



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Television proves provocative issue at ANA meeting. p27
SPECIAL REPORT: congressmen in radio-television. p74
Surveys show early predictions don't sway voters. p52
NAB supports FCC plan to control CATV. p30

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HOW DO YOU COUNT SALES CLIMATE?



SALES CLIMATE is that extra something that makes your advertising message more acceptable to the viewer. It is provided only by the station with years of Community Involvement and Measurable Service to the viewer and the advertiser.

The Twin City Market is a Top Market, and there are four good television stations in it. But WCCO TELEVISION provides a SALES CLIMATE second to none!

If it's numbers you're looking for . . . we've got those, too! In fact, WCCO Television's average *DAYTIME* daily circulation exceeds the average *NIGHTTIME* daily circulation of each of the other three Twin City stations, according to the latest ARB Market Digest (1964).*

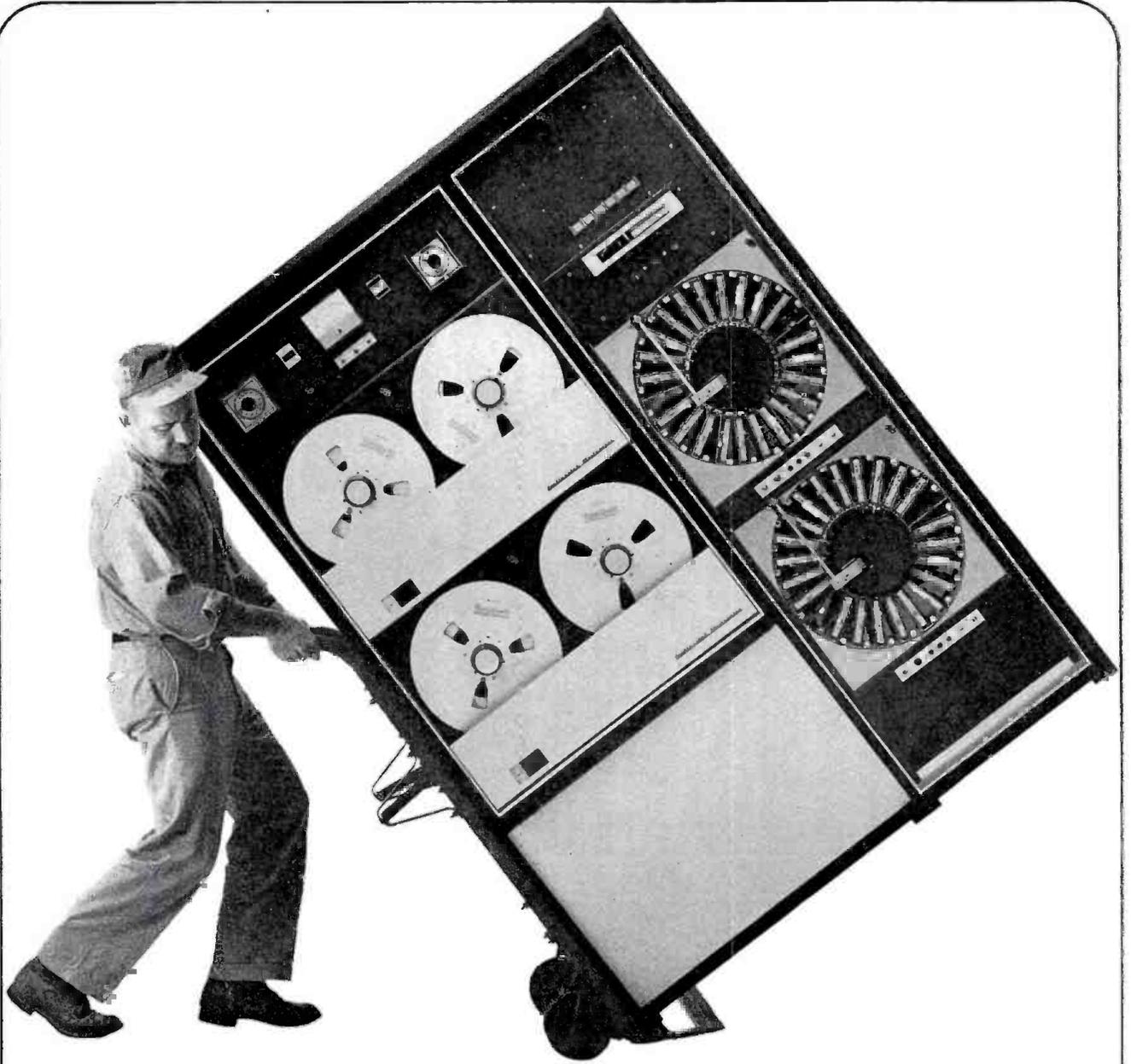
*Audience Ratings are estimates only, based on data supplied by indicated sources and subject to the limitations thereof.

YOU CAN COUNT ON WCCO TELEVISION TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION!



Minneapolis—St. Paul

NAT'L REPS: PETERS, GRIFFIN, WOODWARD, INC.



HERE'S PROLOG I...

it separates you from AM and puts you in FM automatically!

two tape transports provide 12 hours of music without repeating any selection, and you can alternate from tape to tape at any time interval desired single cartridge and up to 48 rotating cartridge units can be scheduled to play at any time interval desired can be expanded into major Prolog System for unattended programming and logging

for brochure on Prolog Type 100-2 System, write Commercial Sales, Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217 and request Prolog I

LTV *Continental Electronics*
A DIVISION OF LING-TEMCO-VOUGHT, INC.



To the bona fide timebuyer of a recognized agency who makes the most English words from the nine letters contained in the sign above — no proper names nor abbreviations — KTRK-TV will award a color television set. Mail all entries to "KTRK-TV DELIVERS," Box 12, Houston 1, Texas, before June 1, 1965. In case of ties, the earliest postmark will win. Judges will draw from double ties.

**KTRK-TV
HOUSTON**

Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

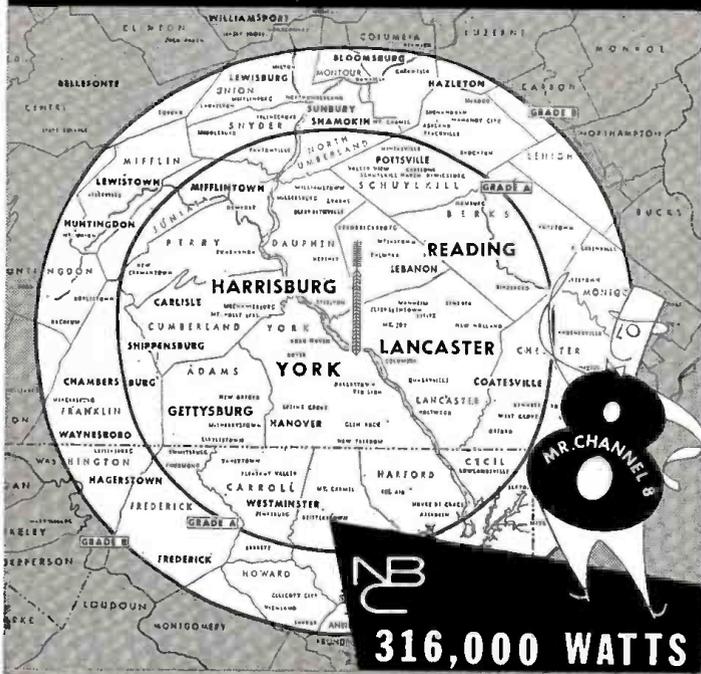
WGAL-TV

Channel 8 Lancaster, Pa.

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

have you
only half
the
picture?

MULTI-CITY TV MARKET



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

Beefing up of government relations and legal staffs of National Association of Broadcasters is expected to be among principal recommendations of Willard Schroeder, outgoing chairman, in his final memorandum to 45-man board of directors. Mr. Schroeder, who previously has submitted two detailed recommendations (BROADCASTING, April 12, May 10) proposes to cover staff organization and objectives in final memorandum. He sees need for better communications between staff and NAB committees and tightening up of conference, convention and other schedules.

Also to receive attention will be overall industry public relations (including Television Information Office) and reappraisal of scope and direction of NAB research projects. Mr. Schroeder also feels that both radio and TV codes should be reaffirmed and strengthened.

Back to the cafeteria?

Unless exceptions are made, it will be off limits for broadcasters, their lawyers or engineers to buy lunches, dinners or otherwise entertain FCC executives or employes. This is spelled out in sweeping new executive order issued by President Johnson last week (see page 74) prescribing standards of ethical conduct for government employes. But agency heads are authorized to issue regulations, with Civil Service Commission approval, providing exceptions that would include "permitting acceptance of food and refreshments available in the ordinary course of a luncheon or dinner or other meeting or on inspection tours where an employe may properly be in attendance."

Queensberry updated

FCC is considering what one commissioner calls "modest step" toward revising criteria used in picking winners in contests for AM, FM, TV grants. Under discussion is staff recommendation — in preparation for some three months (CLOSED CIRCUIT, Feb. 8)—to give more weight to some criteria, less to others, and to announce decisions so that applicants will know in advance how important commission considers various standards.

Effect of proposal would be to boost chances of local applicants. Diversification of ownership of mass media and integration of management and

ownership, for instance, would be given considerable weight. Programming, on other hand, would be downgraded (staff feels programming proposals are essentially similar). Similarly, little weight would normally be given past broadcast record (broadcasters are supposed to operate in public interest) and character qualification (issue in past has given applicants chance to blacken each other's names).

Wrinkles in wire

One angle of CATV not fully exposed yet is advertiser-agency interest in altered station coverage through in-area dilutions and out-area extensions. Issue appears growing first at local sponsor level but is beginning to appear at national agency-advertiser level too. Example: Will CATV upset test-market controls and competitive security by leaking spots into broad regions?

Another in CATV

In diversification move, Trans-Lux Corp., already active in TV and motion picture production distribution and in communication services, is reported moving into CATV field. Trans-Lux is close to completing deal for majority interest in system near New York City and is also talking to local franchise-holders in other parts of country with idea of providing financing in return for stock interest.

Management change

Art Swift, general executive, Time-Life Broadcast, New York, and general manager of its Minneapolis-St. Paul stations WTCN-AM-TV until they were sold last year, on July 1 becomes vice president-general manager of WQAD-TV (ch. 8) Moline, Ill. Frank P. Schreiber, veteran Illinois broadcaster-business man, continues as president of licensee, Moline TV Corp. Station, which went on air, Aug. 1, 1963, is ABC affiliated and represented nationally by H-R Television.

Test votes

New FCC Commissioner James J. Wadsworth will be faced with casting critical votes soon on controversial issues involving commission regulation of "overcommercialization" and local-live programing. Staff has recom-

mended deferral of renewal applications of three television stations for apparent lack of local live programing in prime time, two AM's for "overcommercialization." All are due for renewal June 1, but staff feels FCC inquiry is necessary. (Already awaiting action is local-live case involving Illinois TV station that Commissioner Wadsworth was not prepared to vote on last week.) In past, four commissioners have opposed inquiries into programing. But in four months before Commissioner Wadsworth joined FCC, there were several 3-3 ties on commercialization. New commissioner, then, represents swing vote.

AM cases, incidentally, show that staff is using National Association of Broadcasters' commercial code in consideration of whether broadcaster is "overcommercial." One AM on agenda is said to have exceeded both code (by 12%) and own promise, in terms of number of spots broadcast (in 45% of 15-minute segments studied by staff). Other AM exceeded code by 24.3% and own promise (in 78% of segments).

Easy way out

With no quick solution seen in broadcaster-CATV struggle now that Congress has moved in, specialists in communications law suggest simple change in existing act could prove effective safeguard. Section 325(a) of Communications law specifies that no broadcasting station shall rebroadcast program of another station without express authority of originating station. If word "rebroadcast" were changed to "retransmit," they contend, and made applicable to wire systems as well as on-air stations, it would do job.

Local appeal

One big point of controversy between broadcasters and community antenna people is matter of program duplication. Broadcasters want as much protection as possible and generally favor FCC's announced intention to proscribe duplication 15 days before or after local station carries program; CATVers claim simultaneous protection is sufficient. They hope that private survey they've had done in Yuma, Ariz., will bolster their contention and persuade House Commerce Committee at hearings on Harris bill May 27-28.

Whenever there's
any excitement
around here



...we're there!



There's *plenty* of excitement around here these days, and we're right in the middle of it all.

Since the start of the month, we have provided daily coverage of activities out at the famed Indianapolis Motor Speedway.

We'll also cover the qualifications, the Coronation Ball, the \$90,000 P.G.A. Festival Golf Tournament, the Old Timers' Bar-B-Q . . . even the Victory Dinner following the race.

And, on race day itself, fifteen WFBM-TV cameras will ring the track, sending a live closed-circuit telecast of the 500-Mile Race to nearly 200 theaters across the nation.

Next comes the State Fair this summer . . . and we'll be right in the middle of that, too. Plus the Antique Auto Tour this fall. Plus the

state basketball tournament next spring. Plus anything else worth covering.

Broadcast service like this makes WFBM your best TV buy in Indianapolis and its rich satellite markets . . . for the station that *serves best sells best*. Ask your KATZ man!

WFBM ^{NB} **TV** **TIME LIFE**
INDIANAPOLIS **BROADCAST**

AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY

WEEK IN BRIEF

Television turns out to be chief topic of conversation at ANA convention. Harris plan for national TV policy sets tone. Dunning questions FCC plan to restrict network program control. See . . .

TV STEALS SPOTLIGHT . . . 27

Advertisers and agencies should be concerned with increasing efforts to blacken advertising's eye, Booz-Allen & Hamilton report for ANA shows. Survey indicates government action won't let up. See . . .

GOVERNMENT ZEROING IN . . . 36

NAB board votes 34 to 3 to support commission's move to regulate CATV; opposes Harris bill 'as presently written'; welcomes congressional guidelines. Board says immediate action needed. See . . .

NAB BEHIND FCC . . . 30

Unanimous election of John F. Dille Jr. gives NAB its chairman for 1965-66. Indiana broadcaster says he wants to follow Schroeder policy of observation and recommendation. Praises Wasilewski's work. See . . .

DILLE BECOMES CHAIRMAN . . . 78

Owners of dark U's tell commission of intent to start over again or sell out. Twenty-one defend their permits. Broadcast Bureau proposes hard-nosed line: Get it on air in six months or give up CP. See . . .

DOWN, BUT NOT OUT . . . 72

RAB board gives Miles David new title and authority to run shop until new president is chosen. Board expects to name replacement for Ed Bunker within 60 days. May consider rotating top job. See . . .

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Three research projects into effects election prediction broadcasts have on those who haven't voted, produces clean bill of health for radio-TV. Shows voters went to polls even after hearing predictions. See . . .

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Interest of congressmen among educational stations seems to be on increase, BROADCASTING's bi-annual survey of congressional station ownership shows. Nine senators, 14 representatives have interest in stations. See . . .

CONGRESSMEN IN BROADCASTING . . . 74

Local production, live and on tape, offers stations best way to gain prestige with saleable product. NABET panel tells broadcasters lack of features and syndicated shows is spurring local action. See . . .

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Seeburg sets up performance-rights organization to serve jukeboxes only. Question in some quarters is if broadcasters will face new licensing group since Seeburg has over 4,000 titles in catalogue. See . . .

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Broadcasting

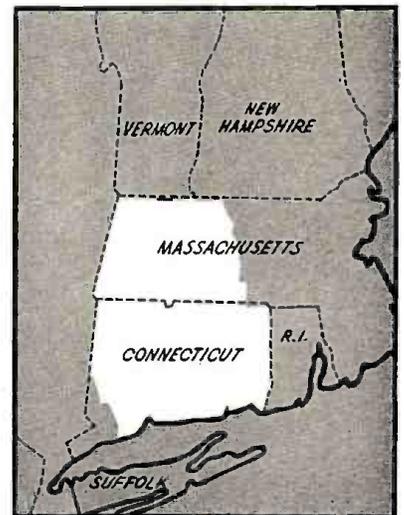
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GREATEST COVERAGE
TOP PERSONALITIES
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DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CRISTAL COMPANY

ABC shoots for sky; wants own satellite

TELLS FCC IT PLANS SYSTEM TO FEED AFFILIATES

Revolutionary prospects and problems were foreseen Friday (May 14) in wake of ABC notice to FCC that it is planning domestic TV satellite that would enable TV network to serve affiliates without using conventional AT&T relays.

ABC's notice touched off widespread speculation, but first practical result is expected to be bitter fight. AT&T, whose revenues from networks are estimated at \$50 million annually, was considered sure to oppose (though it had no formal comment Friday).

Communications Satellite Corp. sources said they regard Comsat as only authorized entity to perform such service. It was learned Friday that FCC has sent ABC letter to Comsat for comment, and that Comsat has arranged to meet this week with ABC officials to discuss matter.

Among prospects foreseen in wake of ABC notice was even more revolutionary possibility that eventually network programs might be broadcast by satellite direct to TV homes, without going through affiliated stations.

Rosen Proposals ■ Direct broadcasting to home receivers by satellite has been mentioned by several scientists in recent years; most recently by Dr. Harold A. Rosen, chief satellite expert for Hughes Aircraft Co., builder of Early Bird and earlier Syncoms.

Early this year and again in March (BROADCASTING, March 15, Feb. 8), Dr. Rosen said that direct broadcasting from satellite could be accomplished for investment of about \$10 million, including cost of launch and orbit support. Cost of rooftop dish antenna, he estimated, would be about \$40 each, with another \$100 to convert home-owner's TV receiver to receive satellite signals directly. Satellite, he explained, would be advance-type Early Bird, weighing 1,500 pounds (vs. present Early Bird's 80 pounds).

ABC said it had retained services of Hughes and Space Technology Laboratories to work on blueprint for domestic satellite. ABC officials said thinking was centered on multichannel relay, which ABC would share, along with its costs, with other networks. They have not approached other networks yet, they acknowledged, but they did notify National Education Television that if satellite has enough channels, NET could use one without charge.

ABC authorities estimated cost of satellite might be around \$8 million and that operating cost would be less than networks now pay for AT&T lines. They said cost of receiving dish antennas for affiliates might be around \$2,000.

Advantages cited for domestic satellite, aside from cost savings, were that it would open up additional hours for networking (round-the-clock, if desired), make possible far greater flexibility in scheduling live news feeds, permit live feeds to Hawaii and other points now served only on delayed basis.

Problems Raised ■ Observers pointed out that the prospective satellite would have to be more powerful than current Early Bird. They also commented that ground station, costing perhaps \$5 million, would also be required. Dishes for affiliates, some observed, might cost as much as \$50,000 to \$100,000.

They also raised questions about uniform time problems, expressed skepticism about feasibility of remote pickups on scale currently employed in live news coverage, saw need for back up facilities lest main satellite go dead, felt that program pirating would be easy and unpreventable.

Even bigger political problems were foreseen before system based on direct satellite-to-home telecasting could go into effect. Sample: Would Castro agree to permit President Johnson to broadcast to Cuban people, or vice versa?

Ownership limit raise sought by financiers

Group of financial experts meeting with FCC Friday urged liberalization of 1% multiple-ownership rule as it applies to mutual funds and other investment companies.

They said investment companies should not come within scope of multiple-ownership rules unless they own 10% of broadcasting company stock.

Experts, representing New York Stock Exchange, investment companies and banks, met in closed session with commission on its inquiry and proposed rulemaking dealing with technical violations of 1% rule.

Commission has been increasingly concerned about investment houses

owning 1% or more of two or more group owners and, as consequence, violating multiple ownership or duopoly rules.

Conferees said mutual funds and companies like them don't invest for purposes of controlling management but solely for investments.

They also said that 1% limit is too restrictive and that, if strictly enforced, might drive all mutual fund capital from broadcasting industry. Mutual funds are said to own now more than \$200 million worth of stock in broadcasting companies.

Some mutual funds were reported to own up to 8% of some broadcasting companies. Officials said that if major mutual funds were to come within 1% limit they would have to sell some \$50 million worth of stock.

One report filed with commission last month noted that one mutual fund has acquired more than 1% in companies that, combined, own 18 AM stations, 14 FM's and 23 TV's (BROADCASTING, April 5). Commission rules prohibit ownership of more than 7 AM's, 7 FM's, and 7 TV's (provided no more than five are VHF's).

Cowles buys 70% of Florida CATV operation

Cowles Magazines & Broadcasting has announced entry into community antenna television with purchase of 70% interest in Universal Cablevision.

Universal holds franchises in Winter Haven and Wauchula, and permit in unincorporated areas of Polk county, all Florida. With potential of more than 30,000 homes in Winter Haven

Wadsworth speaks June 1

FCC Commissioner James J. Wadsworth, sworn in two weeks ago (BROADCASTING, May 10), makes his first public appearance June 1. He speaks on international communications at luncheon meeting of Federal Communications Bar Association at Willard hotel, Washington.

Mr. Wadsworth originally was scheduled to speak May 27, but commission is due to appear on Capitol Hill then to testify on CATV, so luncheon was rescheduled.

WEEK'S HEADLINERS

John F. Dille Jr., president of Communicana Group of Indiana, elected chairman of National Association of Broadcasters. **Dwight W. Martin**, VP and treasurer, WDSU-TV New Orleans, elected to NAB's TV board, and **Bill Michaels**, VP for television, Storer Broadcasting Co., Miami Beach, appointed to TV code board (see page 78).



Mr. Linkroum

Richard Linkroum, supervisor of new projects at Warner Bros., Hollywood, and formerly VP in charge of special programs for NBC-TV, and director, writer and producer for both CBS-TV and NBC-TV, joins

United Artists Television as VP in charge of program development for West Coast.

Miles David, administrative VP of Radio Advertising Bureau, promoted to

executive VP and general manager. He will also be responsible for operating RAB after June 1, when President **Edmund C. Bunker** leaves to join Foote, Cone & Belding, "until successor to Mr. Bunker is named" (see page 40). Mr. David has been with RAB since 1958.



Mr. Daniels



Miss Janco

Draper Daniels, who resigned last week as executive VP in charge of creative services, Compton Advertising, Chicago, has purchased controlling interest of Roche, Rickerd, Henri, Hurst Inc., there and becomes board chairman and chief executive officer of new agency, Draper Daniels Inc. **Myra E. Janco**,

executive VP of Roche Agency, becomes president of new Daniels firm while **James L. Proebsting**, now board chairman at Roche, becomes chairman of executive committee of Daniels. About 30 clients and billings of over \$5 million move to Daniels agency which plans new emphasis upon broadcast media.

Ralph B. Johnson, director of sales for Rounsaville stations, Atlanta, named VP and group general manager. Mr. Johnson joined Rounsaville in 1951 and will continue to have headquarters in Atlanta. Rounsaville stations are WFUN South Miami, and WDAE-AM-FM Tampa, all Florida; WLOU and WTAM-TV, both Louisville, Ky.; WYLD New Orleans; WATL-TV Atlanta; WCIN Cincinnati, and WVOL Nashville.



Mr. Johnson

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

and Wauchula and undetermined number in other Polk county areas, Cowles is negotiating standard pole lease arrangements with Tampa Electric Co.

Cowles, which owns KRNT-AM-TV Des Moines, Iowa, and WREC-AM-TV Memphis, in addition to publishing interests, last week estimated first-half earnings for 1965 would be 20% ahead of last year's first half.

Specialized network seen by UHF boosters

There will be sufficient advertiser support, availability of programming and talent, and clearance of stations within next few years to sustain additional "limited and specialized" TV network, according to consensus of UHF and independent station operators and distributor-producers meeting in New York Friday (May 14).

This view was upheld by subcommittee of Committee for Full Development of All-Channel Broadcasting.

It was stressed by several subcommittee members, including Sterling (Red) Quinlan, president of Field Communications, and broadcasting executive Sylvester L. (Pat) Weaver, that additional network could not take "mass

approach" but should appeal to "selected audiences" to attract viewers and advertisers.

Bennet Korn, president, Metropolitan Broadcasting-Television, agreed that "limited special" approach was feasible but indicated that "some force" must be galvanized to "put project into motion."

Seeks Support for FCC ■ Robert Montgomery failed, however, in effort to have subcommittee take stand on FCC's prime-time network program proposal. Committee rejected Mr. Montgomery's plea on ground this issue was not within scope of advisory body's activities.

Lawrence M. Turet, chairman of subcommittee and executive vice president and general manager, WUHF-TV Milwaukee, presided. Other subcommittee members in attendance were Robert F. Adams, D. H. Overmyer Communications; Rene Anselmo, Spanish International Broadcasting; John W. English, WSEE-TV Erie, Pa.; Martin Fliesler, RKO General; Len Firestone, Four Star Distribution; Richard L. Hake, Long Lines Department, AT&T; William M. Hyland, Sports Network; James F. O'Grady Jr., Adam Young Inc.; John Porterfield, United Broadcasting Co.; Seymour N. Siegel, WNYC-TV New York, and Austin Harrison, WHS-TV Boston.

Dirks group sells to Perkins

Half interest in KTIV(TV) Sioux City, Iowa, has been sold by Dietrich Dirks and six others to Perkins Bros. Co., present other 50% owner, for \$2.2 million, subject to FCC approval. Contract also includes \$125,000 management agreement with Mr. Dirks to remain as president and general manager for five years. Perkins Bros. owns KSCJ Sioux City and stockholders control *Sioux City Journal* and *Journal-Tribune*. KTIV, which began operating in 1954, operates on channel 4, is affiliated with NBC and ABC.

WCKT gets renewal

FCC has granted renewal application of WCKT(TV) Miami and denied competing application of Community Broadcasting Corp. for new station on channel 7.

Decision, announced Friday (May 14), was in line with initial decision of hearing examiner last July. Vote was 5-0, with Commissioners Kenneth A. Cox and James J. Wadsworth not participating.

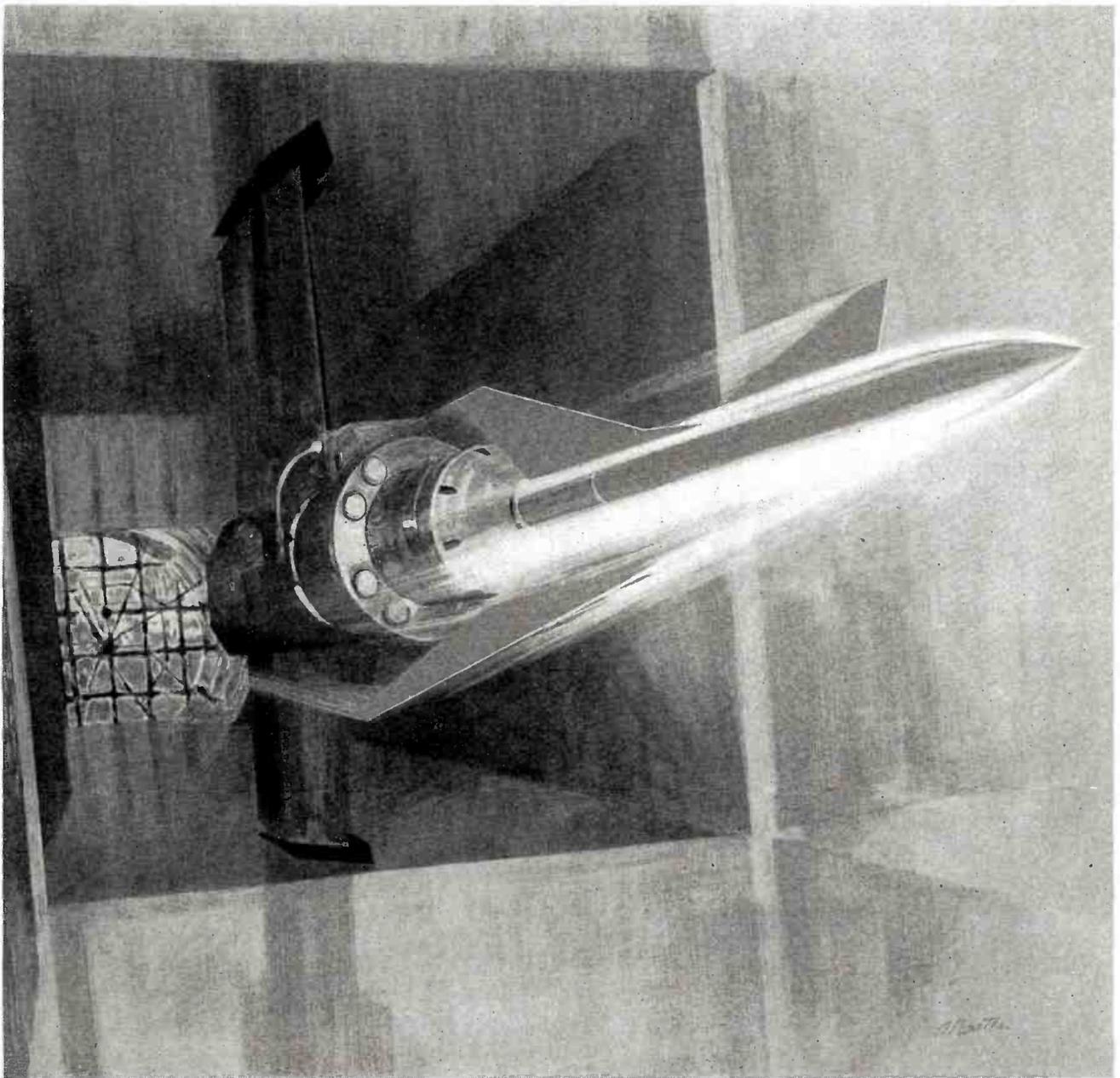
WCKT was originally awarded four-month license "by default," in 1961 after other applicants were disqualified for improper conduct. WCKT began operating facility in December 1962.

Problem-solving at 2000 mph

When tomorrow's supersonic jets take to the air, some of their problems will long since have been solved by Humble.

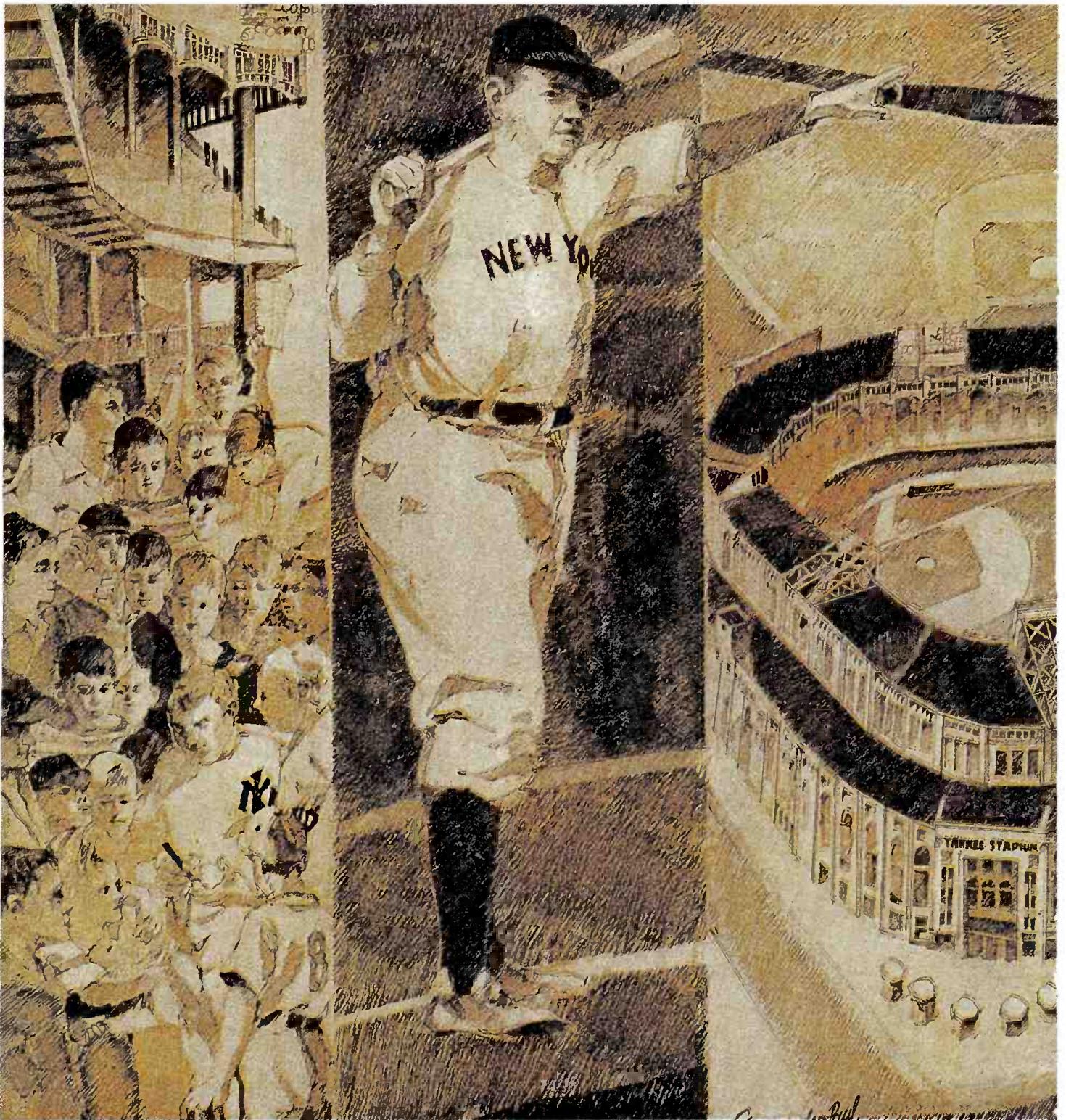
Humble has developed a new generation of lubricants that will help these planes set new records for speed and reliability. And a prototype fuel that will do two jobs: first cooling the plane by absorbing the fierce 600°F heat of 2000 mph speeds; then delivering Mach 3 performance.

Humble uses its research capabilities to anticipate and solve many of the problems of the future — and to fulfill the responsibility of leadership.



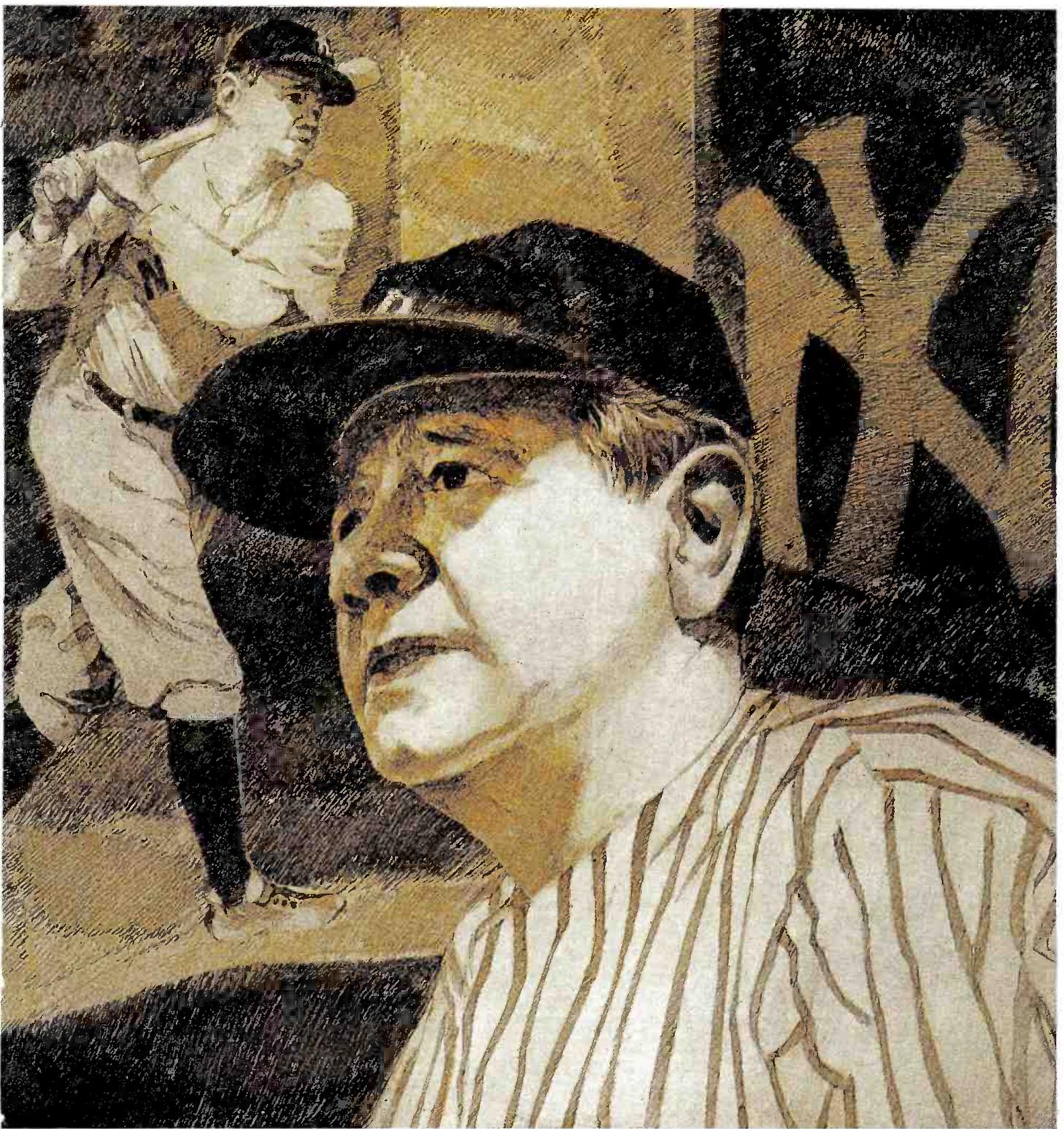
HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY

BROADCASTING, May 17, 1965



What makes a great salesman?

Baseball's darkest hour was the winter of 1920-21, when the "Black Sox scandal" became public. Fans were shocked to learn eight Chicago White Sox players had thrown the 1919 World Series. Experts credit an "incorrigible" orphan with reviving interest in the game. George Herman Ruth's sensational play during the 1921 season — including a new record of 59 home runs — re-sold Americans on their national pastime.



People loved to see Babe Ruth smash home runs out of the park and trot around the bases. He glamorized baseball, initiating an exciting new era — one in which homers were stressed over defensive play. The Great Babe was so idolized, fans nicknamed gigantic new Yankee Stadium “The House that Ruth Built.”

Babe Ruth was a born showman who always rose to the big moment, doing his greatest deeds when crowds

were biggest. The crowds responded by making him the top baseball drawing card of all time. The Storer stations have remarkable popular appeal, too. They're individually programmed to fit specific community needs and preferences—and turn more listeners and viewers into *buyers*. In New York, Storer's great salesman is WHN, an important station in an important market.



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

They got us again in
Bakersfield...
Renewed by KLYD-TV.



© KFS

220 Popeye cartoons—in color



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catv,
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with the acknowledged
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JERROLD

CATV SYSTEMS DIVISION
JERROLD ELECTRONICS CORPORATION
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OVER 15 YEARS' CATV EXPERIENCE

DATEBOOK

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

■Indicates first or revised listing.

MAY

May 16-17—Directors of Canadian Association of Broadcasters meeting at Toronto.

May 16-18—West Virginia and Mid-Atlantic CATV Associations meeting. Guest speakers will be Robert L'Heureux, general counsel of the National Community Television Association; Fred Stevenson, immediate past chairman and member of board, NCTA. Interested exhibitors should contact Charles Erickson, Parkersburg, W. Va. University Inn, Athens, Ohio.

May 16-18—Catholic Broadcasters Association of America will present Gabriel awards at annual convention and the first Catholic Communications Seminar May 18. Waldorf-Astoria, New York.

May 16-18—Spring meeting of Pennsylvania Association of Broadcasters. Nittany Lion Inn, University Park.

May 17—Los Angeles Advertising Women's 19th annual Lulu awards banquet. Advertising women in the 13 western states are honored for best radio, TV and print ads, sales promotion pieces, publicity and research. Hollywood Paladium.

May 17 — International Radio & Television Society's annual meeting (luncheon), honoring CBS-TV personality Ed Sullivan. Grand Ballroom, Waldorf-Astoria, New York.

May 17-19—First convention of Advertising and Marketing International Network. AMIN is successor to Continental Advertising Agency Network and embraces North and South America, and West Indies. Pontchartrain hotel, Detroit.

May 18 — Bureau of Broadcast Measurement, annual meeting. Westbury hotel, Toronto.

May 19-21 — Texas CATV Association Inc., state convention. Dallas Marriott motor hotel, Dallas.

May 19-22—12th Annual conference of the National Association of Market Developers at the Sheraton Jefferson hotel. St. Louis.

May 20 — Awards for media excellence, banquet, Chicago Federated Advertising Club, Great Hall, Pick-Congress hotel, Chicago.

■May 20—Southern California Broadcasters Association luncheon meeting. Eisaman, Johns & Laws, Los Angeles, will present slide-film "A Sort-of Salute to Radio," introduced by Jess Johns, ETL president. Michael's Restaurant, Hollywood.

May 20—Spring managers meeting of New Jersey Broadcasters Association. Speakers include Robert D. L'Heureux, general counsel, National Community Television Association. Woodlawn, Rutgers University, New Brunswick.

May 20—Frederick W. Ford, president of National Community Television Association, speaks to Virginia Independent Telephone Association meeting. Richmond.

May 20—Annual meeting of Writers Guild of America, West, and election of officers of the guild and its screen and radio-TV branches. Beverly Hilton, Beverly Hills, Calif.

May 20-22—Fourth annual convention of the North American Broadcasters Idea Bank. Greentree Inn, Sandusky, Ohio.

May 20-22 — Spring meeting of Alabama Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Midtown Holi-

day, Montgomery.

May 20-22 — Annual convention of South Dakota Broadcasters Association. Speakers include George W. Bartlett, manager of engineering, National Association of Broadcasters, and Fulton Lewis Jr., news commentator. Winner.

■May 21 — Chesapeake Associated Press Broadcasters meeting. Sheraton-Belvedere, Baltimore.

May 21 — South Dakota Associated Press Broadcasters Association meeting. Winner.

May 22-23—Illinois News Broadcasters Association's 10th anniversary spring convention and news clinic. Topics include coverage of trials and ethics in news and election coverage. Ramada Inn, Champaign-Urbana.

May 24—20th Annual Southern California Broadcasters Association "Whingding" with Jim Thompson, account executive of KHJ Los Angeles and Chuck Mitchell, account executive at KRKD Los Angeles, as co-chairmen. Lakeside Country Club, Los Angeles.

May 24—TV awards dinner and broadcast on WBKB(TV) Chicago of Chicago chapter, National Academy of Television Arts and Sciences. Martinique Restaurant-Drury Lane Theater.

May 25—Seventeenth annual Alfred P. Sloan Radio-TV Awards for Highway Safety banquet. Waldorf-Astoria, New York.

May 25-27 — Annual convention, Armed Forces Communications & Electronics Association. Guest speakers: Dr. Thomas P. Cheatham Jr., Department of Defense; Brigadier General David Sarnoff, RCA; Lieutenant General Alfred D. Starbird, WSA, Defense Communications Agency. Sheraton-Park hotel, Washington.

May 28—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due June 10.

May 28—Oregon Advertising Club luncheon meeting. Marion Stephenson, vice president, administration. NBC Radio, is guest speaker. Portland.

May 28-28 — Fifth National Conference on the Peaceful Uses of Space. Sponsored by the National Aeronautics & Space Administration. Speakers will include following NASA officials: Dr. Hugh L. Dryden, deputy administrator; Dr. George E. Mueller, associate administrator, Office of Manned Space Flight; Dr. Homer E. Newell, associate administrator, Office of Space Science & Applications; Dr. Raymond L. Bisplinghoff, associate administrator, Office of Advanced Research & Technology. St. Louis.

May 27—Federal Communications Bar Association meeting. FCC Commissioner James J. Wadsworth will be the luncheon speaker. Willard hotel, Washington.

■May 27-28 — Hearings on Representative Oren Harris (D-Ark.) bill to regulate community antenna television by House Communications Subcommittee, Walter Rogers

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters spring radio program clinics:

May 17-18—Hilton Inn, Atlanta.

May 20-21—Essex House, New York.

May 24-25—Sheraton Charles, New Orleans.

May 27-28—Edgewater Beach, Chicago.

June 7-8—Denver Hilton, Denver.

June 10-11—Continental, Los Angeles.

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Write or call:



(D-Tex.) chairman. FCC will be heard May 28, and spokesmen for the National Community Television Association the following day. Capitol, Washington.

May 30-June 1 — Ninth annual Television Program Conference. Hilton Inn, El Paso, Tex.

JUNE

June 2-4—Institute for Education by Radio-Television meeting. Columbus, Ohio.

■June 3-5—Annual conference of Industry Film Producers. Technical sessions on production of industrial films and equipment display, with "Cindy" awards for best films presented at banquet June 5. Hotel Ambassador, Los Angeles.

June 4-6—Annual meeting and election of officers of Wyoming Association of Broadcasters. Teton hotel, Riverton.

June 5-6—Associated Press Louisiana-Mississippi Broadcasters annual meeting. New Orleans.

■June 6-10—Annual convention of the Mutual Affiliates Advisory Committee. San Juan, P. R.

June 7-9—Western Association of Broadcasters annual meeting. Banff Springs hotel, Banff, Alberta.

■June 7-11—Columbia School of Journalism is sponsoring a conference on "Urban Problems" for broadcast news directors. Professor William Wood is coordinating the conference. Columbia School of Journalism, New York.

June 8—Annual meeting, Federal Communications Bar Association. Mayflower hotel, Washington.

June 8-10 — Summer meeting of South Carolina Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Adventure Inn, Hilton Head Island.

June 10—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was May 11.

June 10-11 — Spring meeting of Indiana Broadcasters Association. Indiana University, Bloomington.

June 10-12—Colorado Broadcasters Association meeting. Palmer House motel, Colorado Springs.

June 10-12 — Colorado Associated Press Broadcasters annual meeting (in association with Colorado Broadcasters Association summer convention) Palmer House motel, Colorado Springs.

June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association; Senator John O. Pastore (D-R. I.), and Paul Rand Dixon, chairman, Federal Trade Commission. Holiday Inn, Callaway Gardens.

June 13-18—Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.

June 14—Oklahoma Broadcasters Association annual summer convention. Guest speaker is Stephen B. Labunski, executive vice president in charge of NBC Radio. Shangri-La hotel, Tulsa.

June 14—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. The former deadline was April 26.

June 14-16—World Congress on Marketing.

Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

■June 14-19—12th Annual International Advertising Film Festival. Cannes, France.

June 15-17 — Annual spring meeting of North Carolina Association of Broadcasters. The Carolinian, Nags Head.

June 16-18—Spring meeting of Virginia Association of Broadcasters. The Cavalier, Virginia Beach.

June 16-18—43rd annual convention of Public Utilities Advertising Association will consider "Image Building for Utilities." The Deauville, Atlantic City.

June 17—First annual meeting of Alaska Broadcasters Association. FCC Commissioner Kenneth A. Cox is keynote speaker. Ketchikan.

■June 17-18—Meeting of television code review board of National Association of Broadcasters. Washington Hilton, Washington.

■June 17-19 — Annual convention of the Maryland-District of Columbia-Delaware Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Paul Comstock, vice president for government relations, NAB. Henlopen hotel, Rehoboth Beach, Del.

June 18-19—Texas Associated Press annual meeting. Community Inn, Kilgore.

June 18-23—International Television Contest in Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12, Berlin 15.

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

■June 22-26—Summer meeting of the combined boards of the National Association of Broadcasters. The Inn, Buck Hill Falls, Pa.

■June 25—FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating nonmicrowave community antenna TV systems.

■June 25-26—Annual summer meeting of Wisconsin Broadcasters Association. Deer Park Lodge, Manitowish Water.

■June 26-29 — Advertising Federation of America's 61st annual convention. Statler Hilton, Boston.

■June 27-29—30th Annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president and copy director, Campbell-Ewald, Detroit. Jack Tar-Harrison hotel, Clearwater.

June 27-30—Annual convention of the Advertising Federation of America. Boston.

June 27-July 2—Advertising Association of the West's 62d annual convention. Hawaiian Village hotel, Honolulu.

■June 30—Deadline for entries in Iris Award contest, sponsored by the Women's Conference of the National Safety Council. Women actively engaged in radio-TV as writers, producers or broadcasters may qualify. Awards will be given in two categories: One for radio and the other for TV.

JULY

■July 1—New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to com-

■Indicates first or revised listing.

We dug and refilled a 4000-mile trench to protect 9300 communications circuits against disaster

We split the continent with a trench four feet deep to give the United States its first blast-resistant coast-to-coast underground communications cable system.

More than four years ago when the first of 2500 giant reels of coaxial cable started unrolling in New York State, we began an important project that will give added protection to the nation's vital communications.

Today, 9300 circuits—available for voice, data, teletypewriter, telephoto—are included on this route. It stretches across 19 states and has 950 buried reinforced concrete repeater (or amplifying) stations.

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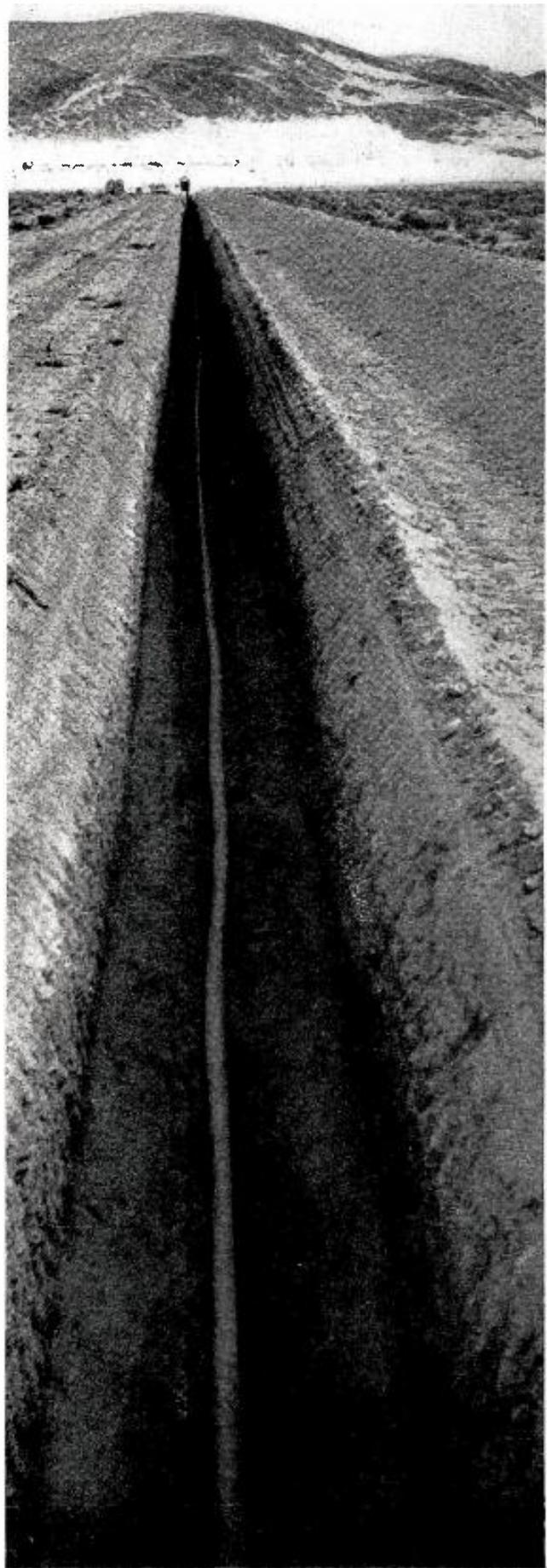
This vital transcontinental link will serve the needs of government agencies, businesses and individuals.

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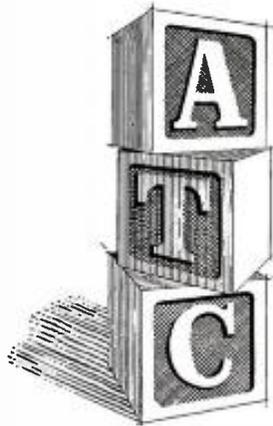


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munity antenna TV systems. Former deadline was April 1.

■July 12—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was May 26.

■July 18-19—Annual meeting of Idaho Broadcasters Association. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Boise.

July 18-23—Annual convention of the National Community Television Association. Denver Hilton hotel, Denver.

■July 19-20—Annual summer meeting of New York State Broadcasters Association. The Otesaga, Cooperstown.

