and Steve Flynn and Don Loury of NBC-TV.

## Rev. Norris's case heads for Congress

The Reverend John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., whose applications for station license renewals has been pending before the FCC for almost a year, is taking his case to Congress. Last weekend he wrote to every congressman and senator about his troubles with the FCC.

In his letter to Capitol Hill, Mr. Norris charged he was being harassed by the commission. He referred to an April 12 communication from the FCC asking him to tell the commission how he has determined the needs of his community, and with what civic, business and religious leaders he has conferred. This is exactly what the FCC asked him last October, he said, but in February of this year the commission told him it would act on his application "in the near future." When he received the February communication, he

said, he called off a planned prayer meeting at the FCC (BROADCASTING, Feb. 10).

WGCB stations also have challenged the FCC's fairness doctrine in a court suit.

## Sarnoff presages growth in 'knowledge industry'

Half of the nation's gross national product in another 20 years will accrue from the "knowledge industry," RCA President Robert W. Sarnoff predicted last week at a special convocation in his honor at Florida State University, Boca Raton. The university conferred upon him an honorary degree of Doctor of Humane Letters.

Mr. Sarnoff used the term "knowledge industry" to describe a broad range of activities, from publishing and broadcasting to research and education. Its volume is growing at twice the rate of the economy as a whole, he said, and

the electronics industry particularly will play a large and vital role in managing "the mounting flood of knowledge."

## Roslow tells AWRT what's up Pulse's sleeve

A rundown of current projects of The Pulse Inc., was given to members of the Philadelphia chapter of American Women in Radio and Television last week by Laurence Roslow, Pulse vice president.

He described the three-stage AMP, (All-Media Pulse), which has been conducted in New York, Chicago, Los Angeles and Philadelphia and will go into 10 markets by fall; CP '67, a national radio study covering 3,126 counties in the 48 continental states, with reports due out in February-March 1968, and LQR, local qualitative radio studies, which will show regular demographic data plus broadcast audiences by product usage.

# No czar for Canada

But Stewart tells  
CAB new regulations  
are sure to be passed

The likelihood of more government control and parliamentary demands for more Canadian programming dominated the 41st annual meeting of the Canadian Association of Broadcasters held in Toronto last week.

Speaking on the future of Canadian broadcasting, Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, told the CAB new legislation affecting the industry was imminent as a result of the government's white paper (BROADCASTING, Sept. 13, 1965 et seq.). Though the content of such legislation is not yet known, he said the BBG is preparing itself for new responsibilities.

He speculated that in the future broadcasters will make applications for licenses, changes in facilities and transfers of shares directly to the BBG, and that it seemed likely the board would be given the authority to place conditions on individual licenses. It is also expected, he said, that the board will be given directives on the use of satellites

as part of the broadcasting structure.

If there is one message that comes through "loud and clear" in a special Commons committee report, Dr. Stewart said, it is government preoccupation with Canadian principles, control and identity in broadcasting. In a carefully worded warning he noted that there had been an increase in the number of radio stations contracting to receive material directly from U. S. radio networks. Although he would not preclude Canadian stations from other news sources, he made it clear that extensive substitution from other countries for Canadian news sources and an apparent decline in the capacity of news services to supply stations is contrary to national policy.

**High Quality** ■ Dr. Stewart said the Commons committee report recognized regulations and conditions of license cannot guarantee Canadian programs of high quality. But the report adds, he said, that broadcasters have a special responsibility to provide these programs because they will not come from other sources and that these programs must be developed to the full extent available talent and resources permit.

He noted that the pool of talent and the capacity to employ it are not spread evenly across the country among public and private stations. He said a principle of equalization is vital if a national network of private stations is to be maintained and provided an opportunity to perform its role as an essential and indispensable part of the national policy.

Dr. Stewart added: "Broadcasters may feel that there is being placed upon

## Straus to AID post

R. Peter Straus, president of the Straus Broadcasting Group Inc., will be nominated to be assistant



Mr. Straus

administrator of the Agency for International Development in charge of African affairs, the White House announced last week. If confirmed

by the Senate, Mr. Straus will succeed Edmond C. Hutcherson.

Straus Broadcasting group owns WMCA New York, WALL-AM-FM Middletown, WTLB Utica-Rome, WGVA Geneva, all New York, and Straus Telephonic Inc., New York, which markets two-way radio equipment.

Mr. Straus, 44, was one of the prime movers in the law suit that resulted in a U. S. Supreme Court ruling upholding the "one man, one vote" policy for state legislatures. From 1950 to 1954, he was with the International Labor Organization in Geneva, and from 1955 to 1958, was in charge of the ILO's Washington office.

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them a disproportionate responsibility for the welfare of Canada. And it may be cold comfort to remind you that this attention is directed to you because you are regarded as the ganglia in the central nervous system of Canadian nationhood; [but] there may be compensations."

Compensations were hard to find a year ago, said CAB President Jean Pouliot. "The talk was all of a czar of broadcasting," he said, "a demi-god who, after having decided what was good or bad according to his own standards, would simply prevent the stations from transmitting the bad ones."

**Czar is Dead** ■ "The idea of a czar of broadcasting is dead," he said, "but I believe that the concept is still very much alive and has . . . simply been shifted from broadcasting to advertising," by those people who would find wrong in a free-enterprise system actuated by the profit motive. He added: "No czar of production can decide that, if the producer used more labor or



less advertising or cut down on promotion, the consumer would be better off; it has been tried again and again and to no avail."

Not all broadcasters at the meeting, however, were in accord with future government controls. In a panel discussion involving legislators, newspapermen and broadcasters one idea tendered said members of the vulnerable broadcast industry should challenge any further controls and assert their rights.

The broadcasters were equally as critical with practices in their own industry. They took to task the lack of in-depth news coverage, extensive use of the free news handout, the need for wider radio-TV coverage of the Ottawa capital, the rip-and-read practices of some local stations and the neutral position private broadcasting takes in politics. As one panelist complained of the industry: "If we leave it to the newspapers, God help us."

The CAB also presented special awards to three individuals for their contributions to broadcasting: Herbert Gordon Love, president of Broadcast News Limited and pioneer Canadian broadcaster; J. Alphonse Ouimet, president of the Canadian Broadcasting Corp., and Richard G. Lewis, editor and publisher of the *Canadian Broadcaster*, an industry trade magazine.

## A widening ripple in Europe

Spread of commercial broadcasting to more nations seen as inevitable by British ad man at 4A meeting

Opening up of television and radio to advertising in more and more European countries was predicted last week by Sir John Rodgers, president of London's Institute of Practitioners in Advertising, in a speech for delivery Friday (April 21) at the annual meeting of the American Association of Advertising Agencies (see page 23).

"The countries currently deprived of TV advertising will soon follow suit [in accepting advertising] from necessity," he said. "And the projected increase in satellite communications will probably speed both this and the increasing internationalism of advertising in Europe."

In Europe, he said, "separate commercial television channels exist only in the United Kingdom, Holland and Finland, where, incidentally, it can be seen in Russia, where no doubt it demoralizes the Soviet citizenry. It also exists, but in short supply, in Germany and

Italy, but it is banned in Scandinavia and France and Belgium. Commercial radio is even less available than commercial TV."

Of Necessity ■ "Anyhow," he continued, "I believe as far as Europe is concerned, where the advertisers need a medium, and the public wants them to have it, they will eventually get it. I cannot help feeling that our present timorous rulers are shortly going to be overtaken by events and that the immense improvements in communications heralded by Telstar are going to make nonsense of any restrictive policy in any country—although of course there must be some international agreements on wavelengths."

Sir John, who is deputy chairman of J. Walter Thompson Co. Ltd., London, and also a member of Parliament, opposed special restrictions on radio-TV, saying: "Advertising should be officially restricted only by the laws of the land, which apply to all publications."

## EQUIPMENT & ENGINEERING

### Channel-sharing tests set for Washington

RCA, GE AND MOTOROLA TO ASSIST IN CH. 6 EXPERIMENT

Three major manufacturing companies that make both TV sets and mobile radio equipment and that last month had expressed some doubts about participating in the proposed sharing test on channel 6 in Washington (BROADCASTING, April 3) have changed their minds. Representatives of RCA, GE and Motorola announced last week that their companies are now prepared to go forward in helping with personnel and equipment.

The reconsideration was made known at the April 18 meeting of the steering committee of the group organized to test the sharing of TV channels with the land mobile radio services.

The upshot of the steering committee meeting last week was that the trial will take place, and that it will commence sometime toward the end of May. Although there is no time limit, the tests are expected to run for several months.

Also mentioned in the plan for the study is the possibility of testing sharing on channel 8 in Los Angeles at some future date.

The objective of the field tests is to determine possible interference from

mobile radio transmissions on channel 6 (82-88 mc) to co-channel and adjacent channel TV stations, and also to FM stations (which occupy 88-108 mc). The TV stations most concerned will be WTTG(TV) Washington, on channel 5; WFIL-TV Philadelphia and WTVR(TV) Richmond, both on channel 6.

Also scheduled to be checked are the interference possibilities to viewers with UHF converters who use channel 6 as the "open" point in their receivers to tune in UHF stations.

A major portion of the discussion by the steering committee was on the position of broadcast representatives that the FCC laboratory participate in the test concurrently with the field exercises. There apparently had been no organization for the laboratory to participate at the same time that the field tests were going on.

It was agreed that the laboratory would be prepared to participate while the tests are underway.

The trial on sharing will see a mobile "base" transmitter operating at nine locations in the greater Washington area, and two other vehicles with receiving instruments and TV sets meas-

uring potential interference on the adjacent and co-channel frequencies. These are the apparatus being donated by the big-three manufacturers. Transmitter locations will be at three locations in the city proper, two in Maryland (Wheaton and Laurel) and four in Virginia (Arlington county, Fairfax county, Springfield and Woodbridge).

In addition to instrument checks, each test will also be made visually on a TV receiver in the vehicle and in nearby homes by a two-man observer team. They will use TV service grades as enunciated by the Telecommunication System Organization—excellent, fine, passable, marginal, inferior, unusable.

The test program began several years ago as part of the drive by land mobile services for more spectrum space. At first, the assignment of two UHF channels was requested. Failing this, mobile service spokesman asked for a feasibility test of VHF sharing. This was approved by the FCC and it was proposed to test sharing on channel 6 in Los Angeles. The test was shifted to Washington when the Mexican government failed to agree because the same channel is used in Tijuana, Mexico. Work on preparing for the Washington examination has been going on since late last year.

In the meantime, however, the FCC

## Set sales drop in first two months of '67

Color-TV sales by distributors to retailers for the first two months of this year continued on its upward trend, but other categories in TV and radio sales moved to the loss side.

Because of a slump in black-and-

white sales during January and February, total TV sales slipped also, notwithstanding the boost in color sales.

As reported last week by the marketing services department of the Electronic Industries Association:

	TELEVISION		
	Color	Monochrome	Total
January-February 1967	670,383	827,236	1,497,619
January-February 1966	533,300	1,240,090	1,773,390
	RADIO		
	Home sets	With FM*	Auto
January-February 1967	1,528,800	468,893	1,376,241
January-February 1966	1,934,911	532,749	1,532,754

\* Excludes auto radios

announced that it was going to study the whole question, including the possibility of transferring some UHF television channels to the mobile services (BROADCASTING, April 17).

## Monitor maker seeks delay on FM deadline

A small electronic manufacturing company last week asked the FCC to postpone for 90 days the effective date of its order requiring all stereo FM stations to have a type-approved modulation monitor. The FCC deadline is June 1.

The request was made by Belar Electronics Laboratory, Upper Darby, Pa., which said it has a monitor pending approval at the FCC laboratory. This monitor, it added, is an "add-on" type to be used with the company's monaural monitor (already type-approved) and a sideband monitor almost ready for submission for type approval. Because of the add-on feature, Belar said, delay in getting type approvals has resulted.

Unless a postponement is authorized, Belar said, it fears that it may suffer serious economic damage.

## Jerrold gets Boston contract

Jerrold Electronics Corp., Philadelphia, reports that a contract to design and equip a 2,500 mc instruction television system for 135 Boston parochial schools has been awarded to Lake Systems Corp., Watertown, Mass., a Jerrold engineering contractor. The Boston system will originate from the Prudential Building in downtown Boston and will be under the direction of the Reverend Walter L. Flaherty.

## WAKR-TV's new plant to have quadruple power

Construction has started on a taller tower and higher power for WAKR-TV Akron, Ohio, designed to quadruple power and coverage for station. At the same time, it was reported, WAKR-TV is scheduled to change its frequency from its present channel 49 to channel 23. Completion is due this fall.

New tower, rising in the western part of the city, about two miles from the present radiator in downtown Akron, will be 960 feet above ground. The new transmitter will operate at 1,125 kw (or 776 kw in horizontal plane). New grade A signal will encompass nearly a million homes, WAKR-TV said, covering all of Cleveland on the north and reaching beyond New Philadelphia and Dover to the south, reaching the Warren-Niles area of Youngstown on the east and including Elyria, Lorain and Ashland on the west.

## Channel 6 interference reduction plans offered

Several engineering proposals to reduce or eliminate interference to TV last week in response to a commission request for comments on its projected table of assignments for 20 educational FM channels. Among those filing were group-owner Triangle Publications Inc. and its consulting engineers, Kear & Kennedy, and the Association of Maximum Service Telecasters Inc. and its consulting engineers A. D. Ring & Associates.

In a notice of inquiry issued last November (BROADCASTING, Nov. 14, 1966), the FCC requested information on criteria to be used in making channels available to communities and edu-

cational institutions as well as on the technical standards to be used in drafting the proposed table. The table would involve channels 201 to 220, 88.1 mc to 91.9 mc. The FCC also indicated it wanted to drop the low power 10-w educational FM stations because it felt those stations did not represent the most efficient use of the spectrum. Further the commission invited comments and data on the problem of adjacent channel interference to reception of TV channel 6 (82 mc to 88 mc).

Triangle offered an allocation plan that would reserve FM channels 201 to 207 for the exclusive use of 10-w operations. It encouraged the perpetuation of the small operation as a valuable training ground for the future broadcaster. If the commission had set a criteria of efficiency for this type of operation, then Triangle suggested that power levels should be set only as high as is necessary to serve the area desired.

According to the plan, channels 208 to 220 would be assigned to class A, B and C stations in the same manner as assignments are made in the commercial FM band. If the rules were eventually modified existing facilities would be required to shift to a channel in compliance with the rules and probably in the larger cities stations that do not comply with the rules would be permitted to continue operations.

In order to protect channel 6 reception Triangle suggested high-power assignments on any educational FM channel or on frequencies below 90 mc be restricted with a minimum mileage separation or eliminated in those areas of reception.

AMST said its data showed that channel 6 interference occurred in varying degrees from all 20 educational FM channels, and that the commission should acquire information to establish allowable ratios of FM signal strength to channel 6 signal strength for each of the FM channels. At the very least, AMST said, the FCC should adopt a policy of requiring applicants for high-power FM's with channel 6 service areas to apply for available channels with minimum interference potential.

## Suit filed against N.Y. trade center

A suit was filed last week against the Port of Authority of New York charging that the agency is attempting to "take over and control" business from broadcasters in the New York area that now pay operators of the Empire State Building an approximate \$1.25 million in yearly rentals.

The suit, filed in the Supreme Court of the state of New York by operators of the Empire State (landlords to nine

TV and 13 FM radio outlets), accused the PA of "inducing and persuading" the broadcast tenants to break their commitments and relocate to a proposed 110-story World Trade Center building in lower Manhattan. The stations' transmitters are now located in the Empire State Building.

Last month Austin J. Tobin, PA executive director, offered the TV broadcasters rent-free space on the trade center until their contracts expired in 1984 (BROADCASTING, March 13).

The litigation arose as debate continued over the question of possible interference to TV reception should the proposed building be erected.

Lawrence A. Wien, president of the Empire State, last week told a news conference that if the broadcasters move to the trade center, it would cost the PA some \$25 million-\$30 million in new equipment, plus another \$20 million in installation fees, resulting in a total outlay of \$50 million, which he called "a waste of public funds."

Mr. Wien said the trade center's construction requires that the walls be put up first, and that it would take two years before the TV towers could be switched from the Empire State location. Meanwhile, he continued, the majority of TV viewers (owning some 10 million sets) will have to reorient their TV antennas, paying from \$6 to \$12 per set, or \$60 million to \$120 million for "no better reception."

The suit seeks to stop the Port Authority from "an act in unfair competition or unfair trade practice" and limit its structures (two twin towers) to 72 stories. The Empire State's TV tower is 1,375 feet high (above ground level) on a building 102 stories high.

## FCC contour change brings UHF support

An FCC proposed rulemaking that would alter the present method of determining a TV station's field intensity contours drew a flood of response primarily from UHF owners last week. At stake in the new rule are more CATV carriage and priority rights that will be claimed by UHF's.

The proposed rule change that specifies the power in the pertinent vertical direction shall be used to predict the distance to a station's grade A and grade B contours was prompted by WKBN-TV Youngstown, Ohio, who claimed the present restriction operated to the "serious disadvantage" of UHF's. The present rule states that only the horizontal power is to be used in predicting those contour distances.

The station noted that normally UHF's use narrower vertical beams

and more electrical beam tilt than do VHF's in order to obtain greater effective radiated powers and better close-in coverage. For example, WKBN said, Steubenville, Ohio, would be included within the grade B contours of at least two Youngstown UHF's based on the maximum vertical lobe, but the city could not be included based on the horizontal radiated power.

Response from other UHF owners generally bore out that contention. Citing engineering reports, the stations said because of increased tower height either mechanical or electrical beam tilt in higher gain antennas was necessary to direct the major portion of the antennas' radiated energy downward toward the earth's surface. Therefore any power directed in the horizontal plane is wasted, the stations claimed, since such radiated energy would never be directed downward and, in effect, has no practical significance in a TV station's coverage. It would be more meaningful, they said, to use the power a station radiates in the direction of the horizon to compute the distance to the contours.

One UHF owner, Jet Broadcasting Co., WJET-TV Erie, Pa., stressed the question of CATV carriage as a matter of "great public concern." The owner noted that the precise location of its predicted contours formerly was of inter-

est to its research department as an indication of the population to be served. However, the recent CATV rules made the location of these predicted lines virtually the "absolute determinant" as to carriage of the station by CATV systems within the station's area.

A network approach to the rule, that of ABC Inc., warned that the proposed change should not necessarily apply to VHF's. ABC noted that for VHF stations the angular differences between the appropriate vertical and horizontal angles is generally less than one-quarter of a degree and that the difference in radiation is much less for VHF (about one decibel) than for UHF antennas. To apply the rule to VHF's, ABC said, would mean that the vertical plane pattern in all eight primary compass directions would have to be determined before the distances to the contours could be computed.

ABC proposed instead a revision of the rule's wording that horizontal power should still be used in predicting those contour distances and that for UHF stations the appropriate radiation patterns in both horizontal and vertical planes should be used. Further, in predicting other field intensities over non-horizontal plane areas, ABC said, the effective radiated power to be used should be the power in the direction of such areas.

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## Slight dip in CBS earnings

Total income is up, but so were operating expense in CBS/Columbia Group, Paley reports

Chairman William S. Paley last week reported preliminary CBS figures for the first quarter 1967: While net sales increased \$23 million, from \$192 million over the same period last year, net income declined from \$15 to \$14 million.

Mr. Paley at CBS Inc.'s annual meeting in New York charged the decline in income to "additional operating expenses incurred by the CBS/Columbia Group, a negative factor that will be reduced as the year goes on."

The CBS/Columbia Group is composed of CBS Records; CBS Direct Marketing Services, based on the Columbia Record Club; CBS International, which carries out production, manufacturing and marketing of audio products offshore; CBS Musical Instruments, composed of Fender Guitar and Amplifier Co.'s, Electro Music and Rogers Drums which was acquired last year; and CBS Educational Services, comprising four 1966 acquisitions: Creative Playthings, the Learning Center, and two educational film producers, Bailey Films and Film Associates.

On the question of further mergers and acquisitions, Mr. Paley mentioned the pending merger with Holt, Rinehart and Winston, and said: "We look for prospects that measure up to our standards of quality; we are interested only in companies that have strong managements; and those that have growth potentials and are in growth industries."

He denied that negotiations for merger with either Curtis Publishing or Wurlitzer were "in process at the present time."

In a quick run-down of the status of the five divisions of the CBS Broadcast Group, President Frank Stanton reported:

- CBS-TV programs are seven of the 10 most popular evening programs, and all 10 of the most popular daytime programs.

- CBS-owned television stations have nearly completed their transition to color, not only in network and film programs, but also in live, station-produced broadcasts, including news.

- CBS Radio sales in 1966 were higher than in 1965, or in any year since 1958. CBS-owned radio stations have expanded their new talk-information broadcasts to 80% of weekday programming, with a record number of editorials (494) and political endorse-

ments (19). FM outlets established "The Young Sound" programming concept, aimed at the 20-to-35 age group.

- CBS Theatrical Films is being organized with Gordon Stulberg as president to produce "about 10 theatrical motion pictures a year."

- CBS News "is now spending more in resources and manpower . . . than ever before in its history. It proposes to do so, and to be second to none in the promptness, accuracy and scope of its coverage."

CBS stockholders elected the proposed slate of directors and approved "the 1967 stock option plan," which increased the number of shares available for option to a maximum of 300 officers and key employees from 425,000 to 750,000 shares (BROADCASTING, March 20).

Stockholders who might have been concerned about that first-quarter dip in net income might have been reassured to learn (via a film shown during the meeting) that 100 shares of CBS, purchased for \$9,000 in 1932, would



A silver gavel was presented Mr. Paley (r) by Dr. Stanton during the stockholders meeting on behalf of "The men and women of CBS, in grateful appreciation for his resolute and inspiring leadership."

### A few giggles too

There were lighter moments at the CBS meeting. Mrs. Evelyn Y. Davis, whose voice inevitably is heard at annual meetings of major corporations, was in attendance. She wore a football helmet, which she said indicated that "the New York Yankees have been turned into a football within the company."