■July 21—Deadline for reply comments on the FCC's proposed rulemaking to limit the three major TV networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

■July 22-24—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, Chicago.

■July 26—FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems.

AUGUST

■Aug. 3—New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

■Aug. 6-7—Summer convention of New Mexico Broadcasters Association. Roswell.

BOOK NOTES

"The Education of a Broadcaster," by Harry Bannister, Simon & Schuster. New York, 351 pp. \$5.95.

For years, friends had been insisting to Harry Bannister that he write a book about his years in the broadcasting industry. He thought about it and then two and one half years ago started the book which was released May 10.

Mr. Bannister, a TV-radio executive for 35 years, is now active as a consultant to NBC.

His book is a gossipy, anecdotal, humorous work tracing his career as a salesman and top executive with Detroit radio stations, particularly WWJ, his tenure as vice president in charge of station relations for NBC and his current association of what he refers to as "elder statesman, dammit."

The first part of the book is devoted to radio. It is, in essence, a story of radio's growth from a bargain-basement medium shunned by many of the top advertisers, to a vital communications

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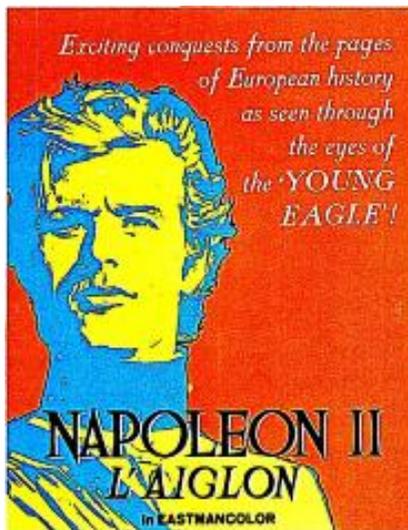
*This is the most exploitable package to hit television in years. T BIRD I
is intended to make your station the hottest feature programmer in town.*

T-BIRD I "The Exploitables"

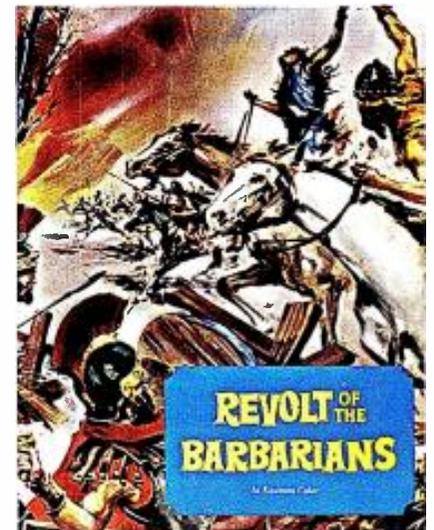
CONTAINS 26 OF THE MOST DIVERSIFIED ACTION FILMS EVER RELEASED FOR TELEVISION... 18 IN SPECTACULAR COLOR... AND ALL OF THEM HAVE ONE THING IN COMMON... THEY ARE HIGHLY EXPLOITABLE MOTION PICTURES.

3 shocking and adventurous feature length documentaries • 6 new thrillers in the horror-murder tradition • 5 action spectacles in glorious color • 3 teenage, twisting, swinging, jumping "exploitation plus" features • 4 color spectacles based on historical fact or legendary lore • 5 films that fall into the war-spy-gangster action category • 1 with a category all its own, a "spook-spoof"...

...AND ALL OF THEM WITH STAR VALUE



JAVA 1941—Her mother's past followed her into war, intrigue and death!



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Thunderbird Films, 551 5th Ave., N.Y.C. • Tel: 212-MU 7-6464 • E. Bradley Marks, President • Victor H. Bikel, Eastern Sales Mg

Exploitable because these are the movies that audiences like, the kinds that draw big ratings. The films have been chosen for Thunderbird Films' first feature package after careful research in both large and small markets to determine which types of movies the television audience prefers. **T BIRD I** is the result.

FEATURE LENGTH DOCUMENTARIES

MONDO CANE, first and still the best of its kind. BLUE CONTINENT is a fantastically beautiful look at the land beneath the sea. THE ORIENTALS is the third of this group.

HORROR, MURDER AND MYSTERY

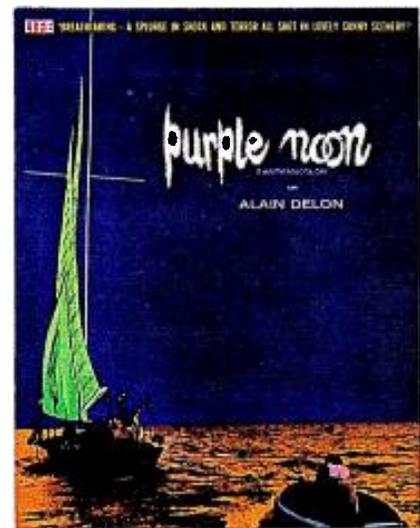
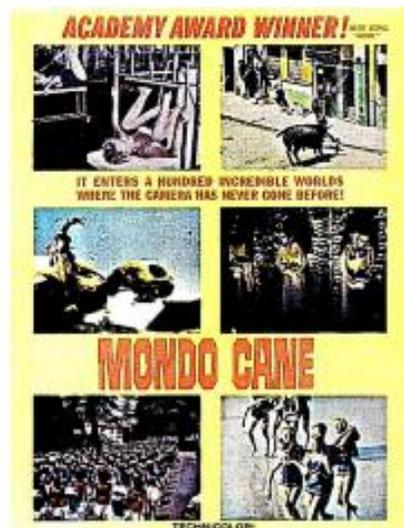
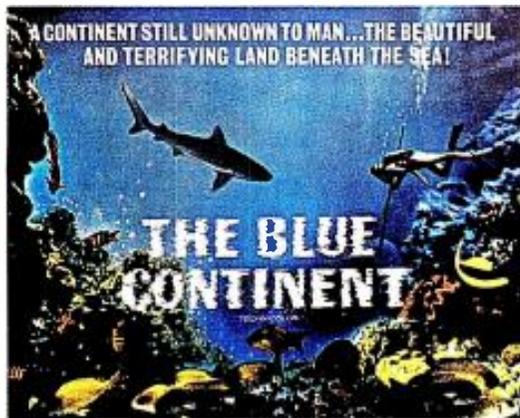
WHAT!, all the perfect ingredients of a horror movie. FRANTIC stars Jeanne Moreau and takes place in one night of unbearable suspense. PURPLE NOON starring Alain Delon was called by Life Magazine "as breathtaking as it is beautiful." In PSYCHOMANIA, a maniac stalks a college town. Rounding out the group is WEB OF PASSION starring Jean-Paul Belmondo and OF FLESH AND BLOOD.

ACTION COLOR SPECTACULARS

REVOLT OF THE BARBARIANS with mighty hordes of extras, strongmen heroes and beautiful heroines. Other spectaculars: SHIP OF CONDEMNED WOMEN starring Mai Britt, THE ISLAND PRINCESS starring Marcello Mastroianni and THE DEVIL'S CAVALIERS.

- **TEENAGE, TWISTING, SWINGING, JUMPING**
BEACH PARTY, ITALIAN STYLE proves that the beat generation is the same the world over. Other "exploitation plus" features: BEAT GIRL and DEFIANT DAUGHTERS.
- **COLOR SPECTACULARS BASED ON HISTORICAL FACT OR LEGENDARY LORE**
NAPOLEON II, L'AIGLON, some of Europe's greatest battles seen through the eyes of Napoleon's son. GARIBALDI is based on the story of Italy's greatest hero and is directed by Roberto Rossellini. Films based on legendary lore are THE DRAGON'S BLOOD and THE ADVENTURES OF GIL BLAS.
- **WAR · SPY · GANGSTER ACTION**
DAUGHTER OF MATA HARI, a daughter who repeated her mother's destiny. TRADITA is another war drama starring Brigitte Bardot. In the gangster action class, there is BARRIER OF THE LAW starring Rossano Brazzi and FRONTIER WOLF.
- **A "SPOOK SPOOF"**
GHOSTS OF ROME stars Marcello Mastroianni and Vittorio Gassman as two ghosts whose haunts are threatened by a modern housing development.

EACH OF THE FILMS IN 'T BIRD I' COMES COMPLETE WITH THE MOST EXTENSIVE PROMOTION KIT EVER OFFERED BY ANY TELEVISION FEATURE FILM DISTRIBUTOR. PHONE YOUR STATION REPRESENTATIVE OR THUNDERBIRD FILMS FOR INFORMATION



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Total viewing UP 14.4%
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ARB Homes
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Mar. '64

**THE
EXCITING
NEW** **KTVD** *Channel* **2**
ST. LOUIS **abc** **HR**

and advertising force. He laces his stories of radio's achievements with personal anecdotes that are often funny and always interesting.

The latter part of *The Education of a Broadcaster* deals with TV, primarily with his days at NBC as vice president in charge of station relations. As with the section on radio, the emphasis is on his relationships with various people he met. He recounts episodes dealing with some of the leading figures in radio and television.

"Prize Bloopers," compiled by Kermit Schafer for Bloopers Inc., Fawcett Publications Inc., Greenwich, Conn. 128 pp. 40 cents.

For the third time Mr. Schafer has gone through his collection of radio and television fluffs and boners to choose the best for a new book.

The book brings his first two, *Pardon My Bloopers* and *Super Bloopers*, up to date with bloopers on the 1964 presidential campaign and civil rights movements as well as including those that are timeless.

Illustrations are by Howard Schneider.

OPEN MIKE®

Tornado safety rules

EDITOR: In the CLOSED CIRCUIT section of the May 3 issue of BROADCASTING, there is an article entitled, "Against the Storm." In connection with this article, it might interest BROADCASTING readers to know that KMA [Shenandoah, Iowa] has always provided extremely complete storm and weather information in its coverage area. KMA has always had a tornado leaflet which was available to its listeners free.

Last year this leaflet was reprinted and brought up to date. . . . KMA makes these available to its listeners without charge and we would be happy to provide single copies to other broadcasters if they would like to have them.—*Jack L. Katz, sales manager, KMA Shenandoah, Iowa.*

Cartoons popular

EDITOR: The [Sid Hix] cartoons [requested and sent to the university] will occupy a prominent position in our departmental offices and I am sure that they will attract many favorable comments.

Thanks for your generosity.—*Leo Martin, chairman, Television & Radio Department, College of Communications Arts, Michigan State University, East Lansing.*

BROADCASTING, May 17, 1965

Sound Alive! WITH SUPERIOR AUDIO
performance-proven by

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WTTG
WINS
WTOP
WNEW
WGBH**

"SOUND ALIVE in '65," says Miss Nancy Edling.

complete, integrated audio systems
blueprinted for any station size, any format
from



An impressive list of the nation's top broadcasters are already realizing the benefits of McCurdy quality and operating simplicity in both audio systems and components. Top quality in design and manufacturing have established McCurdy Radio Industries as the pace-setter in the audio field — providing the most complete line of solid-state standard and custom-built consoles, TV intercoms and related products. McCurdy has also perfected the art of prewiring, pretesting and pre-assembly — reducing the high cost, guesswork and time delays of on-site construction and installation.

The McCurdy audio line includes Standard and Custom Consoles, TV Intercoms, Amplifiers, Turntables, Audio Switching, Prewired Jack Fields . . . anything your audio system requires.

SOUND ALIVE IN '65

with an audio installation blueprinted for you by McCurdy.



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

Politics and radio provide a mold for public service

Only once in every four years does an advertiser have the opportunity to actively participate in the most important recurring event in American political life: the election of the President of the United States.

This event provided an ideal situation last year to further the public affairs objectives of American Savings and Loan Association, which has long been active in encouraging appreciation of America's heritage. Through the years, the association has sponsored numerous activities and presented considerable information in the field of public affairs. Awards for its dedication to this purpose have included the Freedom Foundation's gold Honor Medal, one of American Savings' most prized possessions.

An Opportunity ■ The election gave the association the opportunity to bring the people of Southern California as many facts as possible about the personalities, the campaigns and the issues. We hoped that through our participation, citizens of our area would gain greater knowledge of the actual workings of our democratic processes.

Other events gave added weight to our plans. In California, the primary was shaping up as a hotly contested indicator of the national struggle as well as an event of statewide significance, and it was added to the list of what we would attempt to accomplish. Then, as we built the program, our attention turned to the conventions themselves. Their inclusion would give added insight into the two-party system, showing Democrats and Republicans in action as they selected their candidates and platforms, and announced their campaign plans.

Radio Is Picked ■ American Savings has always been a multi-media advertiser and we considered many factors before selecting radio as the primary medium to do the job for us. Dollar for dollar, we knew we could go farther with radio and have the added advantages of a medium that could capture the sounds and the drama of political history in the making.

Next we called in individual representatives of network stations in Los Angeles to find out if our plan would fit their programming. The results were overwhelming. Within a short but concentrated period of full cooperation from the stations, we were able to announce what radio oldtimers have called an unprecedented purchase of political coverage on three Los Angeles network

stations: KABC (ABC), KNX (CBS) and KHJ (Mutual).

A Five-Month Task ■ The three-way coverage which developed extended over a five-month period. It began with detailed coverage of the California primary and continued through both party conventions and into the last hectic days of the presidential campaign, concluding with the general election in November. The purchase provided radio listeners with more than 250 hours of election and political reporting.

Our commercials during the political programs were tailored to match the flavor and tempo of each of the principal events. Not once did we slap the side of a branch office or succumb to the temptation of delivering a potent hard-sell message to the people who were listening in.

Two of American Savings' biggest business periods of the year, July 1-10 and October 1-10, occurred during the five-month presentation. We took advantage of these periods, and the increased advertising and publicity activity which accompanied them, by fully merchandising the political package.

In addition to keying these increased activities to the broadcast coverage, we also offered educational free gifts which tied in with the general political theme.

Sets of three gifts were given without charge to all adults who visited our branch offices in July. The gifts included a convention and election handbook prepared by the CBS news staff; a two-foot map of the United States featuring historical data about, and pictures of all the Presidents, an explanation of the electoral college and space to tally state-by-state election night re-

sults; a political guide book prepared by the editorial staff of Encyclopaedia Britannica.

Uncertain as to what the public's exact response would be, we ordered an additional supply to have on hand just in case the reaction was even more favorable than expected. We needed all of the extra gifts.

Four Free Books ■ Armed with that experience we ordered 10,000 more gifts than our anticipated need for October. At that time we held a presidential party at each of our branch offices and offered visitors their choice of one of four free books including: a compilation of Lyndon Johnson's public expressions of policy and belief; Barry Goldwater's *Conscience of a Conservative*, the candidate's declaration of position and credo; John F. Kennedy's *Profiles in Courage*, a memorable book about the decisions made by men of state in time of crisis, and Clinton Rossiter's *The American Presidency*, a historian's view of our nation's highest office. By the time of the presidential election our inventory records showed that more than 170,000 gifts had been given away.

As we expected when we first considered the entire political presentation idea, we received letters. Fortunately, 98% of the mail we received indicated that the senders were pleased with what we were trying to accomplish.

We, in turn, were pleased with every phase of this special political-election year radio package. We entered into it with the belief that it was extremely important to bring Southern Californians as much information as possible about the candidates and the issues . . . and to let them share in the making of political history as America elected a president.



Anthony M. Frank is administrative vice president of First Charter Financial Corp. He is also vice president and director of advertising, public relations and branch operations for all First Charter subsidiaries, including American Savings and Loan Association, the nation's fourth largest savings association with resources of more than \$700 million and 17 offices serving Southern California. He joined First Charter in 1962, following extensive savings and loan industry experience.



*want your sales records
to blossom?
try WELI - the quality
station in new haven*

 **WELI**  *5000 watts 970 kc*

National: H-R Representatives, Inc./Boston: Eckels & Company



This nationally distributed Photo by Paul Huffman, Communicana Group News Staff.

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Television steals ANA spotlight

Harris's proposal of national TV policy sets corridors buzzing; Dunning sees FCC 50/50 rule as first step in government designs on all programming

The development of a "national television policy" with the help of a broad advisory committee proposed by Representative Oren Harris (D-Ark.) was the subject of most corridor conversations at the annual spring meeting of the Association of National Advertisers in Chicago last week.

The proposal (see page 29) eclipsed in interest a move of some ANA members to reassess all television advertising, possibly through some sort of "Hoover Commission" (BROADCASTING, May 3).

Television's failure to keep itself out of the defensive situation it is in today was emphasized by Harrison F. Dunning, president of Scott Paper Co. Warning the ANA of the threat of government control of television programming, Mr. Dunning cited the FCC's proposed program rulemaking as the first step in this campaign.

The new ANA study by Booz-Allen & Hamilton, intended to clarify management and advertising problems, reached as its cardinal conclusion the opinion that "in advertising, management gets just about what it puts into it (see page 36).

Although many of the 600 corporate, agency and media representatives attending the sessions are not deeply involved in television, the medium proved to be the most provocative subject under discussion.

The FCC's proposed 50-50 rule to curb network financial control of prime evening TV hours took up much of the one-hour closed meeting of ANA members late Tuesday afternoon but the discussion was mostly devoted to informative detail about the commission's plan rather than debate. Attendance was light.

Most Oppose FCC Rule ■ ANA members appeared generally to oppose any such restriction but their reasons varied greatly, indicating wide ranges of interpretation as to what the FCC rule might accomplish. One opinion appeared to be that the sponsors would at least like a better option than they

now have to get their own shows exposed by the networks but they don't want government to force it.

ANA officials expect to come up with some sort of alternative proposal to the FCC plan but what shape such an alternative will take is still nebulous. One idea had been the study commission similar to that which Congressman Harris has offered.

Reaction to Representative Harris's suggestion, however, also was mixed. Some pointed out that the committee

plan would only postpone the FCC's move for an indefinite time and during such a period the networks still might not loosen their economic power position on their own.

It was noted that when network representatives solicited ANA's support in opposing the FCC plan, the ANA was unable to get a counter-commitment or any encouragement from the network side as to possible voluntary alleviation of the issues.

Justice Mentioned ■ Not voiced from the floor but mentioned among corridor conversations at the ANA was the ultimate alternative of Justice Department interest in the problem, based on the 1949 movie industry consent decree which split control of both production and exhibition. Some felt the practices of the TV networks may be veering too far in this direction.

Mr. Dunning characterized the new threat of television program control as much more important than the cigarette labeling controversy. "Here the big guns are being loaded for an all-out assault," he said, "and the ironic thing is that television programming has made itself a prime target by its own acts."

Mr. Dunning felt all would agree that the major reason for the increase in advertising expenditures in the past 10 years and the successful introduction of so many new products "has been the evolution of television as an advertising medium. Certainly from the standpoint of nationally marketed packaged products, toiletries and hard goods, television is the magic advertising medium."

Yet, he said, "the whole future of television programming and its value to advertising is open to serious question." He felt the huge audience TV has built may eventually judge the medium guilty of negligence—brought about by TV's giving what it thinks the people want, creating a fictitious demand for lower standards and then venturing to satisfy them.

"We are being led into a terrible trap," Mr. Dunning said, "and the bomb

Harris hearings May 27

Hearings on the Harris bill to establish a "national television policy" and provide for the regulation of CATV will begin May 27, the House Commerce Committee announced last week.

So far, only two days of testimony are scheduled before the Communications Subcommittee headed by Representative Walter Rogers (D-Tex.). The FCC will appear on the 27th, followed by representatives of the CATV industry on the 28th.

If, as Representative Oren Harris (D-Ark.) has said, the bill is to be "more than a CATV bill," then the hearing should be more than a CATV hearing, and that would take more than two days. Everyone agrees that additional time will be required, but at the moment no one knows when the proceedings will resume.

When the FCC's informal conference with the subcommittee and most of the full committee was cut short by action on the House floor, members made it plain they wanted to discuss many of the present commission problems, and not just CATV (BROADCASTING, May 10). They'll be able to make a good start on the 27th.

TELEVISION STEALS ANA SPOTLIGHT *continued*

will fall when the government moves to obtain legislation designed to gain control of the content of programming." He considered the FCC proposal to limit network financial control of prime hour shows as the "first move" in this direction.

Even if the FCC proposal were adopted, the quality of the programs is not likely to be much improved, Mr. Dunning said, and "it may only complicate the problem even further."

Network Problems ■ Scott Paper, like other major advertisers, has had its problems with the networks in getting its own shows on the air, Mr. Dunning noted, but "the extension of government control in this area is not the solution."

If the government earlier in its TV allocation work "had moved forward on a less parochial basis," Mr. Dunning observed, "we would probably have at least four networks and even stronger competition than we have today, perhaps even pay television, and I would suspect far superior programming."

Frankly, Mr. Dunning explained, in a showdown "our company would rather pay a somewhat higher cost per commercial minute and see standards of programming elevated than we would like to see the control of this magnificent and powerful advertising medium come under even stricter bureaucratic control which I am sure would increase costs even further, directly or indirectly."

Concluding a voluntary boycott might be one alternative to the government method, Mr. Dunning told the ANA: "You as advertisers and agencies can certainly be influential in elevating programming at least a notch by simply not purchasing commercials on some of

the shows which have been appearing on the airways with even greater frequency and which are highly questionable. In fact there are three or four that are an absolute disgrace and I think any one of us would be embarrassed to try to justify them before any congressional committee."

Reason for Upgrading ■ Mr. Dunning hoped that those present who are involved in TV "truly feel the responsibility you bear in this matter and realize that the time is now here when we have to take the proper actions and fully defend them."

He also noted recent research that shows "there is a sound commercial reason for program upgrading." The evidence is mounting, he said, "that television is losing its appeal for the better educated, higher income population—and these are the people with the money to spend. Advertisers will take an increasingly dim view of television's ability to reach this rich market."

Devoting portions of his talk as well to warn of the government control extensions inherent in legislation proposed by Senator Philip Hart (D-Mich.), Mr. Dunning strongly opposed his so-called "truth in packaging" bill and the plan for a national Office of Consumers. "We are in a process of evolution," he warned, "which will soon find the public sector controlling everything and the private sector existing only at the pleasure of the public sector."

Collective Action ■ The only way to stop the trend and maintain "some degree of balance as well as marketing freedom," Mr. Dunning held, "is for the business community individually and collectively to take action. This means that marketing men in industry, in advertising agencies and in the vari-

ous media simply have to come to the forefront and place their philosophy and beliefs before the public eye."

On a similar note of warning, Gordon Edwards, president of Kraft Foods Co., said that "if advertising is to survive the attacks and scrutiny of those in government who question its economic value in business," the nation's major firms "must make sure our advertising contributes to successful operations—meets the test of good taste and ethical goals—and the tests of efficiency and effectiveness."

Noting that the food industry presently is in the midst of a comprehensive examination by the National Commission on Food Marketing, Mr. Edwards said the cost of advertising will be examined in detail and the advertising business should be ready to justify its functions.

Asking if advertising will have the support and sympathy of the public in this probe, Mr. Edwards said "it is essential that advertising, like major corporations, have public understanding if it is to survive in a modern society."

GE Ad Study ■ A preliminary report on the advertising effectiveness program at General Motors was given by Gail Smith, the auto giant's director of advertising and market research, but his outline of the complex project because of competitive necessity used only hypothetical illustrations which gave no hint of how any one medium rated against others. Currently the project is measuring some 150 advertising goals for the 11 marketing divisions of the firm that are participating, he said.

General Motors can now employ a "benchmark" wave of advertising research in September when new models are introduced and ad spending is high, correct any phase of the campaigns that are off-target, and then through the use of subsequent "waves" during the model year control the evolution of the drives



ANA session on better advertising measurements included (l to r): G. Maxwell Ule, technical consultant, Milwaukee Advertising Laboratory; Dr. Charles Ramond, technical director, Advertising Research Foundation; Gail Smith, director of advertising and market research, General Motors Corp., and John B. Hunter Jr., director of marketing services, B. F. Goodrich Co., and ANA vice chairman.



Opportunities for greater marketing efficiency were explored at the ANA by (l to r): Victor P. Buell, marketing vice president, American Radiator and Standard Sanitary Corp.; J. Emmet Judge, vice president-marketing services, Westinghouse Electric Corp.; Gordon Edwards, president, Kraft Foods Co., and Arthur C. Nielsen Jr., president, A. C. Nielsen Co.

Will advisory group help on TV policy? Harris says yes

The call for a "national television policy" was again raised by Representative Oren Harris (D-Ark.) last week—this time with a proposal for a blue-ribbon "advisory group" to help Congress establish that policy. Mr. Harris was speaking to the Association of National Advertisers, which held its spring meeting last week in Chicago.

The House Commerce Committee chairman singled out commercial length and frequency, network programming, multiple ownership, CATV, UHF, and ETV financing as "policy questions" the FCC has attempted to deal with "on the basis of two words contained in . . . the Communications Act. . . . These two magic words are the 'public interest'."

"It is my considered opinion," he said, "that these two words alone constitute too narrow and too insecure a basis for the commission to regulate this important resource. . . ."

Vital ■ "Television is too vital a medium to be regulated by seven men, or any number of men, without the guidance provided by Congress by means of a law which seeks to spell out reasonably specific and concrete national television policy goals and reasonably specific and concrete ways of reaching these goals."

Congress, he continued, needs help in establishing the policy. "For this purpose and to assist in such an undertaking, I suggest and would



Representative Harris
Welcomes industry help

propose the appointment of an advisory group on national television policy. The purpose of the advisory group would be to generate and evaluate alternative methods by which agreed upon goals . . . might be accomplished."

He suggested the group be composed of one member from each segment of the TV industry, listing as an example networks, affiliates, independent UHF's, independent VHF's, ETV's, CATV's, advertisers, agencies, producers, and station representatives. There should also be several "public members"—perhaps TV critics, communications lawyers, engineers, others designated by the FCC, and "perhaps some who have

had no previous direct connection with any segment of the industry," with one of the latter serving as chairman. He said he wanted to make it emphatically clear that it would represent no one segment or special interest.

Could Make Proposal ■ Mr. Harris said that such an advisory group *could* wind up previewing new legislation or a new communications act, but he doesn't necessarily intend it as such. Rather, he sees it as establishing policy guidelines for the FCC and the industry, so they may adhere more closely to the present act.

He cited "new rules and proposed new rules concerning community antenna television" as a case where the commission has not "demonstrated great competence and wisdom in properly discharging" its role as "an arm of the Congress." Mr. Harris has introduced a bill establishing procedures for CATV regulation and seeking a national television policy "which would determine the role to be played by CATV" (BROADCASTING, May 3).

He assessed the probable response to his advisory group proposal as "tremendous" from the academic world and not very enthusiastic from the FCC. He hopes that other segments of the public will be heard from, too.

Who will appoint the advisory group, if it is established, remains unclear.

to keep them on target.

Mr. Smith said that advertising as a marketing force "contributes to a sale" but never "insures" it. He also noted that "no one denies that the ultimate objective of advertising is to raise the level of preference for a product and hopefully to reap a benefit in terms of increased sales, but it does not necessarily follow that sales figures constitute a measure of advertising."

Another Viewpoint ■ Some disagreement over this view, however, was expressed by Dr. Charles K. Ramond, technical director of the Advertising Research Foundation, who explored reasons why advertisers should measure "both communication and sales effects" in their advertising.

G. Maxwell Ule, technical consultant to the Milwaukee Advertising Laboratory, reported on the technical organization and operation of that new research project undertaken by the *Mil-*

waukee Journal which also operates WTMJ-AM-FM-TV Milwaukee.

How to capitalize on the fragmentation of the consumer product market cited in the new ANA study was offered by Arthur C. Nielsen Jr., president of A. C. Nielsen Co.

Paul C. Harper Jr., president of Needham, Harper & Steers, stressed the "people" are the key element of any successful marketing activity and cited the creative challenge to management in properly using people.

Dr. Gary Steiner, University of Chicago and author of *The People Look at Television*, reminded ANA members their commercials will be much more effective if they don't contain implied or symbolic threats and avoid being insulting to the intelligence or cultural level of the audience.

Prof. William E. Porter, University of Michigan, urged major advertisers

to become more aware of the indirect influence of their advertising.

The growing role of packaging and corporate identity as powerful influence factors on the overall advertising scene was outlined by Russell Sandgren and Joseph Murtha, partners in Sandgren & Murtha. Another panel included advertising's role in helping public causes through voluntary work. Speakers were Edwin W. Ebel, vice president-advertising, General Foods Corp., and chairman of the Advertising Council; Robert S. Benjamin, board chairman of United Artists Corp and chairman of the United Nations Association; Elisha Gray II, board chairman of the Whirlpool Corp. and member of the Balance of Payments Advisory Committee to the Secretary of Commerce, and Robert P. Keim, assistant vice president, Chase-Manhattan Bank, and coordinator of the Advertising Council's campaign on balance of payments.



ANA's chairman, Tom McCabe Jr., marketing vice president of Scott Paper Co., chats with Paul Harper Jr., president of Needham, Harper & Steers and a convention speaker, and Peter Allport, ANA president.



Speakers included (l to r): Robert S. Benjamin, United Artists Corp.; Elisha Gray II, Whirlpool Corp.; Edwin W. Ebel, General Foods Corp., and chairman of The Advertising Council, and Robert Keim, Chase-Manhattan Bank.

NAB behind FCC plan to control CATV

BOARD VOTES 34 TO 3; WASILEWSKI SPELLS OUT POLICY IN ILLINOIS TALK

The battle lines were firmly drawn last week as the National Association of Broadcasters board of directors picked the ground it wishes to defend in seeking regulation of community antenna television.

By a 34 to 3 vote at its special meeting in Washington last Wednesday (May 12), the board announced support of the FCC's plan to put CATV under its jurisdiction; opposed Representative Oren Harris's (D-Ark.) bill on CATV as not being in the public interest "as presently written," and said the association "welcomes" congressional guidelines for the FCC.

The three resolutions were slightly watered-down from the suggested resolution passed by the NAB's Future of Broadcasting Committee at its May 8 meeting. The committee had flatly recommended support for the commission and opposition to the Harris bill.

The committee's recommendation, according to one board member, seemed "too flat and appeared to be a contradiction" to past NAB efforts. How, he asked, "do you kill a bill you've been asking for?"

But the general reaction was that the Harris bill was not what NAB had been seeking. It was considered by some board members to be poorly written and a bill that would favor CATV interests over broadcasters. Aside from this feeling on the bill, the NAB board was also concerned with trying to get some immediate action.

The current thinking among the board members is that prompt action on CATV is needed; the FCC offers this and the legislative process would take too long. Although, he said he wasn't pleased with the idea of allowing the

commission any more powers than it has, one board member said "anything is better than nothing and broadcasters need relief."

Wasilewski Speaks ■ On Friday (May 14), NAB President Vincent Wasilewski spelled out the board's action and the general NAB policy line on CATV in a speech before the Illinois Association of Broadcasters in Springfield.

He said the commission, in its CATV rulemakings, "has generally sustained the arguments and followed the recommendations" of the NAB because "NAB's position is valid—because our position equates basically with the public interest rather than solely with the broadcasters' or the CATV operators' interest."

Mr. Wasilewski described the board's action as a "clear course . . . to preserve and advance free broadcasting, while recognizing CATV's legitimate place as a supplementary service. Every broadcaster—radio and television—had a stake in the outcome."

The result of the board meeting and the committee meeting which preceded it, was the almost unanimous support the CATV plan received. The committee's resolution was adopted unanimously, although the two members most directly concerned with CATV—Richard Shafto, Broadcasting Co. of the South, and John Murphy, Crosley Broadcasting Corp.—were not present.

However, Mr. Murphy, a board member, was at the Wednesday meeting and his vote did not appear in opposition to the resolutions. The three voting against the resolutions were: David C. Adams, NBC-TV; William B. Lodge, CBS-TV and Loyd Sigmon, KMPC Los Angeles. Their votes were reported to be based

mainly on thinking that without congressional legislation, the commission does not have the jurisdiction to regulate CATV. This theory was advocated by Commissioner Lee Loevinger in his dissent to the commission's action at the time of the rulemaking.

The CBS vote against the resolution reflected a basic policy adopted by the network some time ago and reaffirmed during the CBS-TV affiliates convention two weeks ago (CLOSED CIRCUIT, May 10).

Salant View ■ Richard S. Salant, CBS Inc. vice president, told the affiliates in a closed session that CBS thought it unwise for broadcasters to seek federal controls for any service that did not use spectrum space. To request protection against CATV competition is to invite an intensification of federal controls over broadcasting, he explained. However, he added, CBS would not actively advance its position in either the regulatory or legislative procedures now underway.

The general consensus at the board meeting was that radio members, who did not have TV interests, were well aware that the identification "CATV" had become a misnomer and that 20 or more system operations could bring in outside AM or FM signals just as easily as they could bring in distant TV signals.

Concern among the radio members was reflected in the Future of Broadcasting's Committee decision to name a subcommittee to study Section 63 of the FCC's notice of inquiry on CATV. The commission noted that a radio station might "face serious audience fractionalization if a CATV system were to bring a number of competing aural

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TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

NAB BEHIND FCC PLAN TO CONTROL CATV continued

signals to its subscribers." The FCC asked for comments on whether such a problem now exists or may come up in the future and what appropriate rules are needed to take care of such a situation.

George W. (Bud) Armstrong, WHB Kansas City, Mo., John H. Lemme KLTJ Little Falls, Minn., and William Grove, KFBC-AM-TV Cheyenne, Wyo., will meet to discuss the section and recommend a course of action to the committee. Both the subcommittee and the committee hope to meet prior to the regular meeting of the joint board June 22-26.

Although favoring FCC action, the board was cognizant of the fact that it could not completely turn its back on the legislative proposal, as the Future of Broadcasting Committee had suggested. The committee's recommendation was for the board to "oppose enactment of HR 7715, a bill regarding the regulation of CATV systems." The board's resolution said "that the provisions of HR 7715 as presently written would not promote the public interest and therefore the NAB opposes its enactment."

Not Necessarily Final ■ However, the association made it clear that the FCC proposals weren't necessarily the final answer. The third resolution said the "NAB welcomes congressional guidance to the FCC in the exercise of its jurisdiction over CATV systems."

There had been some feeling expressed by board members that the FCC proposal and Harris bill should be separate items. However, the joint package was decided upon and gave the association, as one board member put it, a "position that is logical and defensive."

Of major concern to the NAB was the language of the Harris bill. In a memo to the board, Douglas A. Anello, NAB general counsel, noted that the bill called for the public's "access" to programs. The emphasis, he said, is "on programs and not on stations. Nothing is said about the importance of local service. Additionally, use of the term 'access' might be used to preclude the commission from regulating 'leapfrogging' on the theory that the more signals that could be relayed into a community, the greater the 'access to the greatest practicable diversity of programs'."

Mr. Anello questioned language that is "an attempt to pre-empt all phases of CATV." With this language, he said, "it can be argued that a city cannot deny a franchise" and when coupled with the section that prohibits the FCC from licensing CATV's, "leaves it very much up in the air as to who will control the grant of systems."

90-Day Clause ■ The NAB counsel also hit the bill's hiatus feature, that provides no regulation taking effect for 90 days. He noted that the Administrative Procedure Act provides for only a 30-day stay. "There would appear to be no reason to single out CATV regulation from other kinds of regulation under the Communications Act for special treatment," he charged.

Mr. Anello pointed to other language in the bill that "would appear to make it impossible for the FCC to handle any CATV questions on a case-by-case ap-



Mr. Wasilewski

proach if it is considering the adoption of rules. This section appears to be striking at the commission's handling of CATV microwave authorization . . . Had this paragraph been in effect, I doubt if the commission could have made nonduplication agreements a condition precedent to the grant of a microwave application."

Commenting on the bill in general, Mr. Anello said he felt "any legislation in this area should be a confirmation of the power of the commission to act rather than a grant of new powers . . . If CATV regulation stems from a new grant of powers by the Congress, it might be possible to argue that all previous commission actions have been illegal."

Although some board members weren't sure the commission has the jurisdiction to regulate CATV's, there was a feeling that if the FCC goes ahead and assumes it has the authority, by the time the policies go through a congressional hearing, they would be established and would have to be lived

with.

One board member cited the Commission's Sixth Report and Order setting up the TV allocations plan as an example of such action. The FCC set up the allocations and by the time congressional hearings into the subject were held, it was too late to change the allocations structure radically.

In his Illinois speech, President Wasilewski spelled out the board's intent. He said broadcasting is regulated and CATV is not regulated. The commission's action, he noted, "simply equalized matters—bringing the new, unregulated portion under the same umbrella as broadcasting. It would be for the same reason—the overall public interest."

He said the NAB recognizes "the authority of Congress to impose any legitimate restrictions" it feels are needed on commission actions, but that "the FCC route meets the need for timely action on the problems."

The NAB president said the basic question involved is shall "CATV be a supplementary service to our present broadcasting system, or shall its development be permitted to radically change American broadcasting?"

Part Way ■ He said the commission's proposed rules go a "long way toward resolving many of the thorny problems" now existent between broadcasters and CATV operators. However, he noted, the future course of CATV is still to be determined and there are several questions still to be answered which are "crucial" in the "long-run development" of American broadcasting.

■ "Whether the entry of CATV into large markets should be permitted (and, parenthetically, what effect it would have on UHF development)?"

■ "Whether a CATV system may bring in radio or television stations from a distant city?"

■ "Whether a CATV system should be allowed to originate programs and commercials?"

■ "Whether a CATV system should be allowed to engage in a pay-television operation?"

■ "Whether cross-ownership between broadcasting stations and CATV systems should be permitted?"

■ "Whether there should be requirements that nearer stations be carried in preference to more distant ones?"

■ "Whether radio can be protected, and if so, how?"

He said the NAB's basic line will be to urge Congress and the FCC to hold their "historic position that the public necessity requires local stations, responsive to the needs, tastes and interests" of their own communities.

Mr. Wasilewski said there was concern among broadcasters over whether CATV would remain a supplementary



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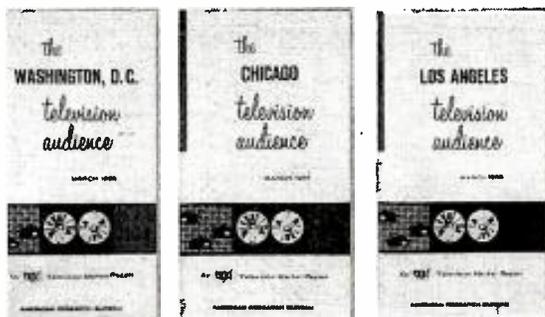
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picture?



service as it started out to be, or whether it will use "as its principal and most lethal weapon, our own programing" to destroy the present system of free broadcasting.

Threat Posed ■ He called upon the radio broadcasters to be cognizant of the threat they face from CATV systems. There is nothing, he said, stopping a CATV operator from bringing in major city radio signals where stations "are better able to afford more luxurious music libraries, high-priced talent, perhaps some nationally known, more experienced announcers, and more fully manned and equipped news departments. That's pretty tough on a small daytimer—particularly if the CATV does not choose to carry his station."

The NAB president noted there are now about 1.2 million homes being served by about 1,300 CATV systems. Presently, he said, CATV is not eco-

nomical to feed rural areas. Thus, it is unlikely that farm families will receive programs via CATV. He charged this "ignores an important element of our society" and, goes opposite to the original purpose of CATV, which was to bring TV service "into remote communities which otherwise could not get it."

This reflects a change in the "objectives of some CATV operators," he charged. Today there are CATV operators who seek franchises in New York and Los Angeles and who "dream of linking the two cities together and feeding programs to every city and town in between," the NAB president said.

Frank Thompson, vice chairman of the National Community Television Association, also told the Illinois broadcasters Thursday (May 13), that the introduction of the new community antenna

TV bill by Representative Harris has produced a "brand new ballgame" for both the broadcasters and the CATV industry.

"The CATV industry is convinced that while it will be regulated by the FCC—and it has no objection to that—the Congress will lay down the criteria for such regulation," Mr. Thompson said, and "that is all we ask."

"We know that the Congress will set standards," he continued, pointing out that all the CATV industry wants "is a fair shake."

The broadcast industry, Mr. Thompson said, "would do well to cooperate with the Congress and the CATV industry in making sure that the public has access to as many sources of information and as many TV channels as possible—short or injury to local broadcast stations to the point that it injures the public interest."

BROADCAST ADVERTISING

Government zeroing in on all advertising

Long heralded Booz-Allen & Hamilton report says trend should concern advertisers, agencies

A prediction that the government's attention to advertising can be expected to increase was set forth in a report to the Association of National Advertisers meeting in Chicago last week in a special management study by Booz-Allen & Hamilton.

"Criticism and suspicion of advertising will continue," it said, "from sources ranging from the consumer—as evidenced by the popularity of recent books about 'Madison Avenue'—to the government, through a montage of investigation and proposed legislation."

The study warned that the present intensity of activity "promises continuation of a trend that should be of paramount concern to advertisers and agencies. Advertising has been getting its eyes blackened from every quarter and the industry's actions have been insufficient to prevent this thus far."

Other findings of the ANA study:

■ Television, as far as national advertisers are concerned, has become the largest single component of the industry and the networks "will become increasingly able to make independent management decisions."

■ A great many advertisers are re-examining their present systems of agen-

cy compensation, a fact of which not too many agencies are aware.

■ Agencies are stepping up the charging of fees to compensate for the profit squeeze not covered by the historic 15% media-paid commission system which

will continue as basic income.

■ With a rising threshold of "consumer inattention" and the difficulties of using mass media to reach increasingly fragmented market segments, there might well be a "leveling off, or even a reduction in the proportionate share of commissionable advertising in total marketing costs" as advertisers seek new avenues to reach prospects. Total advertising, and the total in each category would continue to increase, it was indicated.

■ More agencies probably will go public. There is new hope for smaller, more creative agencies. Improved research capability will give an agency a "strong competitive edge."

■ Most of the perennial complaints about low creativity in advertising and

BAR estimates for 14 markets

Estimates of the dollar volume of nonnetwork television business on the air in 14 U. S. markets during the week ended April 23 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors, and makes estimates for, about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the num-

ber of stations monitored. The dollar figures are BAR's estimates of all national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended April 23:

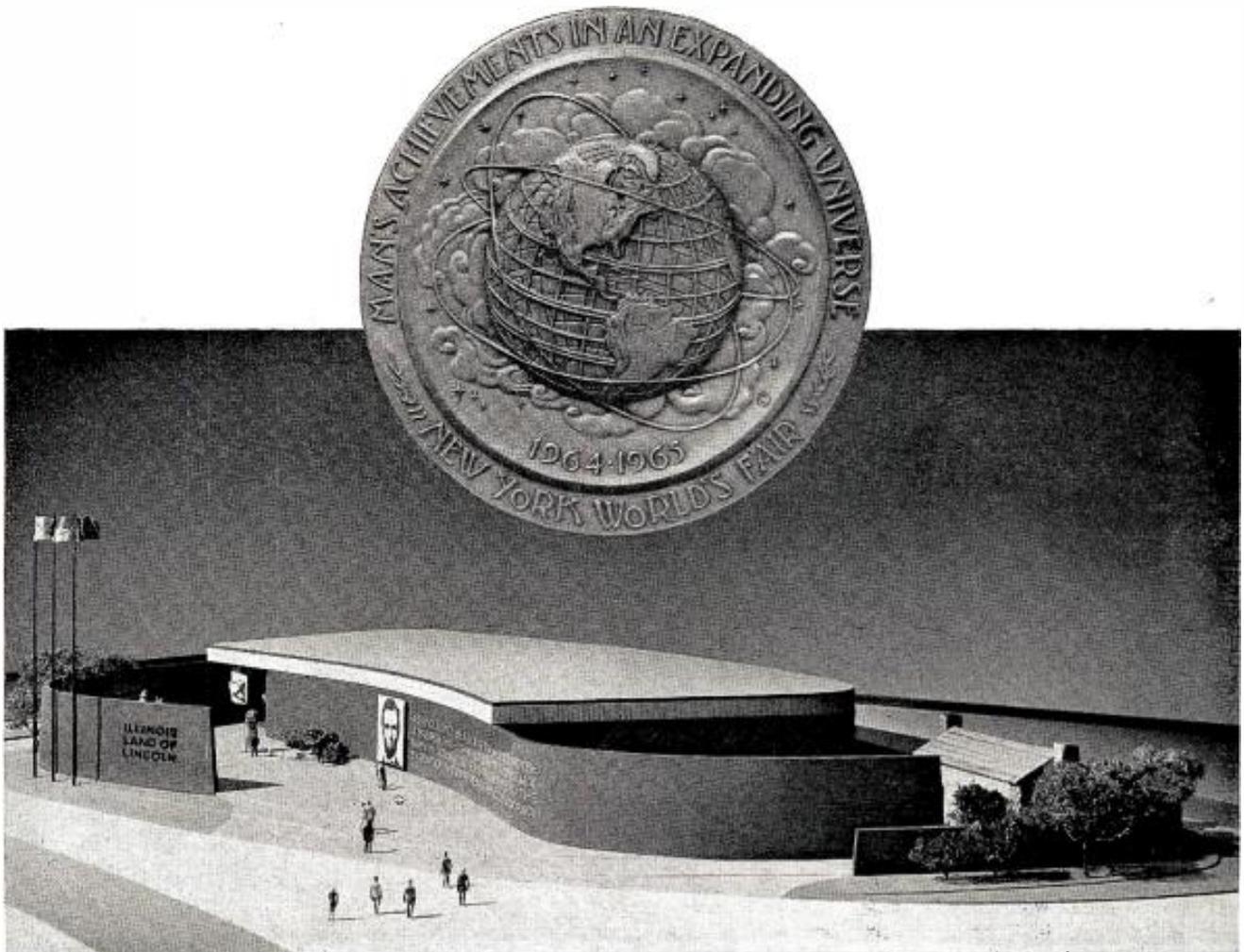
Amarillo, Tex. (3)	\$55,214
Cleveland (3)	496,352
Denver (4)	213,021
Ft. Wayne, Ind. (3)	72,670
Greensboro, N. C. (3)	93,189
Hartford, Conn. (3)	379,542
Little Rock, Ark. (3)	72,700
Los Angeles (7)	1,977,664
Memphis (3)	123,991
Pittsburgh (3)	470,648
San Antonio, Tex. (3)	102,007
San Diego (3)	179,245
Syracuse, N. Y. (3)	219,251
Wheeling, W. Va. (2)	67,129

We went to the fair... WGN went to the fair to support the participation of Illinois, the great Prairie State. We are gratified to note that the Illinois "Land of Lincoln" Pavilion has been judged one of the most popular and rewarding attractions there.

We are pleased to acknowledge the Silver Medallion, presented by the New York World's Fair Corporation, recognizing WGN's contribution via radio broadcasts and television features.

WGN is honored by and always welcomes the opportunity to work with men of sound vision and firm determination—in Illinois, in New York, or anywhere.

WGN
RADIO · TELEVISION



The Illinois Pavilion

Commission, Lakeland, Fla., through Campbell-Ewald, Detroit; **Chapstick Division of Morton Manufacturing Corp.**, Lynchburg, Va., through Cargill, Wilson & Acree, Richmond, Va., and **The Wurlitzer Co.**, through Clinton E. Frank, both Chicago. NBC Radio's Executive Vice President Stephen B. Labunski said the sales represented \$850,000 in billings. Wurlitzer will be sponsoring on the network for the first time.

The Coca-Cola Co., Atlanta, through McCann-Erickson, New York, is participating in CBS Radio's *Dimension*, *CBS Radio Network News* and various sports programs, May 15 through Sept. 7. Coca-Cola has ordered 207 participations during this period.

Denver Dodge Dealers Advertising Association through BBDO, Los Angeles is sponsoring the *Bill Howard Sport Show* on 42 stations of the Intermountain Network, Mon.-Fri., 7-7:15 a.m., using 60-second commercials on alternate days. Group is made up of 112 dealers in Colorado, New Mexico and Utah, plus parts of Wyoming, Idaho and Nebraska.

Admiral Corp., through Campbell-Mithun, both Chicago, plans a \$9 million advertising campaign during the second half of the year with emphasis upon network TV, magazines and newspapers. The firm will use a heavy schedule on NBC-TV beginning in the fall.

Cover Girl, through Sullivan, Stauffer, Colwell & Bayles, New York, will use a multi-million dollar network television and spot radio campaign to promote its Cover Girl make-up this summer.

Cities Service Oil Co., Tulsa, Okla., through Lennen & Newell, New York, will participate in NBC-TV's *Today* and *The Tonight Show* starring *Johnny Carson*, beginning late this month and continuing until December. Participations are part of campaign serving to introduce a new brand name, CITGO for the company (BROADCASTING, May 10).

Oldsmobile Division of General Motors Corp., Lansing, Mich., through D. P. Brother & Co., Detroit, plans intensive spot radio campaign to promote 14th annual National Golf Day "Round of Champions" May 31 which it will sponsor live in color on NBC-TV plus NBC Radio.

Van Camp Sea Foods Co., Long Beach, Calif., through Guild, Bascom & Bonfigli, Los Angeles, will use TV spots in major markets in a summer campaign for Chicken of the Sea tuna, starting in mid-June.

RAB presidency still unsettled

David gets added stripes as interim chief; board approves ARMS fund plan

Miles David was promoted to executive vice president and general manager of the Radio Advertising Bureau last week and was also named to operate the organization until a new president is chosen.

Mr. David will take over the operating responsibility June 1, when Edmund C. Bunker, now president, leaves to become vice president and national director of broadcast for Foote, Cone & Belding, New York (BROADCASTING, Feb. 15). Mr. David currently is RAB's administrative vice president.



Mr. David

The move was voted by the RAB board at a meeting in New York Tuesday after the presidential selection committee reported it had not yet come up with a nomination. Board members said afterward that the committee had several prospects under consideration and that there appeared to be a board expectation that final selection might be made within 60 days, or by "about midyear."

One source indicated that the prospects currently being considered by the committee were not identified even to the board. Several sources reported, however, that there appeared to be widespread agreement that the new president should be what one called "a top man in every respect."

The specifications described by these sources suggested a man with a background probably encompassing more than broadcast operations, an ability to "open doors and get an audience" at high advertiser and agency levels, as well as having a deep belief in radio and the ability to "sell" it.

There also were indications that some board members may be thinking of a plan similar to the one recently adopted by the National Association of Broadcasters, with the top spot to be rotated annually among prominent radio broadcasters, but this suggestion was not submitted at the board meeting.

The board's committee to select a

new president, reportedly with power to hire him, is headed by Harold Krelstein of the Plough Stations, who also is the RAB board chairman. Other committee members include Victor C. Diehm, WAZL Hazelton, Pa.; Weston C. Pullen Jr., Time Inc., and Lester M. Smith, KJR Seattle.

The board members expressed confidence in the ability of Mr. David who has been a key figure in RAB policy matters as well as administration, to keep the operation in full swing.

Money for ARMS ■ The board also approved a plan for RAB management to raise part of the funds for the joint RAB-NAB All-Radio Methodology Study by soliciting contributions from major broadcasters. Authorities said the goal for contributions is \$90,000. The ARMS project, currently in progress, is expected to cost \$250,000 or more, of which the NAB is putting up \$75,000. If \$90,000 is raised by contributions, RAB's share thus would be about \$85,000.

President Bunker told the board that "we have already received pledges of substantial contributions and during the rest of this month I plan to concentrate on contacting major broadcast firms so that we can complete the financing of the ARMS project, which I regard as of major significance for the future of radio." Objective of the ARMS project is to find a method or methods for obtaining complete measurement of radio's total audience.

Two new members were added to the RAB board: C. George Henderson, wsoc Charlotte, N. C., representing the Cox Stations, and Daniel P. Weinig, wpat Paterson, N. J., representing the Capitol Cities station group.

The session was said to be the largest board meeting in RAB history, with 31 of the 32 members, aside from the two new ones, taking part.

Rep. appointments . . .

■ KCMO Kansas City, Mo.; CBS Radio Spot Sales, New York.

■ WEAR-TV Mobile, Ala.-Pensacola, Fla.: The Katz Agency, New York.

■ KCKC San Bernardino, Calif.: Broadcast Time Sales as representative east of the Rocky Mountains and J. A. Lucas Co. as representative on the West Coast.

■ KRKO Everett, Wash.: Bernard Howard & Co., San Francisco.

■ KEYJ Jamestown, N. D., and KHAK Cedar Rapids, Iowa: Mid-West Time Sales, St. Louis, as regional representative.

■ KPRO Riverside, Calif.: George P. Hollingbery Co.

If no one in your agency is using *wmca* you have a chance for a vice-presidency.

If you are *not* a man who trusts his own judgment maybe you should read Sartre, instead of this advertisement.

But if you are ready to consider facts and forget prejudice, you were vice-presidential material to begin with.

We know you'll read on.

Now let's face facts. *WMCA* does play "swinging" music. We do. We play hit music all across the board, all week.

This music is very expensive to hear at night spots like Shepherds or the Stork. It's possible that you might not want to hear it if we paid *you*. But an overwhelming audience of responsible, financially sound people enjoy it.

Naturally, an audience as large as ours

offers a cross-section of the population. So *WMCA* brings you all kinds of people. Of course, there are teenagers. And housewives. More housewives listen to *WMCA* between noon and 6 p.m. than to any other station in the New York area.*

WMCA excites and stimulates people. It turns people on. And this vast audience really reacts in turn, at the point-of-sale. Advertisers have the sales records to prove it.

So if nobody is including *WMCA* on the schedules at your agency, you have a great chance to look exceptional.

Those of you who are exceptional will recognize the validity of our story.

Those who aren't will follow later.

wmca turns people on.

(AND ALL KINDS OF WONDERFUL PEOPLE TURN ON *wmca*.)

the straus broadcasting group
415 madison avenue,
new york, n.y. 10017 (212) MU 8-5700
wmca—new york—570 kc
represented by robert e. castman & co., inc.



*ADVERTISERS AND THEIR AGENCIES ARE REFERRED TO SURVEY REPORTS FOR DETAILS. DATA QUOTED OR DERIVED FROM AUDIENCE SURVEYS ARE ESTIMATES SUBJECT TO SAMPLING AND OTHER ERRORS.

"I'm going out to have an abortion
if you don't do it.
It probably'll be done badly.
I may die."



Last April 5th between 10 and 11 pm, a woman described the arrangement, the method, and the after effects of her illegal abortion to a CBS Television Network audience.

During the course of the program four other women, two of them married, described their experiences. CBS newsmen reported on the workings of abortion rings and other unlovely facts that they had uncovered. A convicted abortionist told his story. Other doctors cited cases and expressed sharply conflicting opinions. So did lawyers and clergymen. And the parents of a college girl told what they thought and how they felt when—after complications set in—their daughter told them that she had had such an operation.

The next day newspaper reviewers reported on the program. Their almost unanimous verdict. repeat it.

The day after that The New York Times ran an editorial commending the program.

And all week long letters poured in. Many, many of them were thank you letters. From doctors. From lawyers. From clergymen. From a woman who said only "Thank you, thank you, thank you. CBS for last night's 'Abortion and the Law, (signed) A Woman.'" And from a 16-year-old high school sophomore who ended her letter with this comment: "I think I can truthfully say the abortion problem surrounds me—being a teenager."

But not all the letters said thank you. There were some viewers who were angry. Some who were deeply offended because we dared to present such a subject.

Like any other network, we are sensitive to criticism. We do not like to offend our viewers. But ...

When abortion becomes so widespread that a teenager can write in and say "the abortion problem surrounds me," we think it is high time that that subject be open to discussion.

And when, as one of our newsmen revealed, the laws which govern abortion in this country are broken an estimated one million times a year—3,000 times a day—we think it is high time that those laws be open to discussion.

And if those laws are to be discussed, we think it is our obligation to put the facts—as frankly as possible—before as many people as possible. Because, as we see it, before a man opens his mouth, he ought to open his eyes.

Which is why we have applied, and are going to continue to apply, the same open-eye policy to other controversial (and sometimes distasteful) subjects which urgently affect the public interest.

Which is why—for the benefit of those who missed it last time—we are repeating "CBS Reports: Abortion and the Law" Monday night, May 17.



Freberg hits ads at SRA meeting

Sees radio as the refuge from 'mediocrity' of TV;

Edward Grey of Interpublic gets leadership award

Stan Freberg unlimbered his own brand of humor last week to club mediocrity, incredibility and hard-sell in advertising.

He also got in a couple of strong plugs for radio—as a “matchless medium” that can “really communicate for an advertiser” and also as a way to avoid “being buried in the avalanche of TV commercials.”



Mr. Grey

Mr. Freberg, who created the radio-promotion commercials for the Station Representatives Association that are currently being used on stations throughout the country, was chief speaker at the SRA's eighth annual awards luncheon, held Tuesday, May 11, in New York.

In the awards ceremony Edward A. Grey, senior vice president of the Interpublic Group of Companies Inc., New

York, was presented the Gold Key award for outstanding leadership in advertising; Harry Martin of William Esty Co., also New York, received the Silver Nail Timebuyer of the Year award, named for Frank Silvernail, retired BBDO executive; and Richard Courtney Grahl, who retired in 1962 after 20 years as head timebuyer at Esty, received a special award of honor for contributions to broadcasting.

James Foley, Kenyon & Eckhardt, was named Chicago Timebuyer of the Year. He accepted his award April 28 at a luncheon of the Chicago chapter.

Mr. Freberg, who described himself as a humorist-satirist currently devoting 90% of his time to advertising, attacked what he called a “type of Procter and Gambolian thinking” that believes viewers “will sit enthralled for the full amount of the client's allotted commercial time out of respect for the excruciating amount of money paid for this air time.”

Advertisers, he said, hire agencies but still cling to hard-sell, while “the

average agency, if it does know how to communicate, rarely deems it necessary to fight for anything fresh, wild, inventive or artful, for fear of rocking the boat and/or their 15%.”

“From where I stand,” he continued, “it seems terribly obvious that if an advertiser wishes to break through the mediocrity barrier, he dare not be anything but artful.”

Mr. Freberg showed and poked fun at two Procter & Gamble TV commercials (for Ice Blue Secret deodorant and Head and Shoulders shampoo) as “typical examples of the flaying of credulity.”

“Companies like Alberto-Culver, Bristol-Myers, Colgate and Procter & Gamble,” he said, “use what I call the ‘Invasion of Normandy’ technique, with wave after wave of commercials striking at the viewer's head each evening of his life.”

He also played several of his own radio commercials, for Contadina tomato paste, Chun King chow mein, Accent and Coca-Cola, as well as the SRA spots, as “some examples of how radio can be used to its best advantage.”

“There's no limit to what you can do with radio,” he asserted. Moreover, he said, “from the consumer's standpoint radio may also, in the end, turn out to be the only refuge from the likes of that idiot who comes riding through their living rooms in a suit of armor every five minutes.”

Lloyd Griffin, president of Peters, Griffin, Woodward and of SRA, presided at the luncheon. The plaques and citations were presented by Robert Eastman of the company bearing his name, chairman of SRA's 1965 awards committee.

What's wrong with drug commercials?

Professional endorsements for the “reliability of unreliable self-medication advertising” is complicating the job of commercial clearance for drug and related products. Stockton Helffrich, manager of the New York office of the National Association of Broadcasters Code Authority, told the 14th annual Rutgers University Pharmaceutical Conference in New Brunswick, N. J., last Wednesday that some researchers, both in and out of medicine, support questionable copy and make the clearance job more difficult.

He noted that the TV code's men-in-white rule recognizes that doctors and others in health fields do not ethically recommend specific foods or drugs for the whole populace. It is not easy to

Network TV billings for 1st quarter

The first quarter network TV billing figures, released by Television Bureau of Advertising, showed a 1.5% decline in nighttime totals. Some network officials said last week they were puzzled by the drop. Others said the figures at first glance appeared to indicate a slight softening. Still other network officials asserted that they were led to believe that the first quarter net time and

program billings shown for 1964 had been overestimated, and these same officials (with a network other than ABC) said further that it was apparent that ABC's first-quarter business this year had been underestimated. TVB spokesmen said they could not explain the decline. Network TV billings are compiled by Leading National Advertisers and Broadcast Advertisers reports.

NETWORK TELEVISION NET TIME and PROGRAM BILLINGS
by day parts
(add 000)

	MARCH			JANUARY-MARCH		
	1964	1965	% Chg.	1964	1965	% Chg.
Daytime	\$ 27,027.3	\$ 29,497.5	+ 9.1	\$ 81,102.4	\$ 87,384.8	+7.7
Mon.-Fri.	20,083.5	22,339.5	+11.2	59,282.8	64,351.5	+8.6
Sat.-Sun.	6,943.8	7,158.0	+ 3.1	21,819.6	23,033.3	+5.6
Nighttime	78,203.1	77,731.6	- 0.6	226,599.9	223,249.9	-1.5
TOTAL	\$105,230.4	\$107,229.1	+ 1.9	\$307,702.3	\$310,634.7	+1.0
		1965		1964		% Chg. '65/'64
January		\$105,252.6		\$103,667.0		+1.5
February		98,153.0*		98,804.9		-0.7
March		107,229.1		105,230.4		+1.9

(Source: TVB/LNA-BAR)

*February figure adjusted as of May 5, 1965.



Best picture of the year.

Winner: The 6 O'clock KNBC News. *The reward:* A Certificate of Excellence for the best news program in California, awarded by the California Associated Press Television and Radio News Association, in this year's News competition. *The men who made it possible:* Producer Bruce Cohn—and Reporters Jack Latham, Dick John, Bill Brown, Elmer

Peterson, and Chick Hearn. *The significance:* Southern California's television audience gets the best news coverage in the state on KNBC. Weeknights at 6 in color. Channel 4.

Los Angeles' Community-Minded Station
KNBC  **4**
OWNED

distinguish between "copywriter hyperbole" and scientific fact in some professional endorsements, he said, and asked to what degree media should be held accountable for "advertising vulnerabilities" when these "medicine men" continue to get away with it without sufficiently strong sanctions being applied.

Mr. Helffrich listed five points for self-regulation in broadcast advertising:

- More demonstrations should reveal the actual effectiveness of products in use.

- Testimonials should be limited to reflecting "objective realities, not unique experiences of atypical and incompetent advocates."

- Products should be sold on their own merits, not by knocking the competition.

- Surveys and clinical data supporting ad claims should be adequate as to sample size, necessary controls, basic test design and significance of results.

- Bona fide backing of claims should be made available to the media by advertisers.

There's more radio curiosity among admen

Radio is finding open advertiser doors and the curiosity for information and ideas is spreading from the advertiser to the agency, Maurie Webster, vice president and general manager of CBS Radio Spot Sales, told the Washington State Association of Broadcasters Monday (May 10).

He said big firms like Colgate-Palmolive, American Home Products, Lever Bros. and General Mills indicate the general increase in radio interest which is extending beyond basic numbers and cost-per-thousand to matching audiences with product profiles.

Mr. Webster urged stations to "work energetically" to make "good news that other media, newspapers and magazines will carry." He suggested a radio commercial workshop for agencies and clients with all stations in a market working together to set it up.

Howard H. Bell, director of the National Association of Broadcasters Code Authority, called for more research to guide future development of the TV code. He said the NAB research department is working on a project to see if it can learn more about viewer irritation. Among the irritations he cited were frequency and unpredictability of interruptions and loudness of commercials.

He cautioned the broadcasters not to consider research as a solution but a means to an end. If research were cut and dried, Mr. Bell said, "we could abandon any reliance we place on judgment, reason and experience."

NBC-TV reports daytime sales boom

NBC-TV said last week that it recorded \$17 million in daytime business in April, representing the largest one-month total of daytime sales in its history. Also reported: \$5 million in daytime sales in the first week of May.

Major advertisers placing new business with the network include Purex Corp., Lakewood, Calif. (through Edward H. Weiss & Co., Chicago); Whitehall Laboratories Division of American Home Products, New York (Ted Bates & Co.); Mars Candies Inc., Chicago (Needham, Harper & Steers, Chicago); Warner-Lambert Pharmaceutical Co., Morris Plains, N. J. (Lennen & Newell, New York), and Ralston Purina Co., St. Louis (Gardner Advertising, St. Louis).

Advertisers ordering major renewals on NBC-TV daytime programs include Procter & Gamble Co. (Young & Rubicam, New York); Colgate-Palmolive Co., (Bates), and General Mills Inc. (Dancer-Fitzgerald-Sample).

Aerosol soft drinks plan TV introduction

Bunlap Corp., Los Angeles, through Recht & Co., Beverly Hills, Calif., has started saturation campaigns on children's TV shows in St. Louis and Los Angeles for two new Aerosol soft drink products—Touch 'N Shake and Touch 'N Malt.

Since teen-agers and sub-teens seem the best prospects for Touch 'N Shake and Touch 'N Malt, the company and its agency decided to use TV shows with juvenile appeal to carry the introductory advertising. Al Buffington, account executive at Recht, said last week. The advertising started May 3 in St. Louis with a schedule of 22 spots a week on KMOX-TV, KSD-TV, KPLR-TV and KTVI(TV). The following week it began on KCOP(TV), KABC(TV), KHJ-TV and KTTV(TV) all Los Angeles, with a total of 38 spots a week.

The plan is to continue these schedules and to move into new markets as distribution expands, Mr. Buffington said.

Also in advertising . . .

Moving ■ John Blair and Co., moves San Francisco office from 155 Sansome Street to 650 California Street, on June 1. Phone number for the television division is 434-2392; for the radio division, 434-3272.

Name change: Office move ■ Stemmler, Bartram, Tsakis & Payne Inc., St. Louis,

has promoted Harry N. D. Fisher, the firm's vice-president for public relations, to a principle and changed its name to Stemmler, Bartram, Fisher & Payne. The agency's new offices are in the Louderman building, 317 North 11th Street. Phone: Garfield 1-3555.

Atlanta ad building ■ Chuck Shields Advertising Inc., Atlanta, is building a \$50,000, 3,200 square-foot office building. The building, due to be completed in August, was designed by Craig Ellwood of Los Angeles.

Balancing payments ■ The Advertising Council, in cooperation with the U. S. Department of Commerce, will launch a campaign on radio-TV and other media to explain the balance-of-payments problem and what the public can do to help. Ted Bates & Co., New York, is the volunteer agency. The council estimates that several million dollars worth of public service advertising will be contributed to the program.

Trade advertising ■ WFAS Hartsdale, N. Y., which has begun trade advertising on its station, last week began broadcasting ads of its first out-of-town station client, WLS Chicago. The campaign for WLS features 12 one-minute announcements a week and will run two more weeks. Spots present a message from WLS to advertising people living in and near Westchester, which is in the New York suburban area.

Volkswagen and Jergens buy into '65-'66 season

Volkswagen of America will move heavily into prime-time television in 1965-66 with participations in a total of 13 network programs.

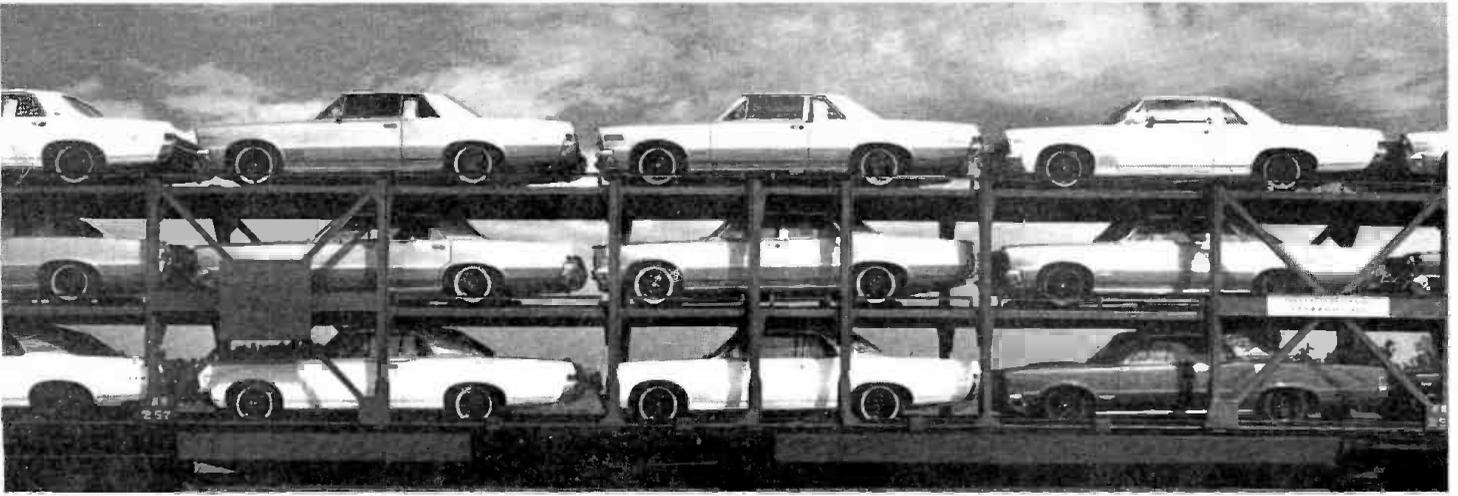
On CBS-TV Volkswagen will participate in *The Steve Lawrence Show*, *Thursday Night Movies*, *The Wild, Wild West*, *Slattery's People* and *Gunsmoke*.

ABC-TV programs bought by Volkswagen are *The Big Valley*, *Amos Burke*, *Secret Agent*, *Sunday Night Movies*, *Voyage to the Bottom of the Sea* and *ABC's Wide World of Sports*.

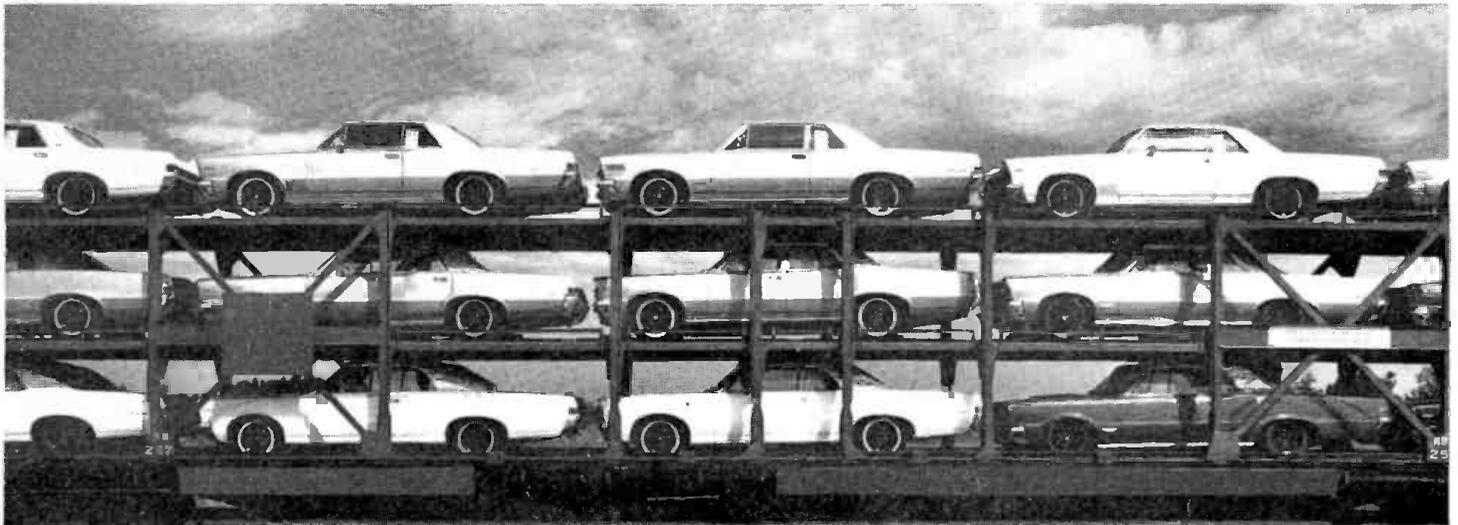
On NBC-TV Volkswagen will participate in *Laredo*, *The Man from U.N.C.L.E.* and *Saturday Night at the Movies*.

The agency for Volkswagen is Doyle Dane Bernbach.

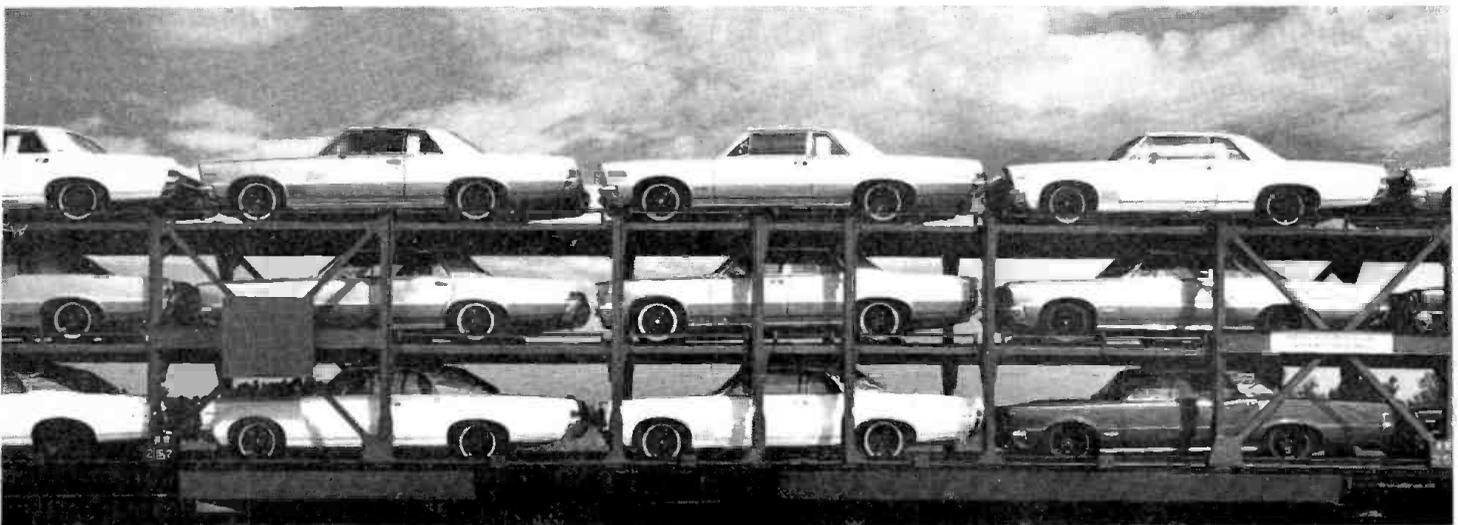
Other new business for 1965-66 announced by NBC-TV last week was from the Andrew Jergens Co. Jergens, through Cunningham & Walsh, will participate in *Hullabaloo*, *Tuesday Night at the Movies*, *The Virginian*, *Dr. Kildare*, *Camp Runamuck*, *The Man from U.N.C.L.E.*, *Saturday Night at the Movies* and *I Dream of Jeannie*.



RACK 'EM UP! 3,000,000 NEW AUTOMOBILES A YEAR



RIDE FASTER AND CHEAPER ON THE RAILS



New ideas are as vital in today's railroading as they are in reporting. One of the latest railroad innovations is the multi-level automobile rack car. Last year, more than 3,000,000 new motor vehicles rode to market on rack car freight trains, arriving swiftly, safely, and at far less cost. Each of these trains can carry as many as 1,800 new autos at a time. If moved over the highway, one such shipment would require 300 trucks. The rack car train is an example of how the taxpaying railroads are shaping the transportation future, how they are winning new business with new and better ideas, and providing better service for the American public.

ASSOCIATION OF
AMERICAN RAILROADS

What's going on at
HARRIS-INTERTYPE
in the world of accelerating technology

On the opposite page is a photograph of a glass character disc, one of the many exciting features of Harris-Intertype's new *Fototronic* . . . an electronic phototypesetting system that sets type 50% faster than any other equipment commercially available! It symbolizes H-I's accelerating technology — a vital force that radiates not only into advanced printing and publishing equipment, but also into advanced broadcasting and other electronic products. So look to Harris-Intertype for a flow of products with a future . . . to keep you competitive, to make your future more productive.



HARRIS-INTERTYPE CORPORATION

General Office: 55 Public Square, Cleveland, Ohio 44113

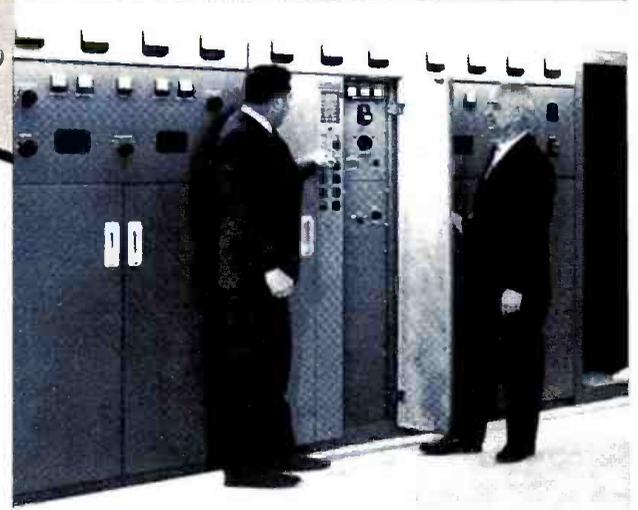
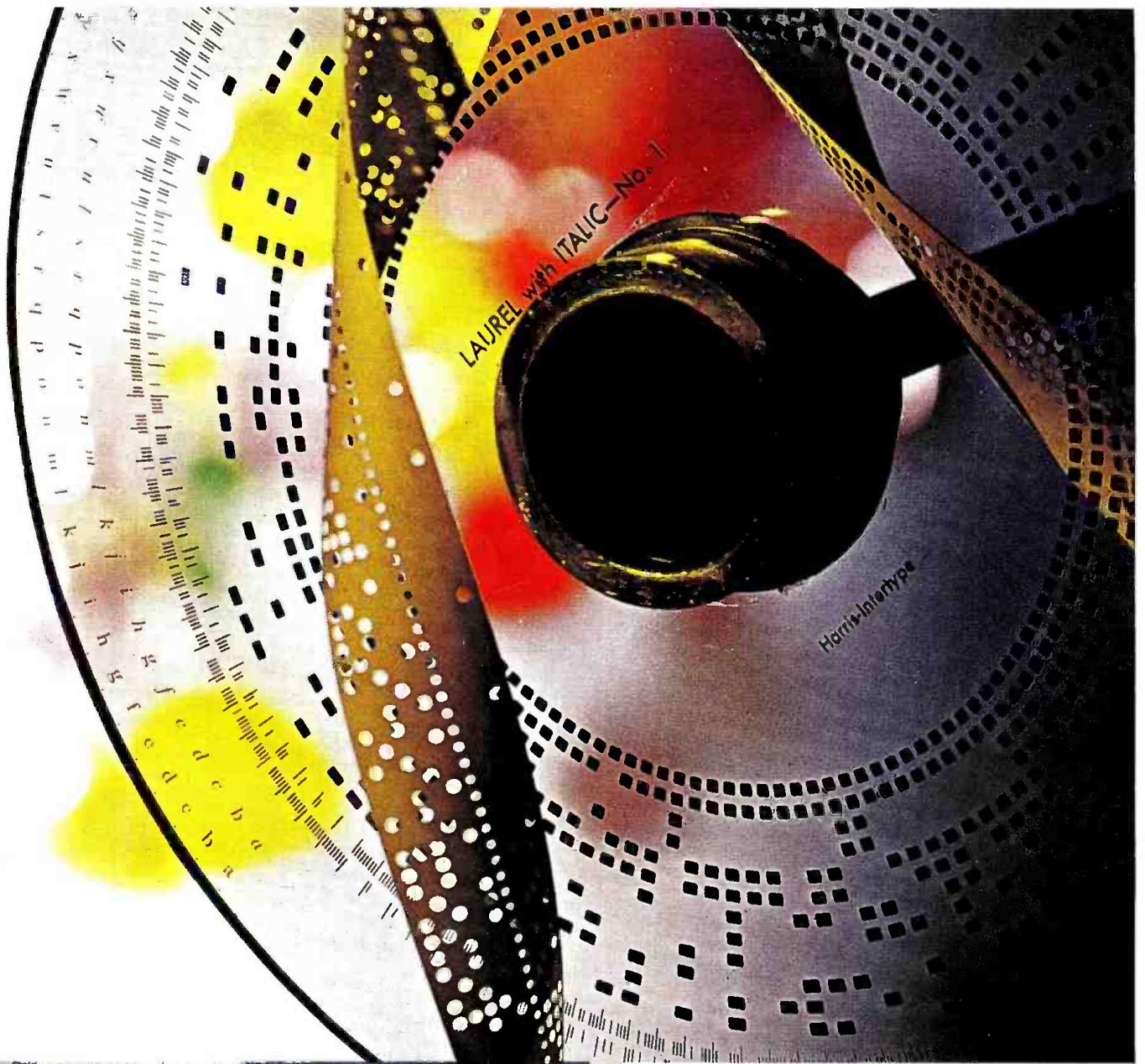
Products with a Future — Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses
Intertype Typesetting Machines • Sheridan Bindery Equipment • Schriber Business Forms Presses • Lithoplate
Chemicals and Sensitized Plates • Gates Broadcasting Equipment • PRD Microwave Instruments



In TV and radio broadcasting . . . new multimillion-dollar CBS Broadcast Center in New York utilizes seven Gates custom-built, solid-state consoles like this for finger-tip control of all audio. Transistorization is carried to a point never before realized in a broadcast facility of this size.



In defense electronics . . . broad-band microwave attenuators built by H-I's PRD Electronics division serve in production-line testing at Western Electric Company, Allentown, Pa. Here a series of PRD attenuators is used to adjust and test ferrite isolators. PRD manufactures microwave instruments and electronic measurement systems for government agencies and defense contractors.



In electronic phototypesetting ... this Fototronic system is in operation at Typo Photo Composition, Inc., Philadelphia, Pa. The keyboard console (foreground) has a built-in digital computer, uses simple typewriter keyboard. The computerized print-out unit behind it exposes type on film or paper, is capable of handling output of up to six keyboard consoles simultaneously.

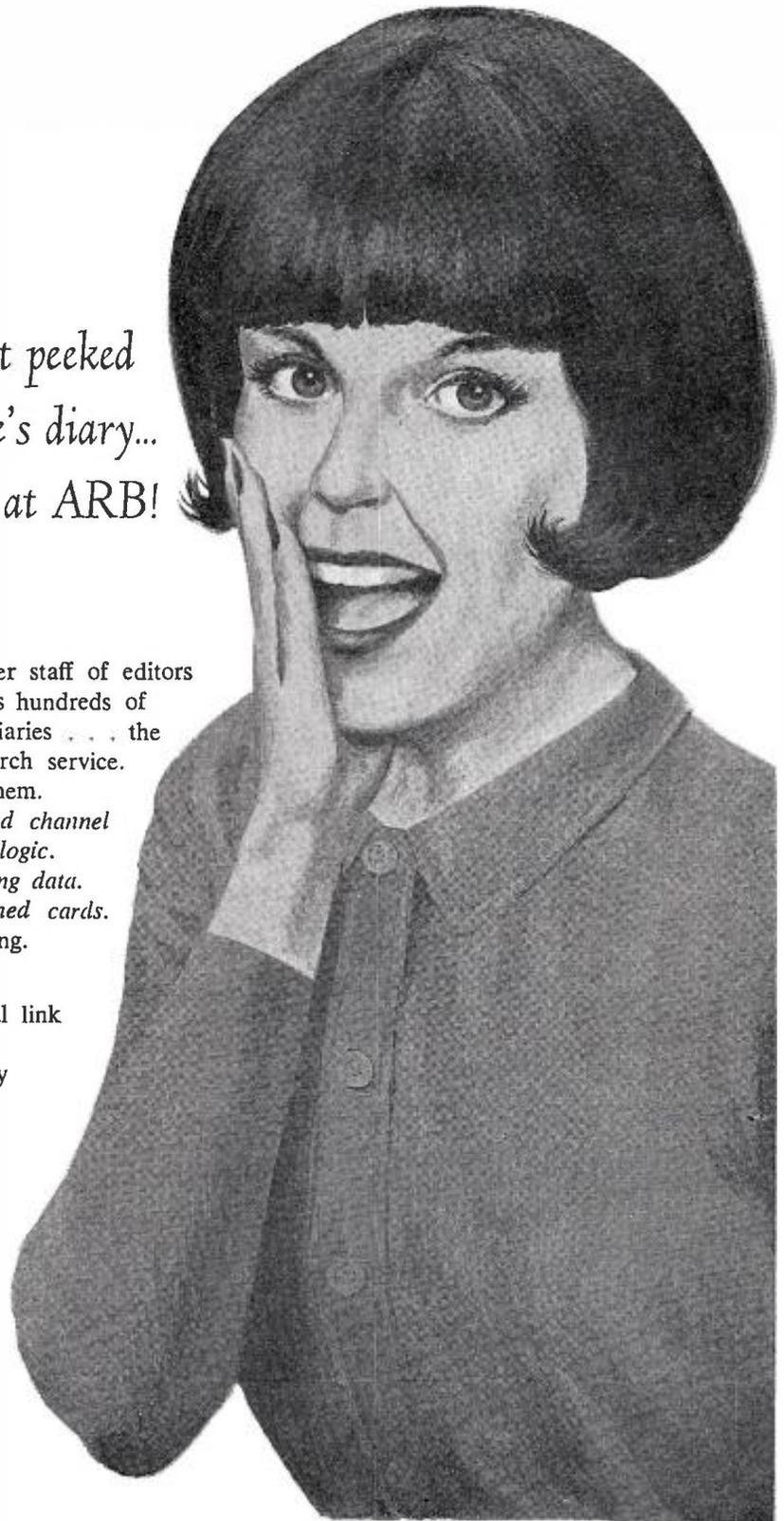
In radio broadcasting ... this new 50,000-watt AM transmitter, designed and built by Gates for WIBC, Indianapolis, Ind., is the heart of one of the nation's most modern and effective radio transmitting systems, with power equal to any commercial station in the nation. The Gates equipment also includes a 10,000-watt stand-by transmitter.

*She just peeked
into someone's diary...
it's her job at ARB!*

During a year, Mrs. Morningstar and her staff of editors at the American Research Bureau process hundreds of thousands of family television viewing diaries . . . the basis of ARB's television audience research service. And they do much more than 'peek' at them.
Verifying program names, call letters and channel numbers. Checking entries for sequence logic. Confirming the proper recording of viewing data. Marking diaries for recording on punched cards. Verifying. Checking. Confirming. Marking.

In every case, ARB editors are a critical link between the invaluable family viewing records and the computers which finally analyze and print local market and national audience reports. As wonderful as today's machines are (and we have the greatest), their accuracy still depends on *people*.

We depend on the capabilities of Mrs. Morningstar and her staff. Their skills are essential to us . . . *and to you.*



**AMERICAN
RESEARCH
BUREAU**

WASHINGTON NEW YORK CHICAGO LOS ANGELES

FINANCIAL REPORTS

CBS declares dividend; 1st quarter net is down

The CBS board of directors last week declared a quarterly dividend of 30 cents a share on common stock payable on June 11 to shareholders of record May 28.

The company released the same first quarter figures projected by William Paley, board chairman, at the CBS annual meeting last month (BROADCASTING, April 26).

For the 13 weeks ended April 3:

	1965	1964
Earnings per share	\$0.59	\$0.64
Net sales	165,660,227	157,542,786
Net income	11,630,958	12,487,191

Metromedia expects '65 to be big year

Revenues of Metromedia will exceed \$100 million in 1965, Board Chairman and President John Kluge said at Metromedia's annual meeting in New York last week.

Small gains in net profit for the quarter (BROADCASTING, April 26) were attributed to increased depreciation for recently acquired outdoor advertising properties and to the fact that the first quarter is the weakest for spot TV and for outdoor advertising sales.

Mr. Kluge said sales for the first four months of 1965 were \$3.5 million ahead of the same 1964 period.

Three new Metromedia board members were elected at the meeting: Richard Geismar, vice president and treasurer of the company; David Wolper, president of Wolper Productions, now a wholly owned Metromedia subsidiary, and Harry Packer, chairman of Packer outdoor advertising companies, which became part of Metromedia's Foster & Kleiser division last year.

Ampex sees \$100 million market for home VTR's

From a loss of 51 cents a share in 1961, Ampex Corp. net earnings have risen to an estimated 82 cents a share for fiscal 1965, the company's president, William E. Roberts, said Tuesday (May 11). Addressing the Los Angeles Society of Financial Analysts, Mr. Roberts gave the following comparisons to illustrate Ampex progress since he became chief executive officer in 1961. The figures for 1965, he observed are "barn door guesses," as the fiscal year ended May 1 and it is too

early for an official tally to have been prepared.

	Fiscal 1961	Fiscal 1965 Estimated
Per share earnings	(\$0.51)	\$0.82
Sales	70,105,000	150,600,000
Earnings before taxes	(9,284,000)	12,600,000
Net earnings	(3,930,000)	7,600,000
() Denotes loss		

Ampex's net earnings in the past four years are more than three times as great as those for the preceding 17 years of the company's 21-year history, Mr. Roberts commented.

Tele-Broadcasters has loss in 1964

Tele-Broadcasters Inc., New York, said that its operations in 1964 resulted in a \$152,083 net loss. Total revenue for the group station owner with other related broadcasting interests was \$1,064,906 for 1964.

Tele-Broadcasters president, H. Scott Kilgore, purchased KUAM-AM-TV Agana, Guam, last year for \$650,000. The firm's treasurer, Samuel N. Rubin, also has an interest in the Agana stations.

The firm through its subsidiaries owns KALI Los Angeles; KECC-TV El Centro, Calif.; KOFY and KUFY-FM San Mateo, Calif., and a CATV system in St. Thomas, Virgin Islands. Tele-Radio and TV Sales Inc., New York, is a subsidiary of the firm, as is Mas Grafica Inc., Los Angeles.

MCA sets income record

MCA Inc. reported last week that first quarter earnings for the period ended March 31 reached a record high.

Jules C. Stein, board chairman, noted the figures included the company's interest in the reported consolidated net income of Decca Records Inc.

For the first quarter ended March 31:

	1965	1964
Income per share	\$0.80	\$0.71
Net income	3,925,563	3,536,502
Shares outstanding	4,680,620	4,560,770

Financial notes . . .

▪ Screen Gems Inc. reported a quarterly dividend of 15 cents a share payable June 28 to stockholders of record May 24.

▪ Filmways Inc., New York, declared a 10 cent cash dividend and 2% stock dividend to shareholders of record June 4 payable on June 25. Filmways said that the dividend was equivalent to approximately 40 cents a share and represents a new high for the company.

Decca, Universal up in first quarter

Decca Records Inc. with its subsidiary Universal Pictures Co. showed a \$272,728 gain in consolidated net earnings for the first quarter of fiscal 1965, over the corresponding period last year, as reported by Milton R. Rackmil, president, at Decca's annual meeting on May 4.

For the first quarter ended March 31:

	1965	1964
Earnings per share	\$1.10	\$0.91
Net earnings	1,674,088	1,401,360
Shares outstanding	1,527,401	1,527,401

Universal Pictures Co. held its own annual meeting the same day, and reported that prospects were bright for increased revenue in 1965 from the licensing of its feature films to TV, and from exhibition of its new releases to theaters.

It was said that earnings for the first 13 weeks of the year were slightly ahead of the corresponding period of 1964.

For the 13 weeks ended April 3, 1965 and March 28, 1964:

	1965	1964
Earnings per share	\$1.66	\$1.62
Net earnings	1,402,000	1,380,577
Shares outstanding	845,527	851,621

Reade/Sterling gross up, but is still in red

Walter Reade/Sterling Inc., Oakhurst, Ill., has disclosed that although total revenues rose \$775,124 over last year the firm had a net loss of \$940,921 during 1964.

The firm said that the loss originated in its theatrical film distribution division.

For the year ended Dec. 31, 1964:

	1964	1963
Earnings per share	(\$0.59)	\$0.18
Revenues	13,165,017	12,389,893
Expenses	14,420,356	11,815,936
Net income	(940,921)	278,957
Shares outstanding	1,583,071	1,575,571
() Denotes loss		

SG profits up

Gross revenue at Screen Gems Inc. rose 15% and net income by 12% during the first three quarters of the fiscal year, it was reported last week by A. Schneider, SG president.

For the nine months ended March 27, 1965 and March 28, 1964:

	1965	1964
Earnings per share	\$ 1.05	\$ 0.94*
Gross income	51,374,000	44,863,000
Net profit	3,345,000	2,978,000

*Adjusted for 5-for-4 stock split in August 1964.

Another assumption shot to hell

Three surveys show that election returns and predictions had no effect on West Coast voters who heard them before going to the polls

Broadcasting of early election returns and the projection of voting results got a clean bill of health in three independently conducted research projects whose results were made public Friday (May 14).

The findings appeared to pull the last shred of support from the protests advanced widely by politicians last fall that early returns, and particularly the newer practice of projecting the outcomes of races, would influence voting behavior in areas where the polls were still open.

Two of the studies were financed by CBS, one by ABC. They were conducted by different independent researchers using different techniques, but they dealt with last November's voting and in sum they reached the same basic conclusions:

- Voting behavior was not affected in any significant way by broadcast reports on how the election was going or predictions of how it would come out.

- Only a relatively small percentage of voters could have been affected, and their voting behavior appeared to benefit one side about as much as it did the other.

- If anything, people who heard returns or predictions before they voted stuck to their announced voting intentions more closely than those not exposed to such broadcasts.

Highlights of the CBS-financed studies—one in California just before and after last November's elections by Dr. Harold Mendelsohn of the University of Denver, the other in Ohio and California by Drs. Kurt and Gladys Engel Lang, New York sociologists—were made public by their authors at a meeting of the American Association for Public Opinion Research, held Friday in Groton, Conn.

Dr. Mendelsohn, professor and research director of the Denver University's School of Communication Arts, cautiously refused to say his findings would be applicable to voters generally or to any voters "other than those sampled," explaining that the findings "offer no reason to yield to such temptation." But he left no doubt that radio-TV reporting had no important in-

fluence on the voting of the 1,724-voter group he interviewed both before and after election day.

Dr. Mendelsohn offered this summary:

"It is clear that among the Californians studied, exposure to election broadcasts on Nov. 3, 1964 [election day], did not create discrepancies between prior commitments and ultimate choices. Nor did we find any evidence that election broadcasts deterred persons who planned to vote for a President from actually doing so.

"By and large, well over nine out of ten voters in the study who had committed themselves to either presidential candidate before election day voted accordingly, regardless of whether they heard election broadcasts prior to voting or not. Negligible switching, which occurred in both directions, could not

be traced to pre-voting exposure to election broadcasts.

"Nor was the relatively higher proportion of votes accorded Johnson by the handful of election broadcast-exposed last-day deciders really indicative of a bandwagon effect in any serious sense of the term."

No Bandwagon ▪ "The conclusion that stands out is that there is no evidence from the research to support the contention that eastern network coverage of the unfolding national voting pattern on Nov. 3, 1964, was responsible either for a bandwagon or underdog effect among the voters studied."

Of the 1,724 registered voters interviewed just before and again just after the election, Dr. Mendelsohn said, most behaved just as they had said they planned to. Thus 1,704 said they intended to vote, and 1,689 did vote. Of those who said they intended to vote for President Johnson, 97% reported afterward they did vote for President Johnson. Of those who said they would vote for Senator Goldwater, 97% did.

Of the remaining 3%, one-third (1% of the voters) acknowledged that they had switched from their announced preference (another 2% of the voters wouldn't say how they actually voted). Among the known switchers, Senator Goldwater got a slight edge, suggesting "a possible tiny underdog effect."

Tiny Possibility ▪ But the possibility that this effect resulted from exposure to election broadcasts becomes even tinier, Dr. Mendelsohn suggested, when the extent of actual exposure to such broadcasts is taken into account.

To begin with, since 97% voted as they had said they would, election broadcasts clearly had no effect on the voting of this overwhelming majority.

The 2% who refused to say how they voted may or may not have switched and thus may or may not have been affected by election broadcasts, if they heard or saw any. But few of them (two out of 24) had been so exposed.

Only the 1% who acknowledged switching, then, could be said definitely to be liable to the so-called bandwagon or underdog effect in some form. But of this 1%, Dr. Mendelsohn found,

Smile, smile, smile

"When you say that—smile," is still good advice if you're on camera, even if it's during a TV commercial.

So ruled the District Court of Appeals in Los Angeles, in unanimously rejecting an appeal of Frank Valenta from a \$7,500 judgment awarded to E. L. White by a jury two years ago. Mr. Valenta is a plastic bag manufacturer and Mr. White is a Rambler dealer. In October 1961, Mr. White was in the middle of a live commercial on KTLA(TV) Los Angeles when Mr. Valenta, whose factory was next door to the Rambler sales lot, rushed up to complain that one of the dealer's cars had been left in the factory parking lot and was blocking the exit.

"You son-of-a-bitch, get your car off my lot," is the language he allegedly used, and without smiling. The court held that such a statement on TV constitutes libel.

only about one-fifth had been exposed to broadcasts before they voted.

The Nonvoters ■ When Dr. Mendelsohn queried the 15 respondents who had said they intended to vote but failed to do so, "not one mentioned exposure to election broadcasts" as a reason. Actually, only six had in fact been exposed to election broadcasts.

The second CBS-financed study, designed to supplement Dr. Mendelsohn's, interviewed only people who had voted after network election reports were being broadcast, or people who did not vote at all. In this study the Drs. Lang, a husband-wife team of social scientists, found no appreciable evidence that Californians were inclined not to vote, or to change their votes, even after the outcome was obvious.

They did find one man who said he intended to vote for Goldwater but decided voting would be "useless" after broadcasts indicated the race had already been decided.

They also found "some spontaneous criticism" of broadcasting returns and, more frequently, of broadcasting projections. Even so, "these same persons overwhelmingly rejected" the so-called bandwagon philosophy as an influence in their own approach to voting.

The Langs also found that although those exposed to election returns did not change their attitudes, some did become "more eager" or "less eager" to vote, and that these variations became more pronounced as the certainty of the election outcome increased.

The number who became "more eager" exceeded those who grew "less eager," but even the latter did in fact vote. Those who became more or less eager "split their vote between the two presidential candidates in practically identical proportions."

The Langs' report dealt primarily with their findings in California rather than those in the Ohio part of the project, which was conducted for comparative purposes. Their California study encompassed intensive interviews with 364 registered voters in the East Bay area, whereas Dr. Mendelsohn's was conducted in 14 of the state's most populous counties.

The Third Study ■ The ABC-financed study, whose results were announced Friday by Elmer W. Lower, president of ABC News, was conducted over the past six months by Dr. Warren Miller of the University of Michigan's Survey Research Center at Ann Arbor, covering a nationwide sample of 1,571 voting-age residents in depth interviews before the election and re-interviewing 1,450 of these at length afterward.

It found "no evidence to confirm the notion that election-night projections or predictions influenced the be-

havior of any voters."

Among voters who had heard election predictions on the networks, the report said, 81% voted in line with their pre-election intentions as compared to 72% who remained consistent among those who did not hear network forecasts.

"Taking into account all kinds of change—change in partisan preference as well as change in plans to vote—persons exposed to predictions about election results were more stable and changed less than persons not so exposed," Dr. Miller said.

Persons who did not hear or see



election coverage were the only group who showed less stability than all the others in voting the way they originally intended to, according to the report.

That means that of 1,212 who named their choices in advance, 14 are known to have switched their votes. And only three of these 14 had heard or seen radio or TV election reports before they went into the voting booth.

Of these three, two switched to Senator Goldwater and one to President Johnson. Among the 11 known switchers who were not exposed to election broadcasts before they voted, 10 switched to Senator Goldwater one to President Johnson.

Another Approach ■ Dr. Mendelsohn

also went at it another way—by time of voting. He noted that NBC presented a conditional forecast at 3:48 p.m. California time anticipating a Johnson victory, and that CBS made a "substantive" forecast of a conclusive Johnson win at 6:04 p.m. California time.

He then divided his sample into those who voted before 2:30 California time, or early voters; those who voted between 2:30 and 4:30, or mid-afternoon voters, and those who voted after 4:30, or late voters.

The early voters totaled 62% of his sample and could not have been affected by network projections because none had been made. Mid-afternoon voters, who could have heard "only local, or cursory, inconclusive returns before actually voting," numbered 10%. Late voters, who "could have seen or heard sizeable tallies and predictions, totaled 28%."

The Late Voters ■ Of the 475 late voters, who could have been heavily exposed to vote returns, "only 196, or 41%, actually were so exposed prior to voting," Dr. Mendelsohn reported. These represented 12% of the total sample and they divided their votes between the two candidates in about the same proportions as those who had not been exposed.

Dr. Mendelsohn noted: "In the case of both President Johnson and Senator Goldwater, 96% of the late voters who were not exposed to election broadcasts before voting cast their ballots according to their previous intention, and 97% of those who were exposed did likewise.

"Only five late-voters defected from their announced intention to the opposite camp, and only three of these were exposed to election broadcasts before voting. Of these three, Johnson gained one and Goldwater two, which in percentage terms amounted to a 2% loss on each side. . . .

Last Day Decisions ■ Dr. Mendelsohn also examined the "last-day deciders," those who did not know in advance which way they would vote but who did in fact vote for one candidate or the other. These totaled 161, or 9.5% of the sample.

Of these, 93 (58%) voted too early to be exposed to election reports; 18 (11%) voted between 2:30 and 4:30 when there was limited opportunity for exposure, and 50 (31%) voted after 4:30 at a time of high opportunity for exposure. Of the 50 late voters in the group of last-day deciders, however, only 31, or 1.8% of all voters, actually heard or saw election returns before they voted.

The Most Active ■ Dr. Mendelsohn also found "no evidence of importance"

to sustain the argument that vote reporting and predicting will inhibit election day political activity, either in voting or in urging others to vote. Despite the forecasts of a Johnson victory, Goldwater supporters were more active than Johnson supporters, proportionately, in trying to get others to vote.

A total of 341 voters said that as a result of hearing election broadcasts they had urged others to vote, while only three said they reacted by urging people not to vote.

A majority of the sample indicated they did not consider broadcast returns significant in their own voting decisions, and almost a majority (44%) "were not ready to regard computer predictions as wholly trustworthy" (34% had no opinion; 10% thought the predictions were usually wrong).

Qualitative data obtained in 20 depth interviews indicated that exposure to such reports "may strengthen the determination among certain of the indicated loser's partisans to support him nevertheless—come what may."

East of the Rockies ■ Although most interest last fall had centered on election reporting's possible effect on West Coast voting, the study found that half of the nation's voters who went to the polls after 7 p.m. EST, when the networks started continuous election coverage, were located east of the Rockies.

In all, 12% of the country's total vote was found to have been cast after 7 p.m. EST, and two out of every five of these voters said they had heard one or more predictions before voting.

Of those who voted before 7 p.m. EST, one in four said he had heard predictions before he went to the polls. The report said these votes were cast before network predictions were broadcast, so that these people probably were recalling various polls and non-network predictions made before and during the election.

Thus, the report said, subtracting the 25% who claimed to have heard predictions before voting earlier in the day from the 40% who heard predictions before voting after 7 p.m. may provide "a measure of the increase in exposure to predictions that can be attributed to election night predictions by the networks.

"If so," the report continued, "the unique influence of network projections would be found among a marginal 15% of the 12% who voted after 7 p.m. EST—and this is about 2% of the total voting population."

How to Catch Up? ■ That this fraction of the total vote would have little effect on the outcome of an election is pointed up in a series of calculations of the size of vote needed to catch up in various situations:

"With 95% of the vote already cast,

the remaining 5% (as in the eastern time zone after 7 p.m. in 1964) can reverse the trend only if the margin is closer than 52.6 to 47.4.

"If 11% of the vote is yet to be cast (as in the central time zone after 7 p.m. EST in 1964) and if those who have already voted split their votes 56.3 to 43.7, all 11% can be added to the loser's total and it will still not be enough to elect him.

"The point is that even in relatively close elections the last 5 or 10% of the votes cast can change the outcome only if the trailing candidate reverses the trend with extremely heavy majorities among the late voters. It is our impression that neither candidates nor commentators appreciate how unlikely it is that a 51-49 or 52-48 lead can be overcome by a shift in last-minute returns."

A new music license group?

Jukebox company sets up own outfit to serve coin-operated machines

Do broadcasters face the prospect of sooner or later having yet another music-licensing organization to deal with?

Even if they don't, do the established performing-rights organizations — the American Society of Composers, Authors and Publishers, Broadcast Music Inc., and SESAC—face increased competition in other areas of the music-licensing field?

These were among the questions being asked last week after the Seeburg Corp., Chicago, biggest company in the jukebox field, disclosed that it had set up its own performing-rights company, Coin Operated Phonograph Performance Society (COPPS).