CBS Chairman William S. Paley, after stockholder Mrs. Davis took the floor for the third time to address the assemblage at length, took note of another piece of her clothing—a black sweat-shirt emblazoned with the message "I was born to raise Hell"—and remarked gently: "Perhaps you might be able to operate more effectively there."

equal 12,465 shares today, with a current market value in excess of \$850,000.

Another bright sign on the CBS horizon was the New York Yankees. Asked to state Yankee President Michael Burke's qualifications, Mr. Paley remembered that he had been "a business executive of Ringling Brothers Circus . . . well, you know, it's all show business."

Mr. Stanton's opinion was more restrained: "We're only five games into the season, and we have high hopes."

## Transamerica takes over UA ownership

Some six months after the move was first announced as pending United Artists Corp., New York, has become a subsidiary of Transamerica Corp., San Francisco. The acquisition officially took place on April 10, the end of Transamerica's first offering period when 87% of UA shareholders agreed to tender their stock. The offering period subsequently was extended to May 1 and currently 94% of outstanding UA shares have accepted the Transamerica offer.

Last November (BROADCASTING, Nov. 26, 1966), the two disparate companies agreed in principle on a plan under which Transamerica would acquire UA. Under the proposed terms UA shareholders had a choice of accepting either one share of Transamerica common for each common share they held or a

package that would include one-half share of common and 1/8 share of a new \$4.80 cumulative preferred stock. The new preferred would be callable after eight years at \$104.80 and convertible into Transamerica common at a rate of \$30 a share.

Transamerica shareholders voted on March 2 to increase the authorized common shares of the company. This action cleared the way for the completion of the UA transaction. The last barrier was removed when the holders of 87% of UA outstanding shares accepted the Transamerica offer by the April 10 expiration date. The offer would not have been effective unless at least 80% of UA's outstanding shares accepted it. Transamerica, which will hold its annual meeting in San Francisco on April 27, is a large financial service organization. United Artists derives most of its income from distribution of motion pictures, produced by others, to theaters in the U. S. and abroad. It also releases features and other programs to television through its United Artists Television Inc. subsidiary.

The completion of the acquisition puts Transamerica in the TV station operation business. UA was in the process of putting two UHF stations on the air, KUAB(TV) Houston and WUAB(TV) Lorain, Ohio. On April 14, the FCC approved the transfer of the UA stations to Transamerica.

## Time Inc. reveals its broadcast income

Time Inc. last week reported 1966 broadcast revenues of \$22 million from its five stations, compared to \$4.3 million a decade ago (1956) from three stations (one of which, a minority equity, was not reported at that time). The figures, usually not disclosed by the company, were reported at Time's annual stockholders meeting in New York. Time officials also reported that overall revenues and profits last year advanced 11% over 1965 (BROADCASTING, Feb. 20).

Time also announced that first-quarter net income and record-high revenues this year were up approximately 13% over the like period in 1966. The company noted that its CATV investment in 1966 included systems in 17 cities, and that its single largest CATV dollar investment was in New York City, where Time holds a 25% interest in Sterling Information Services Ltd.

During the meeting last week, management officials told stockholders that Time intends to buy a VHF station if it is in a "good market" and is avail-

able at the "right price." Time-Life stations are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.; and WFBM-AM-FM-TV Indianapolis.

For the quarter ended March 31:

	1966	1965
Earned per share	\$0.47	\$0.42
Net revenues	115,504,000	102,226,000
Net income	3,255,000	2,893,000
Shares outstanding	6,945,000	6,836,000

## Comsat's quarter income hits \$1.2 million

The Communications Satellite Corp. reported last week net income for the three months ended March 31 was \$1,229,562 (12 cents a share). Revenues from Early Bird over the Atlantic and Lani Bird over the Pacific, which commenced service Jan. 27, amounted to \$2,372,159, Comsat reported.

Operating expenses for the first quarter totaled \$4,388,685 of which \$1,782,814 was transferred to satellite system development cost and capitalized. The balance of the operating expense was applied to operating revenues, resulting in a net operating loss for the first three 1967 months of \$233,712. A net interest income from investments of \$1,463,274 gave Comsat its net income. As of March 31, Comsat has cash and temporary cash investment of \$158 million, of which \$140 million is represented by 5 1/2% time deposits maturing May 2.

Comsat, in conjunction with other international U. S. carriers, owns the three existing earth stations in Maine, Washington and Hawaii and has applied to the FCC to build the fourth additional station in Puerto Rico and (last week) a fifth in West Virginia. A sixth U. S. station will be built in California, but the site has not yet been chosen. Comsat owns 50% of the earth stations, with various carriers owning the other 50%.

## Four Star drops despite economies in production

Four Star Television, North Hollywood, has incurred a loss for the 27 weeks ended Dec. 31, 1966.

Reductions were made in the cost of developing and producing film shows for network telecast, but they were not sufficient to offset the large decrease in production fees as a result of Four Star's production of only one film series. Through operating efficiencies introduced last fall, profits on domestic syndication and foreign distribution increased in spite of the 15% drop in gross income.

Two significant developments ex-

panded the company's catalogue of properties available for the foreign market through Four Star International Inc.—the agreement for the acquisition of various championship sports events, and rights from The Walter Reade Organization to a group of over 25 feature length motion pictures for foreign distribution.

For 27 weeks ended Dec. 31:

	1966	1965
Gross income	\$6,110,525	\$10,859,628
Net loss for period	(291,886)	(192,359)

## Cox's net up 36% for first quarter

Cox Broadcasting Corp., Atlanta, reported an increase in net income of 36% for three months ended March 31.

President J. Leonard Reinsch, commenting on the first quarter, said that the company was pleased with broadcasting operations and CATV showed solid progress. Cox Broadcasting owns and operates five VHF television stations, four AM and four FM stations as well as CATV and other holdings.

For the three months ended March 31:

	1967	1966
Earnings per share	\$0.55	\$0.41
Operating revenues	10,614,333	8,036,764
Net income	1,467,509	1,076,207
Shares outstanding	2,656,250	2,654,770

## Plough's first quarter up record 9%

Plough Inc., Memphis, manufacturer of proprietary drugs, ethical pharmaceuticals and DAP household products, reported an increase in net sales of 9% over the 1966 first quarter. A company official stated that this three months ended March 31 were the highest first quarter in the company's history.

Plough, Inc., owner of five AM-FM stations, also announced that there were 2,814,319 shares outstanding on March 31, compared with 2,785,402 in 1966.

For three months ended March 31:

	1967	1966
Earnings per share	\$0.62	\$0.54
Net sales	17,500,000	16,000,000
Net income	1,750,000	1,500,000

## Scripps-Howard pays dividend

Scripps-Howard Broadcasting Co., Cincinnati, has announced its earnings figures for the three months ended March 25. Stockholders of record Feb. 20 received a dividend of \$0.35 per share that was paid March 10.

For the twelve weeks ended March 25:

	1967	1966
Earnings per share	\$0.43	\$0.41
Net operating revenues	4,383,421	4,091,450
Net income	1,112,436	1,482,715

# RCA posts some new records

Sales, profits in first quarter set new highs; color goes well despite durable goods slowdown

In the face of a general softening in the national economy, RCA achieved its best first-quarter performance in sales and profits this year. Net income increased 8%, sales were up 16% and share earnings up 6% compared to the corresponding quarter in 1966.

Elmer W. Engstrom, chairman of the executive committee, and Robert W. Sarnoff, president, saw last week's report as encouraging in that "any company as involved in the varied aspects of our national life as RCA must expect to feel the impact of prevailing economic currents." Though uncertainty continues to "cloud the general business picture," they noted that RCA emerged from the first quarter in a "good position for continued progress." They said RCA's performance for the rest of the year ought to "compare favorably" with U. S. industry standards.

Color TV, in the first quarter, the RCA report emphasized, ran counter to a general softening in the consumer durable goods market, with unit sales of sets ahead of the comparable period a year ago. RCA acknowledged that a general economic adjustment was reflected in "a slowing of the growth rate in color sales." An upturn is seen by RCA before this year's end.

Gains in the first quarter were re-

ported in several phases of the RCA operation: factory sales of home instruments up 57% in dollar volume (new record); record first-quarter sales and earnings by subsidiary NBC; higher levels at RCA Victor Records; increase in orders and dollar volume in electronic data processing systems; record first-quarter volume in sales of RCA Broadcast and Communications Products division and of RCA Communications Inc.

Three months ended March 31:

	1967	1966
Products and services sold	\$683,000,000	\$585,800,000
*Net profit	34,400,000	31,900,000
Net profit per share	.57	.54
Shares outstanding	60,508,000	59,164,000

\*Net profit is reported above in accordance with the corporation's regular accounting practices; it is necessarily based in part on approximations and is subject to audit and year-end adjustments. Figures for the 1966 period have been restated to include those of Random House Inc., which was acquired by RCA on May 19, 1966, and has been accounted for as a pooling of interests.

## TV role in MGM gains noted by O'Brien

For the first 28 weeks of the current fiscal year, Metro-Goldwyn-Mayer Inc., New York, achieved 25% more gross revenue for the same period last year.

According to this increase, earnings went up 60% over 1965.

Robert H. O'Brien, president and chief executive officer, noting that "our opponents have said that we lean upon the library of our predecessors for our TV earnings," reported that MGM released 93 of its own pictures between Aug. 31, 1963, and Aug. 31, 1966. Since 1963, Mr. O'Brien reported, MGM's earnings from TV series have tripled, with an expectation of a 40% increase in profits this year.

For the 28 weeks ended March 16:

	1967	1966
Earnings per share	\$1.42	\$0.89
Gross revenues	117,355,000	93,725,000
Net income from television programs and commercials	1,513,000	12,000
Net income	7,543,000	4,717,000

## Rust Craft's earnings up 27%

Operating income of Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card and broadcast company, showed a gain of 27% for the fiscal year ended Feb. 26.

It was reported that during the year, 60,000 additional shares were issued in acquiring CATV interests and in the exercise of stock options. Without this increase in shares, the earnings per share would have been 18 cents greater.

Both the broadcasting and publishing divisions showed gains, and results of the first year operations of WJKS-TV Jacksonville, Fla., and the newly acquired CATV interests were above expectations.

For the fiscal year ended Feb. 26:

	1967	1966
Earnings per share	\$2.82	\$2.37
Consolidated net sales	43,311,515	40,680,257
Operating income	2,188,110	1,723,806

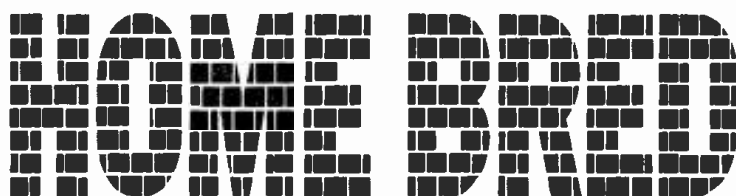
## FC&B sets record for first quarter

Foote, Cone & Belding, New York, reported last week that gross billing reached a record high of \$66.4 million during the first quarter of 1967, as compared with \$59.3 million in the corresponding period last year.

Earlier FC&B had announced that for 1966 gross billing climbed to more than \$255.6 million; operating income (commission and fees) rose to \$38.5 million and net income increased to almost \$2.95 million, equal to \$1.36 a share, from \$2,731,000, equal to \$1.25 a share, in 1965.

For the first quarter, ended March 31:

	1967	1966
Income per share	\$0.29	\$0.21
Net income	633,000	457,000
Operating income	10,000,000	8,800,000
Gross billing	66,400,000	59,300,000



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REPRESENTED BY: RADIOD ADVERTISING REPRESENTATIVES, INC. AND TELEVISION ADVERTISING REPRESENTATIVES, INC.



# Peabodys: NBC 6, CBS 4, ABC 2

## PRESIDENT JOHNSON PRAISES REASONER; DALY PRESIDES AT AWARDS

The George Foster Peabody awards for distinguished achievement by radio and television during 1966 were presented last week in New York at a luncheon meeting of the Broadcast Pioneers. Of the 13 awards presented to network organizations, NBC received six, CBS four, ABC two and National Educational Television (NET) one.

John Charles Daly, a member of the Peabody board, presided in the absence overseas of Chairman Bennett Cerf. He read a telegram from President Johnson congratulating the recipients, particularly CBS newsman Harry Reasoner who, the President said, "earned my admiration and respect" during his tenure as a White House correspondent.

Mr. Daly announced the winners and read their citations, with some omissions. In the advance text of its citation, National Educational Television was honored "for valiantly swimming against the current which seems to be sweeping TV toward mediocrity." Mr. Daly did not read that portion of the citation, but NET President John F. White, in accepting the award, remarked: "It has been said we are swimming upstream. I would like to say we are delighted to be able to break out of the breast-stroke in this competition, into the free-style."

Again in the advance text of the citation honoring "Kup's Show" on WBKB Chicago, the show was praised "for consistently treating the TV viewer as if he were in fact a mature adult instead of a 12-year-old, though by doing so Kup keeps the public up far too long every Saturday-Sunday night."

Mr. Daly stopped after the word "adult," and Irv Kupcinec expressed his gratitude "to those who control the media for granting the latitude" necessary for his show.

A criticism of broadcast advertising that Mr. Daly did read was in the citation for ABC-TV's "A Christmas Memory," which, the citation said, was "marred only by the unfortunate interruptions of jarring commercials at all the wrong moments."

Frank Perry, producer-director of the show that received the award, had to "apologize" because "I placed the commercials, diligently, frame-by-frame. . . ." Mr. Perry said the award should be "to the vision" of ABC President Leonard H. Goldenson in "his 'quest for excellence'."

One recipient, Harold P. See, of

KRON-TV San Francisco, honored for the weekly public affairs program *Assignment Four*, thought to praise "the sponsors who pay for this business," and who "have sponsored every week of this show."

Dean John E. Drewery of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards, made the presentations. The awards:

**Television News** ■ Harry Reasoner (CBS).—"Harry Reasoner is a skillful and responsible reporter; has demonstrated a unique capacity for pin-pointing the not-so-obvious and for holding up to inspection some of the absurdities with which we live. His television essays, with producer Andrew Rooney, among the capital attractions of 1966, exemplified journalistic skill, taste, and imagination. In recognition, a Peabody Award."

**Television Entertainment** ■ "A Christmas Memory" (ABC).—"Truman Capote's famous story, 'A Christmas Memory,' was brought to life on the television screen with all its hauntingly beautiful qualities intact. Superbly pro-

duced by the Perry's and acted to the hilt by Geraldine Page and a small but distinguished supporting cast, this was one of the very finest TV hours of 1966—marred only by the unfortunate interruptions of jarring commercials at all the wrong moments."

**Television Education** ■ *National Geographic* specials (CBS).—"National Geographic specials, CBS, were an outstanding scientific, entertaining television series including 'Hidden World,' 'Americans on Everest,' 'Dr. Leakey and the Dawn of Man,' 'The World of Jacques—Yves Cousteau,' 'The Voyage of the Brigantine Yankee,' and 'Miss Goodall and the Wild Chimpanzees,' each an exploration and panoramic overview of the fascinating world of nature with its challenges to man. In recognition, a Peabody television education award."

"American White Paper: Organized Crime In The United States" (NBC).—"For the scope of its inquiry and its significance to our national safety, in addition to its imposing professionalism, NBC's 'White Paper: Crime in America' deserves not only a Peabody award but our gratitude as well."

**Television Youth and Children's Programs** ■ "The World of Stuart Little" (NBC).—"Transferring a literary fantasy to the home screen without loss of either merit or appeal, 'The World of Stuart Little' exalted television and NBC's *Children's Theater* series. The re-creation of E. B. White's classic five-inch mouse was so technically adroit and so uncondescending in approach as to win the hearts of all—young and old. It richly merits a Peabody award."

**Television Promotion of International Understanding** ■ *The Wide World of Sports* (ABC).—"More than a mere chronicling of athletic contests around the globe, ABC's *The Wide World of Sports*, in concept and philosophy, has achieved a closer relationship of countries as well as competitors. Under producer Roone Arledge's helm, this has been accomplished in an indefinable but nonetheless measureable way that does broadcasting credit. In recognition, a Peabody award for international understanding."

"Siberia: A Day in Irkutsk" (NBC).—"Persistence and journalistic enterprise were rewarded when NBC News obtained permission from the Soviet authorities to film an hour-long program in the city of Irkutsk, in Siberia, the re-

### Permanent fixture

Like the man who came to dinner, the impressive hospitality suite set-up by Desilu Sales Inc. for this year's National Association of Broadcasters/Television Film Exhibit in Chicago is likely to become a fixture. Officials of the Conrad Hilton hotel, where the convention was held, are said to be so taken with the suite that they have agreed to maintain it as a permanent VIP facility in the hotel. The fifth floor rooms will be known as the Desilu Suite.

Pegged to the theme, "Desilu's International Pageant," the exhibit reportedly took seven months to build. Its focal point is a beer cellar stocked with brew from 37 different countries (BROADCASTING, April 10). The entire project was designed by Robert F. Neece, Desilu's western and mid-western sales manager, with help from company artist Dave Marshall. It was constructed by Wernecke Studios, Chicago.

mote heartland of the USSR. The universality of man's objectives and problems were affirmed by this comprehensive and intimate view of the life of the people of the Soviet frontier. This program merits a Peabody international award."

**Television Special Awards** ■ *Bell Telephone Hour* (NBC).—"*The Bell Telephone Hour* continues to be one of the finest programs on television—catering to the intelligent and sophisticated audience that is ignored by so many other programs in prime time. Not only is each program carefully planned and perfectly executed, but the Bell company has the rare good sense to key its commercials into the mood of the program itself, and to make sure that these commercials will not destroy the quality of the hour. In recognition a Peabody special award."

Tom John (CBS).—"In a medium where the visual elements are predominant, one of the most vital talents is that of the art director and set designer. In his field, the artistry of Tom John provided an imaginative background for both performers and playwrights in three splendid television programs in 1966: *Death of a Salesman*, *Color Me Barbra*, and *The Strollin' Twenties*. In recognition, a Peabody special award."

CBS Reports: "The Poisoned Air."—"For its wide-ranging, timely survey of how the rapidly growing menace of air pollution affecting the health and property of 100-million Americans at an annual cost of \$11 billion, a Peabody special award goes to *CBS Reports*, with appreciation for its in-depth television study in the best tradition of CBS News which covered major areas abroad and in the U. S., clearly indicating that this problem is not insoluble with intelligent, cooperative effort."

National Educational Television.—"A special Peabody Award is richly deserved by the National Educational Television network and its producing stations for swimming valiantly against the current which seems to be sweeping TV toward mediocrity. Through such excellent programs as *N.E.T. Playhouse*, *N.E.T. Journal*, *U.S.A.: The Arts*, and others it has demonstrated that a cultural network can compete professionally for the attention of the larger audience, and do it with artistry and without compromise. This special award is for past accomplishments and also in anticipation of things to come."

**Television-Radio Public Service** ■ The Dorothy Gordon *Youth Forum*: "Youth and Narcotics—Who Has the Answer?" (WNBC-TV and NBC Radio).—"This program clearly demonstrated the importance of educating young people and the general public to face the facts involved in the narcotic scourge which is sweeping the nation. In recognition of the courageous leadership and research

which went into this revelation of the tragic aspects of a problem which can and does affect young people of the middle and upper income groups, and which can reach into many more homes unless something is done about it; and in appreciation of the educational techniques of a program which brought together, as participants, four young former addicts, the director of the clinic at which they were treated, and two high school students with a lack of knowledge of the dangers of narcotics, a Peabody award for public service."

**Television Local News - Entertainment** ■ *Kup's Show* (WBKB Chicago).—"This Peabody Award for local news-entertainment goes to Irv Kupcinet, WBKB Chicago, for skillfully blending great minds and ideas into an exciting and provocative discussion of the problems of our confusing times; for consistently treating the TV viewer as if he were in fact a mature adult instead of a 12-year old, though by so doing Kup keeps the public up far too long every Saturday-Sunday night."

**Television Local Music** ■ *Artists' Showcase* (WGN-TV Chicago).—"The Peabody award for outstanding television local music goes to *Artists' Showcase*, WGN-TV, for providing an opportunity to the most gifted young singers and instrumentalists in the classical musical field, and thereby filling a cultural gap in the Second City, and doing it in mid-Sunday evening when the alternative is one more western, an old movie, or an hour of silly comedy on the network stations—with a special nod to Louis Sudler, host and founder, and to Robert Treadler, director of its symphonic orchestra."

"A Polish Millennium Concert" (WTMJ-TV Milwaukee).—"The unique program, 'A Polish Millennium Concert,' broadcast as a tribute to Poland's 1,000th year of Christianity, featured the Milwaukee Symphony and noted Polish artists, thereby utilizing music as the universal language to build international understanding for its audience composed of many ethnic groups. In recognition, a Peabody award for outstanding television local music."

**Television Local Public Service** ■ *Assignment Four* (KRON-TV, San Francisco).—"Since 1960 KRON-TV's *Assignment Four* has undertaken the ambitious project of producing a thought-provoking, half-hour documentary 52 weeks a year and has aired it in prime time as a public service for the greater San Francisco bay region audience. The subjects range from culture to controversy, and they are produced with a news gathering skill that has made them required viewing for all well-informed San Franciscans. In recognition, a Peabody award for TV local public service."

**Radio News** ■ Edwin Newman (NBC)

—"Two of the qualities that give Edwin Newman's commentaries their special distinction are his wit and depth of understanding, both conspicuous rarities to be cherished and honored. In recognition, a Peabody award."

**Radio Local Public Service** ■ Elmo Ellis (WSB Radio, Atlanta).—"With his editorials of breadth and depth on subjects of timely and local importance, and with his book reviews and other features, Elmo Ellis has rendered outstanding local public service through WSB Radio. In recognition he is presented the George Foster Peabody award for outstanding local radio public service."