Seeburg officials said that the company already held copyrights on some 4,000 titles, acquired and recorded in eight-track stereo over the past four years at a cost of \$60,000 to \$70,000 a month.

Seeburg President J. Cameron Gordon, who made the disclosure in a speech to a music operators convention May 6, told BROADCASTING that COPPS was set up to serve jukeboxes only, and to upgrade the standards of music played on the coin machines.

He said it was intended to supplement, not compete with, the established music-licensing organizations, and that

as presently set up it would not make its music available to radio and TV.

Expansion Possible ■ Eventually, he acknowledged, if COPPS developed hit tunes through jukebox performances there might be some changes that would permit expansion into other fields, presumably including radio and TV. But at least for the immediate future, he said, the idea is to give jukeboxes "something exclusive for a change."

Even if the law's present exemption of coin-operated machines from payment of performance royalties is removed in the pending revision of the nation's basic copyright law, he said COPPS didn't plan to charge jukebox operators a performance rights fee. All they would have to do is pay a library charge and meet COPPS's standards for quality of reproduction.

Before World War II, Mr. Gordon said, hit tunes were determined by jukebox performances but since then jukebox music has been "at the mercy of radio disk jockeys and the recording companies."

Broadcasters, however, wondered how COPPS could develop hit tunes without submitting them to the mass audiences available only through radio and television. Thus they wondered how long COPPS would resist an entry, or at least an attempted entry, into the radio-TV licensing field.

Even if COPPS doesn't go into radio-TV, there was speculation that in building up its own catalogue of music it might gradually come into competition with ASCAP, BMI and SESAC for the services of their members and might compete even more directly for the licensing of jukebox performances when and if the jukebox exemption is removed.

In any event it was felt that having their own catalogue of copyrighted music would put the jukebox operators in a stronger position to bargain with the existing music-licensing organizations on rates.

Mr. Gordon was one of the first major figures in the coin-operated phonograph field to acknowledge, even indirectly, that the exemption from performing-rights payments now enjoyed by jukebox operators may be removed. Jukebox operators have successfully fought all past attempts to remove the exemption. He also gave an indication of the size of the jukebox music business, estimating collections last year at about \$500 million.

Film sales . . .

Cavalcade of the 60's (Allied Artists TV): WJZ-TV Baltimore; WHBQ-TV Memphis; WDSU-TV New Orleans; WTTV (TV) Indianapolis; KBTB-TV Denver; WLUK-TV Green Bay, Wis.; WREX-TV Rockford, Ill.; WALA-TV Mobile, Ala.;

3
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- 1st Prize – Best Comprehensive News (5-minutes)
- 1st Prize – Best Editorials (by Station Manager Ambert Dail)
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- 2nd Prize – Commentary (by George Passage)

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Ambert Dail
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Kay Foulkes
Newswoman

Gene Galusha
Newsmen

Pete Glazer
Newsmen

Dick Kidney
Newsmen

George Passage
News Commentary

Edward Travis
News Reporter

KFBB-TV Great Falls, Mont.; KBAK-TV Bakersfield, Calif., and WDAM-TV Hattiesburg, Miss.

Bob Hope Features (Allied Artists TV): WJW-TV Cleveland; WHBQ-TV Memphis; WJZ-TV Baltimore; WDSU-TV New Orleans; WALA-TV Mobile, Ala.; KBAK-TV Bakersfield, Calif., and WDAM-TV Hattiesburg, Miss.

Bomba, the Jungle Boy (Allied Artists TV): WSVA-TV Harrisonburg, Va., and KBAK-TV Bakersfield, Calif.

Science Fiction and Exploitable (Allied Artists TV): WJW-TV Cleveland and WDAM-TV Hattiesburg, Miss.

My Childhood (Banner Films): WTVJ(TV) Miami.

The Bishop Sheen Program (Marcus Associates): WFAA-TV Dallas; WAAY-TV Huntsville, Ala.; KATV(TV) Little Rock and KFSA-TV Fort Smith, both Arkansas.

Dennis the Menace (Screen Gems): WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis, KTTV(TV) Los Angeles, WTTG(TV) Washington, WNAC-TV Boston and CKLW-TV Windsor, Ont.-Detroit.

Volume 10 (Seven Arts): WKBW-TV Buffalo, N. Y.; WITI-TV Milwaukee; WAIH-TV Atlanta; KVKM-TV Monahans-Odessa, Tex.; WJW-TV Cleveland; WBAY-TV Green Bay, Wis.; KHJ-TV Los Angeles; WJAR-TV Providence, R. I.; WRGB(TV) Schenectady, N. Y.; KPHO-TV Phoenix, and KORK-TV Las Vegas. Now in 25 markets.

Storybook Magic (National Telefilm): KXLY-TV Spokane, Wash., and KOB-TV Albuquerque, N. M.

Ruby Gentry and *Duel in the Sun* (National Telefilm): WKJG-TV Fort Wayne, Ind.

Emphasis is on local production

NATPE panels say output is increasing, suggest ways for expansion

Local live and tape production by TV stations is increasing, spurred by such factors as the dwindling supply of feature films and syndicated product.

This was the consensus of a panel during the second annual meeting of the National Association of Television Program Executives in New York last week which also pointed out that these local productions are prestige-getters and commercially saleable.

Willard Schroeder, chairman of the board of the National Association of Broadcasters and vice president and general manager of WOOD-TV Grand Rapids, Mich., acknowledged that most local stations cannot produce entertainment programs comparable in value to those sup-

plied by networks. But he claimed there was an opportunity in the nonfiction area. The type to be produced would depend on the nature of the community. He noted that in Grand Rapids, which is oriented toward the outdoors, WOOD-TV has produced successfully a large number of programs dealing with fishing, hunting, tennis, boating and automobile racing.

Richard Borel, director of WBNS-TV Columbus, Ohio, listed types of shows which local stations can produce to enhance prestige in the community and gain local advertiser support: court shows; game programs; children's, educational and documentary shows; religious programs and "town meeting" shows. He said locally produced telecasts often can obtain long-term support from community advertisers desirous of association with community-slanted productions.

Jack Harris, vice president and general manager of KPRC-TV Houston, stressed that stations must supplement network programs with local productions that appeal to minority groups, whose sizes can be substantial. He said his station has built a strong news team capable of providing day-to-day coverage plus special assignments. In addition, KPRC-TV has developed three half-hour daily live programs for daytime showing.

Another panel exploring future sources of programing also envisioned a growing number of TV productions from the local stations. Two speakers, Ben Berenton, manager, WGN-TV Chicago, and Harold Golden, sales vice president, MCA-TV, took opposing views on whether or not conventional sources of programing are drying up.

Thematic Showings - Mr. Berenton contended there always will be a regular flow of feature films, off-network shows and first-run product, the latter from abroad. He agreed fewer features will be released in the future, but claimed that by judicious scheduling the life of the films can be "stretched out." He cited WGN-TV's use of "thematic" programing wherein westerns are presented once a week under the title *The Gunslingers* and war films are shown under the showcase, *Men in War*.

He predicted that additional programing will emanate from individual stations and station groups and pointed out WGN-TV carries more than 16 hours each week from such sources, including programs produced by WGN-TV itself and syndicated to other stations.

Mr. Golden, on the other hand, insisted that such sources as feature films, off-network and first-run production are shrinking, though they will continue to exist on a stepped-down basis. He contended that the station will take on expanded importance in the years ahead

Plans defined for history of TV library

Further plans for a collection of milestones of television broadcasting were announced last week by Robert F. Lewine, president of the Academy of Television Arts and Sciences Foundation.

Mr. Lewine reported that the National Library of Television, adopted as a project by the foundation in 1961, will function with three academic branches: The University of California at Los Angeles, New York University and American University in Washington. He said the library's collection will contain selected highlights from every obtainable TV series, special programs, books and periodicals about television and communications, scripts of TV plays and programs, and material on production and technical data. Samplings, he said, would trace back to the emergence of TV networks in the late 1940's, and before that to local

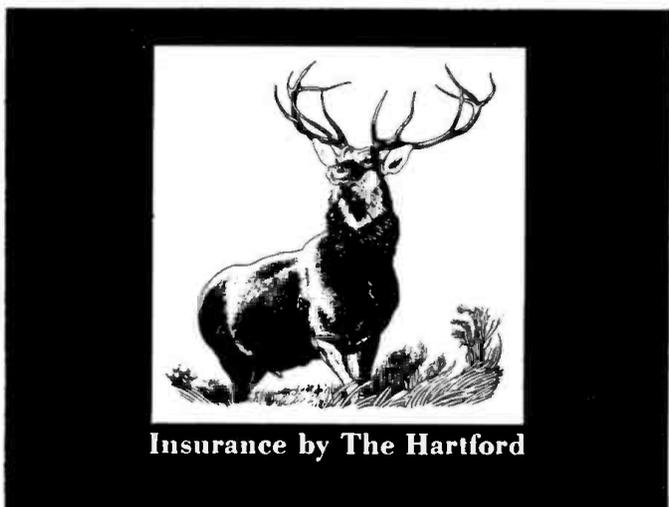
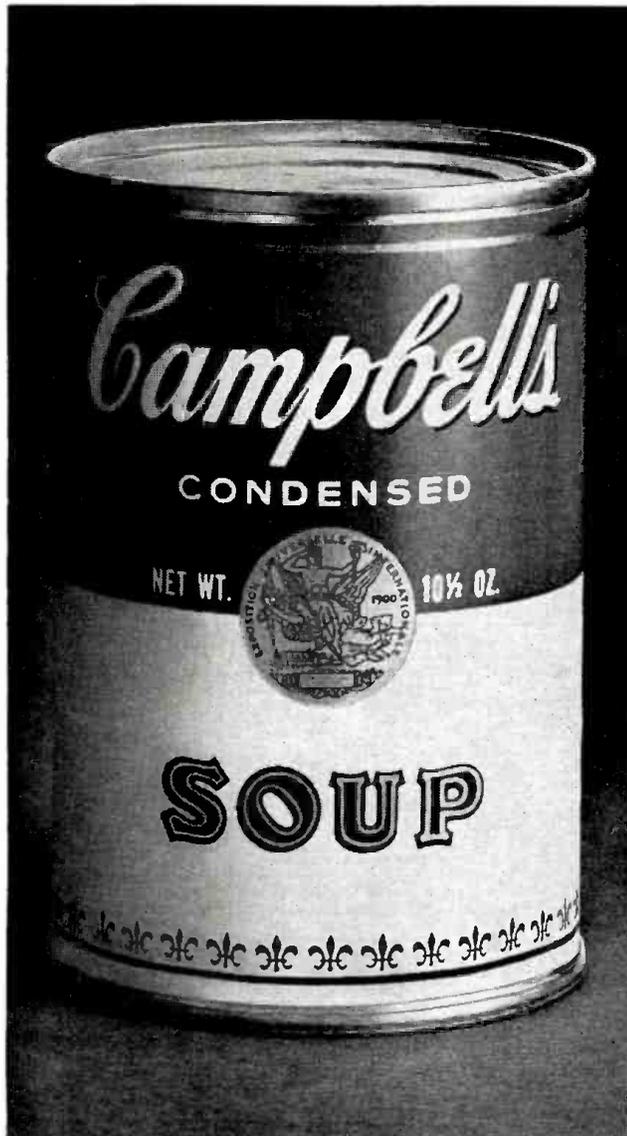
TV broadcasts.

The purpose of the library, Mr. Lewine indicated, was to encompass the entire visual history of TV.

It was reported that the three TV networks have agreed to provide prints of programs for the library. Other support has come from major studios, organizations and individuals.

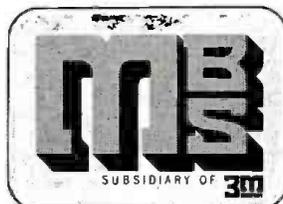
The national goal is set at \$1 million with pledges to be sought from TV sponsors, advertising agencies, producers and others. The foundation itself plans to contribute \$15,000 every year to each of the schools for library operations.

Mr. Lewine said that within 15 months, the library would be operational with at least 5,000 shows on file, each school containing identical material. He noted also that the three universities would pay the cost for space on campus.



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MUTUAL BROADCASTING SYSTEM

FCC's program proposal: prelude to 'chaos'

Strong disapproval of the FCC proposal to limit TV network program control was voiced at the second annual meeting of the National Association of Television Program Executives, held in New York last week (see page 56).

The issue of "The FCC and Program Ownership" was explored by a panel of advertising agency, network and station officials. They unanimously concluded that the commission's proposal to restrict network ownership—in whole or in part—of prime-time entertainment programs to no more than 50% is impractical.

A Heavy Foot ■ Richard A. R. Pinkham, senior vice president in charge of media and programs for Ted Bates & Co., declared the FCC formula would lead to "chaos" and would not help the advertiser, the stations, the networks or the public. His main objection, he said, is that the proposal would put "the government's heavy foot" into programing.

The other reasons for his opposition, he continued, are:

- The commission is assuming falsely that a large number of agencies are "itching" to get into programing; the FCC believes falsely that if agencies entered programing the quality of network shows would

improve.

- The commission believes erroneously that if producers had more outlets to sell the number of production sources would expand; the proposal would work against the small advertiser, who now has an opportunity to use TV on a participating basis.

- The FCC believes that network control led to participation buying, but the truth is that agencies and advertisers went this route because it provides "sounder advertising values."

- The FCC believes that producers want more outlets, but currently the networks put up the large percentage of funds to finance series

and producers are unlikely to take such risks.

- The FCC believes that balance would be achieved by its proposal, but since networks still control scheduling, they well might decide to put the programs they owned in favorable time slots and place other programs in "problem" time periods.

Mr. Pinkham is also chairman of the broadcast policy committee of the American Association of Advertising Agencies.

Thomas P. Chisman, president and general manager, WVEC-TV Norfolk, Va., observed that the FCC wrote this proposal "without a sense of history or of the economics" of the TV industry. He claimed that



Messrs. Pinkham, Salant, Chisman, and Thomas Jones, Triangle Program Sales

and urged managers to find and develop talent in the community.

Mr. Golden cited examples of syndicated series which originated at local TV stations, particularly those with which MCA-TV is associated (*The Lloyd Thaxton Show*, which started on KTLA[TV] Los Angeles, and *Quick as a Wink*, which began at WBNS-TV Columbus, Ohio).

Richard E. Bailey, president, Sports Network Inc., said sports programs can be "a fine supplement" to the schedule of a station, and can attract both sizable audiences and advertiser support. He suggested that local stations expand coverage of purely local athletic events.

During a session on local color programing, Kenn Barry, program director, KSTP-TV Minneapolis, said that when his station began local color video-taping in 1961, it had charged 50% more than for comparable black-and-white taping, but had since adjusted station rates to make black-and-white and color taping approximately equal in cost to the station's advertisers.

Clients, he said, objected initially to

higher charges for art work, causing KSTP-TV at first to absorb them but the station now charges extra for such work, he said.

He advised stations adding local color programing for the first time to devote considerable attention to color promotion and to color's benefits to advertisers and agencies, as well as to work closely with local set dealers in helping to increase color receiver sales.

Samuel Gifford, program director, WHAS-TV Louisville, Ky., said that while he expected color to show its "greatest breakthrough in the history of the [TV] medium over the next few years," he believed the color explosion at present to be vastly overrated. He said that color will not make a good show out of a bad one and is also "not that important for news programs," which he termed an important staple of local TV.

He added, however, that WHAS-TV has taken a realistic view of local color programing, in currently building new production facilities in downtown Louisville and plans to produce most local shows in color when the new studios open.

Oliver Blackwell, director of audience development, The Katz Agency, New York, felt that advertisers thus far have shown an interest "in markets of high color set penetration," and tended to favor stations with color programing even to the extent of taking less desirable spot availabilities than they would normally do.

Mr. Blackwell said "it will not be long" before stations without color programing "will begin to suffer in attracting advertisers," and recommended that local stations not charge premium rates for color "in order to encourage more advertisers to go into color."

In a session dealing with program innovations, Douglas Manship, president and general manager, WBRZ-TV Baton Rouge, asserted that a station "must be in a position to take any economic retribution forced upon it" when it embarks on an editorial stand on controversial positions.

He said that in 1960 his station attempted to encourage citizens not to "defy the law of the land" by seeking to avoid local segregation of schools. He

FCC moves in the mid-1950's to stimulate competition by putting more stations on the air "helped to kill the first-run syndication business." He added that if the FCC proposal did stimulate independent production, these programs would go to the "fat cat VHF stations and not the UHF's." He contended that only the networks are in a position today to supply the better TV programs, and through pre-emptions, affiliates show that "we are not the vassals of the networks."

Richard Salant, vice president, corporate affairs and assistant to the president of CBS Inc., called the FCC proposal "badly drafted, impractical and ill-advised." His strongest point was that the commission's approach, if approved, would place the burden of financial risk on advertisers although only a few large sponsors can afford to speculate in program development.

He pointed out that currently the networks produce few prime-time programs, with CBS represented by only five hours. He reasoned that if the commission's plan is adopted, CBS-TV, for example, could move up to approximately 14 hours of production ownership, thus squeezing out the independent producer. He added that if the advertisers cannot supply the remaining hours, the networks would have to go black, thus reducing even more drastically independent production activity.

reported that his station had "suffered business losses" and his family had been threatened.

More than 100 station program officials attended the NATPE sessions at New York's Savoy-Plaza hotel.

The NATPE's annual award for "outstanding achievement in television programming" was awarded to David Wolper, president of Wolper Productions.

Senate's closed door deplored by Javits

"The Senate is not yet up with what the times offer in communications media," and won't be until it permits radio-TV coverage of major debates, Senator Jacob K. Javits (R-N. Y.) told the National Association of Television Program Executives meeting in New York last week (see page 56).

He noted the President, the United Nations and Senate committees all receive TV exposure, as do state legisla-

tures in Arizona, Kansas, Idaho, Oklahoma and Massachusetts.

Senator Javits reminded his audience that he has introduced resolutions to permit coverage of major debates for the last eight years with little result. He proposes to let the Committee on Rules and Administration determine the times and conditions under which broadcasts would be permitted.

He said there is not much danger of such coverage creating a "circus" atmosphere. "Indeed, the public will be able to spot a 'phony' much faster on television than through years of reading published accounts of debates," he declared.

The senator's speech came on the heels of a news conference by Representative Robert F. Ellsworth (R-Kan.), who has proposed a similar change in House rules (BROADCASTING, May 10).

At present, neither body allows radio-TV or film coverage of proceedings on its floor. The Senate permits coverage of selected committee sessions.

Southeast newsmen meet in Atlanta

The problems of local television news were the main topics at a one-day clinic of the Radio-Television News Directors Association. More than 100 southeast news directors met at WSB-TV Atlanta studios on May 8 to discuss specific aspects of news coverage, including investigative reporting, visual editorials, features, crime and courts.

Among the speakers at the clinic were William Corley, program director of WMAQ Chicago; Shelton Peterson, Time-Life Broadcast Inc., and Don Elliott Heald, general manager of WSB-TV.

Midwest Farm Network has 14 stations

After a year of trial operation, Midwest Farm Network, Princeton, Ill., now has a regular lineup of 14 radio outlets in Illinois covering 86% of the livestock and crop sales areas, the network's president, Robert W. Robinson, a local banker, announced.

The network via wire lines feeds a half-hour live farm news program six days weekly at 6 a.m. and includes pickups from Chicago and Washington. Title is *Farmfax*. Among the sponsors are Ralston-Purina, Country Companies Insurance, Chicago Livestock Exchange and Pioneer Seed Corn Co., Mr. Robinson said. MFN address: 717 South Main, Princeton. Phone 3-7201.

How much will the Bird cost?

**Comsat won't confirm
reported \$6,700 fee for
one-hour, one-way use**

TV network news chiefs who have been using Early Bird like a privately owned switchboard for specials and breaking stories from Europe received a jolt last week when reports were printed that the charge under consideration for the U. S.-Europe hop one way would be something like \$6,700 an hour. This is about twice what landline facilities cost in the U. S. for the same 3,000-mile distance.

There was no confirmation by the Communications Satellite Corp. A spokesman said only that rates were still being studied and would be filed with the FCC at a very early date. This was taken to mean that Comsat's tariffs might be filed with the commission this week, or next.

Under FCC regulations, rates must be filed at least 30 days before they go into effect, unless challenged. Comsat Chairman Leo D. Welch told Comsat's stockholders' meeting last week in Washington that the corporation expects to go commercial by mid-June.

One element which was being awaited, and which plays a significant part in the establishment of rates, it is learned, is the ownership of ground stations. Last week the FCC authorized Comsat to build and operate on an interim period three ground stations. The interim period was placed at two years from the date the stations are built. The ground stations will be in the northeastern and northwestern areas of the continental U. S. and in Hawaii. Comsat now leases the AT&T-built station in Andover, Me., and has acknowledged that it has made preliminary studies for a ground station in the state of Washington. Two commissioners dissented.

Rate of Return ■ The investment in plant facilities by a utility-type company like Comsat is considered as part of the base for a fair return. Thus, the more Comsat spends on facilities, the better base it has in evaluating what its rates should be.

Also noted by a Comsat source is the fact that any tariff filed by the U. S. corporation will be for only half of the transmission distance. The country on the receiving end has the right, also, to establish rates. If the \$6,700 figure is correct, he pointed out, it would mean

that Comsat would charge \$3,350 for its half of the service, while other countries could be expected to establish their own rates for their half of the path. He acknowledged that this probably would be about the same, since Comsat is conferring with other members of the international consortium established to own the satellite.

Also expected to play a part in determining what the TV rate may be is the theoretical possibility that a single, one-way TV channel may be able to be placed on Early Bird, with about 60 telephone circuits in service at the same time.

Early estimates were that a TV channel would pre-empt entirely the Early Bird capacity.

If some telephone service can be continued, even though TV is also being transmitted—and this is expected to be tried this week in actual transmission tests—this factor is expected to play a part in reducing the estimates for TV rates.

New Service ■ By far the most complicated and significant problem facing the FCC and Comsat is the question

of who are to be considered "authorized entities." The Communications Satellite Act of 1962 ordered the FCC to authorize regular international carriers and other authorized entities to deal with Comsat.

Already, CBS, the Associated Press, United Press International and the *Washington Post* (WTOP-AM-FM-TV) have asked for this authorization. It would permit them to deal directly with Comsat for channels, instead of through regular carriers, and would be cheaper in the bargain.

Interwoven in this problem is another. Historically, the U. S. has treated overseas communications in two separate categories—voice and record messages. Voice communications overseas has been the province of AT&T; record messages of Western Union International, RCA Communications, ITT World Communications, and others. TV, however, has never been categorized; there's never been a demand for international television on a real-time basis before. Big question therefore is where does TV fit in; is it voice or is it record? Should it be handled by

AT&T, or by the other carriers?

The problem will disappear, of course, should the FCC permit television networks and stations to deal directly with Comsat.

Stockholder Strife ■ At the Comsat stockholders' meeting last week in Washington, enlivened almost from the start by interruptions by three stockholders who were escorted out of the meeting room (but permitted to return later), the present board of six directors was reelected by a heavy majority. Among the directors are Leonard H. Marks and Bruce G. Sundlun, both Washington lawyers with broadcast clients.

Meanwhile, network plans for further use of Early Bird went ahead. ABC-TV said it had scheduled live segments of the Le Mans Grand Prix from France (June 19 and 20), the Irish Derby from Curragh, Ireland (June 26) and the U. S.-Russian track meet from Moscow (July 31 and Aug. 1). A network spokesman noted these events would come after the synchronous satellite had entered its commercial phase of operation. Even if the cost of using Early Bird is as high as \$6,700 an hour, a figure mentioned last week, the network would go ahead with these telecasts, he said. The Goodyear Tire & Rubber Co., through Young & Rubicam, will carry one-third sponsorship of these international sports specials.

Last week NBC-TV cameras in London were filming portions of a special to be presented via Early Bird May 17 (7:30-8 p.m.), *A New Look at Olde England*, expected to be the first trans-Atlantic colorcast using the satellite.

CBS News last week said it had used Early Bird last Monday to cover five different breaking news stories from Europe.

All three television networks carried a speech by West German Chancellor Ludwig Erhard transmitted through Early Bird from West Berlin May 9. CBS-TV carried it live.

Banner sets up in N. Y.

The establishment of an East Coast program development department in New York under producer Julio Di Benedetto was announced last week by Bob Banner, president of Bob Banner Associates. Mr. Banner also said that Tom Egan, associate producer for the past two years on BBA's *Jimmy Dean Show* on ABC-TV, has been appointed producer of the program, succeeding Mr. Di Benedetto. A vice president of BBA for seven years, Mr. Di Benedetto will share program development responsibilities in television and motion pictures with Buzz Kulik, who recently joined the company as vice president in charge of western operations.

Radio praised for clearing tornado's path

Minneapolis-St. Paul broadcasters, who had only recently returned to normal operations after a long flood siege, were again hit by a natural disaster on May 6 when tornadoes struck the area.

And, in the aftermath, broadcast media, especially radio, were credited with saving possibly hundreds of lives, compared to the 13 known dead and several hundred injured.

In reports reaching BROADCASTING last week:

■ WCCO Radio broadcast a severe weather bulletin at 6 p.m. At 6:32 p.m., the station began its emergency broadcasting plan when the first tornado was sighted and at 6:34 p.m. broadcast a telephone report from a listener in Excelsior, a Twin Cities suburb. From the first warning until after 10 p.m., the station solicited and received position reports by telephone from listeners throughout the area, providing warnings to the affected areas.

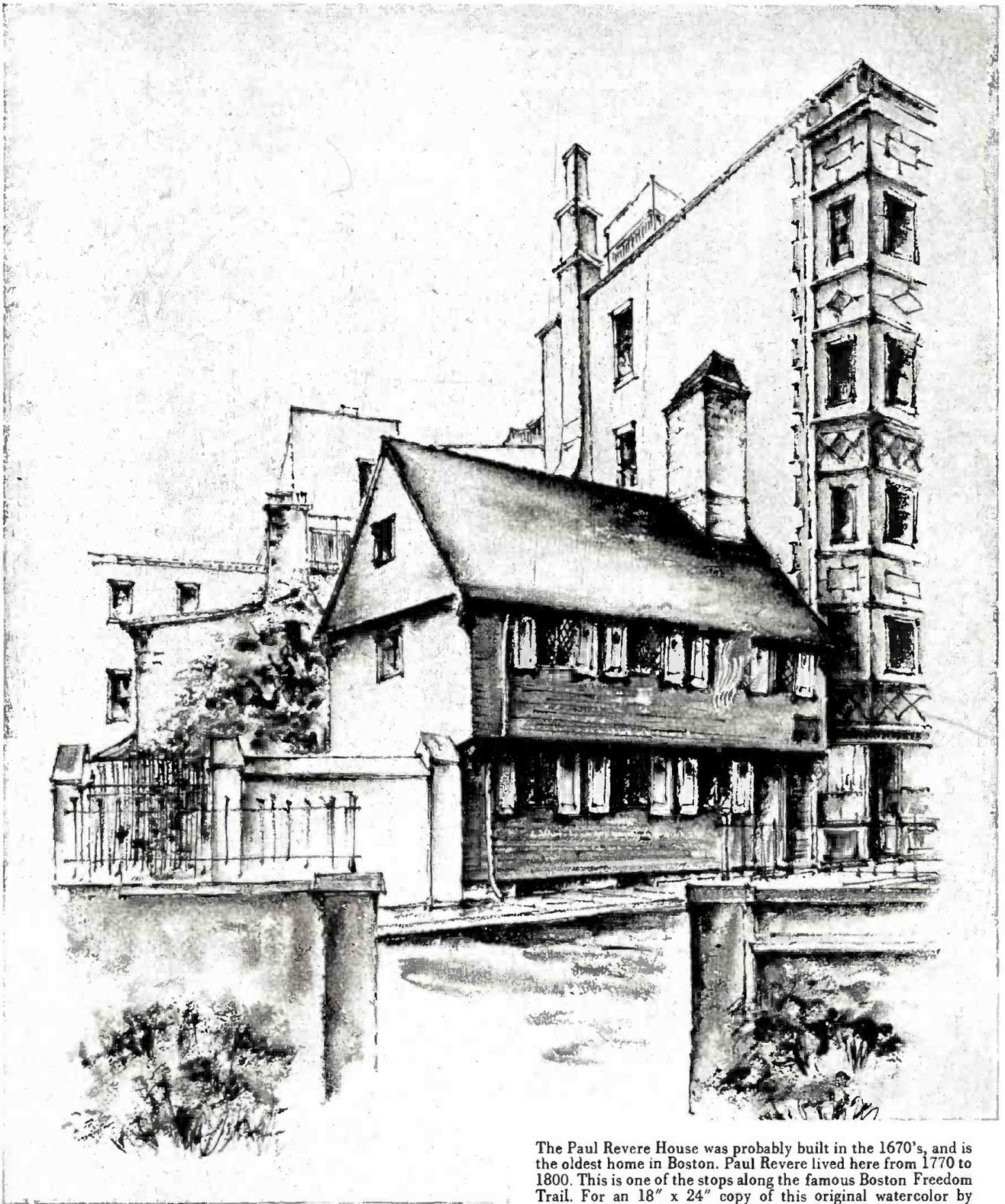
■ KSTP Radio issued its first warning at 6:05 p.m., a "take cover" warning at 6:30 p.m. and at 6:34 p.m. sounded the official Civil Defense warning. At that time, it began continuous coverage of the storms using 10 two-way radio cars and 25 newsmen. The station provided its mobile emergency light truck for search efforts in hard hit

areas.

In a report last Thursday (May 13) to Governor Karl Rolvaag, the Minnesota State Civil Defense Director, Roy V. Aune, said: "The broadcast media must be credited with performing a tremendous public service in disseminating emergency information to the public."

Mr. Aune added: "It would only be proper to cite the contribution WCCO Radio and its staff made during the critical period. The station solicited and received eyewitness reports from citizens. Through careful questioning on the air, they sorted out the reports on storm clouds so that people in their paths were promptly warned. This sighting and tracking of tornadoes by WCCO Radio proved tremendously reassuring to the listening public. Without the tracking reports that were broadcast, hundreds might have been killed."

A *Minneapolis Star* editorial two days after the storms criticized radio procedures and phoned location reports from listeners as "contributions to panic." but last Thursday (May 13), the *Minneapolis* papers changed their position after studying thousands of letters to Civil Defense from citizens citing the radio efforts as helping to prevent panic and the loss of life and telling listeners the precautions to be taken.



The Paul Revere House was probably built in the 1670's, and is the oldest home in Boston. Paul Revere lived here from 1770 to 1800. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian... Buy WHDH

TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO

Broadcasters cited for state news coverage

Broadcasters got a pat on the back for fair and responsible reporting of a state legislature and were reminded that electronic journalism's "new and unfamiliar approach" to covering news has produced a "spate of restrictive rules and a clamor for more."

The statements came from William H. Avery, governor of Kansas, and Vincent Wasilewski, president of the National Association of Broadcasters, in speeches before the Kansas Association of Radio Broadcasters in Hutchinson.

Mr. Wasilewski said the problem of reporting government activities without restrictions has reached a "crucial stage because of the expanding news job done on a day-to-day basis" in radio-TV. Freedom of information has become a matter of concern in Congress, judiciary, legislatures, bar associations, the media and general public, the NAB president noted. "Out of the ferment of this general debate," he said, the rules which will govern broadcast news gathering for many years will be created.

Governor Avery said the success of the state's recent legislative session, "indeed of our whole program of state government, is to the credit of the radio broadcasters" and the other media.

Two judges oppose pre-trial news curbs

Two judges spoke out last week against proposed curbs on pre-trial news coverage during the annual meeting of the bar association of the seventh federal circuit in Chicago. They were part of a panel on fair trial vs. free press and TV.

Judge J. Skelly Wright of the U. S. Court of Appeals, Washington, and Justice Alfred T. Goodwin of the Oregon Supreme Court indicated that the plan to restrict pre-trial publicity is both undesirable and unreasonable. Judge Wright noted that the police, prosecutors and judges give a more acceptable performance when the news media fully inform the public about cases.

Judge Goodwin said some degree of prejudicial publicity may be the necessary price to pay for a free press. Terming the proposed curb impractical, he said "there is a very serious question of whether it would be in the public interest to put the courts into the business of censorship even if that could be accomplished constitutionally."

U. S. Attorney Edward V. Hanrahan

of Chicago favored the greater regulation of the news media in this problem. Norman E. Isaacs, vice president and executive editor of the *Louisville (Ky.) Courier Journal*, admitted newsmen have a long way to go to handle court news better. But he criticized the judges and bar associations for failing to enforce their own discipline against members who violate existing legal canons restricting discussion of pending cases with newsmen.

Official Films pushes new program plans

Official Films Inc., once an active producer of network TV series who again plans to step up activities in this area (*BROADCASTING*, April 12), is planning development of a half-hour TV series in the U. S. and production of a puppet program in Japan, and sports and entertainment specials in countries throughout the world.

Wynn Nathan, vice president and sales manager of Official, reported last week that he is leaving for Tokyo shortly to view a pilot of the puppet show produced by K. Fujita & Associates and financed by OF. The program will consist of 104 five-minute color segments produced in stop action.

Official also is financing the script of a half-hour comedy series, *Off We Go*, intended for network presentation during 1966-67, according to Mr. Nathan. The company is in the final stages of negotiations for 39 episodes of a first-run TV series, he said, which may be announced later this week. In the area of specials, Official intends to produce a group of sports programs in Europe and four to six one-hour entertainment productions throughout the world, co-produced with broadcasting organizations in various countries. It is planned to produce all programs in color.

Four Star syndicating first-run color series

In its first move into the daytime syndication field of first-run series, Four Star Distribution Corp. announced last week it has sold *PDQ*, a half-hour, five-day-a-week game program to the five stations belonging to the NBC Owned Stations Division, starting this fall.

Len Firestone, vice president and general manager of Four Star Distribution, said *PDQ* is the first five-day-a-week game program produced in color and on tape to be sold through syndication. It will be carried on WNBC-TV, New York, WRCV-TV, Philadelphia, WRC-TV, Washington, WMAQ-TV Chicago and KNBC-TV Los Angeles.

Goldwater surplus

Plagued with surplus money, a Goldwater TV fund-raising committee has proposed investing it in a series of documentary TV shows. The shows, started with \$150,000, would have ended in a self-perpetuating appeal for more funds.

Republican officials, when contacted, declined when the Goldwater group insisted on retaining control over program content. Most of the left over money reportedly came from a highly successful fund-raising appeal made on national TV by actor Ronald Reagan during the campaign.

U.S. to see Canadian football

The Fourth Network has again acquired U. S. syndication rights to the television coverage of the Canadian Football League games for the coming season. Last year the Fourth Network distributed the Canadian professional football game tapes to 20 U. S. stations. Negotiations with TV stations are already under way for this year's 13-game series.

DPA to screen programs only in pilot stage

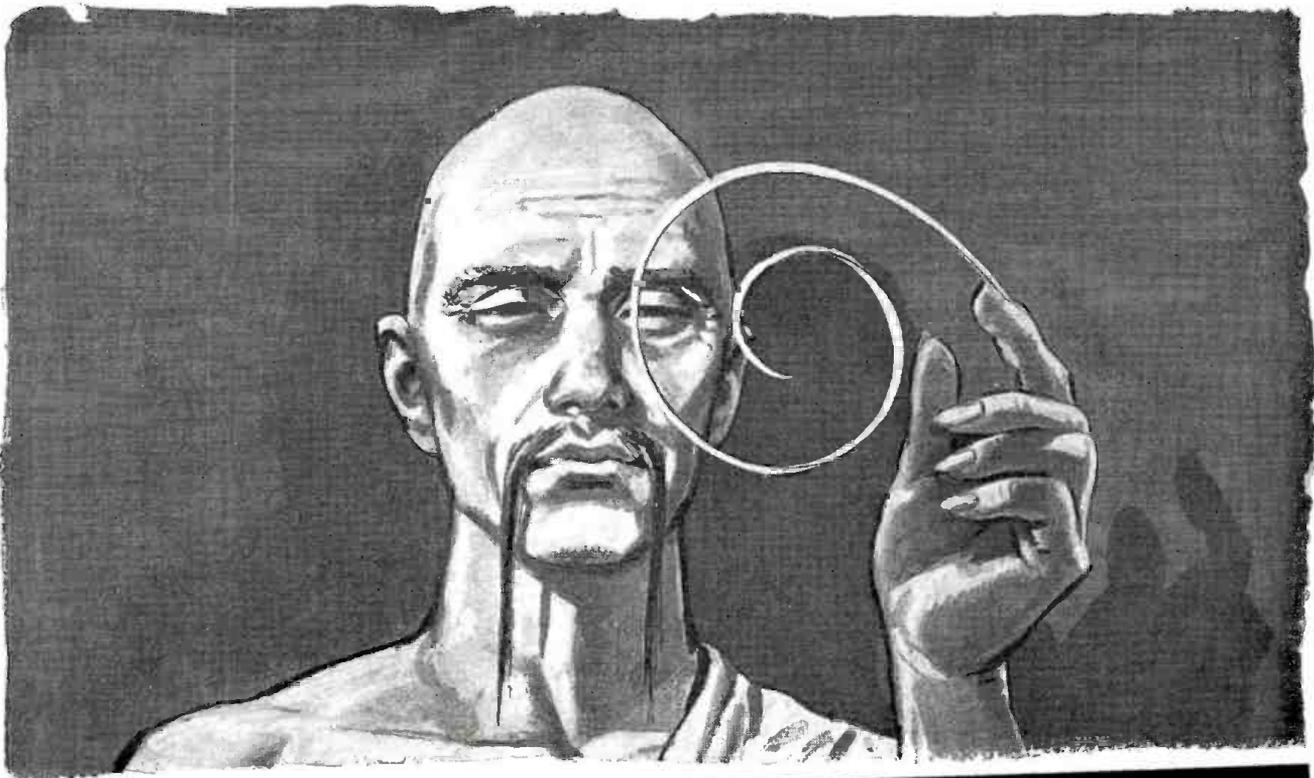
Development Program Associates chose a new screening committee during a board of directors meeting in Washington and decided that only TV programs in the pilot or idea stage will be presented at the next general meeting Nov. 4-5 in Philadelphia.

DPA is composed of station operators in the top markets and is attempting to stimulate the production of non-network programs. DPA held its first screening session for producers in Los Angeles last March.

The new screening committee consists of Bob Guy, Storer Broadcasting Co., chairman, and Burke Ormsby, Time-Life Broadcast, and Dan Pecaro, WGN-TV Chicago.

WAVA goes all-news

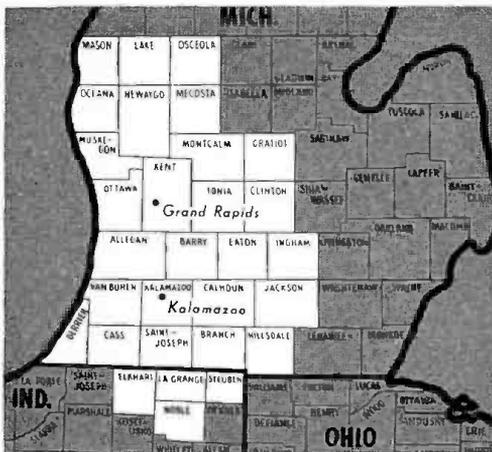
WAVA-AM-FM Arlington, Va., has switched to all-news format seven days a week. The station, which had gradually moved into this type of programming by using solid two hour blocks of news in the morning and late afternoon, adopted the current format coincident with its move to new studios in Rosslyn, Va., across the Potomac from the Georgetown section of Washington. WAVA is a daytime station; the FM adjunct will switch to music and news in the evening.



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**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



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If you want to get your claws onto that rich outstate Michigan market, use WKZO-TV—the most-watched Michigan station outside Detroit! A thumb-through of the Nov., '64 NSI shows:

- 9 a.m. to midnight, Sunday through Saturday, WKZO-TV hands over 8% more viewers than station "B."
- 6:30 p.m. to midnight, WKZO-TV can point to 6% more viewers than station "B."
- If you like to have the women in the palm of your hand, WKZO-TV averages 40% more viewers weekday mornings (9 a.m.-noon) than station "B"—13% more than "B" and "C" combined!

Your Avery-Knodel man has full details at his fingertips! And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*A Chinese priest's 22¾-inch nails took 27 years to grow.



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 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV CADILLAC-TRAVERSE CITY
 /WWUP-TV SAULT STE. MARIE
 KOLN-TV/LINCOLN, NEBRASKA
 /KGIN-TV GRAND ISLAND, NEB.

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100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Preminger yanks his film from CBS-TV

The problem which some motion pictures present to network standards and practices divisions was raised last week in connection with two films which had been licensed to CBS-TV.

Eight hours of feature films are scheduled by the networks in prime time each week next season, many of them recent productions and some treating subjects which could be considered sensitive and not suitable for family viewing.

Last week producer Otto Preminger said he would not allow CBS-TV to show his "Advise and Consent" because of cuts in the film planned by the network. The film, a Columbia Pictures release, had tentatively been set for presentation by the network next season. One section of the movie deals with a U. S. senator whose past included a homosexual episode.

A network spokesman said "Advise and Consent" is the only film which raises such a right-of-review problem. However, another picture expected to be shown at some future date by CBS-TV, "The Apartment," produced for United Artists by Billy Wilder is also under-

stood to give the producer the right to review any editing by the network.

A CBS-TV official explained the network does not consider a film to be in its library until it has been approved for airing and that CBS would not have to pay for the Preminger movie.

"The Apartment," which stars Jack Lemmon, is about a man who advances his career by letting his superiors use his apartment for love affairs.

Radio series sales . . .

Theater Five (ABC Radio): WJRZ Newark, N. J.

Jimmy Fidler in Hollywood News (Jimmie Fidler): KUDY Spokane, Wash.; KBXM Kennett, Mo., and KGFX Pierre, S. D.

The Joe Pyne Show (Hartwest Productions): WHEN Syracuse, N. Y.; WITH Baltimore; WICU Erie, Pa.; WIBW Topeka, Kan.; WAPO Chattanooga, Tenn., and KXIV Phoenix.

Top of the Pops (Hartwest Productions): KBTR Denver; KXOL Fort Worth, WLEE Richmond, Va.; WYDE Birmingham, Ala., and WCOL Columbus, Ohio.

Chi Chi Rodriguez Golf Tips (Kay-

Tee Productions): KPGM(FM) Los Altos, Calif.; KQMC Denver; WSNW St. Petersburg, Fla.; WSOY Decatur and WBBA Pittsfield, both Illinois; WWOM New Orleans; KVIM New Iberia, La.; WFLR Dundee, N. Y.; WNXT Portsmouth and WWST Wooster, both Ohio; KJEM Oklahoma City; WSCR Scranton, Pa.; WNCG N. Charleston, S. C.; WJCW Johnson City, Tenn.; WLLL Lynchburg, Va., and KETO Seattle.

Mystery Moment (Kay-Tee Productions): WGEA Geneva, WHBB Selma, WACT Tuscaloosa, and WBRC Birmingham, all Alabama; WTIC Hartford, Conn.; WQXQ Daytona Beach, WJBS Deland, WFTW Ft. Walton Beach, and WJCM Sebring, all Florida; WEGO Concord and WCEC Rocky Mount, both North Carolina; WPME Punxatawney, Pa.; KEAN Brownwood and KILE Galveston, both Texas, and WLLL Lynchburg, Va.

Fascinating Facts & Thought for the Day Vignettes (Kay-Tee Productions): WHBB Selma, Ala.; WJBS Crestview, WPRV Wauchula, WFTW Ft. Walton Beach, and WMEL Pensacola, all Florida, and WBEU Beaufort, S. C.

The Shadow (Charles Michelson): WGGG Gainesville, Ga.



The Green Hornet (Charles Michel-son): K MAD Madill, Okla; and KSNO Aspen, Colo.

The Hidden Truth (Charles Michel-son): Radio Trinidad, Port-of-Spain, Trinidad.

The Sealed Book (Charles Michel-son): KMOX St. Louis.

Leo Durocher . . . Sports Show (Sight & Sound Library): KAGO Klamath Falls, Ore.; KZUN Opportunity-Spokane, Wash.; KFMK(FM) Houston; WSUB Groton, Conn.; WKQV Sullivan, Ind.; KALF Mesa, Ariz.; KNEA Jonesboro, Ark.; WLBZ Bangor, Me.; WHDF Houghton, Mich., and KHOT Madera, Calif.

Audio Program Service (Triangle): WPAC-AM-FM Patchogue, N. Y.; WTRF-FM Wheeling, W. Va.; WSAU-FM Wausau, Wis., and WSNW-FM Seneca, S. C.

30 Hours of Christmas (Triangle): KMAQ Maquoketa, Iowa, and WFYI Garden City, N. Y.

Auto Racing Specials (Triangle): KCPX Salt Lake City and KMID Midland, Texas.

July 4, 1776 (Woroner Productions): WHK Cleveland; WCLT Newark,

Ohio; KGBS Los Angeles; KPMC Bakersfield, KHER Santa Maria, KJOY Stockton, KPLS Santa Rosa, KPAY Chico, and KXOA Sacramento, all California; WKNR Dearborn—Detroit; WRYT Pittsburgh; KLIF Dallas; WQXI Atlanta; KAAV Little Rock and KADL Pine Bluff, both Arkansas; WKAT Miami; WWHC(FM) Hartford City, WTCA Plymouth, WTHI Terre Haute, WKBV Richmond, WBIW Bedford, WCSI Columbus, WSVL Shelbyville, WBAT Marion, WITZ Jasper, and WIKY Evansville, all Indiana; WRBC Jackson, Miss.; and KCBN Reno.

The First Christmas (Woroner Productions): KJOY Stockton, KXOA Sacramento, KPLS Santa Rosa, KPMC Bakersfield, and KBIF Fresno, all California; WHNY McComb, WRBC Jackson, WHSY Hattiesburg, and WJPR Greenville, all Mississippi; WKST New Castle and WNAE Warren, both Pennsylvania; WBAT Marion, WITZ Jasper, WIKY Evansville, WKBV Richmond, WBIW Bedford, WCSI Columbus, WSVL Shelbyville, WTHI Terre Haute, and WWHC(FM) Hartford City, all Indiana; WFBI Indianapolis; KCBN Reno; KLAV Las Vegas; WHBQ Memphis, and WCLT Newark, Ohio.

Tips on Tots (Woroner Productions): WNOE New Orleans; WMVR

Sydney and WING Dayton, both Ohio; KLAS Las Vegas; WFBI Indianapolis; WKBV Richmond, WBIW Bedford, WIKY Evansville, WBAT Marion, and WITZ Jasper, all Indiana; WQXI Atlanta, and KLAC Los Angeles.

Points on Pets (Woroner Productions): KLAS Las Vegas; WFBI Indianapolis; WQXI Atlanta, and WIKY Evansville, Ind.

Your Green Garden (Woroner Productions): KLAS Las Vegas; WQXI Atlanta, and WIKY Evansville, Ind.

Closeup (Woroner Productions): KWFR San Angelo, Tex. and WIKY Evansville, Ind.

Program notes . . .

Watson-Holmes Return ■ Charles Michel-son Inc., New York radio show syndicator, announced last week that it is re-releasing, for a limited time, *The Best of Sherlock Holmes* half-hour radio series. The 15-show package will be available to one station in each market, according to Mr. Michel-son. The London-produced show stars Sir John Gielgud as Holmes and Sir Ralph Richardson as Watson.

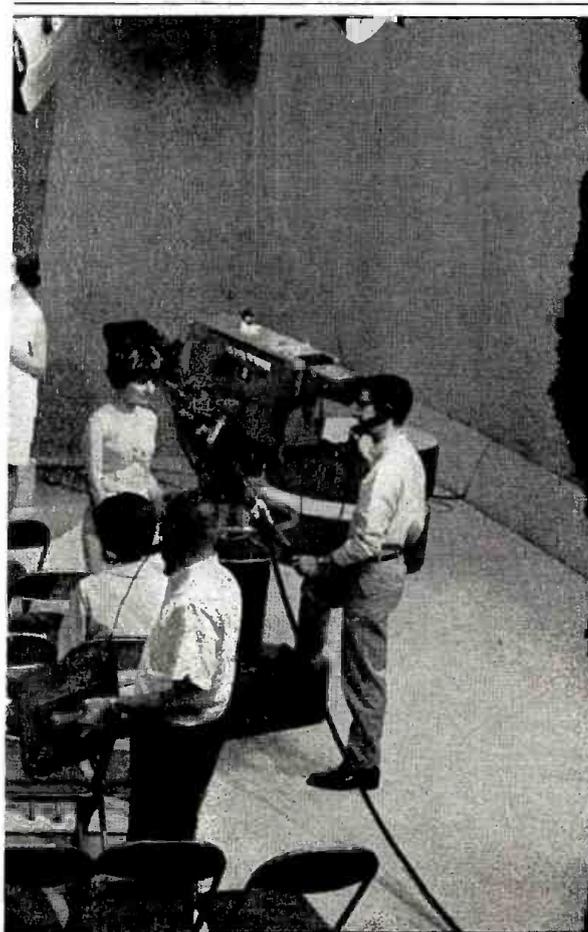
Life in Siberia ■ WPIX(TV) New York, reported that it has obtained from a

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South American distributor the rights to unedited film from which it is preparing a one-hour documentary, titled *I was a Prisoner of Russia in Siberia*. William Cooper, WPIX film manager, explained that a Polish artist, imprisoned in the Siberian camp from 1942-46, made drawings of life in the prison on odd snatches of paper and smuggled them out in the lining of his clothes. The documentary is scheduled next fall.

Back-to-back strength ■ Embassy Pictures Corp. Television is recommending to stations that have bought the "Hercules" and "Attila" features that they be scheduled one after the other as a three-hour color spectacular.

Hiroshima ■ National Educational Television is currently preparing a one-hour on-location documentary to coincide with the 20th anniversary of the atomic bombing of Hiroshima on Aug. 6, 1945. The program will be shown on the NET network during the week of the anniversary.

Versatile Jose ■ CBS-TV has entered into an agreement with comedian-writer-producer Bill Dana under which his production company will develop new comedy program formats for the network. Mr. Dana is the creator of the character that made him famous as a performer, Jose Jimenez.

Three ring circus ■ Ringling Bros. & Barnum & Bailey circus has been signed to a five-year contract for one-hour specials in prime time on NBC-TV. During U. S. seasonal tours, the circus will set up an arena for show highlights

to be carried by the network. First show will be scheduled early in 1966.

Tom Swift on TV? ■ Bob Banner Associates has acquired TV and motion picture rights to the *Tom Swift* books, including the 25 *Tom Swift Jr.* volumes, from Victor Appleton, author. Banner's plan is to develop a TV series.

Color in space ■ The first live color television coverage of a space flight launching will be provided by NBC-TV next month for the Gemini-Titan IV mission, it was announced by NBC last week. The launching of the second Gemini two-man space flight from Cape Kennedy in Florida is expected June 3.

English history ■ The second part of *The Hollow Crown* will be shown on June 20 (9-10 p.m., EDT) on CBS-TV. It continues with English history from Charles II to Queen Victoria. David Susskind is producer in association with Anthony Havelock-Allen.

Exchange series ■ Margaret Truman will appear as hostess of the one-hour, foreign-produced series of *International Hour* shows on the five CBS-owned TV stations. Beginning with "Ethics of Japan" (May 22), she will introduce programs from Malaysia, Australia, Argentina, Italy, Venezuela, Yugoslavia and Canada. Ray Abel, WCBS-TV New York, will produce the series.

'Stingray' sales boom

Independent Television Corp. announced last week that its *Stingray* half-hour, color cartoon series has been sold in 45 markets with gross sales ex-

ceeding \$1 million.

ITC placed *Stingray* into syndication in the U. S. less than two months ago, according to Abe Mandell, ITC president, and has sold the series in 19 of the top 25 markets of the country. Among the stations which will telecast *Stingray* this fall are WPIX(TV) New York, KTLA-TV Los Angeles, WGN-TV Chicago, WNAC-TV Boston, WJBK-TV Detroit and KTVU(TV) San Francisco.

Midwestern to carry own station on new CATV

WPBN-TV Traverse City, Mich., has contracted with Jerrold Electronics Corp. for a 12-channel community antenna system for Traverse City. The 55-mile system, serving a potential of 4,800 homes with six TV signals, a weather channel and eight FM stations, will cost about \$300,000. It will carry the two local stations in Traverse City-Cadillac (WPBN-TV and WWTV[TV] Cadillac), three from Green Bay, Wis., and one from Grand Rapids, Mich.

Les Biederman, president of Midwestern Broadcasting Co., commented that the move into CATV was taken after considerable thought. "Whether we provide our programs through cable or transmit them over the air is immaterial," he said. "Our responsibility is to provide the entertainment, news and educational programs to our public."

Midwestern Broadcasting owns, in addition to WPBN-TV, WTOM-TV Cheboygan, and WTCM Traverse City, WATT Cadillac, WMBM Petoskey, WATC Gaylord and WATZ Alpena, all Michigan.

EQUIPMENT & ENGINEERING

Court sends another case back to FCC

The U. S. Court of Appeals in Washington ruled last week that the FCC erred in relocating a television transmitter site without the hearing that opponents of the move had requested.

At issue was the commission's action in moving the location of KHMA (TV) ch. 11, Houma, La., to a point 47 miles northwest of that city and 18 miles from Baton Rouge. The move would leave KHMA short-spaced to WTOK-TV Meridian, Miss.

St. Anthony Television Corp., which was given a construction permit for the channel in 1958 but which has not yet built a station, originally requested the move-in in 1959. The commission granted the request last year, contending it would provide Baton Rouge with

a third VHF station and extend channel 11 service to more people.

However, the two Baton Rouge stations, WAFB-TV and WBRZ(TV), appealed and the court sent the case back to the commission with instructions to hold a hearing.

The court held that the commission, in granting the move without a hearing, had erred in asserting that no material issues of fact had been raised and that no reasons had been advanced why the move would be contrary to the public interest, convenience and necessity.

Ninth Loss ■ It was the ninth reversal of an FCC decision out of 11 appeals taken to the Washington appeals court since Jan. 1 (see box page 76). And the unsigned decision filed by the three-judge court upheld the Baton Rouge stations on every major point they raised. The participating judges were Chief Judge David L. Bazelon, and George T. Washington and Carl T. McGowan.

The decision was announced Tuesday (May 11), a day after options to purchase all of the outstanding stock of St. Anthony were filed with the FCC. The prospective purchaser is Denver Brannen, who already owns 13% of the St. Anthony stock and who has 12 months in which to exercise his options on the rest. He would pay about \$100,000 for the remainder. Mr. Brannen owns KCIL Houma, WLUX Baton Rouge and WDLF Panama City, Fla., and holds a construction permit for WYNR Brunswick, Ga.

The channel 11 case was involved in the commission's controversial proposal to drop short-spaced VHF channels into seven markets as a means of providing additional service. Baton Rouge was one of the markets and channel 11 was to have been the facility.

The commission, by a 4 to 3 vote, rejected the proposal in May 1963. But it made special mention of the chan-

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In March, 1945, O. Roy Chalk came to Washington, D.C. A dynamic, driving, practical visionary, he has revolutionized Washington's public transportation system. Today, as president of the D.C. Transit System, Inc., he never stops striving for perfection. New air conditioned buses, new, more convenient schedules and routes, the first minibuses for in-town shoppers and government building service are just the beginning for O. Roy Chalk and a grateful Washington public. WWDC thanks Mr. Chalk, his company, and his advertising agency Kal, Ehrlich & Merrick, for the opportunity of assisting them in telling Washington about their service to the people. Because WWDC is "the station that keeps *people* in mind."

Represented nationally by Blair Radio



nel 11 aspect of the case (BROADCASTING, Dec. 30, 1963).

Issues — In remaining the case, the court outlined five public interest issues for the commission to consider in a hearing. All had been raised by the Baton Rouge stations in their appeals.

"When so many significant policy issues exist," the court said, "it is plainly improper to grant an application without the full record of facts and adversary views a hearing would provide."

9-inch color TV set made by Japanese firm

A new 9-inch all-transistorized color television set, using a single-gun tube, has been publicly introduced in the United States by a Japanese set maker but it cannot be purchased and it cannot be seen unless the viewer is a visitor at the Japanese Pavilion at the New York World's Fair.

The new receiver, manufactured by the Yaou Electric Co., Tokyo, is called Colornet and uses the single-gun picture tube that is basically a Lawrence type. The picture tube, called the Colornetron, was produced by Kogyo Corp., Kobe, Japan, and has the phosphor deposited on the screen located behind the tube's front. A newer version, which has phosphor deposited on the face of the tube, was scheduled for retail introduction this summer but no suggested price has been released, though a spokesman said the range probably would be \$250 to \$350.

It was reported that a major American manufacturer was negotiating with the Japanese firm for use of the tube. The U. S. set maker was not identified but there was a report that Philco had expressed interest.

AMST restates stand on land mobile services

The Association of Maximum Service Telecasters has resumed its opposition to the National Association of Manufacturers proposal that land mobile radio services be allowed to operate on television channels 14 and 15.

The NAM proposal, intended to alleviate what land mobile radio operators say is their urgent need for additional spectrum space, was originally made in a petition filed with the FCC last year. The NAM restated it last month in a petition requesting a field test of the idea in Los Angeles (BROADCASTING, April 12), where channels 14 and 15 are not assigned.

AMST, as it did in opposing the original petition, noted last week that the NAM proposal is contrary to con-

gressional and commission policy favoring the development of all 82 VHF and UHF channels.

AMST said that NAM had overlooked those policy considerations in asserting that broadcasting, including TV, "has perhaps the least logical need for spectrum space of any radio service."

AMST also cited the commission's order last month adopting rules for community antenna television systems in opposing an NAM suggestion that more reliance should be placed on CATV to relieve the pressure on the broadcast spectrum.

The NAM proposal was opposed also by the National Association of Educational Broadcasters, which expressed concern about the possible impact of channel sharing on facilities available to educational as well as commercial broadcasters.

Bid for six channels may be turned down

The Midwest Program on Airborne Television Instruction Inc., has apparently lost out in its effort to secure six UHF channels for use in its airborne program of educational television.

The FCC last week said it had instructed its staff to draft a document denying the request for the regular use by MPATI of channels 72, 74, 76, 78, 80 and 82.

But the commission wouldn't ground MPATI. The announcement said the order will permit MPATI to continue its service on six frequencies in the Instructional Television Fixed Service (2500-2690 mc).

The commission also said MPATI would be permitted to continue its present experimental operation on channels 72 and 76 for a five-year period to amortize its present equipment.

The airborne service, which was initiated by Purdue University in 1959, now serves more than 2,000 schools in six midwest states with educational programs beamed from an airplane.

The commission vote on the decision, reportedly, was 4 to 2, with Commissioners Lee Loevinger, Robert T. Bartley, Robert E. Lee and Rosel H. Hyde in the majority, and Chairman E. William Henry and Commissioner Kenneth A. Cox dissenting.

The commission action issuing instructions doesn't constitute a final decision. But it is unlikely the vote will be reversed when the order prepared by the staff is presented for a vote.

MPATI officials have in the past rejected suggestions that the service use the 2500 mc band. They say it wouldn't permit transmission of acceptable quality.

128 stations may get fallout shelters

If the Office of Civilian Defense gets what it asks for from Congress (the House already has cut its requested \$193,900,000 to \$89,190,000), 128 standard broadcast radio stations can expect to receive fallout protection in the fiscal year beginning July 1 of this year.

This was indicated in the transcript of hearings before the Independent Offices Subcommittee of the House Appropriations Committee, released May 6. The OCD officials appeared before the committee March 30.

According to statements submitted to the committee and comments by William P. Durkee, director of civilian defense (a unit of the Department of the Army), 530 AM stations in the Emergency Broadcast Service have been given fallout protection for basic personnel at an average cost per station of \$15,800. The program, which began in 1962, covers "austere" fallout protection, emergency power generators, radio program links and associated communications. In the current budget proposals, OCD is asking for \$2 million in fiscal 1966.

New UHF signal data prompts rule change

The FCC has proposed revising the field strength (propagation) curves now embodied in its rules for FM and TV to bring them in line with new field strength measurements, particularly in UHF television.

Present rules specify that the field-strength curves developed for the potential coverage of VHF stations on channels 2 through 6 should be used for all UHF stations. But the curves in the commission's proposed rulemaking show the two bands to be similar for all antenna heights only out a distance of 20 miles. Beyond that point, the new curves show the UHF signal weakening at a faster rate than do those in the present rules.

The commission noted that the data available in the early 1950's indicated the propagation curves of low-VHF and UHF stations to be similar. Since then, however, more complete information on UHF propagation was developed by the Television Allocations Study Organization (TASO) and other technical groups.

The proposed curves for VHF stations on channels 2-6 and 7-13 are virtually unchanged from those in the present rules. However, the curves show low-VHF stations having somewhat greater strength beyond the horizon than in the



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present rules.

The F (50-50) curves—so-called because they represent the signal strength found at 50% of the locations in an area 50% of the time—are used in calculating “equivalent protection.”

Comments on the proposed rule-making are due June 14. The deadline for replies is June 25.

Technical topics . . .

Playback machine ■ A new, portable cartridge playback machine, Spotmaster Portapak I, is now available from Broadcast Electronics Inc., Silver Spring, Md. The solid state unit is completely self-contained and self-powered (by a rechargeable nickel cadmium battery). Weighing 11½ pounds it plays all standard cartridge sizes up to 21 minutes and will play one hour before recharging.

Colorful Dallas ■ WFAA-TV Dallas-Fort Worth has signed contracts totaling more than \$1.2 million for equipment from RCA, Ampex and General Electric. Purchases include eight live color cameras, two complete color chains with four 16 mm projectors and two slide projectors. Four new color video tape recorders are on order and two of the station's present recorders will be converted to color.

New TV recorder ■ North American

Philips Co., New York, last week made available a video tape recorder for use with closed-circuit television.

Based on the helical scan principle, the Norelco EL 3400 provides picture and sound recordings for more than one hour on 2880 feet of video one-inch tape on a nine-inch reel. The 100-pound unit costs \$3,950. Norelco said the recorder can be coupled to most TV receivers, and may be used in TV commercial development for storyboard presentations.

New Bird Watcher ■ Bird Electronics Corp., 3033 Aurora Road, Cleveland (Solon), has announced its new models 3127 and 3128 Bird Watcher power monitor/alarm. The panel-mounted instrument is designed to protect transmitters, transmission lines, antenna systems, etc., from damage due to high-standing waves (VSWR). When a fault takes place, local and remote audible and visual alarms and an automatic shut-down of the transmitter are triggered by the Bird Watcher, according to the company. Model 3127 is in various sizes for rigid transmission lines, Model 3128 is designed for use with flexible cables.

Contracts signed ■ WLCY-TV Largo-Tampa-St. Petersburg, Fla. has signed equipment contracts worth \$750,000 with RCA and others totaling \$110,000

with Sarkes-Tarzian Co. and Stainless Steel Corp. among other companies. The station has also leased a two-story building at 2429 Central Avenue, St. Petersburg, awaiting construction of new studios at 11450 Gandy Boulevard.

Lens kits ■ Telepro Industries Inc., Cherry Hill, N. J., has introduced for the TV industry a line of conversion lens kits for greater flexibility in placement of its 6000 front/rear screen slide projector. Covering short, medium and long throw ranges, the kits contain front condenser, lens holder, rigid and flexible light shields, couplings and bench rods. The long throw conversion produces 6000 lumens from the projector's 3000-watt light source.

Admiral unveils new sets

Admiral Corp., Chicago, has introduced its new line of 1966 color TV sets with models ranging in price from \$369.95 to \$995. Line includes 21-inch as well as newer 23-inch and 25-inch size color tubes. Admiral also has introduced its new monochrome TV line including 15-inch and 17-inch portables. The firm plans to spend \$9 million in advertising during the year's second half. The emphasis will be on TV, newspapers and magazines. Agency: Campbell-Mithun, Chicago.

FANFARE

Utah gets grant for political institute

An Institute of Practical Politics will be set up at the University of Utah financed by a \$250,000 endowment from the Edward John Nobel Foundation and Robert H. Hinckley (CLOSED CIRCUIT, May 10).

Mr. Hinckley, on the board of American Broadcasting-Paramount Theaters, and Mr. Noble, had served in several positions in the U. S. government and later worked together in the founding of ABC.

The institute is being established to show political activity as a civic duty and to show the practical aspects of a political career. It will invite politicians to the campus to lecture and discuss various political activities with students.

Drumbeats . . .

TGIF ■ Gene Davis, air personality on WDAF Kansas City, Mo., began to wear a tie to work on Fridays recently with the letters TGIF on it. Shortly after he started doing this he formed the Thank Goodness It's Friday Club, beginning his Friday broadcasts with *The*

Friday Edition. Listeners are writing to the station to join the club, getting membership cards and TGIF buttons.

Memorial scholarship ■ University of Notre Dame, South Bend, Ind., last week announced the establishment of the John C. Quinlan Memorial Scholarship Fund in its school of communication arts. The fund is based upon a grant of \$10,500 by WGN-AM-TV Chicago, in memory of its late sportscaster who died in an auto accident during his coverage of baseball spring training.

Sunny Miami ■ WLBW-TV ch. 10 Miami is conducting a contest to find a personable girl to be its Miss Sunny 10. She will represent the station at the Florida Pavilion of the World's Fair and visit advertising agencies in New York during a four-day visit to the city.

\$100,000 ad spree ■ WPIX(TV) New York, has begun an advertising campaign on radio and billboards, bus cards and in newspapers to promote its daily, late-night *Merv Griffin Show*, which started last week. An estimated \$100,000 will be spent by WPIX over the next three months, including spots on WINS and WPIX-FM, both New York.

Pennies from Florida ■ To announce

its 10th birthday, WFLA-TV Tampa, Fla., is distributing birthday cards with an uncirculated penny from each of its ten years. Next to each dated penny the station has cited a news event which it was first to cover in its area.

CBS News wins Lasker award

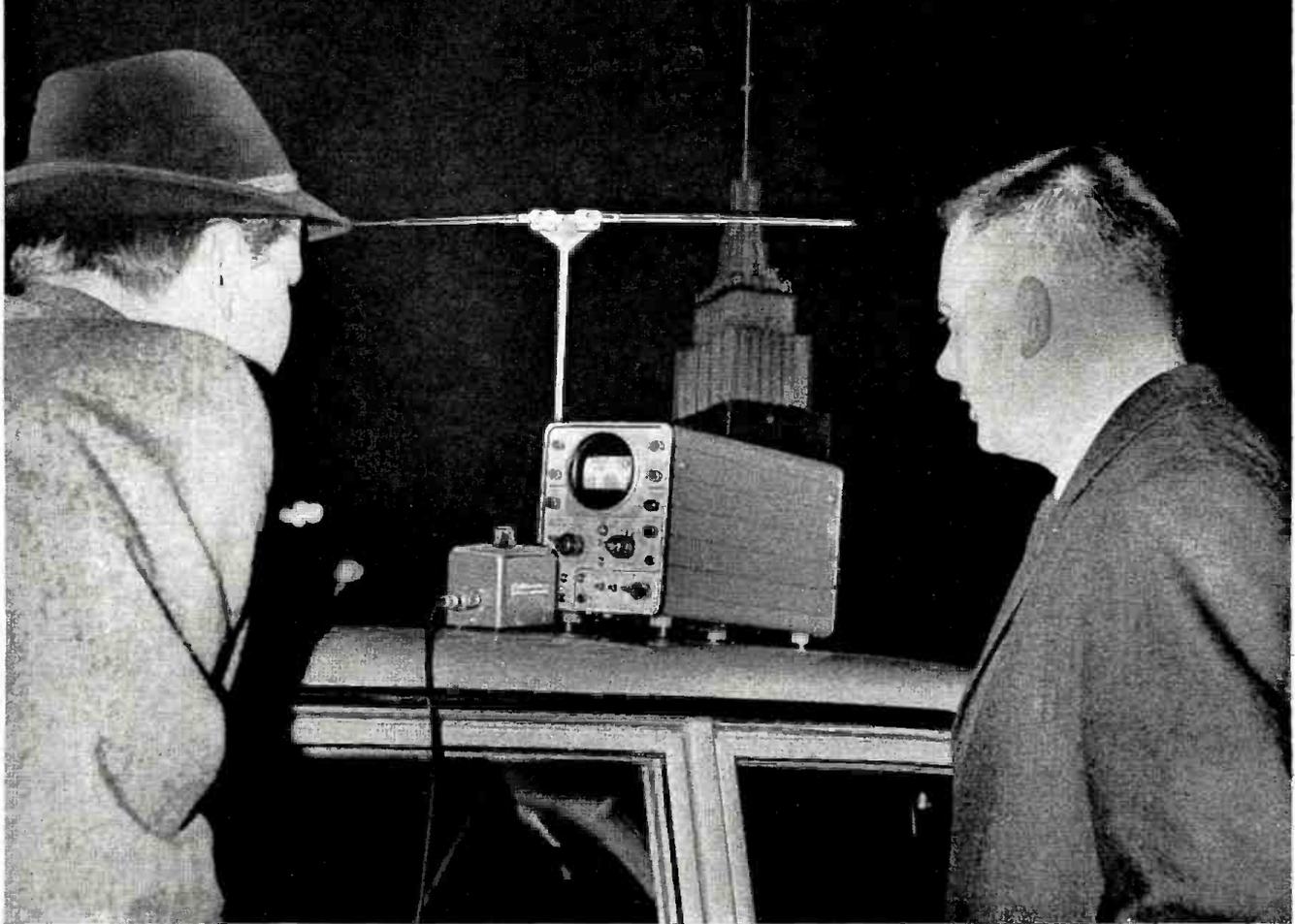
CBS News last week named winner of the 16th annual Albert Lasker Medical Journalism Award for its “The Business of Heroin,” a report on the problems of heroin addiction, presented as a *CBS Reports* episode on Jan. 22, 1964. Named as co-recipients of the award were Fred W. Friendly, president, CBS News, and Jay McMullen, chief of the CBS News fact-finding unit and the program's producer.

The award is given each year by the Lasker Foundation for what it considers the most worthwhile reporting of the medical field and appearing in any medium during the preceeding year.

Special TV citation will go to Edgar T. Bell, general manager of KWTv(TV) Oklahoma City, for a program on mental retardation entitled “The Twilight World.” Harlan Mendenhall was the writer and producer.

peak stereo performance for FM Stations

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An engineer from BELAR ELECTRONICS LABORATORY uses a Tektronix Type 321A battery-operated Oscilloscope to check the performance characteristics of a prominent New York stereo station directly from the antenna. The transmitting antenna may be seen on top of the Empire State Building in the background.

By using a prearranged program of test signals at the station, the engineer can quickly and conveniently observe the effects the transmitting antenna has on the stereo signal. In this manner, the engineer can quickly spot antenna and transmission line problems, since the measurement of stereo separation is the easiest and most sensitive means of determining if they have a low enough VSWR over the wide bandwidth that stereo transmission demands.

The high sensitivity and battery operation of the Type 321A make it ideal to

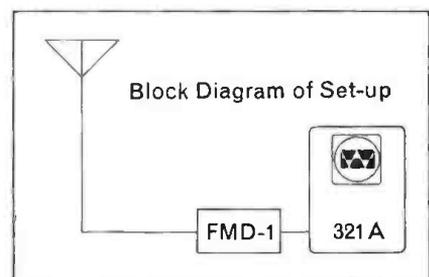
use with the BELAR passive, wideband FM detector to measure the performance of the *complete* FM stereo station—from audio input to antenna output.

Small and light, the Type 321A weighs only 18 pounds, and operates from almost any convenient power source—typically from 4 to 4½ hours on internal batteries (recharging them through its own recharging circuit), from any dc source of 11.5 to 35 volts; or from any source of 105 to 125 volts, at frequencies from 50 to 800 cps.

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Dark UHF's down but not out

21 tell FCC why they should be able to keep permits;

Broadcast Bureau calls for hard line on extensions

Veterans of the early days of UHF broadcasting who are bloodied but not yet bowed asked the FCC last week for permission to stay and fight another day. Others for whom the fight seemed over asked for the opportunity to sell their facilities to fresher contenders.

There was, for instance, Storer Broadcasting Co., which lost \$500,000 in operating costs in 17 months in the early 1950's on WGBS-TV (ch. 23) Miami. John E. McCoy, vice president and secretary of the company, told the commission that Storer was ready to put the station back on the air in a matter of eight months—and to gamble \$750,000 on its success, in the bargain.

On the other hand, there was 85-year-old Agnes J. Reeves Greer, permittee of WAND-TV (ch. 53) Pittsburgh. Mrs. Greer, who also operates WKJF-FM (FM) Pittsburgh, lost about \$1 million in capital and operating costs on the UHF station 10 years ago. She wants to sell that outlet to D. H. Overmyer—for \$28,000.

All told, representatives of 21 UHF permittees and licensees appeared before the commission en banc Thursday (May 13), to give reasons why their authorizations should not be taken from them.

In most cases, the original permit was issued more than 10 years ago. But in no case was a station still operating. The latest any of the outlets was on the air was 1960. And in four cases, the stations had never broadcast.

To Get UHF Moving ■ The oral argument was part of the commission's effort to activate long-dormant UHF authorizations or free them for reassign-

ment to more willing broadcasters. At issue in the argument were 18 requests for extension of time to construct a station, one application for a license to cover construction permit and two applications for renewal of license.

The commission's Broadcast Bureau, as represented by Ernest Nash, recommended a hard line to the commission. He said that applications for extension of time to construct should be denied unless the applicant makes an unconditional commitment to construct and be operational within six months.

He also said there should be no further deferral granted regarding pending license or license-renewal applications. The applicants should be required to promise to resume operations promptly as a condition to favorable action on their applications, he said.

And where transfer applications are pending, he added, the commission should request unconditional commitment from the permittee to build and operate in the event the transfer is not approved—and from the transferee if it is.

Frequencies Should Be Used ■ The question, he said, is whether the commission should allow broadcast facilities to be occupied indefinitely by those who don't bring service to the public. The answer, he said, "must be absolutely no."

The commission proceeding precipitated, or at least coincided, with a number of proposed station sales. Besides that involving WAND-TV, the commission was notified that assignment or transfer applications are pending involving WEZI-TV (ch. 21) Louisville,

Ky., to South Central Broadcasting Corp. (WTVK-TV) Knoxville, Tenn.) for \$25,000; KNUZ-TV (ch. 39) Houston, to WKY-TV Oklahoma City, for \$240,000 for 80% of the stock, with an option to acquire the remainder for \$110,000; and WENS-TV Pittsburgh, to Springfield Television Broadcasting Corp., for \$110,000 worth of Springfield TV stock (BROADCASTING, April 19).

Most of the other applicants involved indicated a desire to hold onto their permits, including those that could not make a firm commitment concerning a resumption of service. WKNA-TV Charleston, W. Va., for instance, which invested \$263,000 in station facilities and then lost \$244,000 in operating expenses between 1953 and 1955, asked to keep its permit until chances of success, in a market that receives service from four VHF stations, improve.

Few stations could meet the precise commitments proposed by the bureau. Storer, which owns 17 radio and television stations, came as close as any. Mr. McCoy said the company is prepared to put WGBS-TV back on the air within 30 to 60 days after it receives a new directional antenna, which can be delivered six months after the order is placed.

He also said Storer is "willing and able" to spend up to \$500,000 on construction costs and to sustain up to \$250,000 losses in the first year of operation to determine whether a UHF operation is feasible in Miami.

Also Ready ■ WCOC-TV (ch. 30) Meridian, Miss., was represented as being prepared to resume operations by Nov. 1, and KSAN-TV (ch. 32) San Francisco was reported ready to resume operations within six months, if permitted to serve as a satellite of KICU-TV (ch. 43) Visalia, Calif.

But other applicants indicated procedural and other problems would complicate their plans to resume operation. Counsel for WNET-TV (ch. 16) Providence, R. I., WTLF-TV (ch. 24) Baltimore, and WRTV-TV (ch. 58) Asbury Park, N. J., for instance, said their clients cannot make firm commitments regarding resumption of service until the commission acts on applications to amend their permits.

WICC-TV (ch. 43) Bridgeport, Conn., which lost more than \$700,000 in capital and operating costs between 1954 and 1960, asked for two years in which to give a commitment. In that time, said Kenneth Cooper, president of the stations, 60% of the homes in the station's service area should be equipped with all-channel receivers.

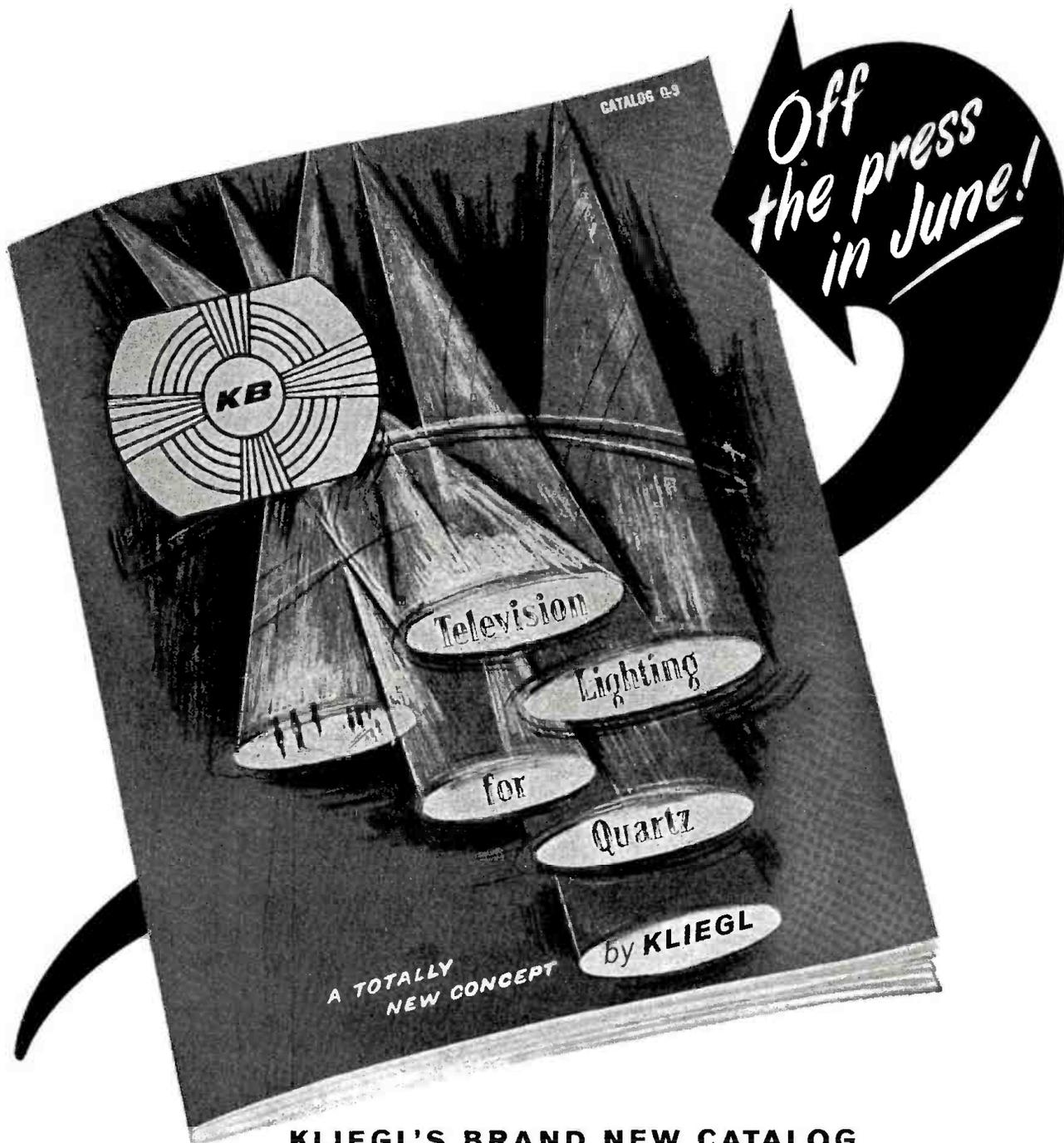
And two stations—WBTM-TV (ch. 24) Danville, Va., and WICA-TV (ch. 15)

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"Nook" light. Complete with data, dimensions and applications, this new Catalog Q-9 brings you *all* the new Kliegl quartz lighting equipment that proved to be such a "big hit" at the recent NAB Convention in Washington, D.C. Over three years in preparatory engineering and proving, the new line of quartz lighting equipment, shown in Catalog Q-9, is the biggest "break-through" since 1933.

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23 congressmen in broadcasting

9 IN SENATE, 14 IN HOUSE HAVE SOME KIND OF TIE-IN

Nine senators and 14 representatives in the 89th Congress have either a direct or family-related interest in U. S. broadcasting stations, according to FCC records.

The total is the same as a similar compilation two years ago (BROADCASTING, May 6, 1963) but some prominent names are missing. Interest in educational stations seems to be up.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, says his holdings in Queen City Broadcasting Co. are down to "40 or 50" shares from 1,750 earlier this year, and he has ordered those sold. In 1963, the senator owned more than 10,000 shares of 256,897 in Queen City, which is licensee of KIRO-AM-FM-TV Seattle.

Taft Broadcasting Co. returned to the congressional listing in 1962 with the election of Representative Robert Taft Jr. (R-Ohio), son of the late senator (who died in 1953), and left again with his defeat in the Johnson landslide last November. Representative Albert M. Rains (D-Ala.), vice president and director of the Rains-Roberts-Carrell stations (three Alabama AM's), was replaced by a Republican, Representative James D. Martin.

The death of Senator Olin D. Johnston (D-S. C.) last month removes his wife's 25% interest in WFGN Gaffney, S. C., from this year's list. Representative James F. Battin (R-Mont.) has sold his 5% of KURL Billings, Mont.

Representative Walter Rogers (D-Tex.) served in 1963 as trustee for a

friend's interest in WCHE West Chester, Pa., but resigned the position early in 1964, following his appointment as chairman of the Communications Subcommittee of the House Commerce Committee.

The list includes 17 Democrats and six Republicans. Fifteen states are represented. North Carolina appears four times, Missouri and Virginia three times, and New York twice.

Two senators, Everett Jordan (D-N. C.) and John Sparkman (D-Ala.), are connected with both commercial and educational stations.

Network affiliation is listed for those stations having it.

Senator Clinton P. Anderson (D-N. M.)—owns 250 (5.5%) of 4,434 shares common voting stock of New Mexico Broadcasting Inc., licensee of KGGM-AM-TV Albuquerque and KVSF-AM-TV Santa Fe (TV not yet on air). His son, Sherbourne Y., has 107 (2.4%) shares and his daughter, Mrs. Nancy Anderson Roberts, has 102 (2.3%).

KGGM-AM-TV, KVSF: all CBS.

Senator B. Everett Jordan (D-N. C.)—owns 36 (8%) of 473 shares of WBBB-AM-FM Burlington, N. C., and his wife owns 34 (4%) of 750 shares of WHKY-AM-FM Hickory, N. C.

WBBB: MBS, Keystone; WHKY: ABC.

Senator Thruston B. Morton (R-Ky.)—his sister, Mrs. Jane Morton Norton Jr., owns all 225,000 shares of WAVE Inc., licensee of WAVE-AM-TV Louisville, Ky., and parent company of WFRV(TV) Green Bay, Wis., and WFIE-TV Evansville, Ind. The

senator is a member of the Commerce Committee.

WAVE-AM-TV, WFRV(TV) and WFIE-TV: all NBC.

Senator Winston L. Prouty (R-Vt.)—his second cousin, John A. Prouty, owns one share of 1,643 in Memphremagog Broadcasting Inc., which has a 51.7% interest in licensee of WTWN St. Johnsbury, Vt., and is licensee of WIKE Newport, Vt. The senator is a member of the Commerce Committee.

WIKE: NBC; WTWN: CBS; North Country Stations of Vermont (regional).

Senator Jennings Randolph (D-W. Va.)—his son, J. R. Jr., owns 25 (10%) of 250 shares of WKLP Keyser, W. Va.

Senator A. Willis Robertson (D-Va.)—his brother, Harold G., is a director but not a stockholder of Shenandoah Life Insurance Co., owner and licensee of WSLA-AM-FM-TV Roanoke, Va.

WSLA-AM-FM-TV: NBC.

Senator John J. Sparkman (D-Ala.)—his wife, Ivo H., is a partner and 49% owner of WAVU-AM-FM Albertville, Ala.

WAVU-AM-FM: Alabama Community (regional).

Senator Stuart Symington (D-Mo.)—his brother, James H., is president of WAGE Leesburg, Va. Mrs. James H. is joint tenant; she and her husband own 42 (68%) of 62 shares in Radio WAGE Inc.

WAGE: MBS.

Representative Thomas B. Curtis (R-Mo.)—is a director, but not a stockholder of WDCR Hanover, N. H., a commercial station licensed to Dart-

Ashtabula, Ohio—said they were making arrangements whereby educational groups would finance part of the station's operations in return for carrying educational programming during the day. Each said the plans could be worked out by September 1966.

FCC Chairman E. William Henry, considering the variety of requests for extension, noted at one point that the commission's problem is to "devise a general proposition applicable to most licensees rather than deal with each one individually."

Other stations involved in the oral argument are KCEB-TV (ch. 23) Tulsa,

Okla.; WHTO-TV (ch. 46) Atlantic City; WELI-TV (ch. 59) New Haven, Conn.; KMTW-TV (ch. 52) Corona, Calif.; WVNA-TV (ch. 47) Tusculumbia, Ala., and WBPZ-TV (ch. 32) Lock Haven, Pa.

LBJ acts to prevent conflict of interest

President Johnson called on all members of the executive branch of the federal government, as well as those members of other agencies appointed by the President, to tread the straight and narrow in order to obviate any

possible implications of conflict of interest.

And, in order to help them, the President ordered all falling within the purview of his order (and that includes FCC commissioners as well as other officers of independent agencies) to file a list of outside financial interests with the Civil Service Commission. The information will not be made public, his order says.

The Civil Service Commission will have the necessary forms ready by mid-summer, it is learned. They will cover such items as the interests of public officials in outside companies through stock or other ownership or as employee,

mouth College.

Representative L. H. Fountain (D-N. C.) — is secretary-treasurer of WCPS-AM-FM Tarboro, N. C., of which he owns 86 (28.6%) of 300 shares. His brothers, V. E. and R. M., own 107 (35.7%) shares each, and are president and vice president, respectively.

WCPS: Caranet (regional).

Representative Porter Hardy Jr. (D-Va.)—owns 200 (1.7%) of 11,359 shares of WAVY-AM-TV Portsmouth, Va.

WAVY-AM-TV: NBC.

Representative Paul C. Jones (D-Mo.)—is president and a director of KBOA-AM-FM Kennett, Mo., owning 70 (15%) of 490 shares. His wife, Ethel, owns 22 shares. His son, Paul C. Jr., owns 38 shares, and his daughters, Mrs. Joe Cash and Mrs. Tom Mobley, each own 35 shares.

Representative Eugene J. Keogh (D-N. Y.)—has 12,500 (1%) of 1,189,557 shares of capital common voting stock in Capital Cities Broadcasting Corp., held in trust by his wife and children. His wife holds 3,750 shares for their two children. Capital Cities owns WROW-AM-FM Albany, WTEN (TV) Albany - Schenectady - Troy, WKBW-AM-TV Buffalo, all New York; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., and WPAT-AM-FM Paterson, N. J.

WROW: CBS; WTEN(TV): CBS; WKBW-TV: ABC; WCDC(TV): CBS; WTVD(TV): CBS; WPRO-TV: CBS.

Representative Alvin E. O'Konski (R-Wis.)—is applicant for a TV station in Rhineclander, Wis.

Representative James Roosevelt (D-Calif.)—his brother, John A., is a member of the board of trustees of WGSU-FM Albany, N. Y. P. J., a distant cousin on the Theodore Roosevelt side of the family, owns 37% of

WBRY Waterbury, Conn.

WBRY: CBS.

Representative Basil L. Whitener (D-N.C.)—owns 500 shares of Burke County Broadcasting Co., licensee of wsvm Valdese, N. C. Through interlocking ownership, wsvm is controlled by owners of Suburban Radio Group Stations (WCGC Belmont, WEGO-AM-FM Concord, wsvm Valdese and WZKY Albemarle, all North Carolina).

WCGC: ABC, MBS; WEGO: Keystone; WZKY: ABC.

Representative Wendell Wyatt (R-Ore.)—owns six (4%) of 150 outstanding shares of the Astoria Broadcasting Co., licensee of KAST Astoria, Ore.

KAST: ABC, MBS.

Others With Tie-ins ■ Three senators and five representatives are connected with educational, noncommercial FM stations through membership on the governing boards of their parent educational institutions:

Senator B. Everett Jordan (D-N. C.)—WAMU-FM American University, Washington.

Senator Edward M. Kennedy (D-Mass.)—WBUR(FM) Boston University.

Senator John Sparkman (D-Ala.)—WAMU-FM American University, Washington.

Representative Robert T. Secrest (D-Ohio)—WMCO(FM) Muskingum College, New Concord, Ohio.

Representative Alton Lennon (D-N. C.)—WFDD-FM Wake Forest College, Winston-Salem, N. C.

Representative Emilio Q. Daddario (D-Conn.)—WESU(FM) Wesleyan University, Middletown, Conn.

Representative Thomas N. Downing (D-Va.)—WMTI(FM) Old Dominion College, Norfolk, Va. (now silent).

Representative Ogden R. Reid (R-N. Y.)—WCWP(FM) C. W. Post College of Long Island, Brookville, N. Y.

The big N.Y. radio audience

Mediastat report finds

82% of population

listens each week

More than 10¼ million people, 82% of the total population over nine years of age in New York area, listen to radio at least once during the week, the new Mediastat radio audience survey released last week, reports.

The report, the first of a five-market package, also found that 29% of total listening to radio is done away from home.

The study also discloses, Media Statistics Inc. reports, that 6,129,862 people, 49%, live in homes where FM listening is possible on at least one receiver.

Media Statistics Inc. was established last fall when James W. Seiler, founder and long time chief executive, left American Research Bureau with a group of other ARB executives (BROADCASTING, Nov. 23, 1964). ARB became a division of C-E-I-R Inc. in 1961 when Mr. Seiler and others in top management received 62,000 shares of CEIR stock in the transaction.

The New York report, based on a 2,000 individual diary samples during March 11-31, shows audience shares for each New York radio station by sex and age groups, total broadcast-week data; day-part data (including shares, average persons reached and cumes), and listening data by programs.

In its tabulation, the New York Mediastat shows that 51% of the total listening by men 18-39 was done away from home, 39% by men 40 and over, 19% by women 18-39, 16% by women 40 and over, and 20% by males and females 10-17.

More to Come ■ The New York report is the first of a series of five which will, in the near future, report on radio listening in Chicago, Los Angeles, Philadelphia and Boston.

In October the radio listening survey will be repeated for these five markets, with from five to 10 additional markets included. Within a year, Media Statistics says, it hopes to be issuing reports covering from 30 to 50 markets.

Since the personal diaries list radio listening and TV viewing, Media Statistics has available cross-tabulations indicating the number of persons

officer, owner, director, trustee, partner, adviser or consultant. The President's order, issued May 10, also calls for a listing of creditors (except for mortgage holder on a personal residence, or charge accounts and bills for current and ordinary household and living expenses) and for all interests in real property or rights in lands other than his house.

Included in the President's order are strict limitations on the acceptance of gifts, entertainment and favors from persons doing business with an agency. Exception in made for "food and refreshments available in the ordinary course of a luncheon or dinner or other meeting . . ."

Another moving day at CBS

Additional CBS offices were scheduled to move over the past weekend to the new skyscraper headquarters at 51 West 52d Street, New York, at the Avenue of the Americas. Most of the CBS Radio Network was slated to move, as well as CBS Films and various CBS Television Stations divisional offices and some international units. The CBS Radio units included among others, executives, network sales, program information, sales service, promotion, advertising and research, personnel, all of which was previously located at 485 Madison Avenue.

1965 score: Court 9-FCC 4

The FCC had a .500 batting average in court decisions last week. It was remanded once, and got affirmed once (see pages 66 and 80).

Since Jan. 1, the commission hasn't been doing too well in decisions carried to court. In 13 cases where decisions have been issued (all except one from the District of Columbia Circuit Court of Appeals), only four upheld the commission; nine others were remanded for further action by the FCC. This is a .30 batting average.

The four "hits" by the commission:

- KPAS Banning, Calif.—Station sale affirmed.

- Lafayette Electronics Corp.—New rule prohibiting hobby use of Citizens Band Radio upheld (Second Circuit).

- Anadarko, Okla. — Refusal to waive 10% rule affirmed.

- WBFM(FM) New York—Station sale approval without hearing upheld (see page 80).

The nine "strike outs":

- KOV Albuquerque, N. M.—Remanded because ABC in 770 kc case was not given same consideration as other networks in clear channel breakdowns.

- Orlando, Fla.—Remanded with instructions to reopen record to permit new applicants to apply for

channel 9.

- Mt. Holly, N. J.—Remanded with instructions to accept new applications for 1460 kc there.

- WKTG Thomasville, Ga. — Remanded with instructions to look into "use of frequency" issue raised by review board; to permit testimony and cross examination.

- WGMA Hollywood, Fla. — Remanded for further consideration as to why FCC revoked WGMA license yet approved NBC license renewals when both were involved in quiz show scandals.

- Edwin H. Estes—Remanded to reopen record to hear further testimony involving charges that Mr. Estes falsified program logs resulting in FCC decision to deny license renewal for WMOZ Mobile, Ala., and to revoke license of WPFA Pensacola, Fla., both owned by Mr. Estes.

- WBOY-TV Clarksburg, W. Va.—Remanded for hearing on complaints of citizens' group and *Clarksburg Exponent* and *Telegram* against sale of station to Fortnightly Corp.

- Jacksonville, Fla. — Remanded with instructions to reopen hearings with new applicants permitted to apply for channel 12.

- Houma, La. — Remanded with instructions to hold hearing on move of KHMA(TV) Houma, La., to Baton Rouge, granted without hearing (see page 66).

reached by a radio advertising schedule who are not covered during the week by the same sponsors' television efforts. These are available, Media Statistics said, on special order.

The new service, which is based on a personal diary record for one week of an individual's day-by-day radio

listening and television viewing, goes to eight New York radio stations and 20 advertising agencies.

The radio stations: WABC, WCBS, WMCA, WNBC, WNEW, WOR, WQXR, and WVNJ.

The agencies: BBDO; Benton & Bowles; Leo Burnett; Clyne & Maxon;

Compton Advertising; Dancer-Fitzgerald-Sample; Doyle Dane Bernbach; William Esty; Foote, Cone & Belding; Ted Bates; Gardner Advertising; Kenyon & Eckhardt; Lennen & Newell; Arthur Meyerhoff Associates; Needham, Harper & Steers; Ogilvy, Benson & Mather; Post-Keyes-Gardner; Sullivan, Stauffer, Colwell & Bayles; J. Walter Thompson, and Young & Rubicam.

Theatermen oppose extension of pay-TV

The Connecticut Committee Against Pay TV and RKO General Inc. were joined in controversy again last week over plans for a pay-television test on RKO's WHCT(TV) (ch. 18) Hartford, Conn.

The committee, which represents Hartford area motion picture theater owners, urged the FCC to deny RKO's petition for a three-year extension of the pay-TV test it has been conducting on the station since 1962.

The committee said that it appears that RKO is less interested in developing information than in achieving by stages "the establishment of the Hartford 'trial' on such a broad scale as to act as a prejudgment of the ultimate issue."

The committee had been one of the most vigorous opponents of RKO's proposal for the test in proceedings before the commission in 1960.

The test period ends June 28. Results were disclosed two months ago by Zenith Radio Corp., developer of the Phonevision pay-TV system used on the station, in a petition filed with the commission for a rulemaking to establish pay TV on a nationwide basis (BROADCASTING, March 15).

At the same time, RKO asked for authority to continue the test on WHCT for three years. It said it planned to increase the number of subscribers from 5,000. RKO said it had limited the size of the pay-TV audience as a matter of business judgment since it didn't know whether the test would be extended.

Knowledge Already Gained ■ The anti-pay-TV committee said the extension should be denied since whatever relevant material can be gained already has been developed.

The committee, however, saw little value in the results obtained. It said RKO "virtually destroyed the utility of the test" by limiting it to 5,000 subscribers so that "little meaningful information on the principal issues" involved in pay television have been obtained.

But the committee warned against

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John Dille becomes NAB board chairman July 1

John F. Dille Jr., 51, president of the Communicana Group of Indiana, was unanimously elected last week to be the next joint board chairman of the National Association of Broadcasters. Mr. Dille, who is now vice chairman of the NAB's TV board, will succeed Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., as board chairman on July 1.

Mr. Dille, who was recommended for the post by the nominating committee, was elected at the afternoon session of the joint board's special meeting in Washington, Wednesday (May 12). Ben Sanders, KICD Spencer, Iowa, chairman of the six-man nominating committee, said the group had considered "about 200 names" before coming up with its recommendation.

At a noontime TV board caucus, Dwight W. Martin, vice president and treasurer of WDSU-TV New Orleans, was elected to the television board, and Bill Michaels, vice president for television, Storer Broadcasting Co., was named to the NAB's TV code review board.

Mr. Martin, chairman of the Future of Broadcasting Committee, replaces Payson Hall, who resigned from the board when he left Meredith Broadcasting Co. to join the McCall Corp. (BROADCASTING, April 12). Mr. Martin will serve out the remainder of Mr. Hall's term which expires in 1966.

Mr. Michaels was named to fill the vacancy left by the resignation of George Storer Sr. from the code board in March (BROADCASTING, March 29). The code board term expires in 1966.

In Mr. Dille the NAB has a chair-

man with broad communications ties in broadcasting, publishing and community antenna television. He is president of Truth Publishing Co., parent company of WTRC-AM-FM Elkhart and WSJV(TV) Elkhart-South Bend, WKJG-AM-TV Fort Wayne, the *Elkhart Truth* and *Mishawaka*



Mr. Dille

Times, all Indiana. He also has a "small, personal minority interest" in Greater Lafayette TV Cable Inc., Lafayette, Ind.

Mr. Dille will be the first full-term working chairman of the NAB, as defined by the board in Palm Springs, Calif., last January. The board has allocated \$50,000 to the chairman for salary and expenses during his tenure at NAB headquarters in Washington.

Under a bylaw change, approved by the membership this spring, Mr. Dille also becomes the first chairman who may be re-elected.

Although he said last week that this was "neither the time nor the place" for him to speak on NAB policy, he said he hoped to "further the concept and activity under which Bill Schroeder has been conducting the transitional phase." Mr. Schroeder has been giving the board his observations and recommendations on NAB structure and policy.

Mr. Dille noted that he has been working with Mr. Schroeder as a member of the five-man executive committee and had been on the original presidential selection committee that was formed last summer following the resignation of LeRoy Collins. The new chairman said he hopes to have the "counsel and advice" of Mr. Schroeder available, even after the Michigan broadcaster steps down as chairman.

The chairman's job, Mr. Dille said, "sounds challenging and exciting." He said he is "in support of NAB President Vincent Wasilewski" and wants to "help effectively implement his activity and duties." It is Mr. Wasilewski, the new chairman

expansion of the test as a means of gathering additional data. To do this, the committee said, "would mean that the test would have to be continued until it reached such a broad scale as to present the commission with a fait accompli."

The committee said that "at the of an extensive pay-TV system in Hartford would be "an improper, although compelling, factor in the commission's determinations as to establishment of pay television on a nationwide basis."

The committee said that "at the least," the commission should not grant the extension of time without a hearing so that it "may obtain a proper record" upon which to make a decision.

Broadcasting and TV are not synonymous

A defense of radio as a medium that deserves increased recognition was made Thursday (May 13) by Earl Mullin, vice president for station relations, ABC Radio, New York. Speaking at the annual spring convention of the Ohio Association of Broadcasters in Dayton, Mr. Mullin noted that "many of our own trade associations act like the word broadcasting and the word television are synonymous. It is not the same. Radio is much alive; it's not a wornout has-

been; it is just approaching young manhood."

As an example of the industry's overlooking radio, he cited the Peabody award presented in April to the networks and broadcasting industry for their coverage of civil rights events. Mr. Mullin noted that "Mr. Wasilewski of the NAB, radio and television; Mr. Goldenson of ABC, radio and television; Dr. Stanton of CBS, radio and television; Mr. Kintner of NBC, radio and television, graciously accepted for the industry. I suppose that, mentally, they also accepted for Bob Hurlough of Mutual, radio only. He wasn't there."

Bob Palmer, vice president and group media director, Cunningham & Walsh,

emphasized, "who is president and spokesman" for NAB.

Mr. Dille likened the chairman-president concept at NAB to that of a corporation and said the situation "seems perfect" for the men to "complement one another. I have every confidence I can work with Vince just as Bill has done," he added.

The Indiana broadcaster said the idea of the working chairman is a pattern that the joint board will be "continually reviewing to see how effective" it can be made. He felt the position, its duties and actions will probably be "reviewed carefully" at next January's board meeting in Palm Beach, Fla.

Mr. Dille noted that his career and interest had been, and will remain "creative forms" of the media. He got into the Lafayette CATV system from a "motivation to learn about CATV," he noted.

"CATV is here and must be reckoned with." Mr. Dille feels. Some broadcasters, he added, will "participate in it as a defensive action." He pointed to the Lafayette system as one that was "desperately needed" since there is only one station in the community and the city is in fringe areas of other stations.

But CATV troubles are not on Mr. Dille's mind at the moment. His attention these days is aimed at solving the problem of finding a suitable residence in the Washington area.

The new chairman said he probably wouldn't need a large home since his daughter Joanne, 16, is a student in residence at Mount Vernon Seminary, Washington, and his son, John, 23, is in officers candidate school at Fort Sill, Okla. He noted also that his wife, Jayne, has

many activities in Elkhart which will take her back there quite often.

Mr. Dille attended the University of Chicago, University of Oklahoma and Northwestern University. He received a BA from Chicago in business and social sciences and got his MA there in communications. He is chairman of the board and a director of the National Newspaper Syndicate, a national newspaper feature service founded by his father.

Mr. Dille bought an interest in Truth Publishing in 1952 and was appointed vice president, director and general manager of the *Elkhart Truth* and WTRC. In 1954 he was made president of the firm and supervised construction of WJTV. When Truth bought controlling interest of WKJG-AM-TV in 1957, Mr. Dille became president of the licensee corporation.

He is a past chairman of the ABC-TV Affiliate Association Board of Governors, member of the AP Managing Editors, the American Newspaper Publishers Association and the American Society of Newspaper Editors.

Mr. Dille is vice chairman of the Indiana Toll Road Commission, a past president of the Elkhart Chamber of Commerce, a founder and director of the Elkhart County Board of United Health Foundation Inc., a director of the Elkhart YMCA, a past director of the Rotary Club, past president of the University of Chicago Alumni Association, cabinet member of the university and a member of its citizens board and visiting committee. During World War II, he served in the U. S. Navy for four years, leaving as lieutenant commander.

New York, offered several suggestions in the area of business development to Ohio broadcasters. He urged station managers and their representatives to step up the number of calls they make to agency media planners and to use these opportunities to disseminate information about trends in the industry rather than sell their own properties.

He also recommended that TV-radio station operators offer to agencies, when possible, improved merchandising support for their campaigns, and make available special interest programming at realistic prices.

Edward Bleier, vice president for day-time planning and sales, ABC-TV, New York, suggested broadcasters create

their own changes in society and not just record them.

The answer to audience needs, he suggested, comes from large-scale sociological and psychological research. It remains the job of the broadcasters to invest in this research, which he said may lead to a "spiritual satisfaction" and a "stimulating personal experience" derived from anticipating audience needs. He cited one example of such research in which ABC-TV explored national trends in outdoor life. The result was *The American Sportsman*, a series of color specials which, he said, appeals to "thousands—perhaps millions—of viewers who felt, but had yet to express, a desire."

House okays budgets for regulators

The House accepted an Appropriations Committee recommendation and approved an FCC budget of \$16.9 million for fiscal 1966 last week. It is \$594,000 less than the President requested and \$85,000 less than the 1965 appropriation (BROADCASTING, May 10).

A brief debate on the FCC appropriation began when Representative Charles S. Joelson (D-N. J.) observed that "although we are about to appropriate \$16.9 million for the Federal Communications Commission, to regulate the television and radio industry, this industry does not pay even license fees for the cost of regulation.

"We give them a free license," he said, "and they sell the airwaves at a tremendous profit. We do not regulate even the frequency of commercials or the length of commercials. They are on their own, and they make a tremendous profit."