**Radio Local Education** ■ *Community Opinion* (WLIB, New York).—"Convinced that tensions of ghetto life could ignite into a holocaust, WLIB, during the hot summer of 1966, gave Harlem a 'safety value.' It developed *Community Opinion*, a radio program permitting citizens of Harlem to voice their feelings, frankly and openly, via a hot-line telephone interview, heard not only by the Negro community, but by the entire city. In addition, the station provided details of how listeners could avail themselves of existing vital community services; at WLIB, community involvement is more than just a station phrase. In recognition, the Peabody award for outstanding local radio education during 1966."

## Drumbeats . . .

**EXPO '67 promotion** ■ The Latter-Day-Saints or Mormon Church, through its broadcast division, Bonneville International Corp., is making available its facilities for promotion of EXPO '67. The Mormon Church has radio and television properties in six American cities and operates the only commercial international shortwave station, Radio New York Worldwide, which will broadcast promotional announcements and information about the main features of the world exposition, before its opening and during its six months stay.

**The way of the world** ■ All's fair, apparently, when it comes to station promotion. Ask KCBS San Francisco. For when Don Sherwood, morning disk jockey on rival KSFO San Francisco, announced that he was leaving for an extended sojourn in Hawaii, Dave McElhatton, morning man on KCBS didn't miss a beat. He threw a lavish cocktail party and luncheon for Mr. Sherwood aboard the SS President Cleveland, pride of the American President Lines. More than 160 time buyers, columnists, reporters and assorted local celebrities were invited and attended. But there was a catch. When the party was held the guest of honor was in a jet enroute to Hawaii.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Daley



Mr. Eyman

**Daniel Daley Jr.** and **Richard Eyman**, account representatives for J. Walter Thompson Co., New York, elected VP's.

**David Ofner Jr.**, account supervisor, and **Shannon D. Wheeler**, art director, with Foote, Cone & Belding, Chicago, named VP's. **Sharon Burke**, media buyer with FC&B, New York, joins agency's San Francisco office.

**Lawrence Dobrow**, executive VP of Lewis & Dobrow Inc., Washington, named president and chief executive officer. **Richard J. Hindin**, with L&D, Washington, named VP and account supervisor. **James R. Bonfils**, formerly with WTTG(TV) and Ernest S. Johnston Advertising, both Washington, joins L&D there as VP and senior account supervisor. **Bruce O. Welsor** and **Patrick C. Ryan**, with L&D, Washington, named production director and account executive, respectively.

**Marvin Gold**, with The Chicago Group Inc., Interpublic agency in Chicago, joins Gerson, Howe & Johnson Inc. there as VP and copy director.

**William Welp**, mid-eastern manager for Maxwell House division of General Foods Corp., White Plains, N. Y., named VP and sales manager of Boyle-Midway division of American Home Products Corp., New York.

**Jerome S. Stolzoff**, senior VP of McCann-Erickson, New York, joins Smith/Greenland Co., that city, as executive VP.



Mr. Stolzoff

**Arthur A. Silver**, creative director of Fuller & Smith & Ross, Cleveland, joins The Marschalk Co. there as VP and director of creative services. **Robert W. Montell**, copy supervisor at Papert, Koenig, Lois, New York, joins Marschalk, that city, as copy group head.

**W. Rowell Chase**, executive VP of Procter & Gamble Co., Cincinnati, named to newly created position with responsibility for P&G's major staff departments, including advertising. **John W. Hanley**, VP-packaged soap and detergent division of P&G,

Cincinnati, elected VP-group executive with responsibility for all P&G operating divisions concerned with soaps, detergents and cleaning products. **William R. Gurganus**, general manager of P&G's German company headquartered in Frankfurt, succeeds Mr. Hanley.

**Franklin J. Cornwell**, regional VP of Monsanto Co., New York, named director of firm's advertising and market development department in St. Louis, succeeding **William R. Farrell**, who retires effective July 1.

**Francine Wexler**, copy supervisor, Doyle Dane Bernbach, New York, appointed executive director, Center for Advanced Practice, McCann-Erickson, same city.



Mr. Koehler

**Alan Koehler**, VP and copy supervisor at Ted Bates & Co., New York, joins Norman, Craig & Kummel there as VP and associate creative director.

**Bryan Joseph**, creative supervisor for Dancer-Fitzgerald-Sample, San Francisco, appointed creative director for Anderson-McConnell Advertising Agency Inc., Los Angeles.

**Dick Noll**, national account executive for Television Bureau of Advertising, New York, named director of national sales. **Harold E. Simpson**, research analyst of TVB, New York,

appointed manager of information services.



Mr. Firestone



Mr. Richman

**Jerry Firestone**, associate media director, and **Mel Richman**, copy supervisor, with Richard K. Manoff Inc., New York, elected VP's.

**Marlene Puckett**, media buyer for Rullman & Munger Advertising, Los Angeles, named media director.

**Patricia Wagner**, with Ross Roy Inc., New York, appointed director of public relations, replacing **Frederic Henry**, who has retired.

**Bert Noble**, national sales manager of WCIV-TV Chicago, named general sales manager, newly created top sales position.

**Jack West**, local sales manager and newscaster for WTVD(TV) Durham, N. C., appointed general sales manager.

**Paul J. Cassidy**, sales manager at KDKA Pittsburgh, named to same post at WIND Chicago, replacing **Bernard Kvale**, who becomes sales manager at KDKA. Both are Westinghouse Broadcasting Co. stations. **Richard H. Bolster**, assistant to manager of Pittsfield (Mass.)

# DEEP FREEZE

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WESTINGHOUSE BROADCASTING COMPANY

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WJZ-TV BALTIMORE • KDKA • KDKA-TV PITTSBURGH • WOWO FORT WAYNE  
WIND CHICAGO • KPX SAN FRANCISCO • KFVB LOS ANGELES

REPRESENTED BY: RADIO ADVERTISING REPRESENTATIVES, INC., AND TELEVISION ADVERTISING REPRESENTATIVES, INC.



TV Cable Co., appointed account executive at KDKA.

**Lynn Koch**, sales manager of KGVO Missoula, Mont., named sales manager of KGVO-TV.

**Jack Lantry**, previously with KXLY Spokane, Wash. and KIRO Seattle, named sales promotion and merchandising manager for KTNT-TV Tacoma-Seattle.

**Bruce B. Cox**, TV account executive, Compton Advertising, New York, appointed manager of program operations, responsible for Compton's program production department.

**Sanford Sorg**, production manager at Fuller & Smith & Ross, Los Angeles, joins The Bowes Co. there as production/traffic manager.

**Wilfred C. Johnson**, director of marketing services, The Keebler Co., Chicago, named brand manager, R. J. Reynolds Foods Inc., New York.



Mr. Sirota

**Louis M. Sirota**, director of retail sales and TV productions for Television Bureau of Advertising, New York, appointed national marketing director of HF/TV Inc., that city, new television commercial film service for home furnishings retailers. HF/TV is subsidiary of Alderman Studios, High Point, N. C., still-photography studio serving home furnishings industry.

**John Albers**, with Campbell-Mithun, rejoins Knox Reeves Advertising, Min-

neapolis, as account supervisor.

**Charles R. Bartholomew**, account executive for Benton & Bowles, New York, joins Geyer, Morey, Ballard, that city, as account supervisor.



Mr. Hope

**Richard W. Hope**, copy group supervisor, and **Donald E. Jordan**, creative supervisor, with Ted Bates & Co., New York, elected VP's.

**James G. Shelby** appointed account supervisor on Firestone Tire and Rubber Co. account at Campbell-Ewald Co., Detroit.

**Alan C. Levally** named copy supervisor at Needham, Harper & Steers, Chicago. **Patrick D. Mulcahy**, with Tatham-Laird & Kudner, Chicago, joins NH&S there as associate copy supervisor. **Janet Body**, with D'Arcy Advertising, Chicago, and **James Srodon**, with Peterson Advertising, Oak Park, Ill., joins NH&S, Chicago, as copy writers.

**Donald W. Meinke**, sales representative for wsyr Syracuse, N. Y., appointed television account executive for George P. Hollingbery Co., New York. **Miles S. Staples Jr.**, previously with Paul H. Raymer Co. and BBDO, both San Francisco, joins Hollingbery there



Mr. Jordan

as account executive.

**Thoren Schroeck**, account executive for CBS Television Stations National Sales, Chicago, moves to New York in same capacity.

**Bruce T. Carr**, who operated his own advertising and PR firm in Lansing, Mich., and **Norman D. Hosking**, account executive for Benton & Bowles, Detroit, named account executives for MacManus, John & Adams, Bloomfield Hills, Mich.

**Stanley Cohen**, regional account executive with Greater New York, Long Island-based station representative, and **Nicholas D. Newton**, sales manager of WINS New York, appointed account executives at WMCA New York.

**S. Thomas Delaney**, account executive with WMCA for past 19 years, resigns effective May 1. No future plans announced.



Mr. Walsh

**Michael A. Walsh**, media research director of The Aikin-Kynett Co., Philadelphia, elected VP.

**Philip F. Donaghue**, with MacManus, John & Adams Inc., New York, joins D'Arcy Advertising Co., St. Louis, as producer. **David Crabtree**, with CBS-TV New York, named associate producer at D'Arcy, St. Louis. **Norman Rau**, account executive at Leo Burnett Co., Chicago, and **Ralph D. Higgenbotham**, with TRW Systems, California space engineering firm, join D'Arcy, St. Louis, as copy writers. **Ronald B. Horowitz** joins D'Arcy's PR department in St. Louis.

**John Gonser**, producer-director at Ted Bates & Co., New York, and **Harry Hess**, formerly with Dancer-Fitzgerald-Sample and CBS, both New York, join Cunningham & Walsh there as TV producer and associate TV business manager, respectively.

**Bob Milford**, formerly with Doyle Dane Bernbach, New York, and Leo Burnett Co., New York, and **Maura Dausey**, with William Esty Co., New York, join Papert, Koenig, Lois Inc. there as producers.

**Enid B. Goldstein**, with Alan, Meyer & Richards, Chicago, joins Post-Keyes-Gardner, that city, as copy writer.

**Irwin Josephs**, media buyer at Gumbinner-North Co., New York, and **John Ward**, media buyer at Young & Rubicam, New York, join LaRoche, McCaffrey and McCall there as media buyers.

**Isabelle Belman**, media estimator for Helitzer Waring LaRosa Inc., New York, appointed media buyer.

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WJZ-TV BALTIMORE - KOKA - KOKA-TV PITTSBURGH - WOWO FORT WAYNE  
WIND CHICAGO - KPX SAN FRANCISCO - KFWB LOS ANGELES

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**MEDIA**

James Neidigh, general sales manager of KING-TV Seattle, named president-general manager of KBBX(FM), that city. Frederick Von Hofen, account executive of KING-TV, becomes VP-sales manager of KBBX. William L. Clark, national sales manager of KABL-AM-FM Oakland, Calif., named treasurer of KBBX.



Mr. Reams

Frazier Reams Jr., executive VP of WCWA-AM-FM Toledo, Ohio, elected president.

Giles E. Miller Sr., president and general manager of KPCN Grand Prairie, Tex., elected board chairman. Robert D. Hanna, executive VP of KPCN, becomes president and general manager.

Ralph H. Davison Jr., station manager of KTWO-TV Casper, Wyo., named VP and general manager of KULR-TV Billings, Mont. Thor Myhre, former owner, president and general manager of KULR-TV, resigns to supervise other personal business investments.

Ken Spengler, general manager of WCVS Springfield, Ill., elected VP.

Richard E. Yancey, sales manager of KOWH-AM-FM Omaha, appointed general manager.

Jack A. Hoppus, program director of WMAX Grand Rapids, Mich., appointed general manager. Bruce Malle succeeds Mr. Hoppus as program director.

T. E. Mitchell, VP-controller, WPIX Inc., New York, named to additional duties as assistant to Fred M. Thrower, president of WPIX(TV), that city.



Mr. McCroba

Walter H. McCroba, sales manager of WRDW-TV Augusta, Ga., named VP and general manager, succeeding Virgil B. Wolff, who becomes general manager of WAIH-TV Atlanta. Frank Cason, program director of WAIH-TV, named station manager.

John M. Ranbarger, assistant treasurer of Nationwide Communications Inc., Columbus, Ohio, appointed treas-

urer. Nationwide stations are WRFD and WNCI(FM) Columbus-Worthington, Ohio, WGAR-AM-FM Cleveland, and WATE-AM-TV Knoxville, Tenn.



Mr. Whitt

John D. Whitt, assistant staff director and personnel manager for parent Donrey Media Group, Fort Smith, Ark., named VP and general manager of KFSATV, that city.

Ronald Pesho appointed assistant manager and chief engineer of KFOA(FM), permittee in Honolulu.

James W. Douglas, with WWNC Asheville, N. C., appointed manager of WCYB Bristol, Va.

Johnny Dauro, program director of WOHO Toledo, Ohio, named general manager of WMGS Bowling Green, Ohio.



Mr. Thompson

Mike Thompson, with WTVD(TV) Durham, N. C., appointed general manager.

Fred Rutledge, executive VP and operational manager of southern division of Meredith-Avco Inc., Cincinnati, named

regional manager of Tennessee-Virginia operation of United Transmission Inc., Kingsport, Tenn. Clark Swalley, district manager for McCreary Tire & Rubber Co., Galion, Ohio, named manager of Multi-Channel TV Cable Co., United Transmission affiliate serving Mansfield, Ohio.

**PROGRAMING**

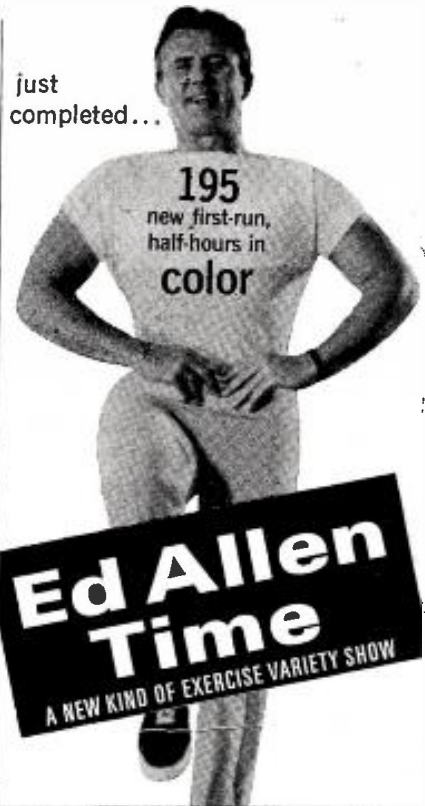
Norman Rinehart, executive assistant to executive VP Frank S. Berman, and Peter Gardasis, controller and assistant secretary, with Movielab Inc., New York, elected VP's of production. Norman Lewis and Theodore R. Schreier, with Movielab, New York, named treasurer and corporate secretary, respectively.

Louis Mucciolo, executive VP and executive producer, Gerald Productions, New York, named administrative manager of industrial and government projects, Audio Productions Inc., same city, producer of TV film commercials, documentary and industrial motion pictures.

Ronald Sossi, associate producer of *The Rat Patrol*, joins network programming staff, ABC-TV, West Coast, as program executive. He replaces Joe Byrne, who switches to full time supervisor of *The Joey Bishop Show*.

Irving Paley, advertising-promotion director of ABC Films until late 1965

just completed...



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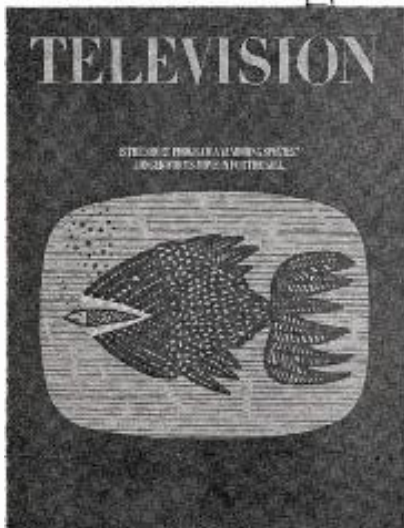
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and recently VP and associate creative director, Herbert Arthur Morse Inc., New York advertising agency, appointed director of advertising and promotion, MCA TV, New York, succeeding Sheldon A. Saltman, who has joined personal staff of singer Andy Williams.



Mr. Storke



Mr. Cooperman

**William F. Storke**, VP, program administration, NBC-TV, New York, named VP, programs, NBC-TV, same city. **Alvin Cooperman**, producer of network series and specials, named VP, special programs, also in New York. In changes in Hollywood, managers **Dean Craig** (daytime programs), **Norton Hinsey** (program development), **James Seaborne** (film programs) and **Donald Van Atta** (live nighttime and special programs) become directors, and **Jerome Stanley**, director of program administration, becomes director, NBC productions.

**Mark C. Prichard Jr.**, program director of WLAC-AM-FM Nashville, named assistant VP, programing.

**Leonard (Buzz) Blair**, director of program developments for CBS-TV, New York, named executive head for development of new projects at MGM Television, Hollywood.

**Vaughn A. Paul**, executive VP of Cascade Pictures of California Inc., Hollywood, named head of firm's commercial TV division in expansion of production firm into three separate divisions. **Burt Neuburger**, in charge of company's Chicago office, named VP with responsibility for educational films division. **Bob Nye**, general sales manager of Cascade, named VP and head of newly formed national television and film distributors arm of company.



Mr. Rosenblatt

**Charles H. Rosenblatt** named president and chief corporate officer of three associated film distribution companies, The Fidelity Group S.A., Roulette Films Inc., and International Film Distributors, New York. He succeeds **Joseph Wohl**, resigned. Other officers named: **Burton R. Sax**, VP and general counsel, and **Charles W. B. Wardell Jr.**, secretary.

**Charles B. Klasek**, director of instructional television for Santa Ana Unified and Junior College Districts,

Santa Ana, Calif., appointed education director of Kentucky Authority for Educational Television, Lexington, Ky.

**Matthew A. Lynch**, with International Textbook Co., Scranton, Pa., named director of educasting programing division of special services. He will be responsible for development and production of audio-visual and audio programs for educasting system, new radio-TV instruction method for programed home study being marketed by Triangle Stations Inc., Philadelphia.

**Howard Blake**, formerly producer of TV version of *Queen for a Day*, assigned to help develop daytime properties for network presentation by Screen Gems Inc., Hollywood. **Don Berrigan**, promotion manager of KHJ Los Angeles, appointed to handle all promotion, public relations and publicity on *The Monkees* for SG.



Mr. Reilly

**Jack Reilly**, assistant program manager at KYW-TV Philadelphia, appointed executive producer of programing at KDKA-TV Pittsburgh. **Don Spagnolia**, art director at KPIX(TV) San Francisco, becomes art director at KDKA-TV. All are Westinghouse Broadcasting Co. stations.

**Ira Eisenberg**, documentary and special assignment writer for WCKT(TV) Miami, resigns to become writer-producer for KRON-TV San Francisco.

**Robert Klane**, copy writer for McCann-Erickson Inc., New York, joins Filmex Inc., that city, as director/writer.

**Christopher Knopf**, retiring president of Writers Guild of America, West, elected chairman of Writers Guild of America's national organization.

**Johnny Blanchard**, former New York Yankee, has signed one-year contract with WTCN-TV Minneapolis-St. Paul for post-game scoreboard after Minnesota Twins games.

## NEWS

**B. F. Middlebrooks**, formerly regional executive for UPI in Virginia and North Carolina, appointed New York general news editor, joining three other UPI executives holding that title in 24-hour per day supervision of organization's news report.

**Thomas Houghton**, news producer and network assignment editor for central division of NBC, Chicago, joins KSTP-TV St. Paul-Minneapolis, as associate director of news operations.

**James Lynn**, Albany (N. Y.) bureau chief for defunct *New York Herald-*



*Tribune*, appointed editorial director of WABC-TV New York.

**Robert Myers**, bureau chief of AP, Salt Lake City, appointed chief of bureau at San Francisco. **Reid Gordon Miller**, AP correspondent at Pittsburgh, succeeds Mr. Myers at Salt Lake City. **David D. Bailey**, news editor of Miami bureau, replaces Mr. Miller in Pittsburgh. **William J. Waugh**, bureau chief in San Francisco, transfers to Los Angeles to assume overall responsibility for AP operations in California. **Robert H. Sykes** moves from AP staff in New York to Newark, N. J. **Steve Moore** and **Bill Hanson** join AP staff at Helena, Mont. Mr. Moore replaces **Rolf Olsen**, who becomes managing editor of *Bozeman* (Mont.) *Chronicle*.

**John Murchison**, news director of WHP-TV High Point-Greensboro-Winston-Salem, N. C., named director of public affairs and special events. **Ben Waters**, news editor at WBT-TV Charlotte, N. C., succeeds Mr. Murchison.

**Paul Rachlin**, newsman with WGN Newburgh, N. Y., joins WVIP Mt. Kisco, N. Y., in same capacity.

**Gil Longin**, newsman at WVIP-AM-FM Mt. Kisco, N. Y., joins ABC Radio, New York, as news writer.

**John Quinn**, with UPI, Chicago, named president of Chicago Press Photographers Association.

## FANFARE

**William F. Dwyer**, administrative assistant to Rep. Frank Horton (R-N.Y.), named VP for public affairs of Darcy Associates Inc., Rochester, N. Y.

**Carl H. Graham**, art director of KARK-TV Little Rock, Ark., named promotion manager of KARK-AM-FM-TV.

**Gordon J. Hazlitt**, with The Fred Kline Agency Inc., Los Angeles, appointed account executive.

**Jack Ryan**, staff publicist at *Look* magazine, New York, joins staff of Solters & Sabinson, that city.

## EQUIPMENT & ENGINEERING

**Paul Hunter**, director of northeast branches of Olympic Radio & Television Sales Corp., Long Island City, N. Y., named VP.

**Robert V. Holton**, VP for advertising services and protective products group, 3M Co., St. Paul, named VP of marketing for company. He succeeds **John F. Whitcomb**, who becomes VP of abrasive products, adhesives and chemicals group.

**David Houser**, regional technician for Missouri-Kansas region of United Transmission Inc., Shawnee Mission,

Kan., appointed firm's chief engineer.

**Ronald Stewart**, director of engineering of Kentucky Authority for Educational Television, Lexington, Ky., named head of special engineering section of National Association Educational Broadcasters, Washington.