He termed it a "shameful giveaway of very, very valuable resources," and added, "I think it is high time that the television and radio industry paid at least the costs to cover their own regulation."

When reminded by Representative Joe L. Evins (D-Tenn.) that the FCC charges fees and last year collected "something like \$4 million or \$3.6 million," Mr. Joelson said: "It was done only recently and after much agitation . . . they are almost a joke they are so small."

The Federal Trade Commission received \$13,475,000, and the telecommunications division of the Office of Emergency Planning, \$1,130,000. FTC's grant was almost the same as its 1965 appropriation, and more than \$300,000 below the budget request. OEP's Telecommunications Division, which had asked for \$1,531,000 to permit the addition of 30 people in that group, received half of the increase that was asked, permitting the addition of 15 people.

Last Wednesday (May 12), the Senate Appropriations Independent Offices Subcommittee opened two weeks of hearing on the same subjects.

CBS-TV refutes Harris TV survey

The CBS-TV research department last week questioned the method—and undertook to refute the results—of the recent study by Louis Harris & Associates which indicated television is los-



WAOW-TV holds its inaugural on U. S. Capitol steps

Wisconsin's newest TV station staged its own inaugural ceremony on the steps of the U. S. Capitol last week. Left photo: Joe Floyd (c), vice president of the new station; Adam Young, station representative, and Grace Porterfield, associate media director, Benton & Bowles, joined a symbolic coaxial cable representing the transmission from Washington to WAOW-TV Wausau. Right photo:

ABC newsman Howard K. Smith (center) interviewed (l to r) Senators Gaylord Nelson (D-Wis.) and William Proxmire (D-Wis.), U. S. Postmaster General John R. Gronouski and ABC Washington news bureau chief Bob Fleming.

The festivities also included a feed from WAOW-TV's sister station, WKOW-TV Madison, Wisconsin's capital, and appearances by ABC-TV

stars at the Wausau studios. The new station's programming will parallel that of WKOW-TV, and the two television stations will be sold in combination.

Tony Moe is vice president and general manager of WAOW-TV. Mr. Floyd is president of KELO-AM-FM-TV Sioux Falls, S. D., and one of the owners of the BFR Stations, which owns WAOW-TV.

ing some of the most affluent and best educated members of its audience (BROADCASTING, April 12).

CBS said the Harris findings were based on a survey that used the question: "Do you and your family tend to look at television more or less than you did a few years ago?"

Questions that depend on recall, even for a short time, "are risky at best," CBS asserted.

CBS research reported these findings based on a comparative analysis of A. C. Nielsen viewing data in 1964 and in 1962 (to represent "a few years ago"):

- In homes where the head-of-household is college educated, viewing hours per week increased 7% per week, while the increase was from 2% to 6% in lower educated groups.

- An increase of 4% in hours viewed per week was found for homes with incomes of \$8,000 and more.

Labor complaint dismissed

Trial Examiner W. Edwin Youngblood of the National Labor Relations Board, Washington, has dismissed a complaint of unfair labor practices by

the American Federation of Television & Radio Artists against WNBK-AM-FM-TV (Triangle Publications Inc.), Binghamton, N. Y.

The unfair practices were alleged to have resulted when Triangle refused to negotiate a separate contract with AFTRA for its WNBK-FM employees when Triangle felt that the contract for WNBK-AM-TV, extended, was adequate, since the AM employees doubled up to perform the announcing chores on FM.

Triangle had extended the contract covering the AM and TV employees to cover FM employees at the request of AFTRA when WNBK-FM began live broadcasting in place of prerecorded programming.

Court upholds FM sale over union's protest

The FCC's approval of the sale of WBFM(FM) New York (now WPIX-FM) last year to WPIX Inc. (*New York Daily News-WPIX(TV)*), over the objections of the National Association of Broadcast Engineers & Technicians (AFL-CIO) without a hearing was upheld last week by the U. S. Court of Appeals in Washington.

The court held unanimously that WPIX Inc.'s refusal to assure NABET

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it would continue the labor contract covering half a dozen technicians was not a public service issue requiring the commission to hold a hearing.

It pointed out that WPX has agreements with six unions in its TV operations, including International Brotherhood of Electrical Workers which covers all radio broadcast employees, and that it appears NABET has a jurisdictional problem. Although the FCC should consider labor relations as a factor in passing on station sales, the court said, its primary responsibility is "the service being supplied by the licensed activity. . . ." If the public were to be deprived of its only service because of a labor relations factor in a sale, the FCC certainly should take that into account, the three-judge court said. In the New York case, however, this is not a factor.

The decision was written by Circuit Judge Warren E. Burger for himself and Judges John A. Danaher and Carl McGowan.

WPX Inc. bought the New York FM station from the Wrather Corp. for \$400,000 (BROADCASTING, July 20 1964).

AFM loses again in WWL-TV complaint

The FCC last week renewed the license of Loyola University's WWL-TV New Orleans, despite the American Federation of Musicians Local 174's request for denial.

The union claimed the station failed to devote the amount of broadcast time to local live musical programs that WWL-TV had proposed in its application. A similar complaint in 1961 also was turned down.

The commission said the union claimed the station's failure to carry the live musical programs proposed caused economic injury to the organization. However, the commission held that the union lacked standing in the case.

NAB asks more time for toll-TV comments

The National Association of Broadcasters board of directors, at its Washington meeting last week (see page 30), instructed the NAB staff to seek a new extension of time to file comments on the pay-TV proposal of Zenith Radio Corp. and Teco Inc. Zenith and Teco are seeking a rulemaking to allow a nationwide pay-TV service. The original filing deadline had been April 26, but was pushed back to May 26 at the request of the Joint Committee on Toll

TV and International Telemeter Corp.

The NAB asked that the filing deadline be pushed back to July 14 to permit the board time to discuss the subject of pay television at its June 22-26 meeting. The NAB traditionally has been against pay TV and, when the Zenith-Teco proposal was filed in March, NAB President Vincent Wasilewski said there was no change in the association's position that TV channels should be for free television (BROADCASTING, March 15).

Media reports . . .

TV code changes ■ Two stations were added and three withdrawn from the National Association of Broadcasters television code for the period March 15 to April 15. Added: WYTV(TV) Youngstown, Ohio, and WZZM-TV Grand Rapids, Mich. Withdrawn: KXMB-TV Bismarck and KXJB-TV Valley City-Fargo, both North Dakota, and KXAB-TV Aberdeen, S. D. The last three stations are owned by North Dakota Broadcasting Co.

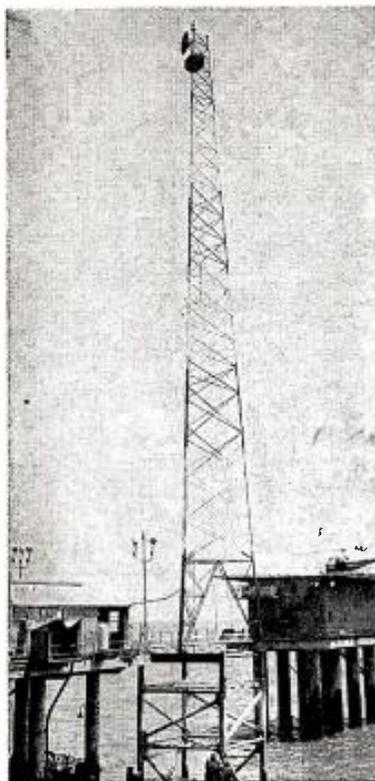
Illinois ETV? ■ Bill proposing \$3 million educational TV network in Illinois was introduced in the state senate at Springfield by Senators W. Russell Arrington (R-Evanston) and David Davis (R-Bloomington). A similar bill is pending in the house.

KBAY-TV sale set for hearing by FCC

D. H. Overmyer, who already has three UHF construction permits, was advised last week by the commission that his proposed purchase of KBAY-TV San Francisco (a CP outstanding for channel 20) could not be approved without a hearing. Two of the seven commissioners, Rosel H. Hyde and Robert E. Lee, dissented. Commissioner James J. Wadsworth did not participate.

KBAY-TV, a long-time permittee which has not yet been built, was being sold to Mr. Overmyer by Sherrill C. Corwin for \$6,000 plus \$50,000 agreement not to compete in San Francisco and for consulting services. The commission majority questioned the \$50,000 fee for a construction permit.

Mr. Overmyer holds grants for WNOP-TV (ch. 74) Newport, Ky.; WDHO-TV (ch. 79) Toledo, Ohio, and last week he received approval to buy WATL-TV (ch. 36) Atlanta, Ga. from Robert W. Rounsaville for \$100,000 (see page 82). He also has applications pending for channel 29 in Dallas, and channel 18 in Rosenberg, both Texas. Announced last week also was Mr. Overmyer's purchase of WAND-TV Pittsburgh (see page 72).



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Bills would relax rule on conflict of interest

In response to an FCC request, both the House and Senate Commerce Committees are considering legislation to revise the stringent conflict-of-interest provisions of Section 4(b) of the Communications Act.

Identical bills have been introduced by Representative Oren Harris (D-Ark.) and Senator Warren G. Magnuson (D-Wash.), chairmen of their respective committees.

The bills forbid commission members and employes to have any connection with firms doing business as broadcasters or common carriers or servicing such firms as a primary activity, or to have holdings in mutual funds whose investments are concentrated substantially in such firms. Executive reservists—persons experienced in the industry who could serve the commission in time of national emergency—and special government employes, such as consultants, are exempted.

The changes would bring the act into line with a general conflict-of-interest statute enacted in 1962. Under the present wording, commission personnel may have no connection with

commission licensees, including the many industries using various forms of wireless communications systems. This provision would have required the newest commissioner, James J. Wadsworth, to sell over half of his stock if he had not been excused under the newer, 1962 law (BROADCASTING, April 19).

Exempting executive reservists and other special employes would allow the FCC to tap the best industry talent available for potentially vital work. Presently, the commission cannot guarantee a waiver of the conflict-of-interest provision when seeking the help of an executive with stock in his firm.

Murphy cites expanded reach of television

"Television has created a world in which more people are informed about more things than at any time in the history of mankind . . . but this ability to tell so many about so much . . . bears with it an awesome responsibility," John T. Murphy, president of Crosley Broadcasting Co., said May 5 during Broadcast Journalism Day, at the University of Missouri, Columbia.

Mr. Murphy cited new services including expanded weather programs on

which viewers do not receive rip and read reports, but reports prepared by station staff meteorologists. He also pointed out the advantages of video tape and of communications satellites, such as Early Bird, which will result in faster news transmissions and regular live reports from major European cities.

Changing hands

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

■ **WLOD** Pompano Beach, Fla.: Sold by Franklin Broadcasting Corp. to George T. Shupert and Bernard Goodwin, for reported \$450,000 (see page 85).

■ **WPEO** Peoria, Ill.: Sold by J. William O'Conner and associates to Charles F. Wister and group, for \$170,000. Mr. Wister is former employe of WCAU-TV Philadelphia. WPEO is a 1 kw daytimer on 1020 kc. Broker: Hamilton-Landis & Associates.

■ **WRAL** Raleigh, N. C.: Sold by A. J. Fletcher and associates to Robert E. and Harry D. Stephenson, for \$290,000. Robert Stephenson has been chief engineer at WRAL since 1960 while Harry Stephenson is announcer-engineer at WKIX Raleigh. WRAL is on 1240 kc with 1 kw day and 250 w night.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 92)*

■ **WAYS** Charlotte, N. C.: Sold by George W. Dowdy, Harold H. Thoms and Mrs. Virginia Pou Doughton to Harriet Jane and Stanley Kaplan, for \$550,000. WAYS is on 610 kc with 5 kw day and 1 kw night.

■ **KPRO** Riverside, Calif.: Sold by John Blake, W. E. Dyché Jr., Tom E. Foster, Tolbert Foster and Edgar B. Younger to TV personality Dick Clark, for total consideration of \$435,000. Mr. Clark holds option to purchase real estate on which station is located for additional \$150,000. Transfer of ownership is expected to take place June 1. KPRO is fulltimer on 1440 kc with 1 kw (Corrected item, see BROADCASTING, May 3).

■ **WARN-AM-FM** Fort Pierce, Fla.: Sold by Charles M. Amory and associates to Henry G. Walker and Robert B. Morse, for \$150,000. WARN is on 1330 kc with 1 kw day and 500 w night while WARN-FM broadcasts on 98.7 mc with 1.3 kw.

■ **WATL-TV** Atlanta: Sold by Robert W. Rounsaville to Daniel H. Overmyer, for \$100,000. Mr. Overmyer owns WDHO-TV Toledo, Ohio, and WNOP-TV Newport, Ky., with application pend-

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ing to acquire KBAY-TV San Francisco, and applications pending for new TV stations on channel 29 in Dallas, and channel 17 in Rosenberg, Tex. WATL-TV is on channel 36 with a CP for 219 kw visual and 117 kw aural. Station is currently in suspended operation.

New TV stations

As of May 13 there were 107 television construction permits outstanding for stations not yet on the air. Of these 18 were commercial VHF's, 60 were commercial UHF's, 6 were educational VHF's and 23 were educational UHF's.

New station going on the air last week:

WAOW-TV (ch. 9) Wausau, Wis., Mid-continent Broadcasting Co. of Wisconsin Inc., permittee. WAOW-TV went on the air May 12 with program test granted May 6, with 204 kw visual and 20.4 kw aural. Station's antenna is 990 feet above ground level. The Wausau VHF outlet is an ABC-TV affiliate represented by Adam Young Inc., New York (see page 80).

WBRT doesn't answer mail, loses license

The FCC last week dismissed the renewal application for WBRT Bardstown, Ky., and told its owner to cease broadcasting by June 21.

The commission took action against WBRT owner Lawrence W. Adams because of his failure to reply to correspondence relating to updating ownership, financial statements and his renewal application.

A letter, mailed to him in January, requested the overdue information and advised him that if he did not comply the renewal application would be dismissed.

CATV franchise granted for Toledo, Ohio

The Toledo, Ohio, city council gave tentative approval May 12 for a CATV permit grant to Buckeye Cablevision Inc., a community antenna company formed by Cox Cablevision Inc. and the Toledo Blade.

Acting as a committee, the council approved by a 9 to 0 vote passage of a regulatory ordinance governing CATV systems and a "permissive" ordinance giving Buckeye the right to operate its system in Toledo. Earlier that day several months delay was sought by D. H. Overmyer Communications Co.'s, permittee of UHF channel 79 (WBHO-TV) in Toledo. Appearing on its behalf was

Robert F. Adams, who is in charge of the station's construction and operation. He asked for the postponement until the FCC had time to further define its CATV rulemaking policy. The FCC was said to have wired Overmyer officials intimating that it sought such a delay.

Mr. Adams suggested that the FCC wanted local authorities to hold off acting on CATV franchises until national policy was implemented; cited probable adverse affects on UHF, particularly on audience at the outset and before all-channel set circulation had a chance to build, and noted the FCC's fingerprinting at CATV's mushrooming and planning to program distant feeds to high-population centers.

Local file rule delay is denied

The FCC last week denied petitions for a stay of the Friday (May 14) effective date of the recently adopted rules requiring broadcasters to keep on file for public inspection most of the records and documents they file with the commission in Washington (BROADCASTING, April 19).

The National Association of Broadcasters and a number of licensees had asked for the stay pending action on petitions for reconsideration.

The commission notice announcing denial of the stay request sought to clarify one aspect of the rules about which some confusion has appeared. It stressed that annual financial reports need not be kept in the local file unless they are incorporated by reference in other material kept there.

Meanwhile, the commission received another petition last week asking for reconsideration of the rules. Twenty-five licensees representing 73 radio and television stations said that although the express purpose of the rules is to stimulate a dialogue between the broadcaster and his audience, they more likely will hinder that dialogue.

The licensees who filed the petition are Basic Communications Inc., Carolina Broadcasting Co., Cosmos Broadcasting Corp., Cox Broadcasting Corp., Crowell - Collier Broadcasting Corp., Daily Telegraph Printing Co., Guy Gannett Broadcasting Services Inc., KSLA-TV Inc., Miami Valley Broadcasting Corp., Midwestern Broadcasting Co., Mount Hood Radio & TV Broadcasting Corp.

Also, Newhouse Broadcasting Corp., Plough Broadcasting Co., Southeastern Broadcasting Corp., The Community Broadcasting Co., Truth Publishing Inc., Truth Radio Corp., WAIT Radio, Wcsc Inc., WFGM Inc., WHDL Inc., WIIC-TV Corp., WKJG Inc. and WTRF-TV Inc.

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How editors have learned to live with TV

THEY SAY TV, NEWSPAPERS COMPLEMENT EACH OTHER

The effects of broadcast news on newspaper reporting were acknowledged and appraised by five of the country's leading newspaper executives on an *Open End* program taped for showing last night (May 16).

On the two-hour program, moderated by David Susskind, the newspapermen agreed that most people get their news first from radio and TV and that this should lead newspapers into a different kind of reporting where the emphasis is on background, interpretation, depth

AM-FM New York.

Herbert Kamm, managing editor of the *New York World-Telegram and Sun*, agreed that TV stimulates interest in newspapers and, in his opinion, will not do as good a news reporting job as newspapers or supplant them as a source of news.

"What does disturb me, however," Mr. Kamm said, "is that television as a source of entertainment essentially has made inroads upon the attention and the leisure time of people to an

Sun, an evening paper, is owned by Scripps-Howard which is associated with a group of broadcast properties.

Murray M. Weiss, managing editor of the *New York Herald-Tribune*, which is associated in ownership with the Corinthian TV and radio stations and a group of New York radio stations, suggested that newspapers already are beginning to do more trend and depth stories in recognition "that the television and radio have supplied the news on a spot news basis."

Richard W. Clarke, editor of the *New York Daily News* which is associated with WPIX(TV) New York, WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn., foresaw much more "collaboration" between radio-TV and newspapers along the lines of last fall's vote-gathering job. Of that, he said: "I think it was a tremendous success, and I think it just makes sense that if five people pool their resources to do a job it is going to be done much better than if they were to fragment their resources over a wide area."

H. Roger Tatarian, editor of United Press International, predicted—and most of his colleagues seemed to agree—that newspapers in the future probably will have more "personality" and "style." Editorial content, he said, is "already undergoing a change."

Asked whether there might be "any-



Before the telecast (l to r): Murray Weiss, managing editor, 'New York Herald Tribune'; Richard W. Clarke, editor, 'New York Daily News'; David Susskind, 'Open End' host;

Turner Catledge, executive editor, 'New York Times'; H. Roger Tatarian, editor, United Press International, and Herbert Kamm, managing editor, 'New York World-Telegram and Sun.'

and detail rather than spot news.

Turner Catledge, executive editor of the *New York Times*, who said his "first contact with the news every day is by television," saw a "complementary situation" between electronic and print journalism "that can benefit us all . . . has benefited us all, is benefiting us now—even some of us who don't admit it, or who deny it."

"I would hate," he added, "to operate a newspaper in a community, in this community, now without television."

Mr. Catledge's paper owns WQXR-

extent that it diverts their attention from a newspaper and, therefore, diverts their attention from the important subjects of the day, and the end result of that is . . . apathy."

This complaint, Mr. Kamm said, is not really directed against television, but against the audience: "I think the audience's sophistication has suffered, and its desire to know has been diluted, because it is all too easy to flip that switch on in the evening after the family has had its dinner and watch television." The *World-Telegram and*

Stop bickering

Paul Miller, president of the Associated Press, last week called for an end to intermedia bickering and attacks and for more cooperative projects between newspapers and broadcasters.

Mr. Miller is president of the Gannett Co., owner of both newspaper and broadcast properties.

Speaking to the Sigma Delta Chi journalistic society in Philadelphia, he suggested "the public can learn faster about a complex issue when newspaper and TV and radio—under the same ownership—work together to explain it."

Mr. Miller said most publishers had awakened to the obvious conclusion the "newspapers and only newspapers are equipped to do a newspaper job—and are doing it," while asserting that many papers had wasted a lot of time and white space "pointing out the shortcomings of broadcast news."

The Gannett stations are WHEC-AM-TV Rochester; WINR-AM-TV Binghamton, both New York; WDAN Danville and WREX-TV Rockford, both Illinois.

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thing else" that TV could give to newspapers, aside from what it's already done, Mr. Catledge replied:

"No, I don't think they should give anything. The only thing we ask is that television doesn't get much better; but so far, so good, so far as I am concerned, because it [TV] opens up subject matter, it creates interest in news. . . . The utilitarian responsibility of the newspaper is decreasing all the time. That is being taken over by television in the interests of the listener, leaving the newspapers with a job to do that they perhaps have been wanting to do all the time and should have been doing all the time."

The program was to be seen in New York on WPIX and is being shown on stations carrying the *Open End* series.

Rochester ch. 13 reopened by FCC

The FCC last week reopened the Rochester, N. Y., channel 13 case and remanded the proceeding for further hearings. An initial decision by Hearing Examiner Annie Neal Huntting in January 1964 recommended that channel 13 be granted to the Rochester Area Educational Television Association Inc. and Rochester Telecasters Inc. on a share-time basis (BROADCASTING, Feb. 3, 1964). In its decision last week the FCC reversed the examiner on several points.

The commission said it was reopening the record because possible alternative means are now available for broadcasting the type of programming proposed by RAETA. The commission also wants to determine whether RTI would provide an effectively competitive outlet for ABC network service on a share-time basis.

The vote was 4 to 1 with Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert E. Lee and Lee Loevinger in the majority and Commissioner Bartley dissenting.

In RAETA's case the establishment of the instructional television fixed service was mentioned by the commission as a possible solution for the share-time question since the educational group's 44 hour program week as proposed consists of 18½ hours of in class programming with 10½ hours of repeating the same programs. The commission added that this constitutes 41% of RAETA's total programming which is not designed for the general public. The FCC questioned if this would offer the best available use of the channel to the public.

As another possible alternative the FCC mentioned that the University of

CATV delay asked

The Television Accessory Manufacturers Institute (TAME) has urged all cities to postpone action on pending applications for community antenna franchises until "fundamental jurisdictional and policy problems raised by CATV operations have been resolved by the FCC, the Congress, state legislatures and regulatory bodies and the courts."

Referring to the action of the FCC last month, and the pending bill by Representative Oren Harris (D-Ark.) in Congress, TAME said that it filed a petition last March with the FCC calling on the commission to regulate CATV operations as common carriers. TAME said then that if the FCC denied its request, it would carry the case to court.

the State of New York, State Educational Department has had a construction permit for UHF channel 21 in Rochester since 1952 and as yet has not built a station. The commission implied that with the all-channel receiver law the UHF outlet could serve Rochester just as well as channel 13 if not better. Hearing Examiner Huntting had refused to admit additional evidence relating to the alternatives available for RAETA.

In the question of network affiliation for RTI the FCC said that the "present record will not support affirmative finding that ABC programming would be made available to RTI." The commission added that the record should reflect the reasons for ABC's position as to possible affiliation. The hearing examiner had said that she was unable to find from the record that RTI or any of the other applicants would be unable to effectuate proposed network programming. The examiner turned down evidence in relation to ABC's reasons

for not wanting to affiliate with RTI and an offer of proof was made, the FCC said. The commission concluded that the hearing examiner's ruling on the question should be reversed and the questions regarding affiliation explored.

The commission also advised all other applicants to update their applications. ABC and the University of the State of New York, State Educational Department were made parties to the proceeding.

The other applicants are Citizens Television Corp.; The Federal Broadcasting System Inc.; Main Broadcast Inc.; Heritage Radio and Television; Community Broadcasting Inc.; Star Television Inc.; Genesee Valley Television Inc., and Flower City Television Corp.

Shupert, Goodwin plan multi-station holdings

Former TV executives George T. Shupert and Bernard Goodwin have acquired WLOD Pompano Beach, Fla., in the first acquisition of what they plan will be several in the broadcast field. Their newly formed Sunrise Broadcasting Corp. bought the 1-kw daytimer (on 980 kc), subject to FCC approval, from Franklin Broadcasting Co. for a reported \$450,000. George Liddy, vice president and general manager of WLOD, will continue in that capacity.

Mr. Shupert is president and chief executive and Mr. Goodwin, chairman of the board. Both were affiliated with Paramount Pictures Corp. in the early 1940's. Mr. Shupert also was with ABC Films and MGM-TV before becoming vice president in charge of sales for 20th Century-Fox Television in 1961. He resigned last fall.

Mr. Goodwin also has been a director of ASCAP and of Allen B. DuMont Laboratories and served with Metropolitan Broadcasting Corp. (Metromedia), as well as with Reeves Broadcasting Corp.



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BROADCAST ADVERTISING

Jannine Marjollet, with Campbell-Ewald Inc., New York, named director of radio and television operations at Carl Ally Inc., that city.

Gene E. Bryson, VP; **J. Neil Reagan**, VP, and **Robert Lenski**, creative director, have been named to board of management of Los Angeles office of McCann-Erickson Inc.

James A. Benham and **Robert N. Long**, both account group heads, elected senior VP's at Ted Bates & Co., New York. Mr. Benham joined agency in 1957 and Mr. Long in 1959.

Jack Hughes, product manager in household products division, Colgate-Palmolive, New York, named account executive at Kenyon & Eckhardt, there.

Thomas McClintock, associate media director, Papert, Koenig, Lois, New York, named media director, Guild, Bascom & Bonfigli, Los Angeles.

Edward K. Shukur, formerly in new product development at Helene Curtis Industries, New York, named senior account executive of Johnstone Inc., New York.

Richard E. Vazzana, regional sales manager, WTRY Troy, N. Y., promoted to local sales manager. He succeeds **Frank J. Morelli**, whose future plans were not announced.

William West, production manager at WLUX-TV Green Bay, Wis., named commercial production manager of station.

Larry Levinson, copywriter at J. M. Mathes, New York, joins Daniel & Charles, that city, in similar capacity.

Alan A. Bloomfield, account supervisor at Edward H. Weiss & Co., Chicago, named VP of agency.



Mr. Bloomfield

Frank D. Flagg, director of marketing, elected to newly created post of VP for sales, Revlon International Corp., New York.

Scott Reynolds, creator of Miss Teenage America Pageant, joins Bliss/Grunewald, New York, as director of merchandising. He sold his interest in Teenage America Pageant two years ago.

C. M. (Bud) Robinson, media director and account executive at Honig-Cooper & Harrington, San Francisco, named advertising manager of Levi Strauss & Co., that city. **Wally Raymond**, manager of firm's advertising and promotion department, named promotion manager.

Alvin Bernstein, marketing coordinator of The American Tobacco Co., in

charge of market research and responsible for coordination of market testing and packaging, named marketing director of cigar division of company with headquarters in New York. **Robert J. Golden**, assistant marketing research manager, named market research director of American Tobacco, that city.



Mr. Teegarden



Mr. Povey

Robert S. Povey, copy group head, and **Theodore T. Teegarden**, account supervisor, both Detroit, named VP's of Benton & Bowles, where both will work on American Motors account.

Jerome B. Shaffer and **Norman E. Rothenberg**, formerly partners in their own Chicago advertising agency, and **Gerald M. Feldman**, who owned Caffee Advertising Co., there, have formed new agency at 100 East Ohio Street under name of Shaffer, Rothenberg, Feldman

& Martin Inc. Combined billings are \$1.4 million. **Arnold A. Martin** formerly with Griswold-Eshleman Co., also joins new agency as a principal.

Kenneth Ancell, TV writer formerly with Post-Keyes-Gardner, Chicago, joins copy department of Wade Advertising, there. **Berl Cattell**, former executive art director at E. H. Russell & Co., joins Wade as art director. **John J. Alden**, Wade copywriter, promoted to account executive.

George Kent, specialty products sales manager at Armour Meat Products Co., Chicago, promoted to director of consumer and market research. **Carl Gylfe** and **Marvin Sosin** promoted to new posts of product group marketing supervisors.

James L. Perabo, media supervisor at Gardner Advertising, St. Louis, assigned to account service department. **Daniel R. Fineberg** and **Jerome Sexton**, media planners, promoted to group supervisors.



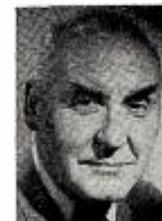
Mr. Butensky

Avram Butensky, associate media director; **Edward Simon**, associate research director, and **David R. Mackintosh**, account executive, elected VP's, Dancer - Fitzgerald-Sample, New York. Mr. Butensky joined D-F-S in 1955, Mr. Simon in 1960, and Mr. Mackintosh in 1958.

Earl Timmons, VP and marketing director for Fuller & Smith & Ross, Los Angeles, appointed director of research for J. Walter Thompson Co., that city.

James Weir, commercial producer and program supervisor at BBDO, Hollywood, joins Foote, Cone & Belding, Los Angeles, as commercial producer.

James W. Harker, VP and creative director of Bozell & Jacobs, Indianapolis, Omaha and Los Angeles, joins Boylhart, Lovett & Dean, Los Angeles, as creative copy chief.



Mr. Beeuwkes

Lambert B. Beeuwkes, acting director of sales for NBC Radio since March 26, and prior to that, account executive at NBC Radio Network Sales, both New York, named director of sales for NBC Radio.

Bill Blackshaw, midwestern area supervisor on Dodge account at BBDO, Chicago, transferred to agency's Los Angeles office as western area supervisor for Dodge dealers associations in San Francisco, Portland and Denver. **Quent Schweningen**, formerly in charge

AWRT names Fuller

Julie Chase Fuller, WTAG Worcester, Mass., named president-elect of American Women in Radio & Television Inc., New York, for 1965-66, and will take office for 1966-67. **Dora Cosse** of Dora Clayton Agency, Atlanta, elected president for this year (BROADCASTING, May 10). AWRT also named seven directors-at-large to serve two-year terms. New directors are:

Patty Cavin, manager of news and information for RCA, Washington; **Rose Blyth**, for past three years director of community development for KCET(TV) Los Angeles noncommercial, and director of television, radio and film activities in public relations department of California Institute of Technology; **Grady Claire Porter**, account executive at KXYZ Houston; **Margaret Kilian**, program director at WABE Atlanta; **Jean Belvel Richter**, engineering-purchasing agent for Radio Liberty Network, New York; **Patricia Nealin**, film program coordinator for WGN-TV Chicago, and **Patricia Mansfield**, account executive at Batz-Hodgson-Neuwoehner Inc., St. Louis.

Outlets name directors

Mutual Affiliates Advisory Council has elected three directors-at-large to serve for coming year, rounding out list of council members announced recently (BROADCASTING, May 10). New directors-at-large are: **Lionel Baxter**, VP in charge of radio for Storer Broadcasting Co.; **Larry Bentson**, president of WLOL Minneapolis, and **Harry Dennis**, executive VP and general manager, WERE Cleveland. They take office at next meeting (June 6-10) of council in San Juan.

of these associations, will concentrate on expanded duties in Los Angeles region.

Judith Breshears, in media department of Carson/Roberts, Los Angeles, named media buyer for Martin R. Klitten Co., that city.

Marian Williams, office manager at Richard N. Meltzer Advertising Inc., Los Angeles, named traffic manager at KRHM(FM), that city.

Gene Pyle, account executive at WANE-TV Fort Wayne, Ind., named manager of local sales.

Michael Russell, newscaster and salesman, joins KOGO San Diego, as account executive.

Neil R. Jacoby, VP and creative director at Coleman-Parr Inc., Beverly Hills, Calif., named senior VP responsible for all creative activities.

John R. Lamont, sales manager at Pictorial Maps Inc., New York, named manager of marketing services division of Franznick-Meden Inc., New York.

Harvey Glor, research director at New York office of McGavren-Guild Co., rejoins Chicago sales staff after year's absence.

Richard J. Braun, promotion manager, KBTW(TV)-KBTR Denver, joins advertising department of Hickock Manufacturing Co., Rochester, N. Y., as supervisor of broadcast campaigns.



Mr. Eure

William L. Eure Jr., general manager of WRAP Norfolk, Va., named national sales manager at WMAL-TV Washington. Mr. Eure had been assistant to general manager at WAVY-TV Norfolk before moving to WRAP

in 1960.

Robert N. Wold, account service supervisor at N. W. Ayer & Son, San Francisco, elected VP of agency and

manager of newly reactivated Los Angeles office. Office is at 1680 North Vine Street, where Ayer's Hollywood office, broadcast service branch, is also located, but two will be independent operations. **Edmund H. Rogers Jr.** continues as VP and manager of Hollywood office.



Mr. Senten

Lawrence D. Senten, with agency since 1958, appointed senior VP in charge of all creative services, Compton Advertising, Chicago. Mr. Senten was appointed agency VP in 1960. He succeeds **Draper Daniels**, who joined Compton last year from McCann-Erickson, Chicago, as executive VP in charge of all creative services (see page 10).

Duane V. Eastvold, sales manager of KMMT(TV) Austin, Minn., named manager-sales manager at station.

Richard G. Kirk, director and writer for Ling-Temco-Vought in Dallas, named to creative staff of radio-TV department at Glenn Advertising, that city.

Ronald Kassin, assistant national sales manager for CVA Co., Chicago wine-selling division of Schenley Industries Inc., distributors of Cresta Blanca, Roma and La Boheme wines, named executive VP in charge of sales for CVA.

John L. Kennan, general manager of KNOE and general sales manager of KNOE-TV, both Monroe, La., named general sales manager of WLCY-TV Largo, Fla.



Mr. Slayman



Mr. Bragg

Robert W. Bragg, former VP and senior art director of Burke Dowling Adams Inc., Atlanta, and presently operator of Bragg & Associates, art studio in that city, named president of newly formed Bragg & Slayman Inc., agency located at 1372 Peachtree Street, N. E. Other principal is **Clark S. Slayman**, for past five years manager of Atlanta office of BBDO.

Keith L. Andre, assistant manager for radio in New York office of Paul H. Raymer Co., named general manager of firm's Chicago office.

Frank Clayton, management supervisor at Kenyon & Eckhardt, Chicago; **Charles Dunkin**, account supervisor at K&E, Boston, and **Richard Kiernan**, copy group head at K&E, New York,

named VP's.

Daniel F. Covell, assistant manager and commercial manager at WION Ionia, Mich., named sales representative for Mid States Broadcasting Corp. at WABX (FM) Detroit.

Bill Neil, general and commercial manager of KTRM Beaumont, Tex., named regional and national sales manager of KTRM and KGKL San Angelo, Tex., now under common ownership.

Margaret Carson, with graphic art department of KTLA(TV) Los Angeles, named assistant art director for Nides-Cini-Advertising Inc., that city.

Bill Wilcox, copy group head for J. Walter Thompson Co., Los Angeles, named copy director. **Marvin Wartnik**, senior art director at JWT, there, named executive art director. **Victor Makzoume**, copywriter at Carson/Roberts, Los Angeles, joins JWT in similar capacity, that city.

Rex C. Grillo, on temporary art assignment with MacManus, John & Adams, Los Angeles, named art director there.



Dr. Thayer

Dr. John R. Thayer, product manager of American Research Bureau's TV market reports, named director of research for Peters, Griffin, Woodward, station representation firm, effective today (May 17). Mr.

Thayer, with ARB in its Beltsville, Md., headquarters since 1960, produced that firm's TV market digest, TV market analysis, local market comprehensive report, syndicated program analysis and TV day-part summary. In newly created PGW post he will have offices in New York.

Vernon Heeren, for past five years with Chicago sales staff of H-R Television, joins television sales staff of Avery-Knodel, that city.

James Adams, with Sullivan, Stauffer, Colwell & Bayles Inc., New York, joins creative department of Street & Finney Inc., that city, to work on Colgate-Palmolive account.

Paul K. Randall Jr., account executive, named manager, BBDO Dallas office. He succeeds **Christy T. Allen**, in that post for past three years, who retires May 31 after 18 years with BBDO. Mr. Allen will be retained as consultant.

Dick Peirce, manager of West Coast operations for RCA Victor Records, named sales executive for Chuck Blore Creative Services, Los Angeles developer of radio commercials. **Will Scott**, VP and production executive for Peter Frank Organization, named production executive for Blore, and **Selma Wil-**

liams, in administrative capacities with RCA Victor Records, Reprise, and other companies, named office manager.

MEDIA

J. C. Kellam, general manager of KTBC-AM-FM-TV Austin, Tex., elected president of board of regents of Texas state teachers colleges. Mr. Kellam has served on board for past five years. KTBC-AM-FM-TV is controlled by President Johnson's family.

Donald R. Grant, in programing and sales departments at KCOL Fort Collins, Colo., named general manager succeeding **Evans G. Meier**, who died April 4 (BROADCASTING, April 19). **Jim Deitloff**, former chief announcer and advertising representative for WJAG Norfolk, Neb., named KCOL assistant manager.

Bob Smiley, program director at WGAR Cleveland, named VP and member of board at WNOB(FM), that city.

Harold Heath, WOC-TV Davenport, elected president of Iowa Broadcasters Association at annual meeting in Des Moines, May 8. Others elected: **Redd Gardner**, KCRG Cedar Rapids, VP, and **Thomas L. Young**, KWWL-TV Waterloo-Cedar Rapids, treasurer.

Roland A. Jacobs, sports director of WWLP(TV) Springfield, Mass., named general manager of new channel 28 station to be built this summer in Raleigh, N. C., by Crescent Broadcasting Co.

Dr. Frank Stanton, president of CBS Inc., will receive honorary doctor of laws degree from Oberlin College, Oberlin, Ohio, during commencement events to be held June 11-14. Dr. Stanton received his PhD from Ohio State University.

Stan Stydnicki, business manager for two years, named general manager of operations for KAUS and KMMT(TV) Austin, Minn.

Hugh Robert Mahaffey, commercial manager of KPUB Pueblo, Colo., named VP and general manager of station. He succeeds **Don Reynolds Jr.**, who remains as president of station. Mr. Reynolds will also be administrative VP of Donrey Media Group which is licensee of KFSA-AM-TV Fort Smith, KBRS Springdale, and KFOY-TV Hot Springs, all Arkansas; KOLO-AM-TV Reno; KORK-AM-FM-TV Las Vegas; KGNS-AM-TV Laredo, Tex., and KITI(FM) Tulsa, Okla.

Jack Neil, board chairman of KTRM Inc. (KTRM), Beaumont, named board chairman of KGKL Inc. (KGKL), San Angelo, both Texas, following new ownership. For both corporations: **John Neil**, president of KTRM Inc., named executive VP, **Marilyn Love** named VP and **Frank Neil** named secretary-treasurer.

J. Phil Franklin, executive VP of South Jersey Television Cable Corp.,

Ventnor, N. J., subsidiary of H & B Communications Corp., Beverly Hills, Calif., has been elected president of newly formed New Jersey Community Television Association. Others elected: **VP, Frank Scarpa**, VP and general manager of Garden State Television Cable Corp., Bridgeport, N. J., and secretary-treasurer, **Peter H. Luccin**, VP and general manager of Alpine Cable Television Inc.

Michael H. Male, assistant secretary of Nuclear Materials and Equipment Corp., Apollo, Pa., named assistant to senior VP and assistant house counsel of Wometco Enterprises Inc., Miami.

Fred L. Conger, KWBW Hutchinson, elected president of Kansas Association of Radio Broadcasters. **Ed Mason**, KXXX Colby, elected VP, and **Ed Montray**, KLEO Wichita, re-elected secretary-treasurer.

Donald R. Atwell, VP for systems management, H&B American Corp., has joined American Cable Television Inc. as president. American Cable Television is headed by **Bruce Merrill**, who moves up from president to chairman.

David Millan, with WERB Garden City, Mich., and formerly program operations assistant at WJBK Detroit, named general manager at WERB. Appointment was previously reported as being **Milton Maltz**, president of station (BROADCASTING, May 10).

PROGRAMING

Al Wooley, business manager of broadcast facilities and operations, West Coast, named manager, film and kine services, West Coast, for NBC, Hollywood.

William B. Williams, in several visits to ABC-TV's *Nightlife*, named co-host with regular **Dick Shawn**.

Len White, director of program development at CBS-TV Hollywood, named VP in charge of TV packaging for John F. Dugan Enterprises, Beverly Hills, Calif., talent agency.

Louis F. Edelman elected president of Screen Producers Guild for next year. Other new officers: 1st VP, **Robert Cohn**; 2nd VP, **Norman Felton**; 3d VP, **Norman Lear**; secretary, **Frank McCarthy**; treasurer, **Louis J. Rachmil** (re-elected), and assistant treasurer, **Aubrey Schenck**.

Ed Spiegel named to produce and direct *The Eerie World of Jacques Cousteau*, to be filmed in Paris as one of four hour color TV specials Wolper Productions is producing in association with The National Geographic Society.

Bob Kaufman and **Bill Fox** signed by Official Films to develop half-hour comedy TV series, *Off We Go*, aimed at network sale. If series sells, Mr. Kaufman

will be producer, with **Robert Blee**, VP for production of Official Films, as executive producer.

Chick Green, formerly with Filmex, New York, named staff director at VPI Productions, same city.

Bernard Fein and **Al Ruddy** have developed new TV series, *Father Was a Robot*, which Hanna-Barbera is planning to produce as live series for 1966-67 season. Same team had earlier created *Hogan's Heroes*, which Bing Crosby Productions is producing for CBS-TV starting this fall, and *Mingo*, which is on Screen Gems agenda for 1966-67.

Bill Masters, newscaster at WEBR Buffalo, N. Y., named disk jockey at station succeeding **Jack Eno**, named program director.

Tom Jennings, former agent with General Artists Corp., named casting director at Cottage Industries to work on *O. K. Crackerby* and *My Mother the Car*.

Monty G. Stock, for two years in production department at WLUX-TV Green Bay, Wis., named production manager.

Bruce Viall, disk jockey at WLTH Gary, Ind., promoted to music director.

Clark Reid, announcer at WJRB Detroit for nine years, named program manager at WRCV Philadelphia. **Jack Rattigan**, announcer at WRCV, named director of music and of public affairs for station.

Sage C. Swanson Jr., in writing, producing and sales capacities for Public Service Films Inc., named advertising and sales promotion manager for Videotape Productions Inc., New York.

Bob Sweeney, for three years director of *The Andy Griffith Show*, named as producer of *The Patty Duke Show* for United Artists TV.

C. Norman Reeves Jr., in management training program at WMAL-TV Washington, since 1963, named producer-director.

Roy May, program director at KTRM Beaumont, named program director at KGKL San Angelo, both Texas. He is replaced by **Robert Hooker**, in similar capacity at KILT Houston.

Don Ingalls, writer-producer for *The Virginian* and writer for *Daniel Boone* and *The Man from U.N.C.L.E.*, named associate producer of Four Star TV's *Honey West*. **Phil Sharp**, producer of *The Cara Williams Show*, named producer of Four Star's *The Smothers Brothers Show*.

Don Porter, music director at WIRK West Palm Beach, Fla., named program director at WWYN-AM-FM Erie, Pa.

Bill Porter, formerly with production team on *The Phil Silvers Show*, named

MS

MULTIPLE SCLEROSIS

**the greatcripler
of young adults**

The National Multiple Sclerosis Society and the patients it serves acknowledge with gratitude the help of the many in the entertainment industry who gave their talent, counsel, production facilities and co-operation, without profit to themselves, to make this material available. It is, in this spirit, that we ask for whatever portion of public service time you may be free to give to alert the public of the need for their support in the search for the cause, prevention and cure of Multiple Sclerosis.

We are listed in the Advertising Council May-June Radio-TV Bulletin

Thank You

RADIO

**TRANSCRIBED
Celebrity & D. J. Spots
plus
Musical Programs**

featuring

**TONY
BENNETT**



**VIC
DAMONE**



**JO
STAFFORD**



TELEVISION

**FILM SPOTS
60, 30, 20, 10 seconds
in Color and
Black and White**

featuring

**JULIE
ANDREWS**



TONY CURTIS



JACK LEMMON



**JOHN
WAYNE**



*Plus slides,
telops, copy.*

NATIONAL MULTIPLE SCLEROSIS SOCIETY

1965 CAMPAIGN

May 6th through June 20th

Network contact: Philip Bershada, Pub. Rel. Dir.
National Multiple Sclerosis Society,
257 Park Avenue South,
New York, New York 10010
ORegon 4-4100

For local use: Contact your
local
MS Society Chapter

this ad contributed by the publisher

production manager at Cottage Industries, independent film company, Hollywood.

Ivan N. Clark named manager of southern area film center of Association Films Inc., Dallas.

Chuck Barris, director of television programming, West Coast, ABC-TV, has resigned to form Chuck Barris Productions, New York.

Matthew Rapf, producer of *Slattery's People* and *Ben Casey*, signed by Screen Gems to work on TV projects for 1966-67 season.

Al C. Ward, associate producer of *12 O'Clock High*, named associate producer of *The Long, Hot Summer*, for 20th Century-Fox TV and ABC-TV.

NEWS

Merrill Mueller, NBC News correspondent and president of Overseas Press Club, New York, named to U. S. National Commission for United Nations Educational, Scientific and Cultural Organization (UNESCO).

Don Fulsom, Washington correspondent for Radio Press International, named assistant news director for RKO General's news bureau there.

Glenn Hardy, owner-manager of Fresno Travel Lodge and former West Coast newscaster, named newscaster at KEWB Oakland-San Francisco.

Tom Snyder, newscaster for two years at KTLA(TV) Los Angeles, named newscaster at KYW-TV Cleveland.

Murray Fromson, CBS News reporter-assignment editor with CBS News West Coast bureau, named correspondent.

Alan Bickley, newscaster at WFAA Dallas, named writer-reporter-newscaster for WNAC and Yankee Network News Service, Boston.

Joe Saragusa, coordinator for publications and community services for Midland, Tex., independent school district, named news director for KMID-TV Midland-Odessa.

Deacon Anderson, news director for KPPIX(TV) San Francisco, named managing director of news for KING-AM-FM-TV Seattle.

George H. Bell, administrative assistant to president of Oregon state senate, will join KGW-TV Portland, Ore., as newscaster at end of legislative session.

FANFARE

Donald H. McGannon, president of Westinghouse Broadcasting Co., reappointed and **J. Kingsbury-Smith**, publisher of *New York Journal-American*, member of Hearst group of newspapers, radio and TV stations, appointed vice

chairman for public information (broadcast media); **Andy Williams**, NBC-TV performer, named vice chairman for entertainment, national fund committee of American Red Cross. **Robert W. Sarnoff**, NBC board chairman, is national fund co-chairman.

George Hobgood, with Robert S. Taplinger Associates, New York public relations firm, joins public relations and publicity department of J. M. Mathes Inc., that city.

Herbert Levitt, member of design staff of CBS-TV Stations Division advertising and promotion department, New York, named associate art director of that department.



Mr. Rieger

Henry Rieger, public information manager of Southern California Gas Co., and United Press International for 20 years (last position was news editor, UPI headquarters, New York), named manager of press and publicity for NBC West Coast, with headquarters in Los Angeles.

Herb Moskowitz, promotion manager at WPIX(TV) New York, named to similar capacity for WNBK-AM-FM-TV Birmingham, N. Y.

Don Whiteley, assistant promotion manager, KTVI(TV) St. Louis, named promotion manager of KBTV(TV)-KBTR Denver. **Barry Ellis**, news director, KBTR, promoted to assistant promotion manager, MBC.

Julian MacDonald, with U. S. Television Newsfilm Inc., and its subsidiary, Communications International, named public relations account executive at Charles Bowes Advertising Inc., Los Angeles.

ALLIED FIELDS



Mr. Corey

George A. Corey, product manager of special studies and national Arbitron reports for American Research Bureau, Beltsville, Md., named product manager for local market television reports at ARB. Mr. Corey joined firm in 1960 as account executive for eastern sales region and became assistant regional manager in 1961.

H. Bruce Baumeister, formerly general counsel, Times-Mirror Broadcasting Co. (KTTV[TV] Los Angeles), has opened offices at 433 S. Beverly Drive, Beverly Hills, Calif., specializing in entertainment and advertising law. Telephones: Crestview 8-0642, Bradshaw 2-5722.

EQUIPMENT & ENGINEERING



Mr. Pagani

Nelson D. Pagani, president of RCA in Brazil and former marketing director for RCA in Italy, named VP and general manager, international operations, Visual Electronics Corp., New York.

Richard D. Knowles, northeast regional manager for components division of Raytheon Co., Lexington, Mass., named western regional manager with offices in Los Angeles. **Paul R. Keeler**, manager of government and interdivisional sales for industrial components division of company, named to succeed Mr. Knowles with offices in Waltham, Mass.

Fred Schrader, chief accountant at Radio Engineering Laboratories, Long Island City, N. Y., (subsidiary of Dynamics Corp. of America), named assistant treasurer.

Richard U. Surbeck, director of international marketing for Fairchild Camera and Instrument Corp.'s Space and Defense Systems Division, named general manager of firm's international division with headquarters at Syosset, N. Y.

John Loog, director of development at Connecticut Educational TV Corp. (WEDH[TV] Hartford noncommercial), named advertising manager of Blonder-Tongue Laboratories Inc., Newark, N. J., manufacturer of master TV antennas, closed circuit TV equipment, UHF converters, and community antenna TV equipment.

John W. Morrissey, formerly with International Telephone and Telegraph Co. and earlier with RCA and General Electric Co., joins McMartin Industries, Omaha, as director of marketing.

Arthur J. Bruno, manager of research and engineering at Audio Devices Inc. plant, Glenbrook, Conn., named VP in charge of research and engineering with offices in New York.

INTERNATIONAL

David M. Lippincott appointed executive director of McCann-Erickson Advertising Ltd., London. He will be responsible for all creative services. Mr. Lippincott is senior VP of McCann-Erickson Inc., New York, where he headed creative unit of agencies professional advisory council.

David P. Ferriss appointed to board of Bulter & Gardner Ltd., London, to represent Gardner Advertising, New York.

Ross Cramer and **Graham Baker** appointed art directors at Benton and

Bowles Ltd., London. Mr. Cramer was with Charles Hobson & Grey Ltd., that city, and Mr. Baker was previously at MacKay & Partners Ltd., also that city.

John Hughes, media director at Hobson, Bates & Partners Ltd., London, elected chairman of Media Executive Circle at organization's annual general meeting in London.

Geoffrey Jackson appointed media controller at Papert, Koenig, Lois Ltd., London. He was previously media group head at G. S. Royds Ltd., that city.

Austin Grant, news director of CKLW Windsor, Ont.-Detroit for 12 years, has been appointed director of news and public affairs for CKLW-AM-FM-TV.



Mr. Grant

Harvey Cushman appointed art director of Smith-Warden Ltd., London. He was formerly art director of Dancer-Fitzgerald-Sample, New York, which he joined in 1961.

Timothy Myers joins Foote, Cone & Belding Ltd., London, as account executive. He was formerly account executive at Garland-Compton Ltd., that city.

Neil R. Kennedy joins Childs Greene Associates Ltd., London, as assistant account executive. He was previously with Colman Prentis & Varley Ltd., that city.

John Hudson, assistant promotion manager of *Toronto Telegram* for past two years, named promotion manager of affiliated CFTO-TV Toronto.

Gordon Reid, formerly president of Vancouver, B. C., office of KVOS-TV Bellingham, Wash., named VP of sales of CHQM-AM-FM Vancouver, and presi-

dent of Quality Broadcast Sales, Vancouver, station representation firm.

Bernard J. LeMaitre named radio sales representative for both local and national sales of Canadian Broadcasting Corp. at Toronto.

Nathan Kingsley, national editor of *New York Herald-Tribune*, named director of news for Radio Free Europe with headquarters in Munich, West Germany. He succeeds **Gene Mater** who returns to New York to become executive director in charge of public affairs for The Free Europe Committee.

Thomas Tudor, director of client services, appointed deputy managing director of Young & Rubicam Ltd., London.

John Buckingham appointed media director of Rumble Crowther & Nicholas Ltd., London. Mr. Buckingham was formerly media manager of Greenlys Ltd., that city.

S. Bryan Stearns appointed associate director of A. C. Nielsen Ltd., Oxford, England. Mr. Stearns joined research company in 1955 and became account executive in 1959.

James R. Nurse appointed executive assistant to sales director of Tyne Tees TV Ltd., Newcastle, England. He will work from London sales office.



Mr. Whitaker

W. Denis Whitaker, recently president of O'Keefe Brewing Co. Ltd., Toronto, named president of Radio Sales Bureau, Toronto, affiliated with Canadian Association of Broadcasters. Prior to joining O'Keefe's, he was for 15 years commercial manager of CHML Hamilton, Ont.

Keir Clark, former minister of education for province of Prince Edward Island, named to five-year term as part-time member of Board of Broadcast Governors, Canada's regulatory body.