Mr. Placquad

**Alfonso J. Piacquad**, finance director of Curtiss-Wright Corp., Wood-Ridge, N. J., named controller of Jerrold Corp., Philadelphia.

**Gary J. Balsam**, eastern regional sales manager for Viking Industries Inc., Hoboken, N. J., named CATV product sales manager.

**Eugene D. Warren**, in charge of electronics division of TNT Communications Inc., Woodside, N. Y., elected VP.

**G. L. (Pete) Bidwell**, with GPL division, General Precision Inc., Pleasantville, N. Y., named manager of educational television planning.

**George E. Morris**, assistant secretary, RCA, New York, elected secretary. He succeeds **John Q. Cannon**, who retires after 22 years with RCA. **Clifford H. Lane**, manager, marketing department, RCA industrial tube and semiconductor division, Lancaster, Pa., appointed manager, marketing department, of newly formed RCA solid-state and receiving tube division, Harrison, N. J. **Victor C. Houk**, manager, marketing policies and controls, for RCA industrial tube and semiconductor division,

Lancaster, appointed manager, marketing department, of newly created RCA industrial tube division. **William G. Hartzell**, manager, operations planning, controls and services—microwave and power devices, for RCA industrial tube division at Lancaster, named manager, microwave devices operations department.

**John J. Pacconi** resigns as national sales manager of consumer products division of Concord Electronics Corp., Los Angeles. No future plans announced.

**Wesley G. Matthei**, with electronics components laboratory of U. S. Army Electronics Command, Fort Monmouth, N. J., named manager of research and development for The Micro State Electronics Corp., Murray Hill, N. J.

**Robert A. Gurney**, broadcast technician for WJAR-TV Providence, R. I., appointed studio technical supervisor.

## ALLIED FIELDS

**Roy Hampton Park**, president and director of Park Broadcasting Inc., group owner in Ithaca, N. Y., named to receive honorary degree at inauguration of Dr. G. Wayne Glick as seventh president of Keuka College, Keuka Park, N. Y.

**Mrs. Jack Sundine**, with WOC-AM-FM-TV Davenport, Iowa, appointed to Defense Department's advisory committee on women in services.

## INTERNATIONAL

**Bernie A. Wilens**, head of William Morris Agency's New York motion

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WJZ-TV BALTIMORE • KDKA • KDKA-TV PITTSBURGH • WOWO FORT WAYNE  
WIND CHICAGO • KPIX SAN FRANCISCO • KPWB LOS ANGELES

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picture department, named VP, Europe, of new CBS theatrical films division. He will have his office in London.

**Jacques-M. Goulet**, commercial director of CKAC Montreal, appointed general manager.

**James H. Meyer**, chief engineer for KREX-AM-FM-TV Grand Junction, Colo., assigned to NBC International's television project in Saudi Arabia. He will be stationed at Jidda.



Mr. Goulet

## DEATHS

**Alexander Singer**, 46, president of Delphi Associates, New York TV program production company, died in Little Neck, N. Y. hospital of heart attack April 18. At one time Mr. Singer was associated in production capacities with *Name That Tune*, *Surprise Package* and *Be Our Guest* network TV programs.

**Ardien B. Rodner**, executive VP of Frank B. Sawdon Inc., New York, died April 11 in hospital in Hackensack, N. J. Mr. Rodner had been with agency since 1957. Surviving are his wife, Virginia, and two sons.

**G. D. (Don) Tunncliffe**, 51, general manager of CKCK-TV Regina, Sask., died April 10 at his Regina home fol-

lowing long illness. He joined CKCK-TV in 1958 as general sales manager and became general manager in 1965. He is survived by his wife, daughter and three sons.

**Howard L. Garvin**, 36, account executive for CBS Television Stations National Sales, San Francisco, died there April 12 after long illness. Mr. Garvin joined WCBS-TV New York in 1963 as account executive and moved to San Francisco office of CBS Television Stations National Sales in 1964. He is survived by his wife, Helen.



Mr. Riple

**William A. Riple**, 68, general manager of WAST(TV) Albany, N. Y., died April 7 at Albany Medical Center hospital where he had undergone surgery. Mr. Riple retired on Jan. 1 as general manager but had continued as station's consultant (BROADCASTING, Dec. 5, 1966). He had formerly operated WTRY Troy, N. Y. Surviving are his wife, Naomi, and daughter.

**Donald Mansfield McWhorter**, 59, veteran radio announcer in West Virginia, died April 8 in Florida following long illness. He had been with WMMN Fairmont, WHAW Weston, WBOY Clarksburg, all West Virginia, and with WKIS

Orlando, Fla. He is survived by his wife, Mary, and son.

**John T. Schilling**, 70, who was VP and general manager of KMBC and KMBC-TV Kansas City, Mo. before his



Mr. Schilling

retirement in 1961, died of heart attack on April 5 at St. Luke's hospital in Kansas City. He was one of founders of WHB Kansas City, Mo., in 1922 and served as announcer, engineer and jack-of-all trades during station's early days. In 1931 Cook Paint and Varnish Co. purchased WHB and made him VP and general manager. He retained his post in 1955 when paint firm sold WHB and acquired KMBC (BROADCASTING, Jan. 30, 1956). Paint company sold KMBC stations to Metro-media Inc. in 1961; and later Metro-media sold KMBC-AM-FM to Bonneville International Inc. Mr. Schilling is survived by his wife.

**Elise Lubo**, professionally known as Jane Martin, hostess and moderator of weekly Episcopal worldwide radio series, *The Good Life*, and creator of *One More Step* dramatic series, died April 14 in New York. In past she was script writer for *Just Plain Bill*, *March of Time* and *The Big Story*. She is survived by daughter.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 13 through April 19 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. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N

—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV station

##### APPLICATION

Atlantic City — Atlantic City Television Co. Seeks UHF ch. 53 (704-710 mc); ERP 634 kw vis., 100 kw aur. Ant. height above

average terrain 420.3 ft.; ant. height above ground 448 ft. P. O. address: 2530 Pacific Avenue, Atlantic City 08404. Estimated construction cost \$580,941.98; first-year operating cost \$235,000; revenue \$275,000. Geographic coordinates 39° 22' 33" north lat.; 74° 27' 10" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-27DJ. Legal counsel Samuel Miller, Washington; consulting engineer Morton Morrison, Patchogue, N. Y. Principals: Mid-Atlantic Broadcasting Co. (55.55%), Victor M. Ruby, M.D. (22.23%), Frederick Perone and James Edghill (each 11.11%). Mid-Atlantic is applicant for assignment of license of WMID Atlantic City. Dr. Ruby is practicing physician. Mr. Perone is officer, director and 20% owner of stock brokerage. Mr. Edghill is officer, director and 98% owner of real estate, hotels and motels, bar, and restaurant. Ann. April 18.

##### FINAL ACTIONS

\*San Francisco—Bay Area Educational Television Association. Broadcast Bureau granted UHF ch. 60 (746-752 mc); ERP 525 kw vis., 105 kw aur. Ant. height above average terrain 1,210 ft.; ant. height above ground 204 ft. P. O. address: 525 Fourth Street, San Francisco 94107. Estimated construction cost \$418,983; first-year operating cost \$63,000. Geographic coordinates 37° 41' 21" north lat.; 122° 29' 10" west long. Type trans. GE TT-57-A. Type ant. GE TY-25-F. Legal counsel Krieger & Jorgensen, Washington; consulting engineer Hammett & Edison, San Francisco. Principals: James Day, vice president and general manager of \*KQED(TV) San Francisco and board of directors KQED is licensed to applicant. Action April 14.

Richmond, Ind.—Communications Corporation of Indiana. Broadcast Bureau granted UHF ch. 43 (644-650 mc); ERP 694 kw vis., 138 kw aur. Ant. height above average terrain 560 ft., above ground 546 ft. P. O.

	<h1>EDWIN TORNBERG</h1> <h2>&amp; COMPANY, INC.</h2>
	<p style="text-align: center;"><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>



address: c/o John E. VonPein Jr., Box 1020, Richmond 47347. Estimated construction cost \$620,000; first-year operating cost \$180,000; revenue \$190,000. Studio and trans. both to be located in Richmond. Geographic coordinates 39° 55' 23" north lat., 84° 54' 39" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Smith and Pepper, consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: John E. VonPein Jr., James M. Hardin, John E. VonPein Sr., Victor Jose, William Hardin, James E. Carter, Ralph R. Pyle Jr., Willard G. Bowen, Russell L. Commons, Clifford J. Dickman, Steven Okel, Glen A. Ramsdell, Richard Rucoba, Robert E. Miller, Loren W. Ake (each 6.06%), Ben Karns, Richard M. Norman and Vernon E. Murphy (each 3.03%). Mr. Pyle films news films for some TV's in area. None of other principals have broadcast interests. Action April 18.

#### OTHER ACTIONS

■ Review board in Los Angeles, Calif., television proceeding, Docs. 16679-80, granted motion filed April 10 by Fidelity Television Inc., and extended to April 12 time to file reply to responsive pleadings to petition for enlargement of issues and other relief filed March 8 by Fidelity. Action April 13.

■ Review board in Yakima, Wash., television broadcast proceeding, Docs. 16924-6, granted petition filed April 17 by Broadcast Bureau and extended to May 10 time to file replies to joint petition for approval of agreement filed March 14 by Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television and Broadcasting Co. Board Member Nelson not participating. Action April 18.

#### ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on April 11 in proceeding on TV application of Tri-City Broadcasting Inc., Vineland, N. J., continued hearing from April 13 to April 14. (Doc. 16703).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 12 in proceeding on TV applications of Gamma Television Corp., Tele/Mac of Memphis and Memphis Broadcasting Associates, all Memphis, scheduled procedural dates including hearing for July 24. (Docs. 17258-60).

#### CALL LETTER APPLICATIONS

■ Steel City Broadcasting Co., Birmingham, Ala. Requests WCFG-TV.  
 ■ WBEJ Inc., Janesville, Wis. Requests WMLK(TV).

#### CALL LETTER ACTION

■ Mississippi Authority for Educational TV, Jackson, Miss. Granted \*WMAA(TV).

#### Existing TV stations

##### FINAL ACTIONS

KZAZ(TV) Nogales, Ariz.—Broadcast Bureau granted license covering new commercial TV, specify studio location as 134 Grand Avenue, Nogales, condition. Action April 12.

KNTV(TV) San Jose, Calif.—Broadcast Bureau granted CP to change ERP to 24 kw vis., 2.63 kw aur. Action April 18.

St. Petersburg, Fla. Hubbard Broadcasting Inc.—Broadcast Bureau granted mod. of CP to change ERP to 741 kw vis., 148 kw aur., and decrease ant. height to 1,436 ft. Action April 18.

KTSB(TV) Topeka, Kan.—Broadcast Bureau granted mod. of CP to change ERP to 912 kw vis., 138 kw aur., move antenna approximately 315 feet north-northeast from authorized site, and increase ant. height to 1,050 ft. Action April 14.

KHBV(TV) Henderson, Nev.—Broadcast Bureau granted mod. of CP to change ERP to 64.6 kw vis., 12.9 kw aur., studio location (to be determined) Henderson, and increase ant. height to 1,190 ft. Action April 18.

WORA-TV Mayaguez, P. R.—Broadcast Bureau granted CP to change ERP to 95.3 kw vis., 19.1 kw aur., and increase ant. height to 2,000 ft.; condition. Action April 18.

WSVI(TV) Christiansted, St. Croix, V. I.—Broadcast Bureau granted CP to change ERP to 14.1 kw vis., 2.82 kw aur., and increase ant. height to 750 ft. Action April 17.

WKOW-TV Madison, Wis.—Broadcast Bureau granted CP to change ERP to 880 kw, and change aur. ERP to 176 kw. Action April 18.

#### OTHER ACTIONS

■ By order in Largo, Fla., TV proceeding (Doc. 17051), commission dismissed motion to limit participation of Association of Maximum Service Telecasters Inc. filed by WLCY-TV Inc. Acting Chairman Bartley

and Commissioner Loewinger concurred.

Action April 19.  
 ■ Commission waived Sec. 1.534(b) of its rules and granted application of KSL Inc., licensee of KSL-TV, ch. 5, Salt Lake City, for CP to replace expired permit. Action April 19.

#### ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on April 11 in proceeding on TV application of WBLG-TV Inc., Lexington, Ky., rescheduled hearing from April 12 to April 26 (Doc. 16701). By separate order, granted petition of applicant to amend to reflect financial qualifications.

■ Hearing Examiner Forest L. McClenning on April 14 in proceeding on TV application of Black Hawk Broadcasting Co. (KWWL-TV), Waterloo, Iowa, granted request of applicant and continued hearing from April 19 to June 1. (Doc. 16722). And on April 17 in proceeding on TV application of Selma Television Inc. (WLSA-TV), Selma, Ala., cancelled hearing scheduled for April 18. (Doc. 15888).

#### FINE

■ Commission adopted notice of apparent liability in amount of \$1,000 for failure of WABI-TV Bangor, Me., to broadcast required sponsorship identification for 195 announcements advertising "100 Paintings." Notice stated that although the announcements were in fact sponsored by the Homestead Division of R.T.V. Sales Inc., no such sponsor identification was broadcast. Action April 12.

#### RULEMAKING ACTION

■ By report and order, commission amended TV table of assignments for Knoxville, Tenn., by removing educational reservation from ch. 43 and placing it on ch. 15, which heretofore has been assigned for commercial use (Doc. 16946). Action was taken pursuant to petition of South Central Broadcasting Corp., licensee of WTVK(TV), ch. 26, which was supported by Tennessee Department of Education and University of Tennessee. Action April 19.

#### CALL LETTER APPLICATIONS

■ KMMT(TV), Minnesota-Iowa TV Co., Austin, Minn. Requests KAUS-TV.  
 ■ KLUE-TV, Radio Longview Inc., Longview, Tex. Requests KHER(TV).

#### New AM stations

##### APPLICATION

Sweet Home, Ore.—Santiam Broadcasters Inc. Seeks 1370 kc, 1 kw-D. P. O. address: 2660 Belmont Street. Estimated construction cost \$30,268.96; first-year operating cost \$31,500; revenue \$31,200. Principals: Dennis J. Celorie, president (30%), Kenneth S. Groves, secretary-treasurer (45%) and Richard J. Groves, vice president (25%). Mr. Celorie is program director at KWSF-AM-FM Eugene, Ore. Mr. Kenneth S. Groves has dealership in hearing aids, building rentals and farm. Mr. Richard J. Groves is working in sales for E. R. Squibbs & Sons. Ann. April 19.

##### INITIAL DECISION

■ Commission gives notice that Feb. 9 initial decision which looked toward granting application of Emmet Radio Corp. for CP for new AMs at Estherville, Iowa, on 1070 kc, with 250 w, directionalized, daytime only, condition (Doc 16699; BP-16718), became effective March 31, pursuant to Sec. 1.276 of rules. Action April 14.

#### OTHER ACTIONS

■ Review board in Quincy, Fla., standard broadcast proceeding Docs. 15589, and 16938, granted joint petition for approval of agreement and related procedures, filed Feb. 27 by Maupin Broadcasting Co. and D & F Broadcasting Co.; approved agreement; dismissed with prejudice application of D & F Broadcasting Co.; granted application of Maupin Broadcasting Co.; and terminated proceeding. Condition. Action April 17.

■ Review board in Crowley, La., standard broadcast proceeding, Doc. 16785, denied appeal from adverse ruling of hearing examiner, filed Feb. 20 by KSIG Broadcasting Co. Action April 13.

■ Commission waived Sec. 73.37 of rules and accepted for filing application of Ohio Radio Inc., Port Clinton, Ohio, for new AM to operate on 1250 kc, 500 w power, DA. Commissioner Johnson concurred. Action April 19.

■ Review board in Lebanon, Pa., standard broadcast proceeding, Docs. 15835-9, denied joint petition for approval of agreement and dismissal of application filed Feb. 20 by Catonsville Broadcasting Co. and Radio Catonsville Inc. Board Member Nelson not participating, Board Member Pincock dissenting. Action April 17.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, granted petition filed April 11 by Lawrence County Broadcasting Corp. and extended to April 14 time to file reply to opposition to petition to delete issues filed March 17 by Lawrence County Broadcasting Corp. Action April 13.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, granted petition to delete issues filed March 17 by Lawrence County Broadcasting Corp., and deleted issues 2 and 3 with respect to proposal of Lawrence County Broadcasting Corp. Action April 17.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, granted petition filed April 14 by Shawnee Broadcasting Co. and extended to May 1 time to file opposition to appeal from hearing examiner's ruling, filed on April 7 by Lawrence County Broadcasting Corp. Board Member Kessler absent. Action April 18.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, granted petition filed April 14 by Shawnee Broadcasting Co. and extended by May 1 time to file opposition to petition to enlarge issues filed March 9 by Lawrence County Broadcasting Corp. and Brownsville Radio Inc. Board Member Kessler absent. Action April 18.

■ Review board in Sioux Falls, S. D., standard broadcast proceeding, Doc. 17174, denied petition for review of hearing examiner's ruling filed April 14 by KSID Inc. Board Member Kessler absent. Action April 18.

■ By memorandum opinion and order, commission denied request by Richard Tuck Enterprises, Angleton, Tex., for waiver of Sec. 73.37 of rules and acceptance of its application for new daytime AM to operate on 1110 kc, 1 kw. Action April 19.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on April 11 in proceeding on AM applications of Circle L Inc., Reno, Nev., et al., granted request of applicant Radio Nevada for further prehearing conference and scheduled it for April 20. (Docs. 16110-11, 16113, 16115). And in proceeding on AM applications East St. Louis Broadcasting Inc. and

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 20

	ON AIR		NOT ON AIR
	Lic.	CP's	CP's
Commercial AM	4,104 <sup>1</sup>	15	87
Commercial FM	1,603	16	269
Commercial TV-VHF	479 <sup>2</sup>	16	24
Commercial TV-UHF	92 <sup>2</sup>	28	131
Educational FM	300	3	32
Educational TV-VHF	60	7	9
Educational TV-UHF	42	8	52

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 20

	VHF	UHF	Total
Commercial	519	259	778
Noncommercial	76	102	178

## STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 <sup>3</sup>	1,533	570 <sup>2</sup>	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

ties) hereby set aside and regranted with following conditions; Sec. 73.189 waived to permit nighttime RMS value of 1485 mv/m. Action April 13.

XXXX New York — Broadcast Bureau granted extension of authority to delivery news programs from 1625 K Street, N. W., Washington, and various other points within U. S. to Canadian stations via telephone land lines for foreign program station. Action April 18.

By order, commission denied applications for review filed by Mid Cities Broadcasting Corp. and by Alfred Ray Fuchs, licensee of KTJS Hobart, Okla., in Lubbock, Tex., standard broadcast proceeding (Docs. 14411, 14412). Commissioners Cox and Johnson not participating.

## ACTIONS ON MOTIONS

Hearing Examiner Thomas H. Donahue on April 14 in proceeding on AM-FM renewal application of Star Stations of Indiana Inc., Indianapolis, granted request of applicant and Broadcast Bureau and extended time for filing replies to proposed findings from April 10 to April 20. (Doc. 16612).

Hearing Examiner Herbert Sharfman on April 13 in proceeding on AM application of Harriman Broadcasting Co. (WXXL), Harriman, Tenn., ordered counsel for WHBT to produce for inspection, on or before hearing of April 18, WHBT program logs for 1965, 1966 and Jan. and Feb. (Doc. 17255). On April 14 in proceeding of Sports Network Inc., Complainant, vs. AT&T Co., Defendant, both of New York, rescheduled hearing from April 25 to April 26. (Doc. 16043). And in proceeding on AM application of Harriman Broadcasting Co., Harriman, Tenn., granted motion of Folkways Broadcasting Inc. (WHBT), and continued hearing from April 18 to May 8. (Doc. 17255).

## FINES

Broadcast Bureau by letter of April 14 notified Auburn Broadcasting Inc., WAUD Auburn, Ala., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture. Action April 14.

Commission sent notice of apparent liability for forfeiture in amount of \$500 to licensee of WWWW Fayette, Ala. According to notice, commission inspection of station revealed operation of transmitter by improperly licensed operator. Action April 19.

A \$500 notice of apparent liability was authorized by commission for operation of WMGO Canton, Miss., by operator who did not hold radiotelephone third class license with broadcast endorsement. Action April 12.

Commission reaffirmed \$500 forfeiture against licensee of KUISN St. Joseph, Mo., for use of improperly licensed operator and failure to maintain operating log, thus denying application for remission or mitigation of forfeiture previously imposed by Order released Jan. 12. Action April 12.

For operation both above and below its authorized power in June and July 1966, licensee of WNOR Norfolk, Va., was sent notice of apparent liability in amount of \$500 by commission action of April 12, 1966. Operation at 14 to 38 percent above authorized power and 20 percent under authorized power was cited following an inspection on Aug. 1, 1966. Action April 12.

## New FM stations

### APPLICATIONS

Indio, Calif.—Coachella Valley Baptist Foundation Inc., Del Ray Broadcasting Co. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain minus 243.5 ft. P.O. address: 87-295 Center Street, Thermal, Calif. 92274. Estimated construction cost \$36,715; first-year operating cost \$30,700; revenue \$35,000. Principals: Charles R. Groeschel, president-director and Elbert H. Maley, vice president-director, et al. Mr. Groeschel is pastor. Mr. Maley is driver for Greyhound Lines. Ann. April 14.

Waterford, Mich.—Board of Education, Waterford Township School District. Seeks 88.1 mc, ch. 201, 0.01 kw. Ant. height above average terrain 122 ft. P.O. address: 3101 West Walton Boulevard, Pontiac, Mich. 48021. Estimated construction cost \$22,744.50; first-year operating cost \$10,900; revenue none. Principals: To be administered by board. Ann. April 18.