Vaughn Bjerre, program director of CHFI-AM-FM Toronto, named VP and director of national sales and programming.

Don Hartman appointed general manager of CFRB Toronto, succeeding **Wes McKnight** who remains as director of public relations.

Gianni Granzotto, with RAI (Italian Radio Television System) since 1952, when he was chief United States correspondent with headquarters in New York, elected president of RAI. He succeeds **Marcello Rodino** following stockholders election.

A. F. M. Biggs, advertising and public relations manager of Canadian Industries Ltd., Montreal, elected president of

Association of Canadian Advertisers at 50th annual meeting at Toronto. He succeeds **George A. Meen**, advertising manager of Christie Brown & Co. Ltd., Toronto. **J. F. Glasier**, Ford Motor Co. of Canada Ltd., Oakville, Ont., elected executive VP; **A. E. Ross**, Goodyear Tire & Rubber Co. of Canada Ltd., Toronto, elected VP and treasurer; and VP's: **John Gibbon**, Royal Bank of Canada, Montreal; **B. A. Hall**, Gillette of Canada Ltd., Montreal, and **R. S. Hurlburt**, General Foods Ltd., Toronto.

DEATHS

Joseph H. Eichel, 66, FCC field liaison officer, Emergency Broadcasting Service, for New England region, died May 5 in Harvard, Mass., after heart attack. He joined FCC's field engineering bureau in 1939. He is survived by wife and two children.

Patrick Freeman, 57, president of Foote, Cone & Belding of Canada Ltd., died following heart attack May 8 in Toronto. Mr. Freeman was elected president of FC&B of Canada in 1958, two years after he joined agency there. He previously had been general manager of Canadian Association of Advertising Agencies and had served as director of sales and research for Canadian Association of Radio and Television Broadcasters.

WROC-TV
8
ROCHESTER
No. 1 in the RICH ROCHESTER MARKET
A RUST CRAFT STATION.

SPOTMASTER

PortaPak I
Cartridge
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Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 6 through May 12 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—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. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

San Bernardino, Calif.—The Maple Chapel. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 120 kw vis., 24 kw aur. Ant. height above average terrain 2,531.9 feet, above ground 308 feet. P.O. address c/o Rev. R. A. Schoch, Box 41108, Los Angeles 41, Calif. Estimated construction cost \$349,130; first year operating cost \$96,000; revenue \$96,000. Studio and trans. locations both Los Angeles. Geographic coordinates 34° 10' 43" north latitude, 117° 42' 23" west longitude. Type trans. GE TT-56A, type ant. GE TY25C. Legal counsel S. R. Levine, consulting engineer James F. Lawrence Jr., both Los Angeles. Principals; members of board of church group (no stock issued). Action May 10.

*Tampa, Fla.—State Board of Control of Florida and Florida Educational Television Commission acting on behalf of University of South Florida. Granted CP for new TV on UHF channel 16 (482-488 mc); ERP 234 kw vis., 46.8 kw aur. Ant. height above average terrain 1,007.6 feet, above ground 1,021.34 feet. P.O. address University of South Florida, Tampa. Studio location Tampa, trans. location Riverview, Fla. Geographic coordinates 27° 50' 52.5" north latitude, 82° 15' 48" west longitude. Type trans. GE TT-56A, type ant. RCA TFU-24DL. Legal counsel Krieger and Jorgensen, Washington; consulting engineer William Kessler, Florida ETV Commission. Florida West Coast Educational Television Inc. operates WEDU(TV) Tampa. Principal: Board of Control of Florida and Florida ETV Commission. Action May 5.

APPLICATIONS

San Francisco—Reporter Broadcasting Co. UHF channel 38 (614-620 mc); ERP 286.5 kw vis., 30 kw aur. Ant. height above average terrain 539.2 feet, above ground 916.7 feet. P.O. address 1366 Turk Street, San Fran-

cisco. Estimated construction cost \$368,504; first year operating cost \$92,757; revenue \$394,200. Studio and trans. locations both San Francisco. Geographic coordinates 37° 45' 00" north latitude, 122° 27' 00" west longitude. Type trans. GE TT-56A, type ant. GE TY-25D. Legal counsel Clay Holland Jr., consulting engineer Thomas L. Turner both Palo Alto, Calif. Principals: Marie Fielder, Gerald M. Feigen, William B. Rumford, Milburn T. Fort, Thomas L. Turner (each 10%), Carlton B. Goodlett (45%) and John L. Rayon (5%). Marie Fielder has 7.5% interest in Pasadena Community Station Inc., applicant for 1110 kc in Pasadena. Ann. May 5.

Topeka, Kan.—Studio Broadcasting System Inc. UHF channel 42 (638-644 mc); ERP 1,000 kw vis., 258 kw aur. Ant. height above average terrain 1,125 feet, above ground 1,102 feet. P. O. address 908 First National Bank Building, Topeka. Estimated construction cost \$1,475,900; first year operating cost \$722,500; revenue \$580,000. Studio and trans. locations both Topeka. Geographic coordinates 38° 59' 52" north latitude, 95° 49' 10" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-46X. Legal counsel McKenna & Wilkinson, consulting engineer A. D. Ring & Associates, both Washington. Principals: Ralph C. Wilson Agency (90%), owned by Ralph C. Wilson Jr. (100%), and Alan B. Bennett (10%). Wilson Agency is insurance agency in Detroit. Mr. Bennett was floor director of WOOD-TV Grand Rapids, Mich., and was production coordinator and producer of special projects for WXYZ-TV Detroit. Ann. April 30.

Existing TV stations

ACTIONS BY FCC

By order, commission granted petition by Elton H. Darby (WVNA-TV), Tusculumbia, Ala., for acceptance of late notice of appearance at May 13 oral argument on idle UHF permits or licenses. Action May 10.

By order in consolidated proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), all Minneapolis, to relocate trans. in ant. farm area and increase height, commission dismissed petition by Association of Maximum Service Telecasters Inc. for partial reconsideration of hearing designation order. Commissioners Lee and Cox dissented. Action May 12.

New AM stations

ACTION BY FCC

Sumner, Wash.—Puyallup Valley Broadcasting Inc. Granted CP for new AM on 1560 kc, 250 w, D. P.O. address Box 158, Sumner. Estimated construction cost \$27,200; first year operating cost \$32,000; revenue \$36,000. Principals: Terry P. McMonagle (41.66%), Brian K. Calkins (41.66%), Erma J. Calkins (8.34%) and Madelyn A. McMonagle (8.34%). Mr. McMonagle is chief engineer at KASY Auburn, Wash. Mr. Calkins is program director at KASY. Grant conditioned that Messrs. McMonagle and Calkins sever relations with KASY.

APPLICATIONS

St. Maries, Idaho—Clearwater Broadcasting Co. 1600 kc, 1 kw, D. P.O. address Box 32, Orofino, Idaho. Estimated construction cost \$8,450; first year operating cost \$21,600; revenue \$24,000. Principals: John H. Matlock and Eugene A. Hamblin (each 50%). Mr. Matlock has 50% interest in KLER Orofino, and 60% interest in KOZE-AM-FM Lewiston, Idaho. Mr. Hamblin has 40% interest in KOZE-AM-FM and 50% interest in KLER. Ann. April 30.

Princeton, Minn.—P. M. Broadcasting Co. 1300 kc, 500 w, P.O. address 3813 France Avenue, Minneapolis. Estimated construction cost \$18,000; first year operating cost \$36,000; revenue \$39,000. Principals: Terrence P. Montgomery (75%) and Bruce D. Salberg (25%). Mr. Montgomery is newsman for WCCO-TV Minneapolis. Mr. Salberg is sales manager of KVBR Brainerd, Minn. Ann. May 4.

Jacksonville, N. C.—Brown Broadcasting Inc. 1290 kc, 1 kw, D. P.O. address Box 1091, Jacksonville. Estimated construction cost \$19,827; first year operating cost \$42,000; revenue \$60,000. Principals: Herschel E. Brown, Norman O. Brown and Irving S. Brown (each 33 1/3%). Messrs. Brown own general contracting firm in Jacksonville. Ann. April 28.

Milton-Freewater, Ore.—James L. Hutchens, 1370 kc, 5 kw, D. P.O. address Box 689, Corvallis, Ore. Estimated construction cost \$17,343; first year operating cost \$22,000; revenue \$24,000. Mr. Hutchens has 41.33% interest in KFLY-AM-FM Corvallis. Ann. May 4.

Existing AM stations

ACTION BY FCC

By memorandum opinion and order, commission denied petition by Conant Broadcasting Inc. (WHIL), Medford, Mass., for reconsideration of Nov. 12, 1964, action which denied petition to amend sec. 73.79 of broadcast rules to specify new method for determining uniform sunset times to permit daytime AM's to extend operating day by 15 minutes during certain months of year. Commissioner Loevinger dissented. Action May 5.

New FM stations

ACTION BY FCC

Burlington, Vt.—University of Vermont and State Agricultural College. Granted CP for new FM on 90.1 mc, channel 211, 10 w. Ant. height above ground 76 feet. P.O. address c/o Dr. Raymond V. Phillips, University of Vermont, Burlington. Estimated construction cost \$2,130; first year operating cost \$3,500. Principals: board of trustees. Action May 6.

APPLICATIONS

Palm Bay, Fla.—Custom Electronics Inc. 107.1 mc, channel 296A, 3 kw, Ant. height above average terrain 300 feet. P.O. address Box 1639, Melbourne, Fla. Estimated construction cost \$29,750; first year operating cost \$39,500; revenue \$55,000. Principals: Stuart M. Campbell (71.4%) and James A. Thomas (28.6%). Mr. Campbell owns electronics firm, while Mr. Thomas is vice president of that firm. Ann. May 4.

Houma, La.—Branch Associates Inc. 1090 kc, 5 kw D. P.O. address Box 127, Springhill, La. Estimated construction cost \$34,140; first year operating cost \$70,000; revenue \$85,000. Principals: James B. Brach Jr., Roy M. Fish and Johnnie K. Hill (each 33 1/3%). Mr. Hill owns KBSF Springhill. Mr. Fish has 25% interest in WMOO Mobile, Ala. Mr. Branch also has 25% interest in WMOO. Ann. April 30.

Jamestown, Tenn.—Fentress County Broadcasting Co. 100 mc, channel 281A, 1.8 kw. Ant. height above average terrain 368 feet. P.O. address Box 700, Jamestown. Estimated construction cost \$22,035; first year operating cost \$13,320; revenue \$14,380. Principals: R. Gene Cravens and Denton E. Burden (each 50%). Mr. Craven has 50% interest in WLET-AM-FM Toccoa, Ga. Ann. May 4.

Dalhart, Tex.—Dalhart Broadcasters. 94.3 mc, channel 232A, 750 w, Ant. height above average terrain 170 feet. P.O. address Box 1350, Dalhart. Estimated construction cost \$6,890; first year operating cost \$3,600; revenue \$7,800. Principals: Robert J. Beller and Leonard J. Beller (each 50%). Messrs. Beller own KXIT Dalhart. Ann. May 5.

Ownership changes

ACTIONS BY FCC

WBGR Jessup, Ga.—Granted assignment

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

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



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 12

	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
			CP's	for new stations
AM	Lic. 4,026	40	73	430
FM	1,303	20	234	294
TV	551 ¹	42	101	208

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 12

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
-Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

of license from William G. Thomas tr/as Altamaha Broadcasting Co., to Wayne Broadcasting Inc., owned by Lem J. Clark Jr. Consideration \$134,500. Mr. Clark is member of board of directors of WLOR Thomasville, Ga. Action May 5.

WRGA-AM-FM Rome, Ga.—Granted acquisition of positive control of licensee corporation, Rome Broadcasting Corp., by Charles Smithgall (40% before, 60% after), through transfer of stock from Southern Broadcasting Co., owned by Mr. Smithgall (99.74%). Mather M. Payne retains 40% interest in Southern Broadcasting. No financial consideration, transfer of assets. Action May 6.

WAYS Charlotte, N. C.—Granted assignment of license from Inter-City Advertising Co. of Charlotte Inc., owned by George W. Dowdy, Harold H. Thoms and Mrs. Virginia Pou Doughton (each 33 1/3%), to Sis Radio Inc., owned by Harriet M. (95%) and Stanley Kaplan (5%). Consideration \$550,000. Mr. Kaplan was, until April 9, executive vice president of WMEX Boston. Action May 11.

WTOF Canton, Ohio—Granted assignment of license from Christian Broadcasting Association, managed by board of trustees, Edwin M. Mortenson, president, to Christian Broadcasting Association Inc., Edwin M. Mortenson (75%) and Jack M. Mortenson (25%). Consideration, assumption of \$63,399 liabilities. Action May 11.

KADA Ada, Okla.—Granted transfer of control of licensee corporation, KADA Broadcasting Inc., from Mrs. Stella K. Hoover (100% before, none after) to Mrs. Virginia Clyde (none before, 100% after). Mrs. Clyde is guardian of Mrs. Hoover appointed for medical reasons by Oklahoma county court. Action May 7.

KBK Elk City, Okla.—Granted assignment of license from Shirley L. Garrison, deceased, to Gerald H. Sanders (49%), Jim H. Speck (49%) and Thomas J. Griffith (2%). Consideration \$70,000. Mr. Sanders owns KZZN Littlefield, and has 33 1/3% interest in KERB Kermit, both Texas. Mr. Speck has 33 1/3% interest in KERB. Action May 7.

KWSH Wewoka, Okla.—Granted transfer of control of licensee corporation, Tri-Cities Broadcasting Inc., from Mrs. Stella K. Hoover (100% before, none after), to Mrs. Virginia Clyde (none before, 100% after). See application above. Action May 7.

KBND Bend, Ore.—Granted assignment of license from Central Oregon Broadcasting Co., owned by Frank H. Loggan (66.3%), Mary E. Brown (19.8%), Kessler Cannon

(6.1%), Douglas Gaines (5.1%) and Robert W. Dickenson (2.5%), to KBND Inc., owned by Douglas D. Kahle and Edwin Tornberg (each 50%). Consideration about \$300,000. Mr. Tornberg owns Edwin Tornberg & Co. Inc., Pacific Grove, Calif., media brokers. Mr. Tornberg also has 23 1/3% interest in WBRI Indianapolis, with 50% interest in Multi-Pix Inc., owner of CATV systems in Kimball and Alliance, both Nebraska. Mr. Kahle is western rep. for Edwin Tornberg & Co., and has 75% interest in KLMR Lamar, Colo.; 23 1/3% interest in WBRI; 33 1/3% interest in Media TV Cable Systems Inc., CATV system owner in Lamar; has 50% interest in Multi-Pix Inc. and owns Ogallala Community TV Co., CATV franchise holder in Ogallala, Neb. Action May 7.

KORE Eugene, Ore.—Granted assignment of license from Lane Broadcasting Co., owned by Lee P. Bishop (100%), to Mr. Bishop. No financial consideration. Action May 7.

KALT Atlanta, Tex.—Granted assignment of license from Herman H. and David A. Wommack d/b as Ark-La-Tex Broadcasting Co., to Ark-La-Tex Broadcasting Co., owned by Messrs. Wommack. No financial consideration, transaction of incorporation. Action May 5.

KGKL San Angelo, Tex.—Granted assign-

ment of license from Angelo Broadcasting-Teletesting Inc., owned by Lewis O. Seibert (99.98%), Mrs. Lewis O. Seibert and Mrs. Elta Mints (each 0.01%), to KGKL Inc., owned by John S. Neil, Frank B. Neil (each 33.3%) and William D. Neil (33.4%). Consideration \$220,000. Messrs. Neil have interest in KTRM Beaumont, Tex. Action May 5.

APPLICATIONS

WAPX Montgomery, Ala.—Seeks assignment of license from Walton of Montgomery Inc., owned by Leon S. Walton (51%) and Frank F. Dusenbury (49%) to Lee H. Gooch, receiver. No financial consideration. Ann. April 30.

KDOT Scottsdale, Ariz.—Seeks assignment of license from Scottsdale Broadcasting Co., owned by Charles A. Prince (10.6%), H. K. Saxie Dowell (4.9%), Thomas B. Sweeney Investment Co. (86.06%) and others, to Central Arizona Broadcasting Inc., owned by John E. Cox (97.03%) and others. Consideration \$130,000. Mr. Cox also has 56.5% interest in retail and wholesale petroleum products firm. Ann. May 5.

KCFR Arroyo Grande, Calif.—Seeks assignment of license from Leslie H. Hacker (individually) and Mr. Hacker as executor of estate of Christina M. Jacobson to Lloyd C. Larson and George W. Irwin d/b as Larson-Irwin Enterprises. Consideration \$112,000. Mr. Irwin owns advertising and publicity agency in Woodland Hills, Calif. Mr. Larson has 20% interest in oil company in Los Angeles. Ann. April 30.

WPEX-FM Pensacola, Fla.—Seeks assignment of license from Mello-Tone Inc., owned by L. T. France (46.3%), Earl D. Hutto (31.9%), C. E. Wheller (4.1%) and others, to Frederic T. C. Brewer (100%). Consideration \$25,000. Mr. Brewer has interests in electronic and music service firm. Ann. May 6.

KTIV(TV) Sioux City, Iowa—Seeks acquisition of positive control of licensee corporation, KTIV Television Co., by Perkins Brothers Co. (50% before, 100% after), owned by George D. Perkins (10.57%), Elizabeth Sammons (21.47%), Louise S. Freese (21.07%), Florence L. Sieh (9.78%) and others, through purchase of stock from Dietrich Dirks (36.75%), D. S. Kidder, C. M. Corbett, W. A. Klinger Investment Co., Burton Bridgens, Estate of Ryal Liller (each 2.5%) and Royal Rostenbach (0.75%). Consideration \$2.2 million. Perkins Brothers owns KSCJ Sioux City. Ann. April 30.

WMRR Marshall, Mich.—Seeks relinquishment of positive control of licensee corporation, Marshall Broadcasting Co., by Barry Broadcasting Co. (56.14%) through distribution of stock to Kenneth R. Radant (12% before, 18.5% after), Angie M. Hawthorne (24% before, 21.3% after), Frank S. Greeg (8% before, 8.5% after) and others. No financial consideration. Ann. May 6.

WDSK Cleveland, Miss.—Seeks assignment of license from Lowry Tims Inc., owned by Lowry Tims (99.9%), W. I. Tims and Marjorie H. Tims (each 0.05%), to Tony P. Congusta (100%). Consideration \$40,000. Mr. Congusta owns commercial laundry in Cleveland. Ann. April 30.

WFMO Fairmont, N. C.—Seeks transfer of control of licensee corporation, Carolinas Broadcasting Inc., from Cutlar Moore, deceased (85%), to Ruth N. Moore (none before, 85% after). No financial consideration. Ann. April 30.

KTAT Frederick, Okla.—Seeks assignment of license from W. C. Moss Jr., David W. Ratliff, Homer R. Holcomb and James R.



Brewer d/b as Tillman Broadcasting Co., to James R. Brewer and Homer R. Holcomb d/b as Tillman Broadcasting Co. Consideration \$2,000. Mr. Brewer has interest in KWCO Chickasha, Okla. Ann. April 30.

WADP Kane, Pa.—Seeks assignment of license from Kane Broadcasting Corp., owned by Stuart J. Myers (90%) and Gordon L. Hanks (10%), to Edward H. and Rita M. Lenaway d/b as WKZA Broadcasting Co. Consideration \$50,000. Mr. Lenaway is chief engineer at WADP. Ann. May 6.

WJWR Palmyra, Pa.—Seeks assignment of license from Radio Music Inc., owned by C. E. Miller, R. L. Fenstermacher and H. T. Ross with others, to Harrisburg Broadcasting Corp., owned by Edward R. Newman and Thomas A. Bolan (each 50%). Consideration \$28,600. Mr. Newman has 40% interest in WRNJ Atlantic City. Mr. Bolan is attorney. Ann. April 28.

WKVT Brattleboro, Vt.—Seeks assignment of license from WKVT Corp., owned by Joseph K. Close, George W. Smith and others, to Radio Brattleboro Inc., owned by David E. Parnigoni (97%) Ego Frank Parnigoni (2%) and Richard F. Parnigoni (1%). Consideration \$56,000. David Parnigoni is commercial manager of WWCO Waterbury, Conn. E. F. Parnigoni is granite broker. R. F. Parnigoni is optometrist. Ann. April 30.

KSPO Spokane, Wash.—Seeks assignment of license from Eileen S. Williams, executrix of estate of D. Gene Williams, deceased, to Delbert Bertholf. Consideration \$30,850. Mr. Bertholf has 50% interest in KOYN Billings, Mont., and is manager of KSPO. Ann. April 30.

KREW Sunnyside, Wash.—Seeks assignment of license from Cole E. Wylie to Don G. Bennett. Consideration \$125,000. Mr. Bennett is manager of KREW. Ann. May 5.

WHJC Matewan, W. Va.—Seeks transfer of control of licensee corporation, Three States Broadcasting Co., from Joseph Pickering and Marvin J. Peterson (each 25% before, none after), through sale of stock to George D. Warren Jr. (none before, 25% after), Otto Goertsen and Paul King (each none before, 12.5% after). Consideration \$11,812. Mrs. Florence Morningstar and Mrs. Donna Bjork Lee retain their 25% interest. Ann. May 5.

Hearing cases

OTHER ACTIONS

■ Commission gives notice that March 22 initial decision which looked toward (1) granting application of Progressive Broadcasting Co. for new daytime AM on 1350 kc, 1 kw in Corinth, Miss.; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and (2) denying application of WTWV Radio for new daytime AM on same frequency with 5 kw in Tupelo, Miss., became effective May 11 pursuant to sec. 1.276 of rules. Action May 12.

■ By order, commission amended sec. 1.525, 1.580 and 1.594 of rules so as to permit broadcast applicants to commence publishing required local notice of filing of certain applications or commission actions relating thereto during second week after filing or action in question. Previous rules required that publication of local notice be commenced during first week following such filing or action. Action May 12.

■ By memorandum opinion and order in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia, Ohio, respectively, commission (1) granted application by Dover for review of review board's Dec. 23, 1964, order to extent of clarifying reason for denying Dover's request for waiver of multiple ownership provisions of sec. 73.240 of rules and make other changes and corrections to board's order, but (2) denied Dover's application for review of Jan. 22 action of review board which affirmed examiner's dismissal of Dover's application for non-conformance with sec. 73.240(a) and which granted petition by Tuscarawas for leave to amend application to reflect change in corporate structure and ownership. Action May 12.

■ By memorandum opinion and order, commission dismissed, on grounds of late filing and lack of standing, petition by Elmer Nolte, principal of potential applicant for new UHF-TV in Baltimore to intervene in May 13 oral argument on idle UHF permits or licenses. Commissioners Bartley and Loevinger voted to dismiss on ground of late filing only. Action May 11.

■ Commission proposed amending rules respecting various broadcast services so as to revise requirements for the correction of program, operating and maintenance logs—i.e., who should make changes, how, when, etc. Rulemaking is separate from that in Doc. 14187 which would amend logging rules to conform with revised programing forms. Comments are invited by June 14. Action May 5.

■ By order, commission amended rules dealing with broadcast radio operator requirements, effective May 14, to make clear that station trans. must be accessible and clearly visible from operator's normal operating position and, similarly, control and monitoring equipment if remote control has been authorized. Also, revised rules reflect fact that stations may no longer use third-class operators unless permits have been endorsed for broadcast operation. Changes apply to secs. 73.93, 73.265, 73.565 and 73.661 of parts affecting different broadcast services. Action May 5.

■ Commission proposed new field strength (propagation) curves for FM and TV broadcast services. Developed by office of chief engineer with cooperation of Broadcast Bureau, contemplated new F(50, 50) curves would update F(50, 50) curves now in rules to take advantage of additional measurements, especially in UHF-TV band. These and new proposed F(50, 10) curves would be useful for maintaining desired to undesired signal ratios at various geographical separations. Also, they are in close agreement with CCIR curves adopted at Geneva in 1963. Comments are invited by June 14, 1965. Action May 5.

■ Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of assignments as follows (numerals are channel numbers): assign 224A to Decatur, Ind.; 257A to Elizabethton, Tenn.; 292A to Ocean City, N. J.; and 280A to New Albany, Ohio; substitute 243 for 244A at Oakland, Md.; 285A for 261A at Fairmont, W. Va.; and 261A for 240A at Keyser, W. Va.; add 240A to Aiken, S. C.; and substitute 221A for 240A at Louisville,

Ga.; assign 280A to Copperhill, 285A to Clinton, substitute 285A for 280A at Dayton, and 232A for 285A at Oak Ridge, all Tennessee; substitute 294 for 293 at Leesburg and add 290 to Winter Park, both Florida; assign 257A to Crossville, Tenn., and substitute 252A for 257A at Athens, Tenn., and add 281 to Tucson, Ariz., which now has 6 assignments; comments are also invited on issue of whether proposed addition will preclude needed future assignments in general area. All of above proposed assignments require coordination with Canada. Action May 5.

■ By report and order in Doc. 15859, commission amended FM table of assignments to delete Channel 232A from Goshen and assign it to Plymouth, Ind. Action May 5.

■ By memorandum opinion and order, commission dismissed second petition by Cape Fear Telecasting Inc. (WWAY-TV, ch. 3), Wilmington, N. C., for reconsideration of Sept. 30, 1964 grant of application of Roy H. Park Broadcasting, Inc. for new VHF-TV translator on channel 4 in Jacksonville, N. C., to rebroadcast programs of Park's WNCT-TV (ch. 9), Greenville. Commissioner Cox concurred. Action May 5.

■ By memorandum opinion and order, commission granted application of Capital Cities Broadcasting Corp. for new VHF-TV translator on channel 13 to serve Westerly, R. I., and Pawcatuck, Conn., by rebroadcasting programs of WPRO-TV (ch. 12) Providence, R. I.; denied opposing petition by Outlet Co. (WJAR-TV, ch. 10), Providence. Action May 5.

■ By memorandum opinion and order, commission denied petition by York County Broadcasting Co. (WRHI), Rock Hill, S. C., for rulemaking and related request for waiver of mileage separation rules to assign FM channel 221A to that city. Petitioner failed to show extraordinary circumstances or public interest considerations sufficient to warrant waiver of strict enforcement of mileage separation rules. Action May 5.

■ By memorandum opinion and order, commission denied petition by William B. Mecum and Homer G. Fritchie Jr. prospective applicants for new FM in Slidell, La., to assign channel 281 to city as first FM assignment. Proposal would require deleting channel recently assigned Atmore, Ala., much larger community remotely located from large city or metropolitan area. Action May 5.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Lorenzo W. Milam and Jeremy D. Lansman to extend time to May 19 to file exceptions to initial decision in proceeding on FM application and that of Christian Fundamental Church for new FM in St. Louis. Action May 12.

■ In proceeding on AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPT), Birmingham, Ala., in Doc. 15868-9, granted request by Broadcast Bureau to extend time to May 14 to file responsive pleadings to WAPT's petition for review of examiner's ruling or, alternatively, for modification of issues. Action May 10.

■ By memorandum opinion and order denied petition by Moberly Broadcasting Co. for reconsideration of Nov. 18, 1964, decision which denied application to make changes in ant. and ground system of KWIX Moberly, Mo., with continued operation on 1230 kc, 1 kw-L.S., 250 w-N; also denied Moberly's request for alternative relief with respect to nighttime operation. Action May 6.

■ Members Kessler, Pincock and Slone adopted decision denying application of Hartford County Broadcasting Corp. for additional time to construct WRYM-FM New Britain, Conn.; and dismissed as moot petition for leave to amend application. Action May 6.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ In proceeding on applications of American Homes Stations Inc., Orlando Radio & Television Broadcasting Corp., and Orange County Broadcasters for new FM in Orlando, Fla., in Doc. 15830 et al., granted latter's petition for leave to amend application to specify frequency channel 237 (95.3 mc) in lieu of channel 286 (105.1 mc); change trans. site; and make other revisions; removed from hearing amended application and returned application to processing line. Action May 11.

■ Designated Chester F. Naumowicz Jr. to

Broadcasting

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preside at hearing in proceeding on application of Ypsilanti Broadcasting Co. (WYSI), Ypsilanti, Mich.; scheduled prehearing conference for June 3 and hearing for July 13. Action May 10.

■ Designated Millard F. French to preside at hearing in proceeding on application of Lampasas Broadcasting Corp. (KCYL), Lampasas, Tex.; scheduled prehearing conference for June 2 and hearing for July 14. Action May 10.

■ Designated Sol Schildhouse to preside at hearing in proceeding on TV applications of Television Broadcasters Inc. (KBMT), Beaumont, Tex., and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur; scheduled prehearing conference for June 4 and hearing for July 20 in Beaumont. Action May 10.

■ Designated Examiner H. Gifford Irton to preside at hearings in proceeding on application of Kent-Sussex Broadcasting Co. for renewal of license of WKSB Milford, Del., scheduled prehearing conference for June 3 and hearing for July 28 in Milford. May 10.

■ By memorandum opinion and order in Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et al., denied petition by Radio Catonsville Inc., Catonsville, to enlarge issues as to financial qualifications, reasonableness of estimated cost of operation and planning and preparation as to application of Commercial Radio Institute Inc., Catonsville. Member Nelson not participating. Action May 6.

■ Granted motion by Broadcast Bureau to correct transcript of April 20 oral argument in proceeding on application of Hartford County Broadcasting Corp. for additional time to construct WRYM-FM New Britain, Conn. Member Nelson not participating. Action May 6.

■ By memorandum opinion and order in Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et al., denied petition by Cedar Broadcasters, Lebanon, to enlarge issues as to proposed ant. tower site of Catonsville Broadcasting Co., Catonsville. Member Nelson not participating. Action May 6.

■ By memorandum opinion and order approved Broadcast Bureau's appeal and set aside examiner's Feb. 3 action which (1) granted petition by Bigbee Broadcasting Co. to extent of dismissing, but with prejudice, application for new AM in Demopolis, Ala.; (2) approved modified agreement by Bigbee and Demopolis Broadcasting Co. (WXAL), Demopolis, whereby latter would reimburse Bigbee amount not in excess of \$5,000 for out-of-pocket expenses; and (3) which terminated proceeding in Doc. 14832. Member Nelson concurred in part and issued statement; Member Kessler not participating. Action May 5.

■ By memorandum opinion and order in proceeding on AM applications of Brown Radio & Television Co. (WBVL), and Barbourville-Community Broadcasting Co., Barbourville, Ky., in Doc. 15769-70, denied (1) motion by WBVL to enlarge issues as to financial qualifications, etc., of Barbourville Community and (2) denied motion by Barbourville to strike WBVL's motion to enlarge issues. Action May 5.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on application of Continental Broadcasting of California Inc. (KDAY), Santa Monica, Calif.; scheduled prehearing conference for June 3 and hearing for July 22. Action May 10.

■ In proceeding on application of WMOZ Inc. for renewal of license of WMOZ Mobile.

Ala., and revocation of license of Edwin H. Estes for WFA Pensacola, Fla., in Doc. 14208, 14228, granted request by WMOZ and scheduled further hearing to be held in Mobile. Action May 7.

■ Denied joint petition by Boulder City Television Inc., and Vegas Valley Broadcasting Co. requesting final session of hearings be held in Las Vegas in Henderson-Boulder City, Nev., TV channel 4 proceeding in Doc. 15705, 15707, 15747. Action May 7.

■ In proceeding on applications of WEPA-TV Inc. for mod. of CP to change operation of WEPA-TV Erie, Pa., from channel 66 to channel 24, and Jet Broadcasting Inc. for new TV on latter channel in Erie, granted applicants' joint petition for extension of certain procedural dates and continued hearing from May 18 to June 18. Action May 5.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando, Fla.; scheduled prehearing conference for May 21, and hearing for June 23. Action April 30.

By Hearing Examiner Thomas H. Donahue

■ By separate actions in proceeding on application of Southington Broadcasters for new AM in Southington, Conn., in Doc. 15871, (1) pursuant to agreements reached at April 20 prehearing conference scheduled certain procedural dates and continued May 17 hearing to May 25; (2) granted petition by Meriden-Wallingford Radio Inc. for leave to intervene; and (3) denied latter's motion for continuance of hearing until such time as commission's review board has acted on petitioner's petition for reconsideration. Action May 6.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Havens & Martin Inc. (WMBG), Richmond, Va., for leave to amend application to install new ant. system at presently authorized site for daytime non-directional and nighttime directional operation; incorporated certain language of Broadcast Bureau concerning WMBG's petition; returned application to processing line; and terminated proceeding in Doc. 15814; BP-16259. Action May 4.

By Hearing Examiner Millard F. French

■ On own motion, rescheduled further prehearing conference from 10 a.m. to 9 a.m. on May 27, in Baltimore, TV channel 72 proceeding. Action May 11.

By Hearing Examiner H. Gifford Irton

■ In proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), both Yakima, Wash., in Doc 15303-4, granted former's petition and continued hearing to June 14. Action May 6.

By Hearing Examiner Forest L. McClenning

■ In 1110 kc. Pasadena, Calif., area proceeding in Doc. 15751 et al., granted petition by Pasadena Community Station Inc. for leave to amend application to reflect change in ownership of five shares (6%) of stock of Pasadena from Nathaniel A. Cole to Maria Cole, widow, as executrix and sole beneficiary of Cole's estate. Action May 3.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Scheduled prehearing conference for

May 12 in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago. Action May 7.

■ Granted petition by Chicagoland TV Co. to continue May 11 hearing to June 2 in proceeding on application and that of Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago. Action May 4.

By Hearing Examiner Sol Schildhouse

■ Granted request by United Broadcasting Inc. for mod. of hearing schedule in proceeding on application for renewal of license of WOOK Washington, to extent of scheduling procedural dates for June 25 and July 1 and setting July 7 as new hearing date. Action May 5.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM in Cozad, Neb., in Doc. 15679-80, granted applicants' request and scheduled new procedural dates pending action on joint petition for approval of agreement, dismissal of application and grant of remaining application; continued May 12 hearing to July 26. Action May 4.

By office of opinions and review

■ In proceeding on application of Denver Area Broadcasters (KDAB), Arvada, Colo., granted applicant's petition to extend time to May 20 to file an application for review of review board's April 1 decision. Action May 11.

■ Granted petition by Noble Broadcasting Corp. to extend time to May 11 to file replies to exceptions in proceeding on application for renewal of license of WILD Boston. Action May 6.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of May 11

WALZ-FM Jacksonville, Fla. — Granted SCA on sub-carrier frequency of 67 kc.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KCCB Corning, Ark.; KCCL Paris, Ark.; KTPA Prescott, Ark.

K74B3, K78B0 Three Rivers, Calif. — Granted licenses for UHF-TV translators.

KNDU(TV) Richland, Wash. — Granted mod. of license to reduce aur. ERP to 2 kw; waived sec. 73.613 to change studio location to Pasco, Wash.

KASY Auburn, Wash.—Granted CP to change ant.-trans. location, and make changes in ant. system.

WSTC-FM Stamford, Conn.—Granted CP to increase ERP to 3 kw, decrease ant. height to 280 feet, install new ant. and make changes in ant. system; remote control permitted; conditions.

K05CK Leadville, Colo.—Granted CP to replace expired permit for new VHF-TV translator.

K76BX, K79BC, K81AV Perryton and Spearman, Tex.—Granted CP's to replace expired permits for new UHF-TV translators.

WLCY-TV Largo, Fla.—Granted mod. of CP to reduce aur. ERP to 50 kw; change type trans. and type ant., and increase ant. height to 500 feet; conditions.

WSWN-FM Belle Glade, Fla. — Granted mod. of CP to change type trans. and type ant., and increase ant. height to 255 feet.

WLEN(FM) Adrian, Mich.—Granted mod. of CP to change type trans. and type ant., and specify studio location and remote control point.

WAMV East St. Louis, Ill.—Granted request to cancel license of AM; delete call letters.

Actions of May 10

WWJC-FM Superior, Wis.—Granted mod. of CP to move ant.-trans. location to Duluth, Minn.; change type trans. and type ant., and increase ant. height to 750 feet; remote control permitted; waived sec. 73.210 (a) (2) to permit main studio to be located at Duluth.

WGIL Galesburg, Ill.—Granted renewal of license of main and co-pending auxiliaries.

WAGA-TV Atlanta—Granted mod. of license to reduce aur. ERP to 10 kw.

K11DX, K13DR Denton, Mont.—Granted CPs to change type trans. for VHF-TV translators. also make changes in ant. system for K13DR.

K82BC Gilroy and Morgan Hill, Calif.—

Continued on page 103

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RADIO

Help Wanted—Management

5000 watt network station needs manager who can manage as well as sell. Salary plus commission. Group operation. Write Box E-138, BROADCASTING.

General manager strong on sales willing to invest time and money for substantial interest in small mid Atlantic market. Box E-238, BROADCASTING.

Westchester County, New York. Unusual sales opportunity with good incentive. Donald Macfarlane, General Manager, WVOX, New Rochelle.

WWCH wants manager or manager-announcer to begin about June 21. Send photo, tape, resume and minimum salary requirements to W. C. Hearst, 117 S. 8th Ave., Clarion, Pa. 16214.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Growing multi-station organization needs aggressive salesman. Salary and commission. If you want to, will and can sell, write Box E-139, BROADCASTING.

Detroit . . . "Select situation" for man who loves to sell. Capable of/or managing now. Multiple group. Box E-228, BROADCASTING.

Salesman. Experienced. Eastern medium market. \$400 plus. Box E-250, BROADCASTING.

Need aggressive, experienced sales manager—general manager growing Oregon coast station. Are you equal to challenge? State salary. Reply KRAF, Reedsport, Oregon.

Wanted: Professional salesman. No beginners. Dale Low, KWIX, 300 West Reed, Moberly, Mo.

2 Iowa sales openings. Contact manager. KSMN, Mason City or KXGI, Ft. Madison.

Madison, Wisconsin. Station, outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Opening comes as result of promotion within our 7 station group. Bill Walker, WISM Madison, Wisconsin.

Salesmen, the sky is the limit!! Security and above average pay for crackerjack who can sell Ice cubes to Eskimos. Send photo and complete facts now . . . Ron Odum, Asst. Mgr., WKMK, Blountstown, Florida.

Chattanooga . . . person who likes to sell who has ability to assume responsibility in time of sales manager and assistant station manager. Profit sharing and ownership available to right man. Contact: Al Dick, WMOC Radio, P.O. Box 886, Chattanooga.

WRTA, Altoona, Penna. has immediate opening for experienced salesman Established account list with excellent market acceptance. 12 National & State news & editorial awards. Adult format of music, talk and news. Contact Rod Wolf.

Westchester County, New York. Unusual sales opportunity with good incentive. Donald Macfarlane, General Manager, WVOX, New Rochelle.

Sales—(Cont'd)

Good swingin' salesman needed for swingin' station in swingin' market. Opportunity galore for live wire salesmen. Excellent living & working conditions on beautiful Lake Erie. Send resume to WWOW, Conneaut, Ohio.

Announcers

Looking for a good radio job? We want an announcer to work with a congenial established staff in a station that is benefit-loaded and a good place to work. Send audio tape, full resume and salary expected right away to Box D-258, BROADCASTING.

Staff announcer for medium market, conservative modern format operation for station located in beautiful Great Lakes city in Mid-Atlantic region. Prefer all around man capable of handling news, production, and DJ work. Send resume stating full background, experience, including salary requirements to Box E-143, BROADCASTING.

Have immediate opening for top notch announcer with a first phone license. Man who can swing with a top 40 format as well as write and produce commercials and station promotions. Looking for a man with ability and who wants a future with a 5000 watt station that has been No. 1 for the past five years in one of the South's fastest growing markets. Ability to do engineering preferred but not essential. Top salary for the right man. Send tape, complete resume including photograph to Box E-206, BROADCASTING.

Southern New England, good music station. Growing organization, license for second Southern New England station pending. Announcing, first phone. Tapes and resumes to: Box E-220, BROADCASTING.

Experienced announcer for middle of the road format for deep South 5 kw. Must be strong on news. Excellent salary for stable man with qualifying references. Box E-225, BROADCASTING.

Immediate opening at Eastern Penna. daytime station. Rush tape, references and expected salary with first letter. Good announcing and newscasting voice essential. Box E-226, BROADCASTING.

Strong, resonant voice, W. Penna. middle of road station, music, news, production. Salary open, send resume, picture, tape. Box E-231, BROADCASTING.

Midwest major market power station has opening for late afternoon and night personality. Non-rock but bright, tight production necessary with emphasis on natural ability. Send tape with your record work, news and commercial delivery. Include complete resume. Box E-247, BROADCASTING.

Announcers. Two, experienced, medium market, 3rd phone. Box E-251, BROADCASTING.

Announcer. Experienced. First phone \$125. Send resume Box E-252, BROADCASTING.

Number 1 rated station in small 3 station market looking for morning man who is really a dj. This is a jumping off spot for big jobs, and I will get you that big job when you and I think you are ready. I have done it for two djs and I will be happy to have you contact them. We are looking for second station now and you might want to stay with us and get into management. Salary open. If interested, send resume, tape. Box E-253, BROADCASTING.

Expanding chain is looking for an announcer with at least 5 years experience who wants to build a career and grow in one of the nation's top 10 markets. Top money for top talent. Contemporary music but no screamers. Send air check, photo & resume to Box E-262, BROADCASTING.

Announcers

Wanted immediately: Mature sounding young man, for swinging, middle of the road daytime in Northern California. Board and announcing experience necessary, 1st phone desired, but not imperative. Contact Bill Stamps, KPQD, Crescent City, Area Code 707-464-3183, or shoot tape and letter air mail, special.

Opportunity knocks? Wanted good announcer for bright, happy middle of the road format. Send tape, resume & salary required: KVBR radio, Brainerd, Minnesota.

Summer relief announcer. Send tape and resume. WAMD, Aberdeen, Md.

Summer replacement announcer needed immediately. Work through end of September with possibility of permanent employment. Send tape with first letter to Program Director, WHO, Des Moines, Iowa.

WEOK, Poughkeepsie, N. Y. seeks 1st ticket announcer for summer months. Ideal opportunity for qualified college student. Mail summary and tape to Louis Pells, General Manager.

Top 40 announcer with first phone no maintenance. Send tape and resume air mail, special delivery to John Thacker, Program Director, WIRK, West Palm Beach, Fla.

Variety format station. Adultly programed. Looking for afternoon personality. Send tape, resume and photo to Les Woodruff, WKRG Radio, Mobile, Alabama.

DJ, First phone needed immediately to swing with top forty station in Wisconsin's Capitol City. Send tape, resume and salary required to WMAD, P.O. Box 4268, Madison, Wisconsin.

Engineer/announcer. AM station seeks engineer, preferable farmer background for Southwestern Ohio location. WMWM, P.O. Box 1, Wilmington, Ohio.

WPVL—Growing with Ohio's fastest growing market needs 1st phone combo for light announcing duties and maintenance. Write WPVL, 713 Fobes St., Painesville, Ohio.

Announcer with 3 years minimum commercial experience for Penna. station. Adult format of music, talk, & award winning news & editorials. Give expected salary, references and send tape in first letter. All tapes returned. Manager, WRTA, Altoona, Penna.

Good voice? 1st phone? Qualified to assume duties of program-production director? If you fill the bill send complete details with tape to WSAF, Sarasota, Florida.

Leading radio-TV operation has opening for top flight dj for radio, with some television if qualified. WSAV Radio and Television, Savannah, Georgia.

Announcer-engineer with first ticket capable of maintenance. WSMI, Litchfield, Ill.

Announcer, experienced, for good small market operation. All around staff man. No selling. 215-696-3690.

Become top deejay! Learn techniques amazingly fast, economically! Home, taped instruction. Publications FREE! "Your Deejay Career." Fisher, 878 Medford Avenue, Patchogue, New York 11772.

Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

Engineer-announcer. Pennsylvania FM. Salary \$125.00 to start. Must be experienced, mature voice a "must". Resume, tape to Box E-21, BROADCASTING.

Chief engineer with announcing ability for metropolitan market. Box E-37, BROADCASTING.

Experienced chief engineer needed by AM-FM station in the East. Must be expert at installation and maintenance. No regular board work required. Send complete confidential information on education, experience, references and indicate availability for personal interview. Box E-108, BROADCASTING.

Indiana AM-FM needs Chief engineer-announcer, technically qualified and good mature voice helpful. Salary open. Our staff aware of this opening. Send resume and tape to Box E-182, BROADCASTING.

First phone combo man, adult station, religious emphasis. Good music. Also country-western. No smoking or drinking, please. Box E-196, BROADCASTING.

Chief engineer. AM-FM operation planning stereo in near future. Southeastern area. Preference given to man around thirty years of age. Must have ability to plan, and assume responsibility. Established quality station. \$110 per week, or better for good man. Market of approximately 40,000. Box E-215, BROADCASTING.

Wanted AM-FM chief engineer experienced in AM-FM remote control, automatic logging, directional antennas, and administrative ability. (Major Market). Box E-216, BROADCASTING.

Ready for chief? Technically competent first phone with DA experience. Some announcing. Eastern Central states. Box E-230, BROADCASTING.

Top notch maintenance man as chief for excellent Pennsylvania AM-FM in pleasant market. No announcing. Married. Good future with group owners. Start \$400-500 month depending qualifications. Rush resume, recent earnings to Box E-263, BROADCASTING.

Help! Expanding 5 kw full-time AM with CATV in the offing looking for good technical men with or without experience. Stable operation with profit-sharing plan, benefits, paid vacations. Call Chief Engineer at 215-384-2100 or write WCOJ, Coatesville, Pa. (40 miles West of Phila.).

Broadcast engineer wanted. Must have FCC first phone. Send resume and photo to Radio WCHV, Charlottesville, Va. Att. Art Brown.

WREO-AM-FM Ashtabula, Ohio has two permanent openings for first phone engineers. No experience necessary. Employee benefits. Send resume to station manager, WREO, Box 738, Ashtabula, Ohio.

Engineer-announcer. Good pay for good ability. WSMI, Litchfield, Illinois.

NEWS

Westchester county. Experienced news reporter. 3rd class license. Send resume and salary requirements to Box E-218, BROADCASTING.

Immediate opening alert eager pro. Fill vital slot in award winning news operation. Young man looking for the break . . . write, gather, air for number one suburban market. Good pay, good training. Tape and resume at once. Box E-222, BROADCASTING.

Top money for top newsman with experience in digging out, writing and delivering the news. . . . Join a fast expanding chain in one of the nation's top 10 markets. Energy, intelligence and dedication can be your key to a successful career with a progressive company. Send tape, photo and resume to Box E-281, BROADCASTING.

News—(Cont'd)

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Newsman wanted for top Pulse and Hooper rated AM/FM contemporary station using five cruisers, 5 day split shift, mainly newscasts. Fast-paced delivery sense of humor. Resume, tape, photo, returnable. WBBQ, Augusta, Georgia.

Important news position open now. Excellent opportunity for experienced newsman. Must have ability to gather, write and deliver local news. If you are ready to move up, let us hear from you now. Solid No. 1 station—WHOT, Youngstown, Ohio.

Immediate opening—news director award winning WNOE has opening for experienced news director. Must have authoritative delivery, mature voice and professional style of writing. Board shift a requirement. No floaters, please. Profit sharing, etc., available to right man. Tape and resume to C. J. Brien, 529 Bienville Street, New Orleans, Louisiana.

Production—Programing, Others

Program director needed for substantial medium market Texas station. Must know modern radio and production. Must be experienced. All replies confidential. Box E-122, BROADCASTING.

Program director-announcer for Western Pennsylvania fulltimer. Forward tape and resume. Box E-161, BROADCASTING.

Production—Virginia's leading top 40 operation wants an experienced production man well versed in format promotions and capable of turning out above average work for an above average salary. Don't telephone, but send non-returnable tape and resume to Roger Clark, Program director, WGH, Norfolk, Va.

Live in beautiful Sarasota, Florida. Progressive, production minded good music station seeking qualified program-production director—air shift—1st phone—ideas. Send tape and resume. Manager WSAF.

Situations Wanted—Management

Successful general manager small to medium market. Presently managing in four station market. Excellent record. 40 year old family man, civic leader. Welcome opportunity to buy. Box E-155, BROADCASTING.

General manager available—single or multiple market. Over ten years experience, last four as general manager. Finest of industry and personal references. Prefer Midwest area in general. Box E-165, BROADCASTING.

General Manager—AM and TV management experience with history of establishing profitable properties and creating productive sales staffs. Astute administrator. Will relocate with company of aggressive capacity. Box E-173, BROADCASTING.

General Manager. Trained, seasoned executive, radio and television background, major market experience, wishes to relocate New Jersey, New York, New England coast. Strong on sales, programing, promotion, research. Will consider position as sales manager in major market only. Box E-189, BROADCASTING.

Sales

College graduate with top 35 market experience seeks sales or related job in medium to large market. Clean record. Box E-78, BROADCASTING.

"Sales Manager: Five years outstanding record as national sales manager, top adult station (net affiliate) in one of nation's top 20 markets (Midwest). Real pro, creative, young, family man. Prefer major market station or rep. firm. Box E-172, BROADCASTING."

9 years radio, all phases, sales main interest. Family man. Florida only. Box E-199, BROADCASTING.

Available soon in Mid-west, sales management, 10 years experience radio & television. Really know products. Box E-239, BROADCASTING.

Situations Wanted

Announcers

Majors only: Format radio personality. 8 years. \$150-200 starting salary. Afternoon show. Excellent references. Box E-56, BROADCASTING.

DJ—1 year middle of road experience. Single, prefers Northeast. Box E-114, BROADCASTING.

Negro jock, young, dependable, know R&B, Gospel, Jazz. Box E-116, BROADCASTING.

Announcer, dj, newscaster bright personality—tight board willing to relocate. Box E-117, BROADCASTING.

DJ, announcer, tight board trained beginner, available now. Box E-133, BROADCASTING.

Announcing team wants to help your station. Man: Experienced announcer, news, programing, production. Woman: TV announcing, directing, production, programing, continuity. We offer you fourteen years combined experience, quality and talent. What do you have to offer? Box E-153, BROADCASTING.

Midwest-Southwest professional. 11 years, reference. Standard and formula radio. 3rd ticket. Production. Finest background. Versatile. \$110 weekly minimum. Box E-186, BROADCASTING.

\$150 week minimum—experienced personality—morning man—first phone—news—programing. Box E-191, BROADCASTING.

College student seeks summer work. Good mature voice. First class license. Works well with any type program. Two years of college with radio-TV major. Write Box E-193, BROADCASTING.

1st phone Jock—Reliable—top rated—married—seeking permanance. Box E-197, BROADCASTING.

Young Negro dj-announcer, experienced tight board, family man, willing to relocate. Not a prima donna or floater. Box E-200, BROADCASTING.

Good commercial/news voice. Unusual country/western DJ. Can develop interesting popular music show. B.A. degree, radio. Conscientious worker. Best references. Salary not most important. Box E-201, BROADCASTING.

Announcer, authoritative newscaster, smooth commercials, all phases of broadcasting. Married, mature, money no object, but experience and future is. 100 miles of New York. Have first phone. Box E-211, BROADCASTING.

Mature, 24 years old, radio school graduate. Desires position in radio. 1 year experience in radio. Will settle anywhere. Box E-212, BROADCASTING.

Top forty jock in leading Midwest market desires change. First ticket. Box E-213, BROADCASTING.

Dynamic, personable interviewer currently hosting on-site talk show desires to relocate with eye toward TV. Well educated, savvy on getting people to talk. 10 years announcing background. Box E-219, BROADCASTING.

Helicopter pilot—announcer, authoritative newscaster. Personable, dependable, not a floater or prima donna. Box E-221, BROADCASTING.

DJ—prefers top 40, Presently employed ad PD. 22, experienced, draft exempt. Midwest. Box E-224, BROADCASTING.

Contemporary only, format dj ready for move up. First phone, prefer South, dependable, permanent. Box E-227, BROADCASTING.

1st phone announcer, experienced, top disc show, excellent play-by-play, wants larger market sports director's position, personality music slot or combination. Age 24, family, currently employed. Box E-229, BROADCASTING.

Music expert and top air personality, with wide knowledge both of classical and pop music, who also knows audience taste well, desires job as music or program director and air personality at some station with high standards. Also good combo man and record librarian. Master's degree and ten years experience in commercial and educational radio. Write Box E-232, BROADCASTING.

Announcers—(Cont'd)

Female announcer available—news gathering—womans program—dj—traffic—sales—dependents. East please (student). Box E-233, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box E-240, BROADCASTING.