Berwick, Pa.—Berwick Broadcasting Corp. Seeks 103.1 mc, ch. 276, 0.42 kw. Ant. height above average terrain 700 ft. P. O. address: c/o Ritz-Carlton Hotel, Atlantic City 08404. Estimated construction cost \$13,440.90; first-year operating cost \$8,000; revenue \$8,000.

Metro-East Broadcasting Inc., both East St. Louis, Illinois, rescheduled hearing from April 27 to June 22 (this phase of hearing to be concerned with issue 1 matters only) and further hearing scheduled for July 11 (issue 2); also scheduled other procedural dates (Docs. 17256-57). On April 17 in proceeding on AM applications of Circle L Inc., Reno, Nev., et al., granted motion of Columbia Broadcasting System Inc., and extended date for exchange of proposed rebuttal testimony (exhibits) from April 21 to May 5. (Docs. 16110-11, 16113, 16115).

Hearing Examiner H. Gifford Irion on April 14 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition for leave to amend of applicant Radio Catonsville Inc., to reflect recent changes in articles of incorporation (Docs. 15835-36, 15838-39). On April 17 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition of applicant Cedar Broadcasters and continued hearing from April 17 to June 19. (Docs. 15835-36, 15838-39).

Hearing Examiner Forest L. McClenning on April 12 in proceeding on AM application of Sioux Empire Broadcasting Co., Sioux Falls, S. D., denied motion for continuance of KISD Inc. (Doc. 17174).

Hearing Examiner Elizabeth C. Smith on April 17 in proceeding on AM application of Augustine L. Cavallaro Jr., Bayamon, P. R., granted petition of applicant and continued hearing from April 17 to May 15. (Doc. 16891).

## CALL LETTER APPLICATION

Richard Cruver, Anchorage. Requests KYAK.

## Existing AM stations

### APPLICATIONS

WLNC Laurinburg, N. C.—Seeks CP to change frequency from 1300 kc to 1170 kc; increase power from 500 w to 1 kw; and make changes in ant. system (increase height); and changes in ground system. Ann. April 19.

WESC Greenville, S. C.—Seeks mod. of license to change from 10 kw-D to 10 kw-D.

### FINAL ACTIONS

WENN Birmingham, Ala.—Broadcast Bureau granted mod. of license and CP to change name to Jomac Birmingham Corp. Action April 12.

KASA Phoenix—Broadcast Bureau granted license covering new AM. Action April 12.

KYOR Blythe, Calif.—Broadcast Bureau granted CP to increase daytime power, install DA-D, change antenna transmitter and studio location to 0.23 mile north of Chansior, 0.23 mile west of 7th Avenue, Blythe, conditions. Action April 14.

WTTI Dalton, Ga.—Broadcast Bureau granted renewal of license subject to condition that transfer of license covered by BTC-5300 be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action April 17.

KBTC Houston, Mo.—Broadcast Bureau granted CP to increase power, install new transmitter and make changes in antenna system; conditions. Action April 14.

WBZA and WXQL(FM) Glens Falls, N. Y.—Broadcast Bureau granted mod. of licenses and CP to change name to Pathfinder Communications Corp. Action April 12.

Jamestown, N. Y. Trend Radio Inc.—Broadcast Bureau granted mod. of CP to change name to Trend Broadcasting Inc. Action April 18.

Broadcast Bureau granted renewal of licenses for following stations and co-sponsoring auxiliaries: KIDD Monterey, Calif.; WAAY-AM-TV Huntsville, Ala.; WBAD Collee Park, Ga.; WBHF Cartersville, Ga.; WCON-AM-FM Cornelia, Ga.; WFMH Cullman, Ala.; WGOG Waihalla, S. C.; WJRD Tuscaloosa, Ala.; WOGA Sylvester, Ga.; WPNX Columbus, Ga.; WZEP-AM-FM, De Funiak Springs, Fla.; and WANT Richmond, Va. Action April 14.

## OTHER ACTIONS

By letter, commission denied request by Daniel S. Cubberly, licensee of KUKI Ukiah, Calif., for waiver of Sec. 73.37(a) of rules, and returned as unacceptable for filing application for authority to increase antenna efficiency of KUKI. Action April 19.

By memorandum opinion and order, commission waived Sec. 73.24(b)(3)(ii) of rules and accepted for filing application of Kava Broadcasting Co. to change facilities of KTOH Iihue, Kauai, Hawaii, from 1490 kc, 250 w-N, 1 kw-LS, to 1350 kc, 5 kw-U. Action April 19.

WNEW New York — Broadcast Bureau pursuant to Sec. 1.108 of commission rules, commission action of March 15 granting BP-17624 (reinstatement of BP-17200, which authorized construction of changed facili-

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Principals: Edward R. Newman, president. Applicant is licensee of WBRX Berwick. Ann. April 18.

#### FINAL ACTIONS

Burlington, Iowa—RB Inc. FCC granted 107.3 mc, ch. 297, 76 kw. Ant. height above average terrain 360 ft. P.O. address: c/o David H. Steidle, Box 70, Burlington 52602. Estimated construction cost \$45,500; first-year operating cost \$12,000; revenue \$12,000. Principals: John P. Harris (56%), Virginia Harris Rayl (16%), Peter M. Macdonald (10%), Robert Wells (8%), William W. Hansen (7%), David H. Steidle (3%). RB Inc. is licensee of KBUR Burlington. Action April 19.

Denison, Iowa—Denison Broadcasting Co. Broadcast Bureau granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 337, Denison 51442. Estimated construction cost \$27,637; first-year operating cost \$12,000; revenue \$14,000. Denison Broadcasting is licensee of KDSN Denison. Action April 12.

Southbridge, Mass.—WESO Broadcasting Corp. Broadcast Bureau granted 100.1 mc, ch. 261, 2.65 kw. Ant. height above average terrain 145 ft. P.O. address: c/o Peter A. Bordes, 399 Main Street, Southbridge 01550. Estimated cost of construction \$18,040; first-year operating cost \$7,000; revenue \$7,000. Principals: Joseph L. Rosenmiller Jr. (60.5%), Peter A. Bordes (19.5%) and Joseph C. Amaturo (20%). Mr. Rosenmiller and Mr. Bordes are broadcast investors; Mr. Amaturo is chairman of board of WFTL Broadcasting Co., WFTL-AM-FM Fort Lauderdale Fla. Action April 19.

Paris, Tenn.—Paris Broadcast Co. Broadcast Bureau granted 105.5 mc, ch. 228, 3 kw. Ant. height above average terrain 220 ft. P.O. address: North Poplar Street, Paris. Estimated construction cost, none; first-year operating cost \$10,000; revenue \$10,500. Principals: J. Kenneth Marston, executive vice president and general manager, Simpson Russell, chairman of the board and Aaron B. Robinson Jr., president. The National Bank of Jackson, trustee u/w of Aaron B. Robinson, deceased, owns 75% of Lawrenceburg Broadcasting Co., licensee of WDXE; 64% of Dixie Broadcasting Co., licensee of WDXI-AM-TV; 70% of Union City Broadcasting Inc., licensee of WENK; 62.5% of The Corinth Broadcasting Inc., licensee of WCMA Corinth, Miss.; 62.7% of Paris Broadcasting Co., licensee of WTPR Paris, and 67.3% of Clarksville Broadcasting Co., licensee of WDXN Clarksville, Tenn. Action April 13.

Pullman, Wash.—Robert Lloyd Hoover. Broadcast Bureau granted 104.9 mc, ch. 285, 0.924 kw. Ant. height above average terrain 235 ft. P.O. address: Civic Center building, Pullman 99163. Estimated construction cost \$1,990; first-year operating cost \$2,000; revenue \$10,000. Principal: Mr. Hoover owns KPUL Pullman. Action April 13.

Oconto, Wis.—Robert Henry Koeller. Broadcast Bureau granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 210 ft. P.O. address: Box 197, Oconto, Wis. Estimated construction cost \$17,442; first-year operating cost \$10,000; revenue \$15,000. Principal: Robert Henry Koeller. Mr. Koeller is owner and manager of WOCO Oconto. Action April 14.

#### OTHER ACTIONS

Office of opinions and review on April 14 dismissed as moot petition for reconsideration and dismissal of defective application filed March 13 by Edward Walter Piszczek and Jerome K. Westerfield, Des Plaines, Ill., applicants in Waukegan-Des Plaines, Ill., FM proceeding in Docs. 13292, 13940 and 17242.

Review board in Waukegan, Ill., FM broadcast proceeding, Docs. 13292, 13940, 17242, granted petition filed April 10 by Edward Walter Piszczek and Jerome K. Westerfield and extended to April 21 time to file oppositions to petition to enlarge issues filed March 30 by News-Sun Broadcasting Co., and motion to delete and enlarge issues filed March 30 by Maine Township FM Inc. Action April 13.

Wichita, Kan. Kansas State Network Inc.—FCC waived 30-day retention period requirement of Sec. 1.550 of rules to extent of assigning call letters KARD to newly acquired FM (formerly KCMB-FM), effective April 21. Action April 19.

Alexandria, Minn.—Alexandria Broadcasting Corp. and Central Minnesota Television Co.—FCC adopted prehearing letter to these applicants for new FM's which are mutually exclusive because of common ownership. Alexandria Broadcasting proposes operation on ch. 224 (92.7 mc) with ERP 3 kw, ant. height 152 ft. and Central on ch. 264 (100.7 mc), ERP 47.25 kw, ant. height 987 ft. Action April 19.

Commission granted waiver of Sec. 73.207(a) of rules and accepted application

of WMLP Inc. Milton, Pa., for new FM to operate on ch. 285 (100.9 mc) with ERP of 759 w, ant. height 539 ft. Action April 19.

#### ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on April 17 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on FM applications of Lee Broadcasting Corp. and Mid American Broadcasting Inc., both Moline, Ill.; scheduled prehearing conference for May 17, and hearing for June 14. (Docs. 17345-46).

Hearing Examiner Millard F. French on April 12 in proceeding on FM applications of Cherokee Broadcasting Co., Murphy, N. C. and Fannin County Broadcasting Co., Blue Ridge, Ga. rescheduled hearing on April 13 from 10 a.m., to 2 p.m. (Docs. 17086-87). On April 17 in proceeding on FM applications of Prairieland Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill., cancelled prehearing conference scheduled for April 18, pending review board action on applicants' joint petition to dismiss application and approve agreement (Docs. 16944-45). And in proceeding on FM application of Boca Broadcasters Inc., Pompano Beach, Fla., cancelled prehearing conference scheduled for April 19. (Doc. 15806).

Hearing Examiner Isadore A. Honig on April 12 in proceeding on FM applications of Ward L. Jones and Mars Hill Broadcasting Inc., both Syracuse, N. Y., granted request of applicant Ward L. Jones and scheduled further prehearing conference for April 13. (Docs. 17117-18). And in proceeding on FM applications of KLRA Inc., KAAV Inc., and Valley Corp., all Little Rock, Ark., continued without date procedural dates including April 18, for commencement of second phase of hearing, postponed indefinitely pending review board action on joint petition of applicants (Docs. 17070-72). On April 13 in proceeding on FM applications of Ward L. Jones and Mars Hill Broadcasting Inc., both Syracuse, N. Y., extended procedural dates including hearing from May 9 to June 13. (Docs 17117-18).

#### RULEMAKING ACTIONS

Commission on April 12 granted extension of time for filing comments to April 25 and replies to May 10 on requests by Radio Voice of Dover-Foxcroft for RM-1089 (Dover-Foxcroft, Me.) and Charles Hammond for RM-1092 (Jeffersonville, Ind.) in matter of amendment of Sec. 73.202, table of assignments, FM's (Rockmart, Georgia, et al.) in Doc. 17282.

#### CALL LETTER APPLICATIONS

\*Freed-Hardeman College, Henderson, Tenn. Requests WFHC-FM.

#### CALL LETTER ACTIONS

Shom Broadcasters Inc., DeLand, Fla. Granted W000-FM.

\*Eastern Kentucky University, Richmond, Ky. Granted WEKU-FM.

\*Phillips Exeter Academy, Exeter, N. H. Granted WPEA(FM).

Weldon W. Lewis and Weldon E. Lewis, Borger, Tex. Granted KBBB-FM.

#### DESIGNATED FOR HEARING

Moline, Ill. Lee Broadcasting Corp. and Mid America Broadcasting Inc.—Broadcast Bureau designated for consolidated hearing applications for new FM to operate on ch. 285 (104.9 mc), ERP 3 kw, ant. height 300 ft. Action April 7.

WBIZ Inc. and WECL Inc. Eau Claire, Wis.—Broadcast Bureau designated for consolidated hearing applications for new FM to operate on ch. 264 (100.7 mc), ERP 100 kw, ant. height 738 ft. (WBIZ Inc.), 314 ft. (WECL Inc.). Action April 14.

#### Existing FM stations

##### FINAL ACTIONS

KVEE-FM Conway, Ark.—Broadcast Bureau granted mod. of CP to change studio location to two miles south of Conway on Wasson Farm Road, Conway, increase ant. height to 330 ft. Action April 14.

WEAS-FM Savannah, Ga.—Broadcast Bureau granted mod. of CP to increase ant. height to 310 ft. condition. Action April 14.

WVFF(FM) Dundee, Ill.—Broadcast Bureau granted mod. of CP to show studio location as 111 West Main St., Dundee. Action April 18.

KWTO-FM Springfield, Mo.—Broadcast Bureau granted mod. of CP to change type dual polarized ant., increase ERP to 100 kw, and decrease ant. height to 290 ft. condition. Action April 14.

\*WSLN(FM) Delaware, Ohio—Broadcast Bureau granted license covering change in frequency, increase facilities, and increase ERP. Action April 12.

WCDD-FM Carbonade, Pa.—Broadcast

Bureau granted CP to install dual polarized ant. Action April 12.

#### OTHER ACTIONS

Commission waived Sec. 73.203(b) of rules and accepted application of WBOC Inc., licensee of WBOC-FM Salisbury, Md., to change facilities from ch. 232 (94.3 mc), ERP 630 w, ant. height 590 ft., to ch. 284 (104.7 mc), ERP 24 kw, ant. height 666 ft., and change station location to Ocean City, Salisbury, Md. Commissioner Cox abstained from voting; Commissioner Johnson concurred. Action April 12.

By order, commission denied request for waiver of Sec. 73.213(a) of rules, requested by WHDH Inc., to increase facilities of WHDH-FM Boston and returned application. Action April 12.

By order, commission denied waiver of Sec. 73.213(a) of rules requested by West Bend Broadcasting Co., licensee of WBKV-FM West Bend, Wis., seeking to increase its facilities, and returned application. Commissioner Wadsworth absent. Action April 12.

#### FINES

Licensee of WAXO(FM) Kenosha, Wis., was sent notice of apparent liability for \$250 forfeiture for failure to properly identify Kenosha County Republican Party as sponsor of ten sponsored announcements in Oct. 1966. Chairman Hyde dissented and stated: "Since this appears to have been an inadvertent violation which the licensee promptly corrected, I feel that a notice of apparent liability in a lesser amount would be in order." Commissioner Wadsworth absent. Action April 12.

#### CALL LETTER APPLICATIONS

WXHR-FM, WKBG Inc., Cambridge, Mass. Requests WJIB(FM).

KMFS(FM), M.W.C. Broadcasting Co., Memphis. Requests KBGH-FM.

#### Translators

##### ACTIONS

K06DZ Alpine, Ariz.—Broadcast Bureau granted CP to change trans. location to approximately two miles south-southwest of Alpine and make changes in ant. system for VHF-TV translator. Action April 14.

K05AE Moffat County Axial Basin, Rural Area, Colo.—Broadcast Bureau granted license covering new VHF TV translator. Action April 18.

By memorandum opinion and order, commission granted applications of KAKE-TV and Radio Inc. for CPs for new UHF TV translators to serve Hays, Kan. and Russell, Kan. by rebroadcasting KAKE-TV on output chs. 75 and 71, respectively. Commission stated that "major changes" with respect to translators consist only of changes in frequency, changes in principal communities, or such other changes as commission determines, in particular case, to be major change. Grant was made subject to nonduplication condition. Commissioner Bartley abstained from voting; Commissioners Loevinger and Johnson concurred. Action April 12.

K73BP Mankato, Minn.—Broadcast Bureau granted license covering new UHF TV translator. Action April 12.

Commission on April 10 granted request by McMartin Industries Inc., Omaha, for extension of time to July 5 to file comments and to July 20 for replies in matter of amendment of part 74 of rules to permit operation of low power FM broadcast translators (Doc. 17159).

K04BJ La Pine, Ore.—Broadcast Bureau granted CP for VHF TV translator to specify principal community as La Pine, Upper Deschutes and Lower Deschutes River, Ore., change trans. location to approximately 4 miles east-southeast of La Pine, change type transmitter. Action April 14.

K11GQ Lower Deschutes River Subdivision, La Pine and Upper Deschutes River Subdivision, Ore.—Broadcast Bureau granted CP to change trans. location to Finley Butte, La Pine, Ore., for VHF TV translator. Action April 14.

Deadwood, S. D. Duhamel Broadcasting Enterprises—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 13 serving Deadwood, by rebroadcasting programs of KHSH-TV, ch. 11. Lead. Action April 18.

By memorandum opinion and order, commission granted application of John B. Walton, tr/as Tri-Cities Broadcasters, for CP for new TV translator station to serve Midland, Tex., by rebroadcasting station KVKKM-TV, ch. 9. Monahan, Tex., on output ch. 6. Commission held that where TV station shows that reception of its signals is unsatisfactory in areas within its predicted grade B contour, it need make no further showing of need for proposed trans-

(Continued on page 95)



- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

DEADLINE: Monday Preceding Publication Date

## RADIO

### Help Wanted Management

Station manager, about 35, middle Atlantic states. Station needs smart, hard working management. Box D-183, BROADCASTING.

Immediate opening for experienced medium market broadcast executive. Manager upper midwest full timer and handle national sales for group. Excellent growth opportunity and chance to work with real professionals. Salary open. Send complete details, salary requirement, and recent photo. Box D-282, BROADCASTING.

### Help Wanted—Sales

Salesman: Experience necessary. Excellent advancement opportunities. 80,000 watt FM station in San Francisco. Send resume, Box D-176, BROADCASTING.

Short on sales experience? Long on enthusiasm, empathy, desire to learn and earn? You have a fine future in midwest city under 50,000 with midwest group. Box D-266, BROADCASTING.

Professional country music time salesman. Hottest station, midwest, KLOL, Hottest market, midwest Lincoln, Nebraska. Top opportunity, group operation. Area Code 402-489-6575.

Tacoma—Professional radio salesman—proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

Ground floor opportunity in prosperous 30 thousand city with excellent trade area. Excellent guarantee. Midwest only. Contact Dale Low, KSMN, Mason City, Iowa.

"I want a salesman to compete with, I came to WPTH stereo, Ft. Wayne, Indiana a month ago and I didn't believe it until I started, there is more business than I can handle." That's what Dave Miller, account executive, of WPTH Radio said. If you want to compete with Dave and make money at one of the nation's most aggressive and progressive 24 hour stereo radio stations and think you are qualified, contact William Shaw, WPTH, Fort Wayne, Indiana.

Good experienced salesman who wants management in the future. Start \$150 plus. Locally accepted good music station. Must be close enough to arrange personal interview. Contact Mike Schwartz, WTYM, Springfield, Mass.

Experienced sales personnel for Mobile, Alabama's fastest growing Country & Western Station. Guaranteed salary draw against commission. Contact Walter A. Duke, WZAM, Mobile, Alabama. 456-6547.

Salesman, audio-Visual & recording equipment to advtg. agencies, broadcasters, industri. accts. Sal. plus comm. Sonocraft Corp., 115 W. 45 St., N.Y.C.

Medium market south Florida station wants young hardworker from small or medium market where selling hasn't been a pushover—Where living conditions don't compare with south Florida. Our selling is no pushover, either, but good men make as much here with happier families. Guarantee, good commission incentive. Very, very good future. Send resume and picture to Box 8325, West Palm Beach, Florida.

## Announcers

Talented, mature Jocks and newsmen: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

## Announcers—(cont'd)

Needed two announcers, preferably with six months to a year experience or radio school training. Each should be qualified in writing and delivering news and commercials. No rocks . . . just level heads. Send resume, picture and tape to Box D-178, BROADCASTING. Positions are open in upstate New York station.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box D-218, BROADCASTING.

## SORRY FOR THE INTRUSION

. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified Section is THE marketplace for everybody and everything in broadcasting.

Young, articulate, high IQ news director looking for opportunity to express personal beliefs and convictions in idealistic-minded, youth conscious, midwest, small market operation. College town. Write Box D-233, BROADCASTING.

Midwest, full time, contemporary radio station needs immediately, imaginative talent, for midday show. Box D-247, BROADCASTING.

First phone wanted immediately for AM-FM Stereo operation. Experience preferred but not necessary. Mid-Atlantic. Box D-251, BROADCASTING.

Wanted announcer for med. mkt. MOR station. Send tape and resume to Box D-252, BROADCASTING.

Chief announcer—Operations Manager. Permanent position, open immediately. New 150,000 watt stereo, educational FM station in Minnesota with classical format. Box D-257, BROADCASTING.

Sleep late. Up to \$100 for afternoon man. Illinois. Box D-265, BROADCASTING.

Are you a mature, top-rated, top-40, morning man? Top pay in capitol city in East. Send tape, photo and resume to Box D-267, BROADCASTING.

Mid-South fulltimer discuss announcer—3rd endorsement. Experience preferred. . . Will consider rookie-middle-of-road format. Send tape and resume to Box D-269, BROADCASTING.

## Announcers—(cont'd)

PD-DJ, modern country—top 20 markets—strong on-the-air work and production, with or without first ticket. Rush tape, resume, references to Box D-277, BROADCASTING.

New quality daytimer scheduled to open in New England. Plan adult approach. Seek creative responsible men with all-around announcing, news, production abilities. Opportunity to grow with station, future unlimited. Box D-295, BROADCASTING.

First phone announcer. Immediate opening. Ideal living, good income and benefits. Contact Gene P. Loffer, KGEZ, Kalispell, Montana 406-756-4331.

Alaska. Hunting, fishing great. \$800 to start. City over 100,000. Good music AM-FM expanding into TV. All new equipment. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references. Bill Harpel, KHAR, Pouch 7-016, Anchorage 99501.

First phone, announcer salesman. New showcase studios . . . 5 kw. . . . Participation health insurance. . . . Paid vacation. . . . 35 hour board shift. Call Roy Mapel, KIML, Gillette, Wyoming.

KOLY has first opening in four years. Good pay to start, excellent pay to right man, fringe benefits. Send tape, photo and resume of what you can do to Q. P. Coleman, Box 800, Moberge, S. D.

KOOK, Billings, Montana 5 kw modified top-40-have immediate opening for personality strong on production 1st phone desirable. Opening the result of present man being drafted. Send tape and resume to Bill Reier, Station Manager.

Phoenix, Arizona. Outstanding opportunity to join this city's most progressive adult music radio station KRFM. Trade in your big city problems for the perfect climate in the nation's fastest growing metropolis. Airmail tape, resume, salary requirements, photo to Tom Churchill, 329 N. 3rd Ave., Phoenix 85003.

Good solid announcer strong on news-production. Excellent working conditions. Send tape and resume to KSAL, Box 180, Salina, Kansas.

KTCR, Minneapolis, one of the top rated C and W stations in the country, is now accepting applications for announcers with first phone. Send resume and tape to Jerry Cunning, PD, KTCR, Minneapolis, Minnesota 55427.

Morning man, happy and bright for MOR community station. Contact Charles K. Bentz, WADK, Newport, Rhode Island, the city by the sea. 401-846-1540.

Modern, 5,000 watt, regional needs first announcer, today. Grow with us. . . . On the way up. . . . Opportunity unlimited. Tape, resume, WANV, Waynesboro, Virginia.

Combination DJ-newsman wanted. Man who can handle early morning news and then fill air shift from ten till two and follow MOR format. If you are experienced and can do college football and basketball play-by-play, addition of talent would make this even more attractive position. Vacation, hospitalization and life insurance. Ideal college town. Send tape and resume immediately. WBCI Radio, P. O. Box 180, Williamsburg, Virginia 23185.

Announcer. Morning shift announcer, 1st phone. Ideal community. M.O.R. established station. Send tape and resume. WBRD, Brantford, Florida

First phone announcer needed immediately for daytimer in suburban Hartford market. Write Manager, WEHW, Windsor, Conn. or call 203-688-6221. References required.

## Announcers—(cont'd)

Have immediate opening for summer vacation announcer capable of handling AM & TV. Contact WFBM, Indianapolis, Indiana, 1330 N. Meridian.

Announcer DJ—Immediate opening for experienced, good-sounding, young man for good music format! Excellent salary, fringe benefits. Send tape, background, and photo to WFDF, Flint, Michigan.

Uptown country morning man needed immediately. Rush tape to WHY, Box 2328, Orlando, Florida.

Experienced announcer with 1st phone. Leading station in area. 5-KW-AM—50-KW-FM. WION, Ionia, Michigan 48846. Good pay.

Wanted—Announcer with 1st ticket. If you enjoy relaxed living in a small market and working in a MOR station call: Jerry Schroeder, WIOS, Tawas City, Michigan 517-362-3417.

First phone announcer. Adult, middle of the road programing. Medium size market. Send audition, tape, and salary requirement to Program Director, WKBZ, Muskegon, Michigan 49443.

Wanted: Radio Announcer-salesman. 3rd class license (prefer 1st). Ability to sell, write copy, produce spots. Will work air shift. Phone 522-3232 or 3383. Wilburn Wilson, General Manager, WKDZ, Cadiz, Kentucky.

Florida's southernmost radio station is adding one top announcer. Must have first phone. Start \$120 wkly. Contact Gayle Swofford or Dick Shannon, WKIZ-AM, Key West, Fla. Area 305-294-2523.

1st phone announcer—Immediate opening N.Y.C. metro area. Top-40, no maintenance. Why slave in the small market when you can slave with us where the action is. Not much bread to start, but why not take a chance. Send tape, resume, monetary requirements pronto. WRRR, Nanuet, N. Y. 10945.

Immediate opening—Experience preferred—Salary open. Call or write WVOB, Liberty, New York.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Our Oregon stations have openings for first and third class announcers and salesmen. Excellent opportunities. Write Manager, P. O. Box 5025, Eugene, Oregon 97403.

National capital area station—Upping power and hours. Need 3 combo men. Progressive broadcast group. Contact our agency: Metro Advertising, 3010 N. Tenth St., Arlington, Virginia, (703) 525-5677.

#1 in metro market, resort area, rapidly expanding chain looking for top adult sounding personality for contemporary music station. Immediate opening. Rush tape and resume to Atlantic States Industries, 270 Park Ave., New York, New York.

## Help Wanted—Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity with growing independent group. Send resume to Box D-73, BROADCASTING.

1st phone—beginners accepted. Must have car. 5 kw AM directional & 50 kw FM stereo. Can attend local university if desired. Box D-161, BROADCASTING.

Engineer, experience, 1st class ticket, small station, east coast. Please send picture with resume. Box D-182, BROADCASTING.

## Technical—(Cont'd)

Engineer with 1st class ticket and ready for responsibilities. Close to metropolitan area. Box D-199, BROADCASTING.

1st phone capable of maintenance, for 5 kw AM and 50 kw FM Stereo. Box D-213, BROADCASTING.

Anticipated expansion of our extensive group operation and upcoming retirement of key personnel have created our need for experienced Chief Engineers who are technically competent, capable supervisors and administrators. We offer the challenge of managing all station technical operations, the opportunity to move up to greater management responsibility, an excellent starting salary and complete fringe benefits. Send a confidential resume of your qualifications to Box D-260, BROADCASTING.

Chief engineer needed at once for midwest 1 kw non-directional AM and automated stereo FM operation. Must be strong on maintenance. Salary open. Box D-290, BROADCASTING.

Have immediate opening for chief engineer-announcer at successful 5 kw daytimer. Top salary plus fringes for reliable family man with first phone and good voice who can run smooth board and do all technical maintenance. Moderate board schedule, non-directional, middle-road operation, fine equipment and studios, and pleasant associates in small agricultural town of 4,000. If you desire permanence with a bright future in a prestige operation, send photo, tape, character and work references, personal data, experience resume and salary requirements to Al Clark, KWYR, Box 491, Winner, South Dakota 57580. Phone 842-3333, area code 605.

Three pros (2 with first class tickets) now are running a very successful, small market directional day-timer with all new Gates equipment. Need a chief engineer that can pull a short air shift. We'll soon be adding FM again with all new Gates equipment. Salary offered . . . \$125.00 weekly . . . plus a very attractive commission arrangement if you desire to sell a little bit. If interested, contact any of us at WCRM, 517-386-9907, Clare, Michigan.

Midwest—5-kw—Directional—and FM—seeks engineer with know how. Ability to announce desirable but not necessary. Send complete resume and salary desired to Box 143, WION, Ionia, Michigan 48846.

Maintenance engineer, and sales on salary plus commission. Contact—Robert Frings, WPPP, Park Falls, Wis.

Immediate opening—full or part time board operators—Steady-3rd class required. WSBC, Chicago. 312-666-9060.

Engineer, full time, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone OW 4-4146.

1st class engineer experience in complete maintenance or extensive vocational training for daytime AM-250 watt and 50 kw FM. Prefer man interested in community of 10,000. Salary depends on qualifications. Send complete resume with salary information to: C. R. Griggs, Radio Station WVLN, Box L, Olney, Illinois.

Engineer-installers needed by top manufacturer of broadcast automation equipment, busy producing modern audio control systems using IC's "touch tone" and solid circuitry. We need technicians with Radio telephone 1st class license, engineering oriented with station operating experience, looking for a challenging future. Must be willing to travel part time. IBEW membership required. Starting earnings of \$750 monthly, plus travel expenses, with good opportunity for salary advancement. Company based at pleasant city on scenic Puget Sound. Write Danny Coulthurst, Int'l Good Music, P. O. Box 943, Bellingham, Wash. 98225, or call (206) 733-4567.

Announcing, newscasting. Personalized, taped instruction. Professional coach. Fisher, 2237 Elsinore, Winter Park, Florida 32789.

ABC radio needs vacation relief man, 1st phone and audio experience necessary. Contact: Gilmore, AM 3-0800, collect. Chicago, Illinois.

## NEWS

Combo dj-newsman for Virginia metro MOR station. Gather, write and present local news. Trainee considered. Great opportunity. 3rd required. Box D-24, BROADCASTING.

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Where will you be in 5-years? You could be an influential news director in our medium market station. Experience in news writing and casting necessary. 1st phone an asset. A real opportunity for starter. Box D-222, BROADCASTING.

Radio newsman—strong local operation—M-O-R music—CBS affiliate—Mid-Atlantic. Exp. in writing, good news delivery a must. Write Box D-250, BROADCASTING.

Good young midwestern newsman wanted by news oriented management who believes news is programing backbone. Substantial wage. Let's talk. Dale Low, KSMN, Mason City, Iowa.

Newsman for expanding operation. Good opportunity for advancement, in growing organization. Send tape, resume, recent photo, salary requirements, to Gordie Baker, WGLI, Babylon, New York 11704.

WLIP-AM-FM, Kenosha, Wisconsin, seeks experienced News Director or Newsman to assume major responsibilities as Supervisor of award winning news department, serving metro area of 100,000. Growing community with exceptional recreational, educational and industrial facilities. Should have interest in community and civic affairs. Rush resume, tape, references.

Newsman—\$0,000 watt popular music station in major market. Strong on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WDGY Radio, Box 8606, Minneapolis, Minnesota. (A Storz Station).

Newsman—Opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio and Television, Savannah.

## Production—Programing, Others

Program director—For new station, of small group, located in medium sized midwestern city—Required to work air shift—Morning man preferred. Must be able to direct all phases of programing. Tremendous potential—Help us build a great sound—Tell us about yourself, include tape, picture, resume, salary requirements. Our employees know of this opportunity. Write in confidence to Box D-202, BROADCASTING.

Program director, major market, east, nationally known Top 40 Station. Must be solid citizen with good documentable background and willing to work hard to maintain station stature. Send resume, references and recent photo or snapshot. Box D-232, BROADCASTING.

Midwest operation needs qualified Nashville brand country music program director and possibly one country DJ. Small town but good pay . . . \$500 to \$700 per month for right people. Box D-301 BROADCASTING.

Production man. Large metro east coast group has management position for talented and creative man. Must be able to write and produce imaginative and exciting copy. Generous salary. Send complete resume, tape, copy samples to Box D-302, BROADCASTING.

## RADIO

### Situations Wanted—Management

Experienced couple desires management of South or Southwest station any size market. Box D-7, BROADCASTING.

Working general manager. Knowledgeable in all phases. Good sales record. Management experience. Desire investment opportunity. Prefer midwest. Medium to metropolitan market. Let's get together. Box D-228, BROADCASTING.

Musical / Creative / Asst. manager / PD / Announcing/Production/outside that, nothing. Relocate. Box D-238, BROADCASTING.

## Management—(Cont'd)

Experienced professional, background includes programing, engineering, now selling. First phone, college, family man, small markets only. Box D-249, BROADCASTING.

Station or sales manager: Sales oriented manager with major market background. Outstanding sales and programing record in current position. Experience includes network directing, agency sales management, station sales, and program administration, spanning 16 years. Seeking challenging opportunity with progressive organization. If your need is for a man of quality, character and bottom line business sense, and you are willing to compensate on the basis of achievement then let's talk about how my sales, programing and image successes can be profitable to your operation. West or Southwest preferred. Box D-262, BROADCASTING.

Sales manager only. Southeast only, Florida preferred. Mature, strictly pro. Presently employed. Available soon. . . . Box D-264, BROADCASTING.

Ambitious executive. Top sales job or sales manager. Proven 19 year record in creative sales. Sold 75% of commercial promotions on #1 station in 650,000 market. Prefer South or Southwest, major market only. Excellent references. \$18,000 plus with opportunity to raise ante thru increased profitable sales. Box D-292, BROADCASTING.

Attention small markets. Experienced combo station manager, program director, traffic manager, announcer seeking permanent position. Creative, four years experience. Married, not a floater. Salary required \$120.00. Phone 212-629-1184 or write Marc Richards, 862 East 51st St., Brllyn, N.Y. 11203.

12 years Radio-TV, qualified general or sales manager. Love creative sales. Mel Lisman, 4809 24th, Lubbock, Texas.

## Sales

Southeast—Sales Manager with announcing & play-by-play experience. 33, College, family. Box D-248, BROADCASTING.

## Situations Wanted—Announcers

Sportscaster, experienced, professional, play-by-play, college, family. Box D-52, BROADCASTING.

Third phone dj, tight board, solid news, commercials. Box D-135, BROADCASTING.

Announcer-disc jockey. Draft-exempt, third endorsed, sales ability. Experienced, tight board, authoritative news, dependable, musical background, creative, versatile. Box D-140, BROADCASTING.

Top 40 swinger, 3rd endorsed seeks larger market with future. 8 yrs. exper.—tight show, good on production. Married, dependable. Box D-184, BROADCASTING.

Experienced DJ, program director. Can handle any format. Looking for good opportunity. Available now. Box D-224, BROADCASTING.

Desires to host musical nostalgia program of 1930's over radio. Owns rare record collection of 1930's. Box D-227, BROADCASTING.

DJ—Writer—Production. 7 years experience, past four major market. Top 40, middle road. Personality plus dependability. Excellent references. Stable, married, veteran. Box D-229, BROADCASTING.

Announcer-newscaster, 3rd endorsed, family. College background. Recent NYC broadcast graduate. Box D-231, BROADCASTING.

Detroit—Good starting DJ—Qualified background—College. 313-928-5104. Box D-234, BROADCASTING.

Law student desires summer announcer position (3 months). Experience top 40, MOR, news, play-by-play, prefer rock. 3rd endorsed. Prefer East. Box D-239, BROADCASTING.

Central and upstate New York stations need summer help? Maybe longer? First phone some experience. Weekends, fill-ins, what have you. John Simmons. Box D-241, BROADCASTING.

## Announcers—(cont'd)

Chief engineer/announcer, Basic Band type FM show preferred. D. C. area or paid relocation. Box D-245, BROADCASTING.

Recent first-phone wants position as announcer-engineer. Experienced in announcing. Presently working part-time in metropolitan New York. Alert—Caucasian—24—Finished military — family. Box D-246, BROADCASTING.

Bright air personality, sincere. Not a floater or a prima donna. Box D-271, BROADCASTING.

Top 40 screamer. . . . Two years experience. College. . . . 3rd. . . . Box D-274, BROADCASTING.

DJ, announcer, experienced, single, college graduate, draft exempt. . . . Tight board! Authoritative news! Aggressive salesman! Superb commercial delivery! Dependable, ambitious, personable, excellent appearance. . . . 3rd endorsed—Will relocate. Box D-275, BROADCASTING.

True professional. 13 year career. Music or news. Music must be strict-format adult good music. AM or AM-FM operation. 1st ticket. Tight board. Production. Can function as full-time newsmen. Raw copy and rewrite experience. Will work most formats as newsmen. Best references. Mature family man. Now in West. Will relocate, within reason or anywhere with relocation assist. Describe your format initial reply. Box D-278, BROADCASTING.

Bright personality. DJ Announcer, authoritative newscaster, non-floater. Professional attitude. Box D-284, BROADCASTING.

Lady DJ, Negro: The feminine voice your station needs, be it R & B or MOR. Professionally trained, 3rd endorsement. Desire position in North, South, East or West. Box D-285, BROADCASTING.

Available immediately. Disc jockey announcer, any size market. New England area preferred. Dependable. 3rd phone. 212-PI 7-1616 ext. 324 Modero. Or write Box D-286, BROADCASTING.

Top 40 format jock, major market first phone, \$150 minimum, prefer eastern U. S. Box D-287, BROADCASTING.

Sexy-voiced gal does great MOR, news, weather, commercials. Prefers commuting distance of NYC. College. Third phone endorsed, tight board. Box D-288, BROADCASTING.

First class phone announcer, beginner seeking employment New York City or within 100 miles from area. No car. Box D-291, BROADCASTING.

Modern country music personality. 24 yrs. old, family, 5 yrs. experience, last 2 in top 10 market C & W. Experienced all phases including programing. Excellent references. Seeking permanent position. Will relocate, Write Box D-293, BROADCASTING.

Beginner school trained, wants position in East or South, knowledge of sales and sports, any format ok. Box D-297, BROADCASTING.

First phone, announcer—Five years experience seeks news-announcer position. Available June. \$550 minimum. Might consider news day-board night with future. Box D-298, BROADCASTING.

Mature 3rd endorsed wants nite or extra staff. Los Angeles or vicinity. Grad-Don Martins Hollywood. 16 yrs city L.A., 3 yrs. broadcast mobile units. Box D-299, BROADCASTING.

First phone, MA, teacher desires summer job, good voice, music expert, reliable. Box 1361, San Pedro, Calif.

Attention. Interested in continuing to learn top forty radio your way. Pennsylvania preferred. Have third endorsed. Draft exempt. Two years experience, I like personality radio. Willing to learn. Contact Frank Churik, 739 Prince Street, Turtle Creek Pennsylvania 15145. Telephone 412-824-3120.

Summer work desired by College Junior. Mature voice, experienced in local news gathering plus DJ announcing. Tape and resume. P.O. Box 244, Ashland, Virginia, 23005.

C & W announcer. Experienced. Available immediately. 3rd phone. Call 312-279-1320.

## Announcers—(cont'd)

Experienced news and sports director. Play-by-play all sports. News gathering and sales. Radio-TV, Andy Denonn. P. O. Box 562, Sebring, Florida. Tel. (813) EV 5-7440.

Northwestern University radio-TV student desires summer employment, preferably in Northeastern Ohio. 3rd endorsed. Announcer and engineer on campus station. Ten year music background. Robert Collins, 2200 Sheridan Road, Evanston, Illinois 60201.

"Call me" . . . 6 years all phases radio . . . Some TV . . . Married . . . College degree in communications . . . 29 years old . . . Excellent commercial delivery . . . Mature voice . . . Looking for challenge . . . Hard work . . . Good salary . . . Available May 1st . . . Management knows of this ad . . . Call 607-739-4185.

Announcer. Producer of own program in NYC, with extensive copy and production experience. For part time, single days or for vacation needs. Greater New York area. (212) PL 5-5607.

"Mr. Personality and The Go Show." R & B and top-40 swinger—on air and live. 3rd endorsed—some experience—a lot of desire. Joe Lenti, 259 N. Midland Ave., Nyack, New York 10960.

Attention good music: Young man, draft exempt seeks PD job. 3 yrs. experience 250,000 market. Mature deep voice. Charles Hugg 1-806-356-2353.

## Technical

Vacation relief: College student with first phone, transmitter experience, car. June through mid-September, anywhere. Box D-280, BROADCASTING.

First class operator with one year's experience in a two tower directional station in Ohio wishes to return to Texas. Will be glad to do transmitter site. Work day or night shift. . . . Make offer . . . Box D-296, BROADCASTING.

1st class engineer with 20 years of experience wants position as working engineer or chief. Desire permanence. Can do all phases of radio. Dan Coltrane, WITL, Lansing, Michigan.

## NEWS

Veteran newsmen—College graduate — 10 year broadcasting experience — currently new director in medium market—seeks on air position with major market news department—wants security, chance for advancement. Box D-85, BROADCASTING.

Looking for job for my husband. He's presently employed, but I need more money. Qualified and creative News Director-PD. Help me get that new mink. Five figures only. Box D-157, BROADCASTING.

Nice Jewish Girl wants husband should move ahead. Creative and qualified news director-PD. Help me get that new Mah Jong set. Five figures only. Box D-223, BROADCASTING.

Top rated reporter seeks news directorship. Can build department from bottom. Box D-230, BROADCASTING.

Advance trained: News. Staff announcing. DJ. Tight production, dependable. 3rd permit. Negro. Box D-254, BROADCASTING.

Newsmen, Experienced. Strong gathering and writing. Average voice. Box D-258, BROADCASTING.

Decade experience; awards. Thoughtful but aggressive. Large, quality midwestern, eastern stations only. Box D-261, BROADCASTING.

Experienced newsmen, sidetracked six years present job as announcer-newsmen, desires opportunity to specialize news again. Box D-281, BROADCASTING.

Growing family is pushing news chief out of present market. If your budget allows for that extra news dept. dollar, contact: Mike McKay, 2580 Wood Drive, Beloit, Wisc. 53511.

Available: Network quality news, agency quality production. Exp. talk personality, seeking position in lucrative Calif. market. Will consider others. I. D. Heinrich, 2349 Holly Ave., Yuba City, California 95991.



## Production—Programing, Others

Top rated major market Top-40 DJ seeking a program director opportunity! 8 years experience in all phases of radio! Reply Box D-226, BROADCASTING.

1st phone PD Top-40, Uptown C & W, Modern MOR. Box D-242, BROADCASTING.

Program director—Sales Mgr. Successful record both departments. Tennessee-Kentucky. Box D-272, BROADCASTING.

## TELEVISION—Help Wanted

### Management

**Business Manager**—TV station—Complete accounting background through financial statements. Management experience in forecasts, budgets and cost controls. Write, giving full particulars of experience and salary requirements first letter. All replies confidential. Box D-180, BROADCASTING.

### Sales

Group-owned VHF station in South is seeking an Assistant General Sales Manager. Our company is among broadcasting's most highly regarded and applicants should be committed to working for a reputable, quality station. We want a man who has a record of success in local and national business and who will be ready for promotion at an early date. Send resume and photo to Box D-244, BROADCASTING.

### Announcers

Booth announcer for ETV station in Northeast. Reasonable familiarity with foreign languages, good liberal arts background. Send audition tape and resume stressing educational background and announcing experience. Box D-243, BROADCASTING.

Staff announcer with sports background wanted immediately. Beginners with potential considered. Send tape, photo and resume to Jack Bell, WPTZ, 357 Cornelia St., Plattsburgh, New York.