Experienced newscaster, sports announcer, dj. Will relocate, Negro. Box E-241, BROADCASTING.

Lady dj/announcer. Recent graduate of top N. Y. announcer school. 3rd, endorsement. Box E-242, BROADCASTING.

Female dj/announcer desires position with R&B station. Beautiful voice, 3rd ticket. Box E-243, BROADCASTING.

Mature, relief announcer "Specializing in commercials," tape available. New York area only. Box E-245, BROADCASTING.

Versatile, dynamic female announcer. newscaster/dj seeks position on lively station in New York, New Jersey, Connecticut or Philadelphia. Box E-248, BROADCASTING.

New Jersey, New York, first phone combo, graduate of top N.Y.C. announcing school, audio and transmitter engineering experience in N.Y.C. Radio and acting background, good commercials and top references. Prefer middle of road. Box E-254, BROADCASTING.

Tight, all around experience. Endorsement, college trained, good voice, reliable, Box E-257, BROADCASTING.

Negro, dj-announcer, 3rd phone, top school graduate. Draft free, 23, unlimited potential. Start anywhere immediately. Box E-258, BROADCASTING.

First phone dj little experience wants job. Prefer night shift. Write phone or telegram John Cook, 376-4585, Kaysville, Utah.

Can handle Jazz, Pops, Opera, Western with equal facility. Strong affinity for news. Relaxed live audition. Seven years experience. Prefer Southern Calif. area. Definitely no drifter. Third phone. Have no doctored tapes or prearranged references. Just a heck of a good radio man! Matt Moller, 5018 Santa Ana St., Cudahy, California.

Announcer with five years experience (one year armed forces radio). Night job preferred. Like to swing lightly, no hard rock. Good news. Available immediately. \$125 or less with benefits to start. Box 1821, Daytona Beach, Florida.

Mature, good voice announcer, available immediately. Major market experience. Prefer Midwest, medium to major market. Family man. Wire or phone—Walt Peters, 927 6th Ave. S., Stillwater, Minnesota. 612-439-3898.

Female announcer available immediately. 513-547-1110.

Mature voice, 17, summer. Board—R&R, midroad, Jim Genevese, 20 Plover, Hicksville, N. Y.

Available announcer, first phone graduated Cambridge broadcasting school, blind, however, can handle most jobs. Tom Dimeo, 135 Valley St., Lewistown, Penna. Phone collect 248-3489.

Situations Wanted—Technical

Employed mature family man, chief engineer and announcer. Experienced in directional, all technical phases of radio. Wish to relocate in Southwest. Will exchange tape and references for reasonable offer. Box E-187, BROADCASTING.

First Phone Engineer, 18 years experience including DA and chief, good at maintenance, no announcing. Box E-203, BROADCASTING.

Chief engineer—10 years experience construction and maintenance. 10 kw, AM, FM and DA. Box E-210, BROADCASTING.

1st phone operator, light experience. Northeast preferred, available immediately. Box E-244, BROADCASTING.

Chief engineer and little girl want transmitter watch at lively decent adult programed directional. \$115. Real maintenance only. Near swimming. Human being, feelings, no intimidators. Box E-260, BROADCASTING.

Experienced 1st engineer looking for work in Northeast. Call 203-232-7314.

News

Newsman-editor wants top 20 market. Nine years experience, including 50 kw television. Strong Phone-rewrite. Will accept summer replacement. Box E-121, BROADCASTING.

Seasoned radio newsman, presently newspaper reporter—formerly staff assistant to U.S. Senator, wants career with a station interested in news. Contact Bill Fisher, 445 N.W. 35th, Oklahoma City, Oklahoma. JA 4-1107.

Veteran, Journalism graduate, seeking experience in news department or broadcasting. Box 647, San Marcos, Texas.

Production—Programing, Others

Sports director—nine years play-by-play college, high school. University graduate, married. Box E-140, BROADCASTING.

Experienced operations manager-program director can take complete charge of the internal operation of your station, programing, production, traffic and copy. Proven record of success at producing top ratings with modern format. For details write: Box E-179, BROADCASTING.

Experienced. Maturity. Reliability. Qualities stations look for. May I offer 12 years all phases with first phone, for your consideration? Far west only. Box E-205, BROADCASTING.

A well known British disc jockey from Manchester arrives in New York on June 29th for a short period and would like to meet disc jockeys and receive offers of any work. Experience in radio and television, well in with top British groups. Will be bringing all the new releases and latest news. Box E-208, BROADCASTING.

13-year veteran quad-city area jazz host syndicating new series. Daily exposure (30, 60, 90-minutes) 5-day week most important. Box E-256, BROADCASTING.

Production whiz. Comedy specialist. Top morning man, any format. Permanent, productive, professional. Family. Available immediately. PD experience. Phone 305-636-2849. Box 3404, Cocoa, Florida.

TELEVISION

Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small retailer. Top-tier market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

Sales manager for new UHF station going on-the-air this fall. Confidential. Send complete resume photo. Box E-129, BROADCASTING.

Excellent TV sales opening in Michigan. Number 1 station in market, top 50 markets. Five figure income potential with well established station. Send resume to Box E-194, BROADCASTING.

Account Executive: Expanding profitable company has a vacancy at one of its stations for a successful young account executive who wants to improve his earnings in local sales and who has the potential to eventually advance into sales management. Draft exempt college graduate under age 35 with demonstrated television time sales ability required. Send confidential resume of age, education, past employment and sales record to J. P. O'Hagan, Personnel Department, Crosley Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Announcers

TV personality for No. 1 network affiliate in Midwest market. Booth, on camera commercials and weather host. Permanent position calling for solid experience to work with professional team. Immediate placement. Rush resume, tape and photo to Box D-80, BROADCASTING.

Announcers—(Cont'd)

Sportscaster—major Eastern market TV station with heavy schedule major league sports wants on-the-air sports caster for daily sports show plus staff work and chance for play-by-play. Must be young, experienced and successful. Outstanding opportunity for aggressive and colorful young sports personality. Send VTR or SOF and resume. Box E-202, BROADCASTING.

Staff announcer: Capable booth and talent. Good commercial man with pleasing personality. Sports background preferred. Major Mid-western VHF. Send resume, photo to Box E-234, BROADCASTING.

Experienced television announcer wanted. Southeastern vacationland in major market. Man strong in commercial presentation. Will also handle variety of on-camera assignments. Send resume, audio (or video) tape, picture and minimum salary requirements to Program Manager, WLOS-TV, Box 827, Asheville, N. C.

Need announcer and announcer/sports director for powerful VHF. Prefer mature, responsible applicants who desire good working conditions & pay. Call Fairfax 2-8828, WTVM, Columbus, Georgia.

Technical

Major Eastern network TV station requires number of temporary vacation relief technicians with potential for permanent jobs. 1st class phone required. Reply Box D-179, BROADCASTING.

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Florida ETV seeking studio engineer, strong electronics background, TV experience desired, not required. Resume, photo to Box E-207, BROADCASTING.

Studio supervisor—major Northeastern TV station has immediate opening for studio supervisor. Color experience preferred. Box E-217, BROADCASTING.

Immediate openings available for experienced broadcast engineers with Kansas State network. Contact Russ Goyette, Chief engineer, KARD-TV, 833 North Main, Wichita, Kansas.

News

Southeastern VHF needs newsman. Will consider man with radio news background that would like to step into television or recent Journalism graduate with desire to break into television news. Send picture tape & complete details 1st letter. Box E-175, BROADCASTING.

News director with Journalism background to shoot write and air news. Must have organizational ability to take charge news department. Send Video tape or picture and audio tape along with complete details 1st letter. Southeastern VHF. Box E-176, BROADCASTING.

Reporter needed (experienced only) by expanding news operation in 15-year-old CBS TV affiliate. Will cover beat, shoot some silent film, do on-the-scene sound reports. Must be able to write meaningful news and think visually. You'll like working with our award-winning news team. Excellent working conditions. Send complete resume and videotape or film of work to News Director, WFMY TV, Greensboro, N. C.

Production—Programing, Others

July 1—Director of In-School programs for educational television station. MA Degree or equivalent with experience in curriculum development, class room teaching (elementary-secondary level); proven leadership in working with administrative and teaching personnel. Salary open. Box E-164, BROADCASTING.

Designer; scenic. Imaginative, creative, thoroughly experienced in color TV production. Needed in large midwest market. Renderings, shop drawings a must. Salary open. Position available near future. Box D-169, BROADCASTING.

Production—Programing, Continued

Director: Staff opening major Mid-western VHF. No beginners. Need man fully experienced in all phases of direction-production. Send complete resume to Box E-235, BROADCASTING.

2 positions—director and cameraman—Established all-color operation needs experienced director who can handle switching duties. Also experienced cameraman to operate RCA Studio Color Camera. Contact Bob Jones, Operations Director, WLEX-TV, P. O. Box 1457, Lexington, Kentucky.

Press relations manager: We have an opening for a competent writer, age 25-30 to handle our Corporate press relations activities. College degree with a minimum of two years experience in commercial broadcast publicity work required. Starting salary \$7,500-\$8,500 per year commensurate with demonstrated ability and experience. Excellent opportunity for personal development and growth with a progressive expanding industry leader. Send confidential detailed resume of age, education, experience and salary history to Mr. J. P. O'Hagan, Personnel Department, Crosley Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

FILM EDITOR

Major Eastern TV station requires several experienced News Film Editors. Reply Box E-89, BROADCASTING.

Situations Wanted Sales

Ambitious young man with extensive (8 yrs.) administration background in TV network and stations. Seeking opportunity in sales with management potential. Held management positions for last 6 years. Box E-236, BROADCASTING.

Announcers

TV announcer. Experienced news, weather, sports, live and taped commercials. 14 years in broadcasting. Phone Nashville, Tenn. 227-4994.

Technical

Chief engineer—small budget television my specialty. UHF, VTR, color, microwave, and engineering personnel experience. Have family; want to settle. Box E-130, BROADCASTING.

Thinking about new station or going color? Employed at full time color operation—chief engineer material. Box E-185, BROADCASTING.

NEWS

Young Midwest television newsman wants position with aggressive medium market news department. Married. Five years experience in both city and small markets. Strong air, writing, photographic and documentary experience. Box E-10, BROADCASTING.

Production—Programing, Others

Intelligent, creative experienced TV producer/director, now employed at top station in Buffalo, New York, desires advancement. Box E-163, BROADCASTING.

Director experienced all phases production. College degree. Box E-184, BROADCASTING.

Childrens show personality—excellent references and top ratings. Box E-198, BROADCASTING.

Film & Tape Processor

Cameraman, film editor, edit 16mm optical and magnetic stripe film and video tape. Newsreel, documentary cameraman for U.S. ARMY. Program editor syndicated and features. Can lead your film and photo units to greater production with reduced costs. Box E-204, BROADCASTING.

WANTED TO BUY—Equipment

RCA TT-5A television transmitter for low band operation. State condition, price and availability. Contact Edward M. Tink, Engineering V. P., Black Hawk Broadcasting Company, Insurance Bldg., Waterloo, Iowa.

Wanted: FM transmitter . . . 5 or 1 kw . . . monitor. Radio WHLT, Hotel Lafontaine, Huntington, Indiana.

Wanted—Zoom Lens—Varatal II, Zoomar, or equivalent. Advise best price first letter to John Long, KTVE, Box 791, El Dorado, Arkansas.

Wanted—Dummy load for FM station. 5 to 20 kw. Contact: J. B. Reynolds, WJBR, Wilmington, Delaware. Phone 475-4000 (code 302).

12 kw UHF amplifier state price, all details CH-53, P. O. Box 4232, Fresno.

Remote pick-up transmitter—Marti, M-30B/TPS, and receiver—Marti—MR-30/1, or equivalent. Must be in good condition. WRMF, Titusville, Florida.

Tower 30-40 PSF wind load RETMA specifications 200 to 400 ft. height self supporting or guyed in good used condition. RCA UHF TT 12A amplifier and associated equipment. 10 kw FM amplifier. State price condition and manufacturer. Box E-192, BROADCASTING.

PT-6 Magnecord tape deck with amplifier. WMNE Radio, Menomonie, Wisconsin 54751.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

5 kw RCA 5-DX transmitter. Available as a result of new construction. Very good condition. Take it away for \$1500. L. Wittenberg, Chief Engineer, WISN, Milwaukee, Wisconsin.

Gates ST101 spot tape, factory reconditioned with unused tape roll, complete remote control panel—\$450. KWBC, Navasota, Texas.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

5 kw AM broadcast transmitter—CCA Electronics presently has available for quick resale of the offerer, an RCA BTA-5F, 5 kw AM broadcast transmitter which has been obtained in trade for a new CCA 5 kw AM transmitter from station WCOA in Pensacola, Florida. Transmitter presently in use and will be available between May 15 and June 1. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey or call Area code 609-456-1716.

Two-tape deck Tapathon model 376M and 7 Mc Martin tube SCA receivers, TN series. Also one Transmagnemite portable tape recorder Model 612 SD. Write Sussex County Broadcasters Inc., Box 40, Newton, N. J.

Gates BFE—10A 10 watt FM Transmitter tested and tuned to your frequency, \$695. Write Chris Payne, Box 748, Amherst, Mass.

FOR SALE

Equipment—(Cont'd)

Gates antenna FM-22 tuned 91.9 mc with RG-17U coax. Call or write WGST-FM, Columbia Union College, Takoma Park, Maryland. 301-589-1836.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator \$495. RCA MI-28-151 10 kw FM harmonic filter \$75. Gates "Studioette" audio console \$295. Two Ampex 450 tape playback machines, automatic reversal \$425 each or \$795 for two. W.E. 1126-c limiting amplifier \$195. W.E. 110A limiting amplifier \$110. Gates M-4909 remote control equipment \$475. RCA 1 1/2" antenna coupling transformer for FM \$75. 225 ft. 1 1/2" styroflex cable \$195. For complete package \$2,500. WRFM, 41-30 58th St., N. Y., N. Y. 11377. Phone DEfender 5-1051 code (212).

General Electric FM transmitter, type BT4B, 10 kw, 103.3 mc. Western Electric FM transmitter, type 506-B, 10 kw. Erco exciter, type 500T. Erco sub-carrier generator, type 500T-1, 87 kc, Collins antenna, type 37M-6, 1,000 feet of 3 1/2" transmission line. Make an offer. Contact: J. G. Deaderick, Plough Broadcasting Company, P.O. Box 248, Memphis, Tenn. 38101. Phone 901-525-2663.

For sale: 1) RCA FM transmitter (mono) BTF-1C, one kilowatt. First \$2,500 check received, gets it. Transmitter available as soon as our new one received. F.O.B. Paris, Illinois. 2) Hewlett-Packard FM monitor (mono) type No. 81547A. First \$800 check received gets it. Monitor available as soon as our new one received. Contact A. C. Ferguson—WPRS Radio, Paris, Illinois.

5 kw Standard Electronics FM three years old, now on air, available June, \$6,750. 250 feet 1 1/2" co-ax \$250. WKLS, Atlanta.

Sparta CP-5 portable tape cartridge audition playback. Like new. Used for demo only. Best offer over \$375 takes both. Leggett. 9531 Riverton, Dallas, Texas.

GE progress line remote broadcast pick-up: 75 watt base, remote control console, 40 watt mobile 26.21 mcs., adaptable 15 to 54 mcs. Good condition: \$400. KVOL, Lafayette, Louisiana.

For Sale—General radio 1931-A modulation and 1181-A frequency monitors. Write Box E-259, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

The home of the Elgin watch! Business and Personal remains 50 cents each plus 20 cents an ounce. Special arrangements considered. Not responsible for parcel not wrapped according to postal regulations. Freedom Enterprises, Box 255, Elgin, Illinois 60122.

Professional dubs of your tapes. . . . New crossfield technique. . . 5"-\$1.50 . . . 7"-\$2.00. Includes: tape, reel, packaging, shipping and duplicating—No hidden costs, satisfaction guaranteed! Send tape and check to: Audio Sound Services, 102 East Bloomfield, Rome, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 18, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

FCC License training through tape recorded instruction. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Sales

\$10,000 Guarantee

And the sky is the limit with aggressive new operators of old Ohio station. Billing growing fast and we need an experienced top level, young and aggressive salesman to take over prime accounts and build them. You should make \$20,000 your first year with us.

Box E-223, BROADCASTING

Announcers

TOP PERSONALITY WANTED

A great Radio facility in the Rocky Mountain region wants a sparkling personality; knowledge of music people want to hear; and the ability to step in and take over. Salary—The best; working conditions—the finest. Rush tape and pertinent selling facts to

Box E-166, BROADCASTING

Join Charlotte's

Hottest Team

One First Phone

Two D. J.'s for top 40 outlet. High pay. Great opportunity. Rush tape, photo and resume to:

Box E-246, BROADCASTING

TOP DOLLAR

Group Stations near New York going 24 hours. Needs men on the way up. Salary commensurate with ability. Announcers, announcer-engineers, salesmen, newsmen. Opportunity to manage. Full particulars first letter. No tapes.

Box E-214, BROADCASTING

NEWS

Immediate opening

News director. Award-winning WNOE has opening for experienced News Director. Must have authoritative delivery, mature voice, and professional style of writing. Board shift a requirement. No floaters, please. Profit sharing, etc., available to right man. Tape and resume to:

C. J. Brien
529 Bienville Street
New Orleans, Louisiana

News—(Continued)

Radio News Man

Excellent pay for qualified newsman with experience in digging local news. We are vital operation in metropolitan Midwest area placing strong emphasis on ability to report. Name your salary Send tape, resume to:

Box E-58, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: Djs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

TELEVISION—Help Wanted

Announcers

Applications for MANAGEMENT SALES & PROGRAM

Will be accepted by UHF being built by group operation in a major market. Summary of your experience, salary requirements and picture should be sent immediately for your consideration along with current applicants.

Box E-209, BROADCASTING

Technical

RADIO-TELEVISION TECHNICIAN

(With First Phone)

Needed in an expanding closed circuit television system utilizing professional equipment only. Requires experience in all phases of television operation and maintenance of RCA Type Video Tape Recorders preferred but not essential.

Send resume with salary information to: University Personnel Office, Room 4, Morrill Hall, University of Minnesota, Minneapolis, Minnesota 55414 (69)

STUDIO ENGINEERS

Immediate opening for four. Three years TV experience plus first phone required. Send resume complete with photo to:

Bob Latham
Chief Engineer
KNTV
645 Park Avenue, San Jose, California

News

WANTED

Mature looking television newscaster
Medium size New England market
Salary open
Send photo and tape to:
Box E-180, BROADCASTING

Situations Wanted—Announcers

TELEVISION PERSONALITY

... in search of a television station
... in need of it's own "Merv Griffin
man" ... and willing to suffer the
pains of local production ... com-
pletely pro ... video tape is available.
Box E-237, BROADCASTING

READY TO MOVE

But no rush. Personality of top-rated TV-
news show in 3-station market of 400-
thousand. Competent in gathering, writ-
ing and filming also. Will pack up 7-years
experience in Radio-TV and go anywhere
—even radio only—if conditions are right.
Please send replies to:
Box E-195, BROADCASTING

EMPLOYMENT SERVICE

Mr. STATION MANAGER

If you need a qualified, reference
checked employee, we have several
hundred in our files. Our applicants are
in all parts of the U. S.
Call or Write:

C.B.I. Placements
707 Colorado Bldg., Denver Colorado 80202
Phone 303-292-3730

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For the attention and consideration of
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Ad agencies, commercial producers, client
advertisers and others, we have hundreds
of excellent, thoroughly qualified applicants
with broadcast experience in all job cate-
gories. Among these men and women are
the people you need. Phone or write us
now.

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Telephone OL 7-4881



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Immediate openings nationwide for qualified,
dependable announcers; disc jockeys; news-
men; engineers; salesmen; copywriters; and
Management positions in all size markets.
Here is your opportunity to move up to a
better, higher paying job in radio or TV.
Write for Application:

NATIONWIDE BROADCAST SERVICES
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996.
Station Inquiries For Personnel Invited.

EMPLOYMENT SERVICE

Continued

527 Madison Avenue, New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

You Can't Top A

CLASSIFIED AD

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

WANTED TO BUY—Stations

STATION WANTED

Small chain wants to buy additional sta-
tion in a one to four station market East
of Mississippi River. Will pay 29% to
100% cash. All information confidential.
Hudson Millar
WKUL
Cullman, Alabama

WANTED

FM in Top 10
AM making money anywhere
Reply in confidence
Box E-188, BROADCASTING

PENNA. BROADCASTERS

interested in purchasing small to medium
size radio property in following area's,
OHIO, PENNA., W. VA., MARYLAND, VA.,
NEW YORK.
Will consider other areas. \$100,000 to \$175,-
000. Strict confidence. No brokers.
Box E-249, BROADCASTING

MISCELLANEOUS

**RADIO STATION
MANAGEMENT CONSULTANTS**

*Programming Services
*Sales Development
NATIONSIDE BROADCAST SERVICES
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Phone 303-292-0996

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ten second music bridges—spot separators.
Full orchestrations, big name instrumen-
talists. 25 for \$7.50. Money back guar-
antee. Indicate format: Pop, Good, R&R,
CW, Classic, etc. Send check to:
Bridging Factor
4347 West McLaren
Seattle, Washington 98199

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••• **A REASON** FOR LISTENING



If you're mutative enough to nudge your audience from
lethargy to alacrity; if your somnolent account executives
need the adrenalin of a good sale; if you've an adamant po-
tential just waiting, send today for an audition disc. Not
earth-shaking, but provocative. Not controversial, but icono-
clastic. Don't expect a love affair, but the attention will
amaze you. It's about people: all kinds, from the profession-
als to the bums. Costs less than it's worth, too. 5 minutes—
open-ends. 5 weekly: 13, 26, or 52 weeks.

Write—wire or phone:

REALISTIC RADIO SALES

P. O. Box 102
Eustis, Florida 32726

Harold McWhorter
Code 305: 357-4455

Continued from page 96

Granted mod. of CP to make changes in ant. system for UHF-TV translator.

WFMY-TV Greensboro, N. C.—Granted CP to change type trans., and reduce aur. ERP to 20 kw.

■ Granted CP's to replace expired permits to make changes in following VHF TV translators: K03BQ, Ukiah TV Association, Ukiah, Ore.; K10EF, K11FR, Moffat County, Powder Wash., Hiawatha and Hiawatha rural area, Colo.; K07DB, K10DG, K13DE, Eagle Valley TV Corp., Wolcott, Eagle, Gypsum and Riland, Colo.

■ Remote control permitted and change studio location for following: WYSR Franklin, Va.; KGLA (FM) Los Angeles.

W03AC Fayetteville, N. C.—Granted request to cancel license for VHF TV translator; delete call letters.

Actions of May 7

KDWB St. Paul—Granted renewal of license; without prejudice to whatever action, if any, may be taken with respect to facts which may be developed concerning payola practices alleged in case of Albert Huskey v. Crowell-Collier Broadcasting Corp., et al.

FOR SALE—Stations

**FOR SALE
CENTRAL TEXAS**
LOCAL FULLTIME RADIO STATION
\$75,000.00
Box E-255, BROADCASTING

CALIFORNIA AM
\$150,000—Profitable
29 percent down.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

Ta Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818 TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Pa.	single	daytime	\$ 50M	SOLD
N. E.	small	daytime	95M	60M
Tenn.	medium	fulltime	155M	terms
South	metro	AM-FM	225M	29%
S. E.	TOP 50	daytime	237M	terms

buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30308

STATIONS FOR SALE

1. SOUTHWEST. Major market. \$210,000. 29% down.
2. CALIFORNIA. Fulltime. Profitable. \$300,000. Terms.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

■ Granted SCA on sub-carrier frequency of 87 kc for following FMs: WCWC-FM Ripon, Wis.; WINA-FM Charlottesville, Va.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KGMCC Englewood, Colo.; KWOC-AM-FM Poplar Bluff, Mo.; KRSD-TV Rapid City, S. D.; WAVP Avon Park, Fla.

WJHG-TV Panama City, Fla.—Granted mod. of license to reduce aur. ERP to 34 kw. KHOW Denver — Remote control permitted, with DA-N; conditions.

WFTV (TV) Orlando, Fla.—Granted CP to reduce aur. ERP to 43.8 kw, and change type trans.; subject to outcome of remand proceeding by U. S. Court of Appeals in Case No. 18872.

WLOL Minneapolis—Granted CP to make changes in daytime directional ant. pattern. WILD Boston—Granted CP to install alternate main trans. at main trans. site.

WJLD Homewood, Ala.—Granted CP to make changes in ant. system; conditions.

WWST-FM Wooster, Ohio—Granted CP to install second main trans. to be used in conjunction with present main trans.; install new ant., and make engineering changes; ERP 52 kw; conditions.

KRNW (FM) Boulder, Colo.—Granted CP to change ant.-trans. location, install new trans., and decrease ant. height to minus 750 feet; remote control permitted.

WHMP-FM Northampton, Mass.—Granted mod. of CP to change ant.-trans. location to Williamsburg; type trans. and type ant.; remote control permitted.

KBOX-FM Dallas—Granted mod. of CP to decrease ERP to 29 kw; increase ant. height to 370 feet; change studio and ant.-trans. location; type trans., and type ant.

KBCL-FM Shreveport, La.—Granted mod. of CP to change ant.-trans. and studio location; increase ERP to 100 kw; decrease ant. height to 250 feet, and change type trans.

Actions of May 6

Office Education: Department of County of Santa Clara, Calif., Los Gatos Canyon, Calif.—Granted CP for new UHF-TV translator, on channel 78, to rebroadcast programs of KTEH-TV (ch. 54) San Jose.

Phillips County TV Association Inc., Saco and Hinsdale rural area, Mont.—Granted CP for new VHF-TV translator on channel 12, to rebroadcast programs of KRTV (TV) (ch. 3) Great Falls.

KOLO-TV Reno—Granted CP to change ERP to 151 kw vis. and 30.2 kw aur.; change type vis. trans., and make changes in ant. system.

KOKH-TV Oklahoma City—Granted CP to change ERP to 219 kw vis., and 43.6 kw aur.; ant. height 1430 feet; change trans. location; type trans. and type ant., and make changes in ant. system; conditions.

K11GJ Mammoth Lakes, Calif.—Granted license for VHF-TV translator.

WAVI Dayton, Ohio—Granted CP to move presently licensed main trans. to new auxiliary trans. site for use as alternate main trans., and to use auxiliary ant. system as main ant.; remote control permitted; conditions.

WINF Manchester, Conn.—Granted CP to change auxiliary ant.-trans. location to main trans. site; remote control permitted.

WNBH-FM New Bedford, Mass.—Granted CP to install new auxiliary ant.; remote control permitted.

WHIL-FM Medford, Mass.—Granted CP to increase ERP to 50 kw, and ant. height to 100 feet; conditions.

*WDFM (FM) State College, Pa.—Granted CP to change ant.-trans. location; increase ERP to 870 w; decrease ant. height to minus 78 feet; install new trans. and new ant., and make engineering changes; remote control permitted.

WDBN (FM) Barbenton, Ohio — Granted mod. of CP to install new trans., change type vertical ant., and make engineering changes; conditions.

WSPB-FM Sarasota, Fla.—Granted mod. of CP to increase ERP to 3 kw, decrease ant. height to 155 feet, change type trans. and type ant.

*KUHT (TV) Houston—Granted extension of completion date to November 6.

WWST-FM Wooster, Ohio—Granted request to cancel license covering operation of auxiliary trans.

■ Granted licenses for following UHF-TV translators: K78BS, Renville County TV Corp., Olivia, Minn.; K72CH, Monterey County, Salinas, Calif.; K71BC, Triangle Publications Inc., Woodlake and Lemoncove, Calif.

■ Granted licenses covering changes for following VHF-TV translators: K02DM, KXMC-TV Inc., north, east, south and west suburban Minot, N. D.; K09GQ, Moffat

County, Craig, Colo.; K08CN, K11EY, K13EP, Peoples TV Association Inc., Ephrata, Soap Lake, Moses Lake and Larson Air Force Base, Wash.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KADA Ada, Okla.; KGLC Miami, Okla.; KICS Hastings, Neb.; KMDO Fort Scott, Kan.; KETV (TV) Omaha; KOCO-TV Oklahoma City; KFAB-FM and SCA Omaha; KFNB (FM) and SCA Oklahoma City; KRAV (FM) and SCA Tulsa, Okla.; KBEK Elk City, Okla.; KVIN Vinita, Okla.; KCNI Broken Bow, Neb.; KHEN Henryetta, Okla.; KJCK Junction City, Kan.; KSEO Durant, Okla.; KHAS-TV Hastings, Neb.; KCKN-FM Kansas City, Kan.; KFH-FM Wichita, Kan.; KLSI (FM) and SCA Wichita, Kan.; KOWH-FM and SCA Omaha; KTOP-FM Topeka, Kan.; KJEM-AM-FM Oklahoma City and WKY-AM-TV Oklahoma City.

Actions of May 5

KHBM Monticello, Ark.—Granted change in remote control authority.

KSPO Spokane, Wash.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, change studio location, and install new trans.; remote control permitted; conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KBHM Branson, Mo.; KRMO Monett, Mo.; WGCB-AM-FM Red Lion, Pa.

■ Granted licenses for following VHF TV translators: K13EM, city of Yuma, Yuma, Colo.; K12EX, city of Atkinson, Atkinson, Neb.; K08CJ, town of Red Cliff, Red Cliff and Camp Hale, Colo.; K13GP, Phillips County TV Association, rural area northeast of Malta, Malta, Strater, Wagner, and rural area northwest of Malta, Mont.; K04DR, Eugene Television Inc., southern section of Eugene, Ore.; K09GV, KSL Inc., Nephi, Utah; K02EC, KIRO Inc., Shelton, Wash.; K05CF, K04DD, Weaverville Translator Inc., Weaverville, Calif.

WDJK (FM) Smyrna, Ga.—Granted CP to change ant.-trans. location to Atlanta, and increase ant. height to 520 feet; waived sec. 73.210(a) of rules to permit main studio to be located at Atlanta; remote control permitted.

WJBI (FM) Cincinnati—Granted SCA on sub-carrier frequency of 87 kc.

K13GM Lobo Valley, Tex.—Granted CP to replace expired permit for new VHF-TV translator.

K06BG Fargo Armells area, Indian Butte area, Rural area of East Roy, and Bear Creek area, Mont.—Granted CP to replace expired permit to make changes in VHF-TV translator.

W70AB, W74AA, W82AA North Warren, Pa.—Granted CP's to replace expired permits to make changes in UHF-TV translators.

WCIU (TV) Chicago—Granted license for TV, and specify studio location; and mod. of license to reduce aur. ERP to 38 kw.

KUDY Spokane, Wash.—Granted license for AM, and specify type trans.

WJTO Bath, Me.—Remote control permitted.

WKOW-TV Madison, Wis.—Granted CP to change ERP to 195 kw vis., and 29.5 kw aur.; change type ant., ant. height to 1250 feet, make changes in ant. system, and redescribe studio location; without prejudice to whatever action may be taken as a result of proceedings in Doc. 15415.

WFPG Atlantic City—Granted CP to replace expired permit to make changes in ant. system.

Fines

■ By memorandum opinion and order, commission ordered Arthur C. Schofield, licensee of WKYX-AM-FM Paducah, Ky., to forfeit \$250 for violating sec. 310(b) of Communications Act and related commission rules by effecting assignment of license to and permitting operation of stations by corporation, Nationwide Stations Inc., from mid-1982 to fall of 1984 without commission authorization. This is \$250 reduction from \$500 specified in Feb. 17 notice of apparent liability which included forfeiture for failure to report stock deal transferring 20% interest to Raymond F. Damgen. Although failure to report such contract violated commission rules, after consideration of licensee's response, no forfeiture was imposed for that infraction. Action May 5.

Processing line

■ Application listed below is mutually exclusive with application, File No. BR-

2831, of licensee of WCGA Calhoun, Ga., for renewal of license. Proposal is for identical facilities of this class II AM; however, different ant. site and ant. system is proposed. Since data submitted indicates compliance with note to sec. 1.571 of rules we have this date accepted application for filing. Similarly, we will accept any other applications for consolidation which meet requirements of rules which govern acceptance of applications. Calhoun, Georgia—John C. Roach request: 900 kc, 1 kw, D. Accordingly, notice is hereby given that above application is accepted for filing and that on June 15 application will be considered as ready and available for processing, and pursuant to sec. 1.227(b)(1) and section 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on June 14, which involves conflict necessitating hearing with application, must be substantially

complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on June 14 or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Action May 5.

Rulemakings

PETITION FOR RULEMAKING FILED

■ Eureka, Calif.—Redwood Empire Educational Television Inc. Requests amend-

ment of rules to reserve TV channel 13 for educational use in Eureka. Received April 28.

New call letters requested

■ Raleigh, N. C.—Crescent Broadcasting Co. Requests WJHF.
 ■ Macon, Mo.—KLTW Radio Inc. Requests KLTW.
 ■ Lexington, Neb.—Nebraska Educational Television Commission. Requests KUOL-TV.
 ■ Columbia, N. C.—University of North Carolina. Requests WUNB-TV.
 ■ KMUR Murray, Utah—Oral J. Wilkinson. Requests KMOR.
 ■ Sacramento, Calif.—Camellia City Telecasters. Requests KTXL.
 ■ WSNW-FM Seneca, N. Y.—Blue Ridge Broadcasting Inc. Requests WBFM(FM).
 ■ KBIA Burlington, Iowa—Des Moines County Broadcasting Co. Requests KYED.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 12. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

Fort Smith, Ark. — City commissioners have postponed indefinitely action on a request from Cavanaugh TV Cable Co. (Joe D. Davis, 1803 Cavanaugh Road) for a 25-year franchise, saying they need more time to study the proposal.

■ Hope, Ark.—Hope Community TV Inc. (William R. Routen, president) has been granted a franchise. Subscriber costs will be a maximum of \$15 for installation and \$5 monthly. The estimated construction cost is between \$100,000 and \$150,000. The following TV stations will be carried: KTBS-TV and KSLA-TV, both Shreveport, La.; KTAL-TV Shreveport, La.—Texarkana, Tex.; KARK-TV, KATV(TV) and KTHV(TV), all Little Rock, Ark., and KTVE(TV) El Dorado, Ark.—Monroe, La.

Los Banos, Calif.—Central California Communications Corp., a group station owner (John C. Cohan Stations), has applied for a franchise. The corporation would charge between \$10 and \$29.95 for installation and between \$4.50 and \$5.90 monthly.

■ Westmorland, Calif.—Valley Telecasting Co., Brawley, Calif. (Homer Harmon, district manager) has been granted a franchise. Service will begin within six months. Subscribers will be charged \$7.50 monthly with no installation charge.

Starke, Fla.—Barrette, Duncan & Associates has applied for a franchise. For \$4.95 a month subscribers would receive at least five TV signals. The system would take about six months to build.

■ Volusia county, Fla.—A nonexclusive franchise has been granted to Florida TV Cable Corp. to construct systems in the unincorporated areas of the county. The county will receive 1% of the annual gross receipts.

■ Mount Sterling, Ky.—Mt. Sterling Antennavision Co. has been awarded a 20-year franchise. The company is owned by R. Jack Reynolds, William R. Reynolds, William C. Clay Jr., and Robert V. Doll (Reynolds-Clay-Doll Stations including WMST Mt. Sterling). Subscriber costs will be \$25 for installation and \$5 monthly and the city will receive 4% of the annual gross receipts. Nine TV signals will be supplied. The system, which will cost more than \$100,000, must be completed within one year.

Centralia, Ill.—Applications by Egyptian Cable TV Inc. and Mt. Vernon Cable TV Inc. have been tabled indefinitely. A petition signed by local businessmen requested that no action be taken pending further study.

Dixon, Ill.—Rockford Community TV Inc. and Dixon-Sterling-Rock Falls TV Cable Co. have entered separate applications for a franchise. A previous applicant is Sound Vision Inc., (BROADCASTING, April 26).

■ Genoa, Ill.—Allied Video Transmission Corp. has been awarded a 30-year exclusive franchise. The agreement specifies a two or three year construction period before initiation of service.

McLeansboro, Ill.—Mount Vernon Cable TV Inc., Mount Vernon, Ill., (John Manion Jr., manager) has applied for a franchise.

■ Mount Carmel, Ill.—Wabash Cablevision Inc. (John F. Hurlbut, president) has been awarded a franchise. The firm has established a \$4.95 monthly charge. After construction, 3% of gross receipts will be remitted to the city.

Bloomington, Ind.—All-Channel Cable Vision Inc. (president, Phil Dickens, former Indiana University football coach) and Community Teleception Inc. (Bruce R. Storm, president) have applied separately for a franchise. Telemations Systems Inc., an earlier applicant, has withdrawn its bid in deference to the All-Channel Cable Vision application. A previous applicant is Franklin Communications Corp., Hartford City, Ind. All-Channel Cable Vision is planning a 12-channel system including Minneapolis, St. Paul and Detroit stations plus an all-weather signal.

Decatur, Ind.—WADM Decatur, (R. Jerrell Henry, president) has applied for a franchise. A previous applicant is Citizens Telephone Company also of Decatur.

■ Sullivan, Ind.—Sullivan TV Cable Co. (John Gwin, Robinson, Ill., president) has been awarded a franchise pending formal agreement with Public Service of Indiana and Sullivan Telephone Company for the rental of utility poles. An 18-month deadline for initiation of service has been set. Sullivan TV plans to carry 9 channels plus a local weather scanner.

Lexington, Neb.—Tom and Melville Gleason, York, Neb., have applied for a franchise. The monthly charge to subscribers would be about \$5 to \$7.

McCook, Neb.—Tom and Melville-Gleason, York, Neb., have applied for a franchise. The system would cost an estimated \$250,000. The monthly charge would be about \$5 to \$7.

■ Fieldsboro, N. J. — Jerrold Electronics Corp., Philadelphia, a multiple CATV owner and a CATV equipment manufacturer, has been granted a franchise (BROADCASTING, May 3).

Busti, N. Y.—See Ellery, N. Y.

Ellery, N. Y.—Booth Broadcasting Co., Detroit, has applied for a 20-year exclusive franchise. The firm has proposed a remittance to the city of 2% of gross receipts after the system has been in operation for two years.

■ Van Buren, N. Y. — General Electric Cablevision Corp. (WGY, WGFN[F]M Schenectady, N. Y., WRGB[TV] Albany-Schenectady) has been awarded a 30-year franchise. The firm has agreed to an annual re-

mittance to the city of 3% of gross receipts. Applicants denied were Newhouse Broadcasting Corp. and Onondaga Video Inc.

Mount Airy, N. C.—Cablevision Inc., Gastonia, N. C., has applied for a franchise. Subscriber costs would be \$14.95 for installation and \$4.95 monthly and the city would receive 3% of the annual gross receipts. The company plans to spend \$250,000 on the system. Attorney Carroll Gardner, representing the company, said the system could be completed by the end of the summer.

Brilliant, Ohio—Centre Video Television Cable Co., State College, Pa. (James Palmer, president) has applied for a franchise. The firm has proposed a \$4.50 monthly charge.

Canton, Ohio—Westinghouse Broadcasting Co. (broadcast station group) represented by S. V. Stadig, has applied for a franchise. Previous applicants: Tri-County Television Viewing Corp., Barberton, Ohio; Muti-Channel Cable Co., Portsmouth, Ohio, and Stark CATV Inc. (Neptune Broadcasting Corp. and the Canton Repository).

Urbana, Ohio — Neptune Broadcasting Corp., Steubenville, Ohio, (subsidiary Rust Craft Broadcasting Corp.) has submitted an application for a franchise.

■ Arnold, Pa.—Gateway Enterprises Inc. (WKPA, WYDD [FM] New Kensington, Pa.) has been awarded a franchise. Reconsideration of an earlier agreement with Armstrong Utilities was denied. This agreement was declared void in March after no action was taken by Armstrong.

■ Perkasi, Pa.—Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) has been awarded a nonexclusive franchise pending a satisfactory agreement with the borough on utility pole rental.

■ Sellersville, Pa. — Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) has been awarded a nonexclusive franchise. The firm has estimated a maximum installation charge of \$10 and a monthly charge of \$5.

Madison, S. D.—Midcontinent Broadcasting Co., a group station owner (Joe Floyd, Sioux Falls, S. D., president), has applied for a franchise. Subscriber costs would be about \$25 for installation and \$6 monthly.

■ Rocky Mount, Va.—Communi-Cable TV Inc., Box 110, Rocky Mount, has been granted a 20-year exclusive franchise. Subscriber costs will be \$25 for installation and \$5 monthly. The city will receive 3% of the annual gross receipts or \$500, whichever is higher. Kermit W. Salyer, president, estimates the system will cost \$100,000 and will be in operation by the end of the year. Ten TV signals will be supplied. Two other applications had been received from people associated with WYTI Rocky Mount.

■ Park Falls, Wis.—Northern Telecable Co. (Don Stargeleski, manager) has been granted a permit to construct a system. Subscriber costs will be \$10 for installation and \$5 monthly. The following stations will be carried: KDAL-TV and WDSE(TV) (non-commercial), both Duluth, Minn.; WDSM-TV Superior, Wis.—Duluth, Minn.; WSAU-TV and WAOW-TV, both Wausau, Wis.; WEAU-TV Eau Claire, Wis., and a local weather signal. Free service will be supplied to all city schools and the city hall. Northern is owned by the same people who own Northland Broadcasting Inc. (WPFP Park Falls, Wis.). Other companies which had also applied for a franchise were Rhinelander Cable Co. and Park Falls Cable Co.

TELEVISION'S Tom Jones bears scant resemblance to the hero of Fielding's picaresque novel. In fact, Thomas Bowie Jones's life story could have been written by Horatio Alger and titled: "From Prop Man to Program Executive."

Unlike the 18th century fictional hero, Mr. Jones, program coordinator of the Triangle Stations, is a sober-minded, both-feet-on-the-ground young man with a solid dedication to family, job and community responsibilities. But he's by no means a square.

On his first assignment in television more than 15 years ago he showed a flair for inventiveness that the other Jones boy might have endorsed.

Creates First Job ■ "In 1949 while I was a student at the University of Maryland," Mr. Jones recalled, "I participated in an on-the-job training program at WTOP-TV Washington. I became interested in television and while at the station I created a job for myself by creating a prop shop. I had to quit college to accept the post."

In the years since he made that decision Mr. Jones has acquired a substantial background in all phases of radio and television, particularly in programming, at various stations. Today he supervises the programming activities for all Triangle stations and its syndication arm, Triangle Program Sales.

For several years, Triangle has been active in producing TV-radio series and programs primarily for its own stations but also for syndication. It has become an important enterprise.

In 1965 alone, Mr. Jones's operation is making available at least 5,800 hours of programming in radio and 276 hours in television.

DPA's Leader ■ Mr. Jones took on another duty recently to help fill an already crowded business schedule. He was elected president of Development Program Associates, an organization formed last December by broadcasters in more than 50 markets. The purpose is to stimulate program production for the nonnetwork (syndication) area.

"There's a shortage of quality, syndicated programs and series today," Mr. Jones pointed out. "On the one hand, producers say, and rightly so, that there doesn't seem to be a large enough market readily available to them so that they can go out and invest in a first-run series. On the other hand, there are stations which claim to need this product.

"What we hope to do through DPA is to encourage such first-run programming. We hope to hold at least three meetings a year at which producers can have their pilots screened. By bringing the leading buyers and sellers together at these sessions, we hope to provide enough encouragement to producers so that they will have the confidence to go

He works to develop quality of programs

ahead with potential projects."

Under Mr. Jones' stewardship DPA held its first meeting in Los Angeles two months ago. Presentations were made by various producers-distributors. The initial DPA-stimulated series is *Stingray*, a half-hour cartoon science-fiction series distributed by Independent Television Corp.

Forum for Programs ■ "I must point out that DPA will not as a group endorse or arrange to buy or finance a series," Mr. Jones said. "It is simply a forum, a show-case of projected pro-

WEEK'S PROFILE



Thomas Bowie Jones—president, Development Program Associates and coordinator of programs, Triangle Stations; b. Jan. 12, 1928, Fort Madison, Iowa; staff sergeant, U. S. Army, 1945-46; University of Maryland, 1947-1949; prop manager, assistant director, director, program director, WTOP-TV Washington, 1950-1959; assistant to general manager, WJIM-AM-TV Lansing, Mich., 1959-60; program director, WNBK-AM-TV Binghamton, N. Y., 1960-61; executive program director, WFIL-AM-TV Philadelphia, 1961-1963; program coordinator, Triangle Stations, 1963; m. Dorothy Lambert, 1952; children—Thomas B. Jr., 7; John, 2½; VP, National Association of Television Program Executives.

grams and, hopefully, it will make easier the task of buying and selling series."

He noted that DPA adopted another move several weeks ago to inject "a fresh look" into syndicated product. At the initial meeting last March, distributors made available for screening series that were primarily of the off-network type. A new DPA policy, according to Mr. Jones, will restrict its screening to pilots of new series and program ideas.

At 37, Mr. Jones cuts an imposing and authoritative figure. He is a tall man with more than 270 pounds distributed on an ample frame. He has lost more than 30 pounds through dieting over the past few months and hopes to shed another 30.

An extensive Triangle production schedule keeps Mr. Jones hop-scotching around the country and the world.

Specialized Programs ■ This accent in production, he explained, is in the specialized sphere, covering series and specials in the cultural, sports, women's interest, children's and documentary classifications.

"This makes sense for a station group such as ours," Mr. Jones remarked. "We cannot compete and do not want to compete with the producers of first-run, action-adventure series that are costly to produce and distribute. At the same time there is a need for the particular type of programming we are providing."

Mr. Jones is finding TV stations increasingly insistent on suitable color programming. Accordingly, a sizable portion of his company's output is in color.

In television, the special-appeal type of Triangle programming can be gauged by this roster of titles: *Auto Racing Specials*, *Colorful World of Music*, *Exercise With Gloria*, *Podrecca's Piccoli Theater*, *These Are Americans*, *Tell Me Dr. Brothers*, *The Wonder of Birds*, *Wonderful World of Play* and *Zoos of the World*.

In radio, Triangle is syndicating an audio program service, consisting of 112 hours per week of all types of music; live coverage of five auto racing events; *Keiter Contacts*, daily five-minute sports show; *Motor Racing Review*, 15-minute weekly program, and *Window on Washington*, five five-minute programs on the nation's capital.

With the growth of UHF in coming years, Mr. Jones believes, the availability of suitable programming will become "an even more important consideration than it is today."

He believes that in the years ahead, television, which has borrowed elements from both radio and motion pictures, will develop a form of its own. He is convinced too that "somehow, there will be a return to live TV, which was more exciting than the television of today."

Short memories, long odds

MEMORIES are short. The record shows indisputably that broadcasters have been able to accomplish more through Congress than through the regulatory commissions Congress has created.

The reasons are clear. Legislation is accomplished by negotiation and compromise. Regulation is not.

Broadcasters are locked in controversy over the community antenna stampede. A majority, backed by the judgment last week of the joint board of the National Association of Broadcasters, has concluded that salvation lies in supporting the position of the FCC.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee also has a plan and a bill on which hearings will begin May 27. Mr. Harris wants to develop a "national television policy" pre-empting the FCC, whose "competence and wisdom" he questions. He suggests an "advisory committee" representing all segments of television and including the FCC and the public.

Mr. Harris's quest for a national policy is timely. But the methodology and its scope need revision.

Need for a national policy transcends TV. It encompasses the whole field of aural and visual broadcasting. What is entailed, we suggest, is a full-scale reappraisal of a national policy on broadcasting—in short, a new law.

Mr. Harris's advisory committee, if implemented, would hinder rather than expedite. The same people who might be selected could be called as witnesses to impart the same expertise. Responsibility for policy-making reposes in Congress, and not in a public committee or in the FCC.

Totally untouched is a basic policy problem—spectrum allocation and management. Land-mobile services, for private gain, are hell-bent to grab VHF-UHF spectrum space that would stifle TV expansion and thereby limit competition. The land services, through the potent National Association of Manufacturers' lobby, cite CATV development as the rationale, contending TV service can be provided better by CATV wire distribution.

There will be an accommodation between Mr. Harris and the FCC. Here is an opportunity for broadcasters to exhibit statesmanship and leadership. Through the NAB a model statute should be drawn to provide underpinning for the House proceeding.

Three-way responsibility

WITHOUT regard to its ultimate outcome in the courts, the Regimen-Kastor Hilton case has generated a great deal of talk, much of it defensive, about the location of responsibility for truthful advertising.

The question may be answered by the courts in the appeal that Kastor Hilton says it will take from its conviction on charges of knowingly preparing false claims for the Regimen "no diet" reducing pill (BROADCASTING, May 10). But the general question of responsibility is so vital that the air needs at least some preliminary clearing now.

The first reaction of many agencies after Kastor Hilton's conviction was that they shouldn't and couldn't be responsible for the claims that their clients make for their products.

The fact is that advertising cannot prosper as a constructive force if responsibility for its truthfulness is treated as indivisible. Responsibility must be shared three ways—by advertisers, by their agencies and by the media they use. It is not enough for each member of the chain to do his own job honestly; if he detects deception on the part of the others, he compounds the deception if he fails to resist it.

Certainly the first responsibility for truthfulness in prod-

uct claims lies with the advertiser, and necessarily so. He is the one who developed the product, tested it, knows best what it will and won't do. Within limits, the agency must accept what he says. But if the agency participates in the product testing, as many agencies do, its share of the responsibility increases. In any case the least it can do is challenge any claims that seem questionable.

Once the agency is convinced that it is working with honest information, its obligation not to distort or mislead is too obvious to need recitation here.

Media's responsibility is necessarily more limited, but it exists. It is primarily a responsibility for being watchful and skeptical, for keeping an eye out for claims that seem out of line and then challenging them. It is also, incidentally, a responsibility that television and radio seem to take more seriously than most other media.

It may seem idealistic to expect an agency or a broadcaster to risk the loss of a big account by questioning a client too closely. But the only alternative is a gradual breakdown in the credibility of advertising in general, which would mean a breakdown of advertising itself, and there is certainly nothing ideal about that—for advertisers, agencies or media.

Room at the top

THE joint board of the National Association of Broadcasters last week picked a good man to be its next chairman. Next month, when the board meets again, it must define what the chairman's job is to be.

John F. Dille's background fits him to serve as chairman in a time of growing complexity in the communications field. He is the kind of man who could suit the role that the incumbent chairman, Willard Schroeder, has suggested the board ought to assign to his successors.

As reported in this publication last week, Mr. Schroeder has proposed that the chairman be given authority, which he does not now have, to act as the principal NAB officer. As matters now stand neither the chairman nor the NAB president is clearly the boss. No organization can function efficiently with so fuzzy a leadership structure.

It would in no way diminish the stature of Vincent Wasilewski, the NAB president, and indeed would enhance his effectiveness, if the line of authority were clearly defined.



Drawn for BROADCASTING by Sid Hix
 "Don't lay your hat down . . . somebody took a bite out of mine yesterday!"



WHEN DISASTER STRIKES, PEOPLE TURN TO **KSTP-TV** FOR THE NEWS

As the worst floods of a century rolled through Minnesota in April, most people turned most often to KSTP-TV to keep abreast of fast-breaking developments and reports from every corner of the afflicted area.

Two special ARB surveys* taken during the 10:00 P.M. News on April 12 and again on April 16 at the height of the flooding, show that 50% of news viewing families were watching KSTP-TV, Channel 5 in color!

In other words KSTP-TV had as many news

viewers as the other *two* news stations combined.

This is not an unusual state of affairs since KSTP-TV has been the leading News-Weather-Sports station in the Twin Cities for seventeen years. Its award-winning news department, equipped with every known communication and transportation facility and device was well prepared to do its usual outstanding job when the floods came. It's only natural that most people turned to KSTP-TV for the news — first, fast and factual. It's been a habit for a generation.

* ARB OVERNIGHT COINCIDENTAL SURVEYS.



Represented Nationally by Edward Petry & Co., Inc.

COLOR TELEVISION • CHANNEL 5 • NBC

100,000 WATTS • MINNEAPOLIS • ST. PAUL

HUBBARD BROADCASTING, INC.



UP
PICK-ME-

... for ratings. That's "Picnic" starring William Holden, Kim Novak, Rosalind Russell and Susan Strasberg. One of 60 fine movies that comprise the Columbia Post-'50 Group II features. **SCREEN GEMS**