### Technical

Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified mature technician ready to move up. Box D-3, BROADCASTING.

Growing south Florida VHF needs experienced transmitter engineer. Interested applicants please forward complete resume including salary to Box D-3, BROADCASTING.

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Immediate opening for Engineering—first phone Television Station, operation—no announcing. Location, Northern Lower Michigan. Box D-253, BROADCASTING.

Good opportunity for Trade School Graduates and experienced men in AM-FM-TV. First class phone required. Station fully color equipped, good pay. Southeastern area. Send resume and information to Box D-263, BROADCASTING.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with metro markets. Excellent working conditions, fringe benefits. Will accept application of recent first graduate. Minimum starting salary for recent graduate \$100 a week. Experienced engineer's salaries will be proportionately higher in relation to background. Contact: Chief Engineer—Headly, 825-6292, Pembina, North Dakota. A McLendon Station.

Television engineer, 1st phone, experience preferred, but will consider trainee with TV Technical School or equivalent background. Good pay, excellent fringe benefits. Outdoorsman and sportsman's paradise. Address: C. R. Seclist, Chief Engineer, KID-TV, Idaho Falls, Idaho, 83401.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV Dick Peck, Chief Engineer.

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.

## Technical—(cont'd)

Immediate opening for TV engineer with 1st or 2nd phone ticket for studio work. VTR experience desired. Contact Jerry Devine, WPTZ, 357 Cornelia St., Plattsburgh, New York.

First phone operators for expanding TV operation. Will train. Apply Elmer Grabb, WXXI, 410 Alexander Street, Rochester, N.Y. 14607. 716-473-4160. An equal opportunity employer.

Expanding TV station in Conn. needs engineers with first class license. Experience desired but not required. Call P. Gilmore—203-333-5551.

Engineering supervisor—Color—VTR—2500 mc—Degree preferred—good salary—benefits—resume to Roy Johnston, Director ITV, Northeastern University, Boston, Mass.

Television engineer—1st phone, heavy maintenance experience, excellent working conditions, fringe benefits. Immediate opening, south central Pennsylvania. Phone 717-533-9121.

Opportunity in South Texas for qualified second man to move up to Chief Engineer. Must be qualified in VTR, Studio maintenance, micro-wave and full power transmitter. Send resume and salary requirements to Personnel, P. O. Box 1358, Ft. Smith, Arkansas.

## NEWS

Newsman—Opening for young news tiger equally adept gathering, writing, and performing news. Journalism grad preferred. WSAV-TV, Savannah.

## Production—Programing, Others

Station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for man from a smaller market or No 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box D-289, BROADCASTING.

## TELEVISION

### Situations Wanted

### Management

Experienced radio-TV 16 years, up through studio and production manager. Ad agency 3 years, up through corporate level. Seeking small or medium market as program or production manager. Top references. Box D-255, BROADCASTING.

13 years experience national-local sales and management with number one Television network in top four markets! Seventeen years total experience in broadcasting & looking for fresh management challenge at 39, in medium to major size market. Box D-256, BROADCASTING.

### Sales

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

### Announcers

Experienced on camera announcer. News, weather, sports and interviews. Available mid-May. Route 3, Box 1840, Fort Smith, Arkansas. 72901.

### Technical

Engineer, excellent announcer, asst. manager, good administrator, married, desires permanency in prosperous market. Interested in TV. Nine years experience. Box D-263, BROADCASTING.

## NEWS

Am looking for situation where management enthusiastically believes in, and promotes, documentaries and news specials, and has sufficient technical talent and equipment to make it possible to produce top product. At present am writer-producer of monthly documentaries and news specials at major-midwestern TV station. I also research, edit, narrate, sound-mix, and film 30% of show. During past 3 years with these limitations, have won four national awards of excellence for these documentaries, plus 1 regional award and 2 state awards. Seek position where have more assistance, so can produce still better finished product. Resume, tapes, films, photo available on request. Write Box D-164, BROADCASTING.

## NEWS—(Cont'd)

Your television news director should have experience, ability and ideas. I do! Write Box D-273, BROADCASTING.

## Production—Programing, Others

Director with 9 years Television experience wants relocation with progressive station. Producer-Director position desired. Capable, conscientious, versatile with strong production background. Box D-194, BROADCASTING.

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production in medium and major markets. Experienced in all phases of TV operations. Runs tight, well organized departments. Excellent references. Box D-201, BROADCASTING.

Young, hard worker. Middle-Atlantic states—Northeast. Desire position TV production. Experience-3 years TV announcing and directing; 3 years radio announcing and play-by-play. Married, draft-deferred. College graduate. Available June 25. Box D-235, BROADCASTING.

TV promotion manager, interesting background, desires medium-major market. Program promotion oriented. Must be progressive, image-conscious organization. Box D-276, BROADCASTING.

Art Director—Scenic Designer—Artist—Studio Manager. 15 years top network live TV and film production experiences. Program development. Most through practice art direction. Box D-279, BROADCASTING.

Available: Extra-creative, high quality production, director. Also news. Commercial film production experience. Excellent on camera. Seeking position in lucrative California market. Will consider others. I. D. Henrich, 2349 Holly Ave., Yuba City, California 95991.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk Guarantee Radio Supply Corp., 1314 Turbide St., Laredo, Texas 78040.

Wanted to buy: Equipment to build UHF, channel 25. Interested in purchasing all types of television station equipment to assemble. Please write Box D-23, BROADCASTING.

Wanted—Used consoles, 5 Bay FM-ant., H.P. 335 B Monitor, Tower approx. 250 ft. Box D-192, BROADCASTING.

Wanted: 500 capacity Lazy Susan metal cartridge storage rack. Call collect Chief Engineer 209-237-4781.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Rnd, 440 Columbus Ave., N.Y.C.

Co-axial cable-Hellax, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed-TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

New—used towers, ground wire available. P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment. Write Box B-255, BROADCASTING.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

Gates BC 1 T 4 yr. old 1 kw transmitter Excellent condition. \$3,500. Box D-240, BROADCASTING.

RCA 16 mm. projector-model No. TP 6 DL/DC Mag stripe-auto stop-top shape. Box D-268, BROADCASTING.

For sale . . . TR-22 tape recorder. Fully colorized. Three years old, excellent condition all modifications. Highest offer above \$40,000. Avail. July. Call 717 823-3614. Or Box D-294, BROADCASTING.

## FOR SALE—Equipment—(Cont'd)

Two modified RCA TK-40A Color camera chains in working condition. Exceptional value. Immediate delivery. Write P.O. Box 18151, Tampa, Florida 33609, or phone area 813 253-0447, Tampa.

One Presto 6N disc recorder with 180 LPI, 120, 96, and 88 line per inch screws, 1-D record head, playback arm, Spencer microscope and Presto 92B record amplifier. All in mint condition—\$500.00. One Ampex 350-R-4 channel microphone amplifier/mixer rack mount \$225.00. Both items FOB KCOR San Antonio, Texas 78204.

2 #813 Magnecord tape decks in good condition, 300.00 each. 34 1/4 inch tapes pre-recorded for background music use 20.00 each. KDVR Sioux City, Iowa, ph. 252-3332, D. E. Wolff, C. E.

Complete recording studio package including one Ampex 300 4-track SS, four 351's and one each 354-2 and 601 portable, all with new specs; mixers, equalizers, mikes racks, speakers, much other equipment, spare parts, tape and accessories, Music Ads, Inc., 311 North Tenth, Boise Idaho.

Raytheon RA 1000 transmitter: WE 23 console, modified using RCA tubes; 2 Gates turntables 2; reco-cut turntables; Longevin-progar limiter; Collins 26W limiter. All in working condition. Call Ed Allen; 414-743-4411-WDOR, Sturgeon Bay, Wisconsin.

Remote deleted . . . Gates remote system and meters . . . Good condition . . . Also cartriptape switcher . . . Chief Engineer . . . WLYB, Albany, Georgia.

Gates ST-101 spot tape unit with remote control \$350.00. Seeburg selectoMatic 300 with pre-amp \$250. Excellent condition. Write Box KK, Twin Falls Idaho.

ITA 1 KW AM transmitter, \$3,100.00; Bauer 1 KW AM transmitter, \$3,350.00; ITA 7.5 KW FM transmitter, \$5,950.00; RCA 10 KW FM transmitter, \$5,500.00; GE 10 KW FM amplifier, \$2,500.00; Bill Barry, Box 609, Lebanon, Tennessee. (615) 444-0305.

General radio 1551B sound level-meter. Excellent shape—excellent buy! D. Roller, 812 E. 46th St., Indianapolis, Indiana.

Broadcast Consoles, Collins 212-F, \$900.00. 212-H remote board, \$350.00. Excellent condition. Contact: Maze Corporation, Box 6636, Birmingham, Alabama.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00 Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quicktee" 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.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Blz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Score a "beat" with Newsbeat! Story ideas galore! 3-month trial, \$5. Newsfeatures Associates, Box 14183, St. Louis, Mo.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Original, heretofore unpublished Poetry and Prose. Ideal for late-night "Torch Hour." Plus, instructions on interpretation. Double-spaced, ready for delivery. Offered exclusively by newly-formed Writers Enterprises, Box D-270, BROADCASTING. Only \$2.95, plus 25¢ handling.

Over 100 radio stations in 50 states are using and reordering our program log forms. Designed for easy log analysis. Inexpensive. Imprinted with your call and address. As low as \$8.00 per thousand. Write for samples, prices. Fast, complete union printing for the broadcast trade. Biggs-Johnston-Withrow, Box 1309 Beckley, West Virginia 25801—affiliated with WJLS, WBKW, WKNA.

## Miscellaneous—(Cont'd)

Market brochures, coverage maps, rate cards, custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training, Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programming, production, newscasting, sports casting, 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 G.I. 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.

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.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for May 10, July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"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 May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road, Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 855-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job Guaranteed. Tennessee Institute of Broadcasting 1811 Division, Nashville, Tennessee 256-7622.

## INSTRUCTIONS—(Cont'd)

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class June 19 and August 7. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

## RADIO—Help Wanted

### Help Wanted—Announcers

#### TOP MORNING JOCK

Wanted for Major Market, Country & Western Blockbuster. Rush tape, resume, picture at once to:

Box D-25, Broadcasting.

#### First Phone Announcer

Religious oriented daytimer needs First-Phone who can announce. Rise above the rat-race. You can live in the city or nearby rural communities. Plenty of good educational institutions nearby. Call or write Vern Kuchn and find out about "Bible Radio."

WBRI, 4802 East 62nd, Indianapolis  
317-255-5484

## WE CAN'T HIDE IT!

We're working our good people to death. We need more good people to fill out our professional program staff.

Top money for air personalities and radio newsmen. Virginia's largest market of one million people. Send tape and resumes to:

Bill Adams, Station Manager  
WNOR Radio, Norfolk, Virginia

## TELEVISION—Help Wanted

### Technical

#### Television and Radio Broadcast Technicians Wanted

For New England Major market UHF all color station. Experience desired. Union scale. Please reply.

Box D-225, Broadcasting

An Equal Opportunity Employer

## Production—Programing, Others

### RESEARCH

Group owned TV station in Top 5 Market seeking Research Director. If you are presently #2 or are #1 in small market, this is exceptional opportunity in highly competitive market. Please send resume and salary requirements. An equal opportunity employer.

Box D-206, Broadcasting.



# EXECUTIVE PERSONNEL AVAILABLE!

You can **CONFIDENTIALLY** select executive personnel from our listing of qualified applicants seeking greater opportunity in TV, Radio and CATV.

We can provide our clients with top executives plus sales, programing, production, engineering, promotion and administrative management personnel.



## NATIONWIDE BROADCAST PERSONNEL CONSULTANTS

645 North Michigan, Chicago, Ill.

**RON CURTIS—President**  
312-337-5318

WANTED TO BUY—Stations

Continued

**Want Radio Station**  
1,000-5,000 watts Daytime located in major market area in South, Southwest, or Midwest in area not presently having a station with Religious format. Financially qualified-Experienced. Broker inquiries invited-or will deal with principals.  
**Box D-237, Broadcasting.**

**WANTED**  
AM station in Southwest, priced from \$80,000 to \$100,000. With a history of being profitable. We are financially qualified to pay cash.  
**Box D-83, Broadcasting.**

**FOR SALE—Stations**  
**Southwest FM-Stereo**  
Outstanding sound and ratings in top 30 Market must sell immediately. If you have cash or sound securities and are prepared to move quickly, an exceptional property can be yours.  
Telegraph or write:  
**Box D-236, Broadcasting.**

**Texas, Fulltimer**  
plus new FM. Earned \$30,000 last year. Present billings above last year. Price \$250,000.00 Terms to financially responsible.  
**Box D-259, Broadcasting.**

**Northern California**  
Full time single station market. Serving rich eight county market. Asking 160,000 dollars, \$25,000 down.  
**Box D-300, Broadcasting.**

**LaRue Media Brokers Inc.**  
116 CENTRAL PARK, SOUTH  
NEW YORK, N. Y.  
265-3430

West	TV&AM	profitable	\$525M	terms
S.W.	small	fulltime	170M	terms
South	CATV	Chain	1.5MM	cash
East	suburban	daytime	150M	nego
South	suburban	daytime	100M	29%

BUSINESS OPPORTUNITY

**Partnership Available**  
For Engineer with Directional Antenna Design and/or Field Experience with  
**VIR JAMES**  
Consulting Radio Engineers  
345 Colorado Blvd., Denver, Colo.  
Tel: (303) 333-5562

WANTED TO BUY—Stations

**Wanted: Small Station**  
in small market in mountain area of E. Ky., Southern W. Va., Southwestern Va., E. Tenn., or Western N. C.  
Write: Box 2473, Pikeville, Ky.

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

MISCELLANEOUS

May edition now available  
**"365 Days of Laughs"**  
Radio Gag Service  
**PREPARED BY Deejays FOR Deejays**  
"Mr. E." Productions  
1097 Hickok Lane  
Cincinnati, Ohio  
Zip 45238  
May edition \$5.00  
Year service \$50.00



(Continued from page 88)

ator service to improve reception in those areas. Action April 19.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: K09HH Long Valley T.V., Orderville, Utah and K10FK Central Coast Television, San Luis Obispo, Calif. Action April 12.

## CATV

### APPLICATIONS

Telesystems Corp.—Requests distant signals from WNEW-TV, WOR-TV and WPIX (TV), all New York to Cherry Hill township, N.J. Wards 8, 11, 13, 15, 16, 26, 28, 29, 30, 32, 36, 47 and 48, all Philadelphia. (In prior notice, boundary by wards in Philadelphia was not given). Ann. April 13.

Chester County Broadcasting Co.—Requests distant signals from WNDT(TV), Newark, N.J.; and WPIX(TV), WNEW-TV, and WOR-TV, all New York to Coatesville, South Coatesville borough, Modena borough, West Brandywine township, Valley township, East Brandywine township and West Bradford township, all Pennsylvania. Ann. April 13.

Philadelphia Cable Television Co.—Requests distant signals from WNEW-TV, WOR-TV and WPIX(TV) all New York to Wards 3, 4, 6, 24, 27, 34, 40, 44, 46, 51, 52 and 60, all Philadelphia. Ann. April 13.

Chester County Broadcasting Co.—Requests distant signals from WNEW-TV, WOR-TV and WPIX(TV) all New York to West Chester borough and West Goshen township, both Pennsylvania. Ann. April 13.

Clearview Antenna Television System Inc. c/o North Pittsburgh Telephone Co.—Requests distant signals from WFEG-TV Altoona, Pa. to Borough of Freeport, Pa. Ann. April 13.

Lebanon Valley Cable TV Inc.—Requests distant signals from WKBS-TV Burlington, N. J.-Philadelphia, WIBF-TV and WPHL-TV, both Philadelphia to Borough of Myerstown Pa. Ann. April 13.

Lebanon Valley Cable TV Inc.—Requests distant signals from KYW-TV, WCAU-TV, WFIL-TV, WIBF-TV, and WPHL-TV, all Philadelphia, and WKBS-TV Burlington, N.J.-Philadelphia to Annville township, Pa. Ann. April 13.

Back Mountain Telecab Inc.—Requests distant signals from WPIX(TV), WOR-TV and WNEW-TV, all New York to Dallas township, Dallas borough, Kingston township, Harvey's Lake borough, Jackson township and Lehman township, all Beaumont, Pennsylvania. Ann. April 13.

Twin County Trans-Video Inc.—Requests distant signals from WOR-TV, WNEW-TV, WPIX(TV), WCBS-TV and WABC-TV, all New York to Allen township, East Allen township, North Whitehall township, South Whitehall township, Salisbury township, Bethlehem township, Freemansburg borough and Bath borough, all Pennsylvania. Ann. April 13.

### OTHER ACTIONS

■ By memorandum opinion and order, commission denied appeal from adverse ruling of hearing examiner, filed by Valley-Vision Inc., community antenna television system at Placerville, Calif., which had

been ordered to show cause why it should not cease operating in violation of commission's rules, which ruling had denied motion by Valley-Vision Inc., to extend time prescribed by commission for filing proposed findings and conclusions in show cause proceeding; affirmed examiner, and, to extent that such appeal constituted petition to commission to extend the filing time, denied such petition (Doc. 17171). Action April 19.

■ Review board in San Diego, Calif., CATV proceeding, Doc. 16786 et al., granted appeal from ruling of hearing examiner filed Feb. 23 by Midwest Television Inc., and remanded matter to examiner for further examination and disposition consistent with board memorandum opinion and order. Board Member Stone concurring with statement, Board Member Kessler dissenting and supporting hearing examiner's ruling. Action April 17.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Community TV Signal Co., operator of CATV system in Estherville, Iowa. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission dismissed as premature request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Iowa Video Inc., operator of CATV system in Fort Madison, Iowa. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission granted request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Black Hawk Broadcasting Co., with respect to KWWL-TV Waterloo, Iowa, on CATV system operating in Dubuque, Iowa. Commissioner Bartley concurred and issued statement; Commissioner Cox abstained from voting; Commissioners Loevinger and Johnson concurred. Action April 12.

■ By memorandum opinion and order, commission denied requests for waiver of nonduplication provisions of Sec. 74.1103(e) of commission's rules, filed by Community Service Inc., operator of CATV system in Frankfort, Ky. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission denied requests for waiver of nonduplication provisions of Sec. 74.1103(e) of Commission's rules, filed by Consolidated TV Cable Service, operator of CATV system in Frankfort, Ky. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, denied petition for waiver of carriage and nonduplication requirements of Sec. 21.712(c) and (g) and 74.1103(a) and (e), filed by Brainerd Video, operator of CATV system in Brainerd, Minn. Acting Chairman Bartley dissented and issued a statement; Commissioner Loevinger concurred. Action April 19.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec.

74.1103(e) of commission's rules filed by Minnesota CATV Inc., owner and operator of CATV system in Mankato, Minn. Acting Chairman Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 19.

■ By memorandum opinion and order, commission granted in part petition for waiver of carriage and nonduplication provisions of Sec. 74.1103 of commission's rules, filed by Rochester Video, operator of CATV system in Rochester, Minn. Commission action will allow Rochester to continue carriage of Minnesota Twins baseball games over distant Minneapolis station WTCN-TV. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission dismissed as moot request filed by Maryville Cable TV Inc., operator of CATV system at Maryville, Mo., seeking temporary waiver of program exclusivity requirement of Sec. 74.1103(e) of rules, as it concerns station KFEQ-TV St. Joseph, Mo. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission dismissed as moot request by Falls City Cable TV Inc., operator of CATV system at Falls City, Neb., seeking temporary waiver of program exclusivity requirement of Sec. 74.1103(e) of rules, as it concerns station KFEQ-TV St. Joseph, Mo. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission granted petitions filed by Walton Community Antenna System Inc. and Empire State Cable TV Inc. for waiver of Sec. 74.1107 of commission's rules to permit CATV systems to carry requested distant signals in Walton and Binghamton, N. Y., respectively. Commissioner Bartley concurred and issued statement; Commissioner Cox concurred in part and dissented in part and issued statement; Commissioner Loevinger concurred. Action April 12.

■ Office of opinions and review on April 14 granted motion filed April 10 by H. C. Ostertag Cable TV Co., Columbia, Pa., (Doc. 17335) for withdrawal of its petition for reconsideration of commission's memorandum opinion and order released March 31, in Harrisburg-Lancaster-Lebanon-York, Pa., CATV proceeding (Doc. 17334 et al.).

■ FCC issued order to show cause to be directed to following CATV operators: (a) Shen-Heights TV Association, owner and operator of CATV system at Shenandoah, Pa.; (b) City TV Corp., owner and operator of CATV system at Mahoney City, Pa.; (c) Schuylkill Valley Trans-Video, owner and operator of CATV system at Brockton, Pa., to demonstrate why they should not be ordered to cease and desist from further violations of Sec. 74.1103(e) of commission's rules. Ashland Video Co., owner and operator of CATV system at Ashland, Pa., was directed to show cause why it should not be ordered to cease and desist from further violations of Sec. 74.1103(a) and (e) of commission's rules. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By memorandum opinion and order, commission denied petitions for waiver of nonduplication provisions of Sec. 74.1103(e) of commission's rules, filed by Montpelier Television Inc., operator of CATV systems in Montpelier and Waterbury, Vt. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 12.

■ By order, commission delegated authority to chief, CATV task force, to dismiss premature requests for waiver of Sec. 74.1103 of rules, and amended part O of rules and regulations, Sec. 0.289, by addition of subsection 10. Action April 12.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 17 designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding in re: petitions by Akron, Telarama Inc., Akron, Lorain Cable TV Inc., Lorain, and Telarama Inc., Cleveland Heights, Richmond Heights, South Euclid, Beachwood, Oakwood, East Cleveland, Garfield Heights, Euclid, Highland Heights, University Heights, Bedford Heights, Maple Heights, Lyndhurst, Bedford and North Randall; also Shaker Heights, Warrensville Heights and Warrensville township, all Ohio (CATV systems in Cleveland television market); scheduled prehearing conference for May 10, and hearing for June 12. (Docs. 17357-59).

■ Hearing Examiner Isadore A. Honig on April 17 in proceeding in matter of cease and desist order to be directed against

To: All Station Managers  
From: Mike Schwartz and Don Wilks  
Owners—Radio Station WTYM, Springfield, Mass.

Dear Fellow Salesmen:

A year ago we contacted a few old friends to come up with some spots to help us sign a hard-to-crack anti-radio restaurant. So unusual was the copy and so professional was the production and delivery that we nailed down a 52 week order, and they have already renewed. We are a daytimer in a market reporting 10 stations, yet we get a lion's share of the local dollars because of our talent. These talents account for over 30% of our overall billing, and the sound of the station has become more professional. Now we are in a position to share these talents with you. They will tailor a spot for your prospect at a price that will be determined by the size of your market. Be assured that this is *not* another "jingle" pitch. Why not write us for details and a spec tape. What can you lose? Please enclose \$1.00 for handling and mailing charges, made out to Mido Advertising, c/o WTYM.

Valley-Vision Inc., Placerville, Calif., (CATV), corrected transcript of hearing (Doc. 17171).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 13 in proceeding in re: United Transmission Inc., Russell, Kan., et al., (CATV) scheduled procedural dates including hearing for September 6. (Docs. 17181-83).

■ Hearing Examiner Herbert Sharfman on April 12 in proceeding on petitions by CATV of Rockford Inc., Rockford, Ill., et al., scheduled procedural dates including hearing from April 24 to July 17. (Docs. 17234-41).

#### RULEMAKING ACTION

Westinghouse Broadcasting Inc., N. Y.—Granted request that commission either adopt rule of procedure or to issue a statement of policy governing procedures to be followed in designation for evidentiary hearing, pursuant to rule 74.1107, CATV proposals for communities within country's top 100 television markets. Action March 29.

#### Ownership changes

##### APPLICATIONS

KLIV San Jose, Calif.—Seeks transfer of control from Riley R. Gibson, Douglas E. Anderson, George A. McConnell, Peter F. Mancina, Marco Hanan, Maurice E. Hill and Arthur M. Sobelman to Empire Broadcasting Corp. Principals: Robert S. Kieve, president (20.76%) and James M. Trayhern, vice president (13.19%), et al. Mr. Kieve is vice president, director and 15% stockholder in Star Television Inc., applicant for ch. 13 in Rochester, N. Y. Mr. Trayhern is station manager of WCMF(FM), and secretary and 5% stockholder of Star Television Inc., both Rochester, N. Y. Consideration \$1.1 million. Ann. April 19.

WHAN Haines City, Fla.—Seeks assignment of license from Richard L. Cook, deceased, to Mrs. Peggy R. Cook. No consideration. Ann. April 19.

WBNR Beacon, N. Y.—Seeks assignment of license from WBNR Inc. to Beacon Broadcasting Corp. for \$405,000 (corrected as reported \$75,000 in BROADCASTING, April 17). Principals: Robert E., president, Alford H., vice president and secretary, Lorraine, chairman of board and George Lessner, treasurer and Maurice Rosenblum (each 20%). Mr. Robert Lessner is vice president, director and has 25% interest in Lance Productions Inc., and is secretary, director and has 25% interest in Liberty Library Corp. All other principals are concerned with same, except Mr. Rosenblum, who is free lance motion picture sound engineer. Ann. April 10.

KBAT San Antonio, Tex.—Seeks transfer of control from Roy Hofhelz and R. E. Smith to Swanco Broadcasting Inc. Principals: Webster E. Pullen, chairman of board of directors (1%), W. Clark Swanson Jr., vice president and Gerald H. Swanson (each 42%), et al. Applicant owns 95% of stock in following: Swanco Broadcasting of Kansas Inc., licensee of KLEO Wichita,

Kan.; Swanco Broadcasting Inc. of New Mexico, licensee of KQEO Albuquerque, N. M., and Swanco Broadcasting of Oklahoma Inc., licensee of KRMG-AM-FM Tulsa, Okla. Consideration \$1.5 million. Ann. April 19.

#### ACTIONS

KYND Tempe, Ariz.—Broadcast Bureau granted assignment of license from Black Diamond Broadcasting Co. to Buck Owens Broadcasting Inc. for \$148,250. Principal: Alvis E. Owens Jr. is sole stockholder of applicant. He also owns 48% stock in Thunderbird Broadcasting Co., owner of KUZZ Bakerfield, Calif. 100% shareholder in Buck Owens Productions Co., owner of Buck Owens Enterprises and Blue Book Music and 51% stockholder in OMAC Artist Corp. Action April 13.

■ By Order, commission waived Sec. 1.597 of rules and granted assignment of license of daytime AM station KFIF (1550 kc, 50 kw) at Tucson, Ariz., from John B. Walton Jr., as gift to The Arizona Board of Regents for use of University of Arizona, which proposes to operate station as non-commercial educational station. In separate action, commission granted assignment of license of station KTAN (580 kc, 500 w-5 kw-LS-U) at Tucson from Catalina Broadcasting Co. to John B. Walton Jr. for \$300,000 with five-year agreement with Harry B. and Mary P. Chambers, stockholders in Catalina Broadcasting, not to compete in radio broadcasting within 25 miles of city limits of Tucson. Commissioner Johnson concurred in result. Action April 12.

KWUN Concord, Calif.—Broadcast Bureau granted assignment of license from KWUN Inc. to Kestner and Goldman Inc. for \$165,000. Principals: Mr. Kestner and Mr. Goodman will each have 50%. Mr. Kestner has not been engaged in any business recently. Mr. Goodman has 100% interest in insurance agency and is director and secretary of Beacon Savings & Loan. Action April 13.

KQCY Quincy, Calif.—Broadcast Bureau granted assignment of license from John Harvey Boyd Sr. to A. E. Miller, trustee in bankruptcy. Action April 14.

WVCG-AM-FM Coral Gables, Fla.—Broadcast Bureau granted assignment of license from Peninsular Broadcasting Corp. to Independent Music Broadcasters Inc. for \$800,000 with agreement not to compete. Principals: Theodore and Elizabeth Niarhos, president and treasurer, vice president and assistant secretary, respectively, et al. Mr. Niarhos is general manager and part owner of WBBN(FM) Medina, Ohio. Action April 14.

WTTI Dalton, Ga.—Broadcast Bureau granted transfer of control from WTTI Broadcasters Inc. to Morton C. Lloyd, president (50% before, 61.16% after), J. P. Turner Jr. (8.5% before, 10.25% after), Sanford J. Willis (25% before, 8.26% after), James E. Brown (8.0% before, 10.08% after) and Erwin Mitchell (8.5% before, 10.25% after). Action April 14.

WFEA Manchester, N. H.—Broadcast Bureau granted assignment of license from WFEA Broadcasting Corp. to Century

Broadcasting Group Inc. for \$280,000 with agreement not to compete. Principals: Milton Herson, president (8%), Mitch Leigh, treasurer (22%), Herbert L. Golden, secretary (4%), et al. Mr. Golden is lender in WJRZ Newark, N. J. Stockholder Paul Levine is stockholder in WJRZ. Action April 12.

WARO Canonsburg, Pa.—Broadcast Bureau granted assignment of license from Radio Hill Inc. to Universal Communications of Pittsburgh Inc. for \$135,472 with covenant not to compete. Principals: Marvin B. Kosofsky, president, Lawrence Brandon, vice president and secretary and Howard Warshaw, vice president and treasurer (each 33%). Universal Communications of Pittsburgh owns Universal Broadcasting Co. of Minneapolis-St. Paul Inc., which in turn owns KUXL Minneapolis. Action April 14.

WG00 Georgetown, S. C.—Broadcast Bureau granted assignment of license from F. K. Graham Jr/as Coast Broadcasting Co. to Winyah Bay Broadcasting Inc. for \$57,500. Principals: A. I. Fogel, president and Jack I. Levkoff, vice president (each 40%) and Harry R. Fogel, secretary-treasurer (20%). Mr. A. I. Fogel is president and owns department store, motel and restaurant. Mr. Harry Fogel is newsman and producer of WKAT Miami, WKAT Inc. Mr. Levkoff is adjunct professor of finance at Florida Atlantic University and financial consultant for various corporations. (Corrected item reported as assignor being Cyprus Broadcasting Co., BROADCASTING, April 17). Action April 10.

■ Broadcast Bureau granted, under previously authorized delegated authority, application for transfer of control of United Artists Broadcasting Inc., permittee of KUAB-TV Houston, and WUAB-TV, Lorain, Ohio, from Robert S. Benjamin, Arthur E. Krim, and other stockholders of United Artists Corp., to Transamerica Corp. No consideration stated since transfer of control involved exchange of securities whereby United Artists stockholders received Transamerica securities in exchange for their stock. United Artists and permittee thus become subsidiaries of Transamerica. Commissioner Bartley dissented and stated: "I vote for an evidentiary hearing to determine how the public interest would be served by granting the transferor's applications to extend completion date merely for the purpose of transferring the construction permits of KUAB and WUAB. I would withhold action on the transfer applications until it had been determined in the hearing proceeding whether the transferor retained any construction permits to transfer." Commissioner Cox joined in statement. Also, Bureau granted application to extend time for completion of construction of WUAB-TV. Application for time extension to complete KUAB-TV is still pending before commission. Action April 11.

KAPS Mt. Vernon, Wash.—Broadcast Bureau granted transfer of control from Ward Beecher d/b as Totem Broadcasters Inc. to George Aller. Mr. Aller is president, general manager, director and stockholder of Totem Broadcasters. Consideration \$42,500. Action April 13.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 19. 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.

Berkeley, Calif.—Nation Wide Cablevision, Fremont, Calif., has applied for a franchise.

Delano, Calif.—Kern Cable TV, Delano Cable TV, and International Telemeter have each applied for a franchise.

■ Sebastopol, Calif.—Sebastopol Cable-Vision has been granted a 20-year non-exclusive franchise. The installation fee and the monthly service charge will be \$10 and \$5 respectively. The city will receive 6% of the annual gross receipts.

■ South San Francisco, Calif.—Western Cable, affiliate of KRON-TV San Francisco (multiple CATV owner), has been granted a franchise. The installation fee will be \$15, which will be refunded at a later date. The monthly service charge will be \$4.

Burkesville, Ky.—Burkesville Community

TV System, Tompkinsville Cable System, and Gene Ferguson have each applied for a franchise. Burkesville Community TV System asked for a 10-year franchise, and would charge \$50 and \$4.50 for installation and monthly service respectively, and agreed to pay the 50 cents per membership per month. Tompkinsville Cable System would charge a \$50 hook-up fee and a \$4.00 monthly rate, with the city receiving 12% of the annual gross receipts. Ferguson would charge a \$25 hook-up fee and a monthly rate of \$4.25; the city would receive 6% of the annual gross revenue.

■ Wilton, Me.—An exclusive franchise has been granted to Wilfred H. Gagnon, Jr. The city will receive 3% of the annual gross receipts, and there will be no installation fee.

■ Buckner, Mo.—Kansas City Suburban Newspapers Inc. has been granted a franchise. The city will receive 5% of the monthly fees.

Edgewater Park, N. J.—General CATV has applied for a franchise.

■ Mount Laurel, N. J.—General CATV Inc. (multiple CATV owner) has been granted a franchise. The township will receive 5% of the annual gross receipts with a minimum payment of \$1,000.

■ Yorktown, N. Y.—Continental CATV, subsidiary of Viking Industries, Hoboken,

N. J. (multiple CATV owner), has been granted a nonexclusive franchise. U. S. Cable Vision, Poughkeepsie, N. Y., had also applied for a franchise.

■ Union City, Ohio—United Transmission Corp. (multiple CATV owner) has been granted a franchise.

Parker, Pa.—Trye-Khal Cable Co., Emlenton, Gallagher Electronics, Sligo, and Mike Dobrachin, East Brady, all Pennsylvania, have each applied for a franchise.

■ Westerly, R. I.—Cable Video, Inc., Hartford, Conn., has been granted a franchise. The monthly service charge will range from \$3 to \$6.

George West, Tex.—Cablevision Inc. has applied for a franchise.

Silsbee, Tex.—Silsbee Cable TV Inc. has applied for a franchise. Installation fee would range from \$10 to \$18, and the monthly service charge would be approximately \$4.95. A minimum of 10 channels would be carried by the system.

Appomattox, Va.—Dixie Cable Corp., Amherst, Va., has applied for a franchise. The city would receive \$100 per year initially, plus additional payments if the system is successful. Eight channels would be carried by the system.

■ Auburn, Wash.—KTNT-TV, a division of the Tribune Publishing Co., has been granted a franchise.



**I**n his nine months on the commission, the FCC's newest and youngest member, Nicholas Johnson, has demonstrated that there is more than one way of becoming controversial. Where such of his predecessors as Newton N. Minow and E. William Henry acquired the label through their attacks on broadcasters, Commissioner Johnson has done it through attacks on his colleagues. In dissents and other public statements, he has beat them regularly like a gong.

In a dissent to the commission's Dec. 21, 1966, approval of the ABC-International Telephone & Telegraph Corp. merger, a case which has since been reopened under pressure from the Justice Department, he accused the commission majority of making "a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of the American administrative processes."

Last month, in a case in which the commission's policies in reviewing the programing proposals of license-renewal applicants were at issue, he said the commission was, in effect, guilty of intellectual dishonesty. He said the commission goes through "the motions of appearing to review programing against a public-interest standard when in fact [it does] nothing of the sort."

The difference in the targets of the attacks of, say, former Chairmen Henry and Minow, on the one hand, and Commissioner Johnson on the other, is in part related to his conviction that he is no ideologue. His goal is not uplifting broadcasters. What really concerns the 32-year-old former law professor, he indicates, is nothing less than the totality of the communications picture—the interrelationship of all problems with which the commission must deal.

**More Information** ■ He is, in addition, constantly stressing what he regards as the critical need for research to develop the information he feels the commission needs to make rational decisions. And he is forever posing questions designed to open up areas of inquiry.

Although he points to these interests as proof he cannot be neatly labeled as either a tough or soft regulator, it's clear that he is an activist. Speaking of the government's responsibility in the area of programing, for instance, he says: "The government can't sit by and do nothing."

If the commissioner sees his principal role as that of convincing the commission that it should turn its attention to problems of a cosmic nature, there are some at the commission who wonder whether he is using the right tactics. They say that a commissioner who is decades younger than his colleagues and who appears to question their honesty is likely to have a hard job convincing them of anything.

## Angry activist jolts the system with dissents

And criticism of the new commissioner is not hard to come by at the commission. There are those who point out that, for all the questions he has asked, he has yet to propose a solution to a single problem. (In response, he says merely asking the questions and citing the need for research can constitute a "constructive contribution.")

**Aware of Danger** ■ Commissioner Johnson is aware that his statements

can be counterproductive. He is also sensitive to the criticism of the trade press; he doesn't relish "the wildman image" he feels he has been acquiring. He says he wants to be remembered as having made "a constructive contribution to the communications industries and the services they provide."

But he has no intention of changing his style. "I'm going to do the job I think needs doing," he said recently. "I won't try to generate controversy, but neither will I fear the unpopularity of the trade press."

The virulence of some of his statements is said to be in contrast to his performance at commission meetings. He is, a colleague says, "no table thumper." Rather, "he is wide-eyed and full of questions" and deferential to the views of his colleagues.

It is the apparent boyishness that impresses visitors on first meeting the 32-year-old commissioner. He is tall (6 feet, 3½ inches) but lanky and apple-cheeked. But once the amenities are over, the boyishness drops away and visitors find themselves confronted by a strong-willed man with a good mind and some firmly held opinions about the commission and its responsibilities.

**Familiar Approach** ■ His biting attacks on the commission and his impatience with established procedures probably come as no surprise to those who followed his career as head of the Maritime Administration. In his 28 months there—the second longest hitch ever served in that position—he managed to infuriate shippers, unions and Maritime Administration staff members alike with the policies he advanced in an effort to make the maritime industry more competitive in world commerce.

Commissioner Johnson was preparing to leave the government and return to teaching (he had been a law professor at University of California at Berkeley) when President Johnson asked him to stay on as a member of the FCC.

In his new job he has maintained a heavy work schedule. He frequently works nights and weekends. Fellow passengers on the D. C. Transit bus that carries him to and from his home in suburban Bethesda, Md., often see him dictating into a portable tape recorder, or poring over work spread out on his lap, often while listening to an ear-plug-equipped transistor AM-FM radio. Such a pace has even helped influence his choice of a hobby—running. He finds it an efficient form of exercise.

The hobby seems particularly appropriate. It should provide the stamina he'll need to stay the course and make the contributions for which he says he would like to be remembered. In addition, the activity leaves his mind free to compose those Valentines to his colleagues for which he is already well known.

### WEEK'S PROFILE



Nicholas Johnson—FCC Commissioner; b. Sept. 23, 1934, Iowa City, Iowa; B.A., LL.B., 1956, 1958, University of Texas; law clerk to Judge John R. Brown of U. S. Court of Appeals, Fifth Circuit, 1958, and to Associate Justice Hugo L. Black of U. S. Supreme Court, 1959; associate professor of law, University of California, 1960-1963; in private practice, Covington & Burling, Washington, 1963; Maritime Administrator, March 1964-June 1966; sworn in as member of FCC, June 29, 1966; m. Karen Chapman of Iowa City, June 29, 1952; children—Julie, 13; Sherman, 5; Gregory, 3; member Phi Eta Sigma, Pi Sigma Alpha, and Phi Beta Kappa, fraternities, and of American, Federal and Texas Bar Associations; served as chairman of Junior Bar Conference Committee on Continuing Legal Education, as director of board of editors of International Society for General Semantics, and as member of Jurimetrics Committee of Association of American Law Schools; hobbies—running, tennis.



Political sense

**U**NRESTRAINED tumult develops whenever politicians become involved in collection and disbursement of campaign funds, and that is precisely what has happened with the 1966 presidential election campaign financing act, otherwise known as the tax check-off or Christmas-tree plan.

The measure, as adopted at the last session, permits a taxpayer to check off on his income-tax return a dollar for the presidential campaigns of the two major parties. Each major party would reap a war chest of \$30 million. In the last fortnight, the Senate killed the bill, but it has bobbed up again in revised form under the authorship of its sponsor, Senator Russell B. Long (D-La.).

We think the measure has much to commend it, if administered under proper controls and appropriate checks.

A \$1 contribution, checked off the federal income tax of the individual, certainly is painless. The presidential candidates thus would not be beholden to a few big contributors. With full disclosures, the funds should be spent only for radio, TV, newspaper, billboard and other advertising, and possibly for limited campaign transportation.

The merits should be attractive to broadcasters. Television is admittedly the major instrument for campaigning. Unconscionable demands are being made for free time. These should end if the presidential candidates (or their parties) have adequate funds with which to buy the time, as they now buy space. The public, which elects the candidates, also would be underwriting the campaigns—at \$1 per vote.

We think the check-off is the most foolproof protection against political excesses—even corruption—yet proposed. We wish Senator Long success in marshalling through Congress a reasonable compromise of his once-enacted, once-repealed bill.

Outlobbied?

**R**EGRETTABLY, there are signs that resistance to the untenable demands of land-mobile interests for more spectrum space to be carved out of existing television allocations is beginning to cave in.

This was strongly implied in last week's announcement by the FCC that it is undertaking "an intensified" study of mobile-service needs, including possible reallocation of UHF channels. A fortnight earlier, at the convention of the National Association of Broadcasters in Chicago, spokesmen who previously had strenuously resisted efforts of the land-mobile lobby tacitly admitted that they were being outmaneuvered on Capitol Hill. It's understandable, what with the U. S. Chamber of Commerce and equipment manufacturers on the attack.

The finger, of course, points to unused UHF allocations in geographical areas where the truckers, industrial plants and other mobile users would make their first inroads. But to yield now would mean a decisive foot in the door and the eventual breakdown of anchored allocations for future development of essential broadcast services.

Nothing has happened to change the technical status that existed when there was all-out opposition to the land-mobile crusade to wrest VHF (including FM) and UHF space from broadcasters. So the only motivation that could lead to throwing in the sponge would be pressure of the special-interest lobbies.

We agree with Commissioner Robert E. Lee, the only dissenter, that the FCC action is premature. Broadcasters certainly should not yield an inch of spectrum, whether

it be VHF or UHF, until all alternatives have been adequately explored. It will take time to implement technology that gives excellent promise of more sophisticated methods of spectrum use without chipping away at the UHF band. If scientific allocations yield to political pressure, irreparable injury will result.

Toward pure journalism

**T**HE network newsmen who feel ill at ease in a union of entertainers are wisely waiting for tempers to cool before doing something about their feelings. In the aftermath of the recent strike by the American Federation of Radio and Television Artists there are still sharp divisions between the newsmen who think AFTRA is their appropriate refuge and those who think otherwise.

In time, however, more newsmen will come around to the view, publicly expressed by Chet Huntley but known to be shared by others, including some of equal prominence, that there is a basic incompatibility, in function and purpose, between broadcast journalists and performers connected with the non-journalistic side of radio and TV. It is not because broadcast journalism is more or less important than broadcast entertainment. It is because it is different.

The broadcast media have made great gains as journalistic forces. Those gains have been made not because broadcast journalists put on a better "show" than their colleagues in the print media, but because broadcast journalism not only is more interesting and more timely but also is respected for its content. The Elmo Roper studies have found television to be by far the leading choice when respondents are asked which news medium they would believe when confronted by conflicting accounts of the same story.

Broadcast journalism has reached its present status because its practitioners have been trained not only in the techniques of broadcasting but, of more importance, in the craft of journalism. That craft has its own demanding standards, and it is like no other craft represented on the air.

If broadcast journalism is to continue to progress, its practitioners must continue to preserve, indeed enhance, their distinction as a separate breed. They cannot do so if they associate themselves with non-journalists on matters so personally vital as collective bargaining for pay and working conditions.



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Data Sources: \*Sales Management's 1966 Copyrighted Survey—Effective Buying Income  
\*\*SRDS, February, 1967

